

## NEWS FOR IMMEDIATE RELEASE

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### USJERSEY RELEASES JERSEY LEARNING CENTER

*Reynoldsburg, Ohio (November 2, 2020)*— The American Jersey Cattle Association is excited to announce the release of the Jersey Learning Center. It is a comprehensive website designed to make managing your Registered Jersey herd more efficient through the use of infoJersey.com. Click here to visit the **Jersey Learning Center**, and be sure to bookmark the page for easy access.

Based on programs and services available on infoJersey, the tutorials walk customers through processes or programs on the website such as registration, running a mating on JerseyMate™, using BullsEye for bull selection, plus more. The step-by-step guides are available in multiple forms (printable PDF, online step-by-step and video) that should suite any learning style or technology experience. There are also clear pictures that show the steps and how each section should appear during that particular time.

These tutorials have been evaluated by USJersey staff members to ensure the most asked questions by our customers are covered in the guides. In the future, more tutorials will be added to aid in the use of infoJersey programs and services.

The American Jersey Cattle Association, organized in 1868, compiles and maintains animal identification and performance data on Jersey cattle and provides services that support genetic improvement and greater profitability through increasing the value of and demand for Registered Jersey™ cattle and genetics, and Jersey milk and milk products. For more information on USJersey program and services, call 614/863-3636 or visit the web site at www.USJersey.com.

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