

Consumers may not know this all-important fact, but you do.

*All milks are not alike.*

Scientific tests demonstrate that milk produced by JERSEY cows *naturally* has more protein and calcium. Plus, average market milk cannot equal the *natural* taste appeal of JERSEY products.

The ALL-JERSEY® and QUEEN of QUALITY™ marketing programs will give your customers those facts ... helping you build customer loyalty, increase your sales, and improve your profits.

*Jersey milk has all the extras.*<sup>SM</sup>

With the ALL-JERSEY® brand and trademarks working for you, you can tell the customers for your bottled milk:

*There's more of what's good for you in every glass of All-Jersey® Milk ... because only Jersey cows just naturally give an extra amount of the milk nutrients that add up to health and energy! And, there's extra good flavor too. So, get the milk that's extra nutritious ... and extra delicious ... All-Jersey®!*

You can tell the people buying your cheeses:

*You'll taste the premium quality of 100% Jersey Milk cheeses ... their naturally creamy-smooth textures and flavors that are naturally richer and more luscious ... all because they are made from the richest, highest protein cow milk there is ... all-Jersey Milk.*



**Products are a breed apart with All-Jersey®.<sup>SM</sup>**



Whether you are just starting to build your promotional efforts or are adding to your marketing message, the ALL-JERSEY® program will provide a *third-party assurance to consumers* of the benefits of products made from your Jersey milk, giving you a *competitive edge* in the marketplace.

All dairy products made from 100% Jersey milk are eligible for the ALL-JERSEY® program. The ALL-JERSEY® program provides an independent seal of quality that complements your own brand and labels. ALL-JERSEY® distributors have *the only product guaranteed to come only from Jersey cows ... not blended or diluted with ordinary milk.*

The ALL-JERSEY® program is owned by National All-Jersey Inc. (NAJ), the milk marketing affiliate of the American Jersey Cattle Association. The ALL-JERSEY® trademarks have represented quality dairy products since 1954.

#### PROGRAM BENEFITS

As an ALL-JERSEY® distributor, you are entitled to use of any of the ALL-JERSEY® and Queen of Quality™ marks.

All-Jersey® distributors are listed on the ALL-JERSEY® website that can link

consumers to your existing website, or give you a home on the Internet. Nutritional research showing the superiority of Jersey milk and important facts about the Jersey breed are provided to educate consumers and build their confidence in your ALL-JERSEY® products.

NAJ will work with you and your printer to incorporate the mark(s) you select in your product label. Convenient, pre-printed Queen of Quality™ labels can also be ordered. NAJ can also provide advertising and marketing assistance, nutritional testing services, and independent herd management quality assurance audits.

Basic levels of service begin at just \$0.02 per hundredweight of milk or \$3.20 per cow.

Your customers know *your* story. We can add the story of the Jersey cow and proven superiority of products made from 100% Jersey milk ... with ALL-JERSEY®.

Find out more about your opportunities as an All-Jersey® distributor today. Contact **National All-Jersey Inc.** at 6486 E. Main St., Reynoldsburg, Ohio 43068-2362; call **(614) 861-3636**; fax (614) 861-8040; or email **naj@usjersey.com**.

**“The All-Jersey® label is a seal of approval that consumers can relate to.”**

*Garry Hansen, Garry's Meadow Fresh Jersey Milk, Mulino, Oregon*

**“My customers at New York City's Greenmarkets are bowled over when I hand them their package of our fresh-cut cheese sealed with the Queen of Quality™ label. They love the seal, they love the cow!”**

*Elizabeth MacAlister, Cato Corner Farm, Colchester, Connecticut*

**“The uniqueness of the All-Jersey® label draws people in, and the quality of the product brings them back.”**

*Richard Doran, Jr., Bush River Jerseys, Newberry, South Carolina*

*These marks assure consumers that they are purchasing dairy foods produced only from the milk of Jersey cows and produced to the highest standards of goodness and nutrition.*

The logo features the words "All-Jersey" in a stylized, cursive font with a registered trademark symbol (®) to the right.The logo consists of the letters "A-J" in a bold, blocky, sans-serif font with a registered trademark symbol (®) to the right.

*National All-Jersey Inc. is the owner of the marks "All-Jersey" and "A-J" for Jersey milk and dairy products, and of United States Patent and Trademark Office Registration No. 72069272, No. 72070731 and No. 71656252. Registration is pending for the "Queen of Quality" logomark and component elements, all of which are trademarks of National All-Jersey Inc.*