



AMERICAN GUERNSEY ASSOCIATION

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~Acknowledge the Past, Create the Future~

2019 American Guernsey Association FARM TOUR VIDEO

Fee: \$75.00

***Limited space available, Reserve your space immediately!
Deadline for content submission: January 1, 2019***

Farm Name: _____

Address: _____

Contact person: _____

Phone: _____ Cell phone: _____ Email: _____

We would like to showcase how the American Guernsey Cow has progressed and evolved over the years to meet the demands of the current milk market. Video content suggestions:

- Farm Name and location
- List people involved in operation – family members, employees
- Size of herd, composition of herd and farm operation
- Describe management of herd – type of facilities, crops, feeding program
- Other diversified ventures for farm (ex: A2/A2 Milk, cheese-making, ag tourism, etc.)
- Off-farm occupations
- Breeding philosophy – emphasis; Sires currently being used; Young sires being used; Sires that have worked well in herd in the past
- Outstanding Animals/Cow Families
- Outstanding sires that you have bred; Outstanding cow families; Outstanding animals for production; Outstanding animals for type; Show winners
- Marketing of Animals From Herd; Animals that have sold well in the past; Flush program; Embryos for sale
- Awards – national, state, local
- Why do you have Guernseys?
- What makes this Guernsey farm/herd special or unique?
- Please include information about your milk marketing program if it applies.
- Please include the history and tradition of your farm as well as your plans for the future.

Please submit ~10 photos of your farm, family, cows, activities at your farm, etc. or 1- 3 minutes of video clips. If you would like an additional voice over, please send us a typed script. Please list the name and registration number for animals if the professional photos of the animal are on file at the AGA. When you are submitting photos, be sure to include identification information. Photos submitted electronically should be higher quality and emailed to ctrotter@usguernsey.com