

## Paul-Lor Jerseys named 2010 Jersey Canada Master Breeders



*A copy of this release follows in French at the bottom of the article.*

Jersey Canada's highest award for cattle breeding finesse, the coveted Master Breeder Award, has been awarded this year to **Paul and Lorraine Franken and daughter Janine of Paul-Lor Jerseys, Clinton, Ontario**. This accomplishment represents recognition for over a quarter of a century of very hard work and wise business and breeding decisions.

In 1984, the Frankens purchased 23 Jersey cows and 21 heifers from retiring dairy farmer John Watt of Lucan, Ontario. Half the herd was bred beef and the herd had been neither milk recorded or classified. Paul came from a Holstein background but had gained an appreciation for the feed efficiency and true breeding abilities of the Jersey cow at Huronia Jerseys, owned by neighbours Fred & Ruth and Jack & Elva Armstrong of Auburn, Ontario. Lorraine grew up on her family's cash crop and beef farm, but she was soon captivated by the intelligence, smaller size and ease of handling of the breed. The Frankens credit "the support and friendship shown to us by the established Jersey breeders of the time" as having "a major influence on our decision to stay with the Jersey breed."



As the Frankens applied themselves to becoming successful dairy farmers and Jersey breeders, results started piling up with increasing speed. Their first sale of breeding stock took place in 1987 when Joel and Norm Bagg of the legendary Edgelea Jerseys herd purchased Paullor Judy's Jody, a 1986 born cow who was a daughter of a cow from the original Watt herd. Jody was later sold to Brazil as part of a massive wave of Canadian cattle sold there in the late 1980s and early 1990s. In addition to offering cattle from their own herd, the Frankens have sold very large numbers of cattle for other Jersey owners within Ontario to producers in Quebec and Western Canada and into the United States. They have been responsible for introducing scores of dairy farmers to the efficiency of the Jersey cow.

A long string of Excellent, high yielding, show winning cows bred at Paul-Lor began with **Paullor Justin Raquel EX-2**, a Reserve All Canadian in 1995 who was an 8,000 kilogram producer and lifetime production award winner from the line of foundation cow Rock Ella Duke's Rae EX. The foundation cow of the Perfection partnership with Lorne Ella was **Gusto MC Mickie Sup-EX**, a four time All Canadian who was Reserve Grand at both Canada's National Jersey Show at the RAWF and The World Dairy Expo in Wisconsin. Paullor Milo Mindy, now VG-86 and All Canadian in 2008 and 2009 as a heifer, descends from the Mickie cow on both sides of her pedigree.

Other key brood cows have been Supreme Excellent dam and daughter pair Sunrise Title Lassie and Sunrise Tops Lassie; sisters Empire Design Farrah and Fada, both Excellent; Oakstream Bright Monday, who founded another M family to rival Mickie's M line; the Alpha line whose scion is Paullor Shamrock Alora, the Honourable Mention Grand Champion at the 2008 RAWF; members of the Duncan Belle female line and descendants of Kingshurst Zinnia's Bright (owned with Lencrest and Rock Ella) and Vallestream Title June (owned with Michael and Brenda Slegers, Belmont, Ontario). Descendants of five time National Champion Glenamore Gold Prize EX-97 have also become part of the Paullor program.

The massive assemblage of All Canadian contest winners bred by or owned wholly or in part by Paullor grows every year. In 2008, the Frankens had 11 nominations. That same year they were thrilled and thankful to be named Premier Breeder and Exhibitor of Canada's National Jersey Show at the RAWF. The Frankens also value highly productive Jerseys with good component levels. In 2009 their Jersey herd averaged 6832 kilograms of milk, 325 kilo of fat, 262 kilos of protein at 4.8% fat and 3.8% protein for BCAs of 229-201-231. Their neighbours note the astounding support the Frankens have provided to a large circle of young people extending to nieces and nephews and beyond, encompassing large numbers of local young people through provision of high quality 4-H calves. Seldom have one family provided so much encouragement to so many young people over such an extended period of time! The Frankens have both held executive positions with their local Perth-Huron Jersey Club, with Paul especially involved in the local club sale.

Perhaps the best way to sum up the first quarter century of success at Paul-Lor is to let the Frankens define their own goals in their own words: "The cornerstones of our breeding philosophy are balanced breeding and a management

approach that gives top priority to herd health, high solids and optimum longevity for our cows." Recognizing the support they received from their early Jersey days the Frankens desire to extend that support to others newer to the breed.