

2009 Auction Sale Calendar

All Sales and Dates Subject to Change

February 10-12	Tulare, CA
Jersey Stars of the Silent Screen	
April 3	Louisville, KY
Kentucky National Sale	
April 18	Sylacauga, AL
Deep South Sale	
April 21	Orland, CA
Elite Ten, hosted by Brentwood Farms	
April 25	New Haven, VT
New England Spring Sale	
May 2	Whitney Point, NY
New York State Spring Sale	
May 16	Greenville, IL
Illinois State Sale	
July 4	Syracuse, NY
52 nd National Heifer Sale	
September 7	Newberry, SC
Dixie Invitational/Southeast Heifer Growers North Sale	
Bush River/Treasure Chest Combination IX Sale	
September 19	Whitney Point, NY
New York State Fall Sale	
September 22	North Haverhill, NH
Vermont State Sale	
September 29	Madison, WI
Top of the World Sale	
October 1	Janesville, WI
Dairyland Protein Sale	
October 17	Wooster, OH
Ohio Fall Production Sale	
November 7	Louisville, KY
52 nd Pot O'Gold Sale	
November 8	Louisville, KY
The 57 th All American Jersey Sale	

Call (614) 755-5857, ext. 325 for catalogs.

Bookmark [http://
JMS.USJersey.com](http://JMS.USJersey.com)
for sale calendar and online catalogs.



JMS's national sales force works for you: Dan Bauer, Manager; Louie Cozzitorto, Assistant Manager; Sally Stine, Administrative Assistant; Sara Barlass, David Burris, Allen Carter, Justin Edwards, Patty Holbert, Leah Johnson, Elizabeth Moss, Ron Mosser, Kristin Paul, Blake Renner, and Brenda Snow, Area Representatives; and Neal Smith, Executive Secretary & CEO.

- **Private Treaty Sales:** Cows, replacement heifers, bulls and embryos
- **Breed and Herd Promotion Auction Sales:** Maximize the earning potential of your breeding program. JMS manages *the* high-profile Registered Jersey™ sales—year, after year, after year!
- **Complete Dispersals of All Sizes**
- **Insurance and Herd Appraisal Service**
- **Export**

JMS

Jersey Marketing Service

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Jersey Marketing Service

The Standard in
Professional Services
for Buyers and Sellers
of Jersey Genetics



USJersey

There Is A Standard

for marketing Jersey genetics, and we set it. That's because our goal is always to make owning Jerseys more profitable than owning any other dairy breed.

Because your success with Jerseys is our only goal, there is no compromise. We aim for customer satisfaction. Repeat customers are numerous and most of our new business comes through referrals from satisfied customers.

Professional Services

Do you want to buy Jerseys? Or, do you have some to sell? These are the services we provide for Private Treaty transactions.

Buyers

Whether you want cows, heifers, bulls or embryos, all you need to do is tell us how many you need and how much you want to spend. JMS will go to work and notify the national network of AJCA-NAJ Area Representatives about your order.

When we find what you're looking for:

AJCA Official Performance Pedigrees with available updates can be sent to you. JMS can arrange for you to inspect the animals.



Selections from the Ahlem Farms Sale, March 2006

When you're ready to buy:

You send payment to JMS before health testing begins and trucking arrangements are made. JMS holds your money in escrow until the transaction is completed.

JMS will handle the details:

JMS will get all the information you need. JMS will collect DHI production transfers from the seller and forward them to you. The registration certificates will be transferred promptly and sent to you.

JMS can arrange trucking and any necessary stopovers to rest the cattle.

If possible, a JMS representative will be at the seller's farm when the cattle are loaded out. You will be notified that the cattle are on their way and when to expect them. JMS will make sure animals are clearly identified. You *will* know who's who when the animals step off the truck. The trucker will have a list of animals loaded plus management notes to help you put them into your herd as soon as possible.

Sellers

Do you want to sell Jerseys? Start by calling Jersey Marketing Service. We gather all the information, then consult with you and appraise the value of what you're offering. Once you decide to list with JMS, we go to work immediately.

When we find prospective buyers:

JMS can send them AJCA Official Performance Pedigrees and the information you provide.

JMS can arrange for them to see the animals.

When the buyer commits to the sale:

JMS will help you prepare the up-to-date list of animal identification plus any management notes.

JMS will work with you to set up health testing and trucking.

If possible, a JMS representative will be at your farm when the cattle are loaded out and help you put visible

ID on the animals before they step onto the truck. JMS will make sure the transfers are recorded promptly, assuring you of a satisfied customer today and a potential return customer for the future. You are guaranteed payment. The buyer's money will be transferred to you from an escrow account after the transaction is completed.



Buyers across the country place their trust in JMS.

Auction Sales

If you are thinking about a dispersal or production sale, call us. Jersey Marketing Service has managed more Jersey auction sales during the past 35 years than all other sale managers combined.

Our professional staff will consult with you at every step of the process, beginning with a whole herd appraisal. We attend to every detail of planning, promoting and staging your sale, then assuring customer satisfaction after the sale.

We'll help you tailor a promotional strategy that can include *Jersey Journal* and regional media advertising, flyers to our extensive customer list, and catalogs in print and published on the Web.

All JMS transactions provide the buyer with required health tests and charts, DHI production transfers and, of course, Official Performance Pedigrees and the registration certificates for all animals, transferred to the new owner(s).