

*Established in 1958 by the American Jersey Cattle Association
to educate youth and encourage excellence in the Registered Jersey™ business*

2010 POT O'GOLD SALE

Production Awards to be presented in 2013

**Saturday, November 6, 2010 at 4:30 p.m. – Newmarket Hall
Presented by Cow's Match® Jersey Blend, Land O'Lakes Animal Milk Products Co.**

**Request catalogs from Jersey Marketing Service,
or log on to <http://jms.usjersey.com/POG/Default.htm>**

RULES

Eligibility to Purchase

Animals in the Pot O'Gold Sale can only be purchased by juniors between the ages of 7 and 20 (inclusive) on January 1 of the sale year, who reside in the United States or Canada.

A junior may purchase only one Pot O'Gold calf per contest year. Related or unrelated youth may purchase an animal to be transferred to them in partnership. A junior may not purchase an animal consigned by a member of his or her immediate family.

Loss, death or transfer of ownership of any purchase before the record is complete will eliminate the heifer and owner(s) from the Pot O'Gold Production Contest.

Production Contest

Seventeen percent (17%) of the gross sales will be set aside in a Pot O'Gold Fund. This fund will provide cash awards for the owners of the 22 calves that complete the highest records ranked by total product value.

Testing Requirements

All heifers must be tested in a DHI herd owned by the purchaser, or the purchaser's parent(s) or legal guardian(s). In the event this is not possible, a written request to test the heifer in another herd must be made to the All American Executive Committee by December 31 of the year the heifer is purchased. In any case, the heifer cannot be tested in the herd(s) owned by her breeder and/or consignor.

DHI records are to be confirmed by the Extension Service specialist in charge of this program, or the DHI manager, or by files received from USDA-AIPL. If completed in Canada, records must be a form of test recognized by the American Jersey Cattle Association (AJCA) or Jersey Canada.

Eligible Records

Records must be submitted to the American Jersey Cattle Association no later than July 1 of the contest year. Only first-lactation records are accepted, provided the heifer calves before 30 months of age.

Records must have a minimum Data Collection Rating (DCR) of 90 to qualify.

Rankings are determined by adjusting the records for age and month of calving using USDA regional factors (305-day, 2x, m.e.), then applying the USDA component values for Net Merit dollars.

Distribution of Pot O'Gold Fund in 2013

<u>Placing</u>	<u>Distribution</u>	<u>Placing</u>	<u>Distribution</u>
1st	18.0%	12th	3.0%
2nd	11.5%	13th	3.0%
3rd	8.0%	14th	2.5%
4th	6.5%	15th	2.5%
5th	6.0%	16th	2.5%
6th	5.5%	17th	2.0%
7th	5.0%	18th	2.0%
8th	4.5%	19th	2.0%
9th	4.0%	20th	1.5%
10th	4.0%	21st	1.5%
11th	3.0%	22nd	1.5%

Contact

the AJCA Development Department with questions at (614) 861-3636, or email to info@usjersey.com.

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