

NEWS FOR IMMEDIATE RELEASE

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SUNSET CANYON OF OREGON DONATES TOP-QUALITY JERSEY CALF FOR NATIONAL HEIFER SALE

Reynoldsburg, Ohio (May 27, 2005)—A Registered Jersey™ heifer from Sunset Canyon Jerseys, Beaver, Ore., will sell for the benefit of national Jersey youth development programs and the AJCC Research Foundation at the 48th National Heifer Sale on June 25.

The Leadership Gift being made by Eric Silva and Paula Wolf is Sunset Canyon Chairman Anthem 5-ET, an October heifer calf sired by 200JE415 Girat Belles Chairman-ET, JPI +26.

For the first time in National Heifer Sale history, every animal that sells has been donated. A record number of 97 heifers, two choice of flushes, and three embryo packages will sell on June 25 at the fairgrounds in Washington, Penna. The donor list includes 100 Jersey breeders, partnerships or operations from 28 states and also the state Jersey associations of Kentucky and Utah.

Ten percent (10%) of the proceeds will go to the national Jersey youth fund (to a cap of \$25,000). The balance will be added to the endowment of the AJCC Research Foundation, a 501(c)(3) trust sponsoring scientific research in high-priority areas related to Jersey cattle and Jersey milk.

The donation heifer from Sunset Canyon Jerseys is out of Sunset Canyon Thunder Anthem 3-ET, VG-86% with a record of 1-11 305 20,180 5.0% 1,011 3.7% 743 94DCR (3x). The grandam is E-95% Sunset Canyon MBSB Anthem-ET, Premier Performance Cow of The All American Jersey Show (2000). Her best record is 5-04 305 31,780 4.6% 1,474 3.7% 1,171 91DCR.

“Our goal is to raise \$25,000 for Jersey youth work and \$250,000 for Jersey research on June 25,” said David W. Spahr, chair of the Foundation endowment campaign and past president of the American Jersey Cattle Association. “We definitely have a great set of heifers that can accomplish that goal. There are 58 heifers ranking in the top 10% in the U.S. for Parent Average Jersey Performance Index. Dams of the entire group average 86.2% for final score and 19,850 lbs. milk, 895 lbs. fat and 697 lbs. protein actual on their best 305-day lactations.”

The most recent 10-year average for the National Heifer Sale is \$3,006.12 on 564 heifers. In all, 2,173 heifers have been sold for an average price of \$1,938.82 since the first sale in 1957.

Dairy industry partners are providing generous support for this once-in-a-lifetime event. The Featured Sponsor of the 48th National Heifer Sale is Igenity™ from Merial. Fort Dodge Animal Health is the Supporting Sponsor. Post Printing Company of Minster, Ohio, is the Official Printer of the 48th National Heifer Sale catalog.

Event Sponsors include the Pennsylvania Jersey Cattle Association; Cargill Inc.; Alta Genetics and Jerseyland Sires; the Beef Checkoff Program and the Pennsylvania and New York Beef Councils; and T. C. Jacoby & Company, St. Louis, Mo. Event support is being provided by Bostelman Livestock Transportation, Bainbridge, N.Y.; Cabot Creamery Cooperative, Montpelier, Vt.; Nasco, Ft. Atkinson, Wis.; and Trans World Services; plus by Bradley Taylor, Booneville, Miss.; David and Patricia Endres, Lodi, Wis.; and Paul and Dawn Schirm, West Salem, Ohio. *Farmshine*, Brownstown, Penna., and *Farm and Dairy*, Salem, Ohio, are providing promotional support for the sale.

Donating their services as auctioneers are Larry Benson, New Lebanon, N.Y.; Jack Holbrook, Murfreesboro, Tenn.; Larry Kempton, Franklin, Vt.; Lynn Lee, Smyrna, Tenn.; and David Wedertz, Kenton, Ohio.

The American Jersey Cattle Association will transfer the registration certificates of all lots selling at no charge. Jersey Marketing Service, Reynoldsburg, Ohio, is the sale manager. The sale catalog will be available on the USJersey web site (www.usjersey.com) on June 1. Catalogs may be requested by calling (614) 755-5857, ext. 325, before June 15.

About the AJCC Research Foundation

A 501(c)(3) permanent trust, the AJCC Research Foundation has provided seed money for well-designed scientific investigations related to high-priority areas affecting the Jersey breed of dairy cattle:

- Nutrition of high-producing Jerseys (particularly practical feeding methods to maximize production of valuable milk components);
- Factors affecting yield of products manufactured from Jersey milk;
- Factors affecting net income, longevity, and lifetime profit;
- Breeding plans to optimize genetic gain while maintaining genetic diversity;
- Biological and economic efficiencies of Jerseys; and
- Factors affecting management of Jersey calves.

For more information about the Foundation, contact Cari W. Wolfe, Director of Research and Genetic Programs Development, at 614/861-3636, or visit the Foundation web site at <http://jerseyresearch.usjersey.com>.

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