

National Heifer Sale



SUPPORTING JERSEY YOUTH

JULY 2, 2016 • SAN DIEGO, CALIFORNIA

The Annual Meetings of the American Jersey Cattle Association and National All-Jersey Inc. will be held June 29 through July 2 in San Diego, California. The National Heifer Sale will be Saturday, July 2 at the convention headquarters Sheraton Hotel & Marina at 7:00 p.m. (EDT), 4:00 p.m. (PDT).

The National Heifer Sale has a rich history of **showcasing the breed's truly elite**. And, as the co-chairmen of this year's sale can tell you, the National Heifer Sale is **an investment in the next generation of Jersey owners**.

"Ensure a strong future for our breed"

Investing in our National Jersey Youth Program is one of the best ways to forge durable connections with young people and ensure a strong future for our breed. I know, because I am a product of youth programs, from Pot of Gold sales to exhibiting at various levels of competition, from leading in the All American Sale to participating in the AJCA Annual Meetings. Through this involvement, I placed third in the National Jersey Youth Achievement Contest. Because of my love for the Jersey cow, I have never strayed far in my career. I have been involved in education, extension and bull procurement and am currently the genetics specialist for Ahlem Farms Partnership where I am responsible for sire selection, mating and marketing of Jersey cattle. We have sold more than 50 bulls into A.I. this past year and several heifers have been at the top of a variety of consignment sales in the past few years.

Much of this story is due to my involvement in youth programs and thanks to the support of Jersey breeders through the National Heifer Sale. We need to continue to take advantage of opportunities to support our youth. I can think of none better than a consignment to the sale in 2016.

Jonathan Merriam

"Endless opportunities"

Youth programs and scholarships through the American Jersey Cattle Association gave me endless opportunities. Scholarships helped me attend college and in turn exposed me to a

broader spectrum of the dairy industry. Various achievement and production awards allowed me to travel to Louisville, where I developed lifelong friendships.

Do not let your children and other Jersey youth across the country miss out on these activities. Ten percent of the proceeds from the National Heifer Sale goes to the national Jersey youth program each year. Support your Jersey herd and all our Jersey youth with a consignment to the *59th National Heifer Sale*.

Brett Barlass

This is a special invitation to you to participate in this prestigious sale. For the fourth consecutive year, all heifers will be ***sold virtually by pre-recorded video and using Jersey Auction Live for on-line bidding in real time!***

Nominations must be uncalved heifers, A.I. sired and out of dams scored at least Very Good-80%. Heifers with a P-level of 9 will be given highest priority; national show quality heifers will also be given a high priority. We are also seeking outstanding first-choice female lots.

Live heifers sell genotyped and parentage verified. Up to three nominations may be submitted for genotyping with the AJCA supplementing the cost, as long as one heifer is selected for the sale.

The commission for the National Heifer Sale is 25%, of which 10% is a donation to national Jersey youth development programs.

Make your nominations by calling your Area Representative or Sally Stine at the JMS office (614-322-4473). We will need registration numbers, breeding information, service sire, updated production records (dams and grandams), and any professional pictures and show winnings. If your consignment is a donor dam (IVF, conventional flush, etc.), we will need printed verification and this information will be reported in the catalog.

The deadline to submit genotyping materials to the lab is before April 1 to have results back on May 3 to prepare the sale catalog. So, now is the time to act. **The deadline for your videos is June 1.**

To help market your consignments, the advertising deadline for the May Jersey Journal is April 15 with an early bird discount (10%) deadline of April 6. The deadline for advertising in the June Jersey Journal is May 10 with an early bird discount (10%) deadline of May 6.

Showcase your breeding program in one of the most prestigious dairy sales in the United States, and contribute to a strong national youth program at the same time. Please call now and help us make the 59th National Heifer Sale the best in history.

Sincerely,

Greg Lavan
JMS Manager
(614) 216-8838

Jonathan Merriam
Sale Co-Chairman
(209) 324-4983

Brett Barlass
Sale Co-Chairman
(209) 595-1985