

July 13, 2018

Dear Jersey Breeders:

The dates for the 2018 All American meetings, shows and sales will be November 3 through November 7 in Louisville, Ky. The Pot O'Gold Sale will be Saturday, November 3<sup>rd</sup>. The All American Sale - the *Elite Jersey Sale* of the year will be Sunday, November 4<sup>th</sup>.

Jersey Marketing Service would like to invite you to be a part of the most prestigious Jersey sale in the world! **The commission for the All American Sale is 20% on females for the first \$10,000 of sale price, then 15% on amount from \$10,000 to \$30,000, then 10% on amounts over \$30,001. The commission on the syndicated bulls at the sale will remain at 33 1/3% of the first \$50,000, plus 15% on amounts \$50,001 and above. Non-syndicated bulls will be charged the same as females. The deadline for nominations to the All American Sale and the Pot O'Gold (POG) Sale is September 12, 2018.** JMS staff will be traveling during July, August and September making selections. The major advertisement for the All American & POG sales will appear in the October *Jersey Journal*. To be considered for that ad, please have your consignments confirmed by September 12.

**THE BOARD OF DIRECTORS HAS APPROVED A \$50 CATALOGING FEE FOR ANY ANIMALS THAT ARE PULLED FROM THE SALE AFTER THE CATALOG HAS BEEN COMPLETED WITHOUT A VALID REASON WHICH IS AT THE DISCRETION OF THE JMS MANAGER.**

#### **ALL AMERICAN SELECTION GUIDELINES**

We are looking for the best our breed has to offer. The Board has approved that females with a BBR of 100 and Generation Count of {3} and above are eligible. Syndicated bull(s) are to have a GC of {5} or above while non-syndicated bull requirements will be the same as the females. We want to select cattle from tremendous cow families that have consistently excelled in production and type. By striving for the very best from your breeding program we can continue to attract new and old Jersey enthusiasts from all over the world. Each animal must also be parentage verified (per NAJ Board action) by genomic testing. This is to be done at consignor's expense. Genomic testing has proven itself to be a very effective marketing tool. Please consider genomic testing your All American consignment.

#### **POT O' GOLD GUIDELINES**

Heifers must be born between July 1, 2017 and March 15, 2018. All heifers in the Pot O'Gold (POG) sale will be genotyped, and their dams must be scored. *AJCA will pay for three genomic samples to be nominated for the POG Sale.* **Samples need to be received at the lab before August 1st to meet the September genomic evaluation deadline and to be in the Pot O'Gold catalog. The commission for the Pot O'Gold Sale is 25%, with 17% set aside in a production contest fund.**

### HEALTH TESTING

It is a requirement that all animals consigned to the All American and Pot O' Gold Sales are negative for **TB, BRUCELLOSIS (BAPA testing is recommended), BOVINE LEUKOSIS, ANAPLASMOSIS and BVD-PI. Leukosis and BVD-PI can be done within 150 days of the sale. BVD-PI can be performed as an add-on test when genomic testing.** *If your animal tests positive for Bovine Leukosis, you can still send her to the sale, but the positive test results will be posted and announced. You also have the opportunity of pulling the animal out of the sale without any repercussions.*

### HEALTH CERTIFICATE

An individual health certificate is **required** for all animals. The health paper must include the "Official" ID for the animal. *Recent USDA regulatory changes list American ID 840 Electronic ID Tags or National Uniform Ear tag System tags (metal clips with state code, nine digit alphanumeric sequence, ex...orange brucellosis calf hood vaccination tag) as approved Official ID tag identification on health papers. "Farm Tags", tattoos or registration numbers are not acceptable.* **ALL TEST RESULTS AND THE OFFICIAL IDENTIFICATION MUST BE WRITTEN ON THE CVI (INTERSTATE HEALTH) PAPER. ATTACHED SUPPORTING TEST INFORMATION SHOULD ONLY BE AN "ADDITION". WE MUST RECEIVE THE HEALTH CERTIFICATE WITH THE ANIMAL, NOT ON SALE DAY. WE MUST HAVE AN INDIVIDUAL COPY OF THE TB TEST CHART FOR EACH ANIMAL AS THERE ARE SOME STATES THAT REQUIRE THIS FORM.**

To nominate an animal for the sale, please contact Jersey Marketing Service at 614-322-4473; Sale Chairman - Mark Gardner, 814-257-8627; Associate Chair – Michael Hurst, 937-672-034 or your AJCA Area Representative.

**Help us make this annual event the best one ever by consigning one of your top Jerseys to this year's 2018 All-American & POG Sales!**

**DEADLINE FOR THE ALL AMERICAN & POT O' GOLD CATALOGS IS SEPTEMBER 12th.**

Greg Lavan  
Manager and Area Rep.  
Jersey Marketing Service  
614-216-8838  
[glavan@usjersey.com](mailto:glavan@usjersey.com)