

June 25, 2018

Dear Jersey Friends,

Please join us for the Southeast Invitational Jersey Sale on Monday, September 10, 2018 at 11:00AM (EST). Herby, Amanda, Hobbs, Herbert & Betty Lutz have graciously agreed to host, we are proud to have Her-Man Jerseys as this year's sale host. The sale will be located at 1031 Dublin Road, Chester, SC 29706.

Noting the historical strength of this sale it is our sincere belief that this sale can be one of the top sales of the year. The Southeast is fortunate to have high quality Jerseys, and by compiling a group of quality consignments from our Southern herds we can insure the continuation of this successful sale. As Multiple Component Pricing in the Southeast gets closer to becoming reality, this sale affords a wonderful opportunity to you as a Jersey breeder to market your cattle at public auction, we invite you to take advantage of the ever-growing demand and value of the Jersey cow. This year's sale will again be broadcast on JerseyAuctionLive.

In this year's sale we will be having a tie-up portion featuring approximately 30 head of high quality show prospects and genomic animals. We will accept GC {3} females in this sale. It would also be best if your animal is halter broke before coming to the sale. **The commission for the tie-up portion will be 15%.** The other portion of the sale will be commercial cattle that will be housed as we have done in the past with the milking cows in one group and the balance of the animals divided and housed by age. There will be no need to halter break any consignments as the animals will not be led through the ring. **Consignors to the commercial portion of the sale will be charged 9.5% commission in addition to registration transfers for selling their consignments. The animals will not be clipped for the sale, if you would like to have your animals clipped, please take care of that before they are trucked to the sale.**

A health requirement letter will be mailed to you 30 days before the sale. **Please take note of the new regulations regarding the identification of your consignments.** ***IDENTIFICATION: 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 Permanent ID tag identification.*** "Farm Tags," tattoos or registration numbers are **not** acceptable. **ALL TEST RESULTS AS WELL AS THE IDENTIFICATION OF THE ANIMAL 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.

Please take a few minutes to consider this unique opportunity! To advertise in the August *Jersey Journal* your deadline is July 20th. The Jersey Marketing Service catalog deadline will be August 1st. You can consign animal(s) by contacting Jessica Adamson at 614-322-4473, or your Area Representative will be happy to accept any consignment(s). Greg Lavan will be making his way through the area over the last half of July and will be assisting the area representative in making selections for the sale. You can also email your list of consignments to jms@usjersey.com. When submitting consignment be sure to include the animal's registration, fresh dates, breeding dates and service sire names and their stud code numbers. *JMS reserves the right to cancel this sale if we do not obtain the number of consignments to make this a successful sale.*

We look forward to hearing from you and seeing you at the sale on Monday, September 10th in Chester, South Carolina.

Sincerely,

Greg Lavan
JMS Manager
614-216-8838

Erica Davis
Southeast Area Representative &
JMS Internet Marketing Coord.
614-361-9716