

June 27, 2018

Top of the World Sale & Dairyland Production Sale

Jersey Marketing Service will once again manage an elite sale of the breed's most marketable individuals at the Top of the World Jersey Sale in conjunction with World Dairy Expo. **The sale date and time for this year is Wednesday, October 3rd at 4:00 p.m. (CDT).**

The exposure and significance of this marketing opportunity for you, a core customer of the American Jersey Cattle Association, is tremendous. World Dairy Expo supplies a stage like no other in the world. Everything for a full week in Madison, Wisconsin is dairy-related. What an opportunity for us to display the Jersey cow and showcase what she has accomplished!

Jersey Marketing Service would like to invite you to consign one of your best to the 2018 Top of the World Sale. Thirty of the best pedigreed, top show quality, and overall outstanding individuals will be selected for this international event. **The commission for the Top of the World Sale is 20%.**

A health requirement letter will be mailed to you 30 days before the sale. **Please take notice of the regulations regarding the identification of your consignments as these requirements are specific to World Dairy Expo and are mandatory for all animals entering the Expo grounds.**

TOP OF THE WORLD IDENTIFICATION

***IDENTIFICATION:* Please include an AIN 15-digit number (visual or electronic) on the health paper for all animals. Acceptable forms of animal identification are: USDA AIN 840 tag (RFID or visual) or Canadian AIN RFID 124 tag. This information will be used for health check-in upon your arrival. "Farm Tags," tattoos or registration numbers are not acceptable on the health paper. 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 call the Jersey Marketing Service office at 614-322-4473 or phone your Area Representative to nominate your very best to be showcased on the World Dairy Expo stage.

(Continued)

Cap off the Jersey event-filled week in Janesville with the 16th Dairyland Protein Sale, on Friday, October 5th at 11:00 a.m. (CDT) Please consider supporting this sale with good quality animals that you want to market. This opportunity allows you, the breeder, to help establish the overall market value of Jersey cattle. The commission for the Dairyland sale will be as follows:

1-10 animals – 12% commission

11-24 animals – 11% commission

25 or more animals – 10% commission

All milk cows will be charged an additional 2% commission.

Animals will not be clipped for the sale, if you want your animals clipped, please see that this is taken care of before your animals 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.

DAIRYLAND PROTEIN SALE IDENTIFICATION

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.**

It’s a great time to be in the Jersey business. Capitalize on it now by consigning to one or both of these upcoming sales. **The deadline for the Top of the World and Dairyland Protein Sale catalogs is August 22.** Deadline for advertising in the *Jersey Journal* is also August 12. Contact Jessica Adamson in the Jersey Marketing Service office 614-322-4473 or Kristin Paul, the Wisconsin Area Representative, 209-402-5679 with your consignments.

Sincerely,

Greg Lavan
JMS Manager
Jersey Marketing Service
614-216-8838

Kristin Paul
Area Representative &
Director of Field Services
209-402-5679