

January 27, 2020

Dear Jersey Breeders:

The Kentucky National Jersey Sale in Louisville, Ky., has been scheduled for **Thursday, April 2, 2020**. This sale has a long history of producing outstanding individuals that improve profitability to any herd through production or show winnings. The Jersey show will be at 1:00 p.m. (EDT) and the sale will be at 3:00 p.m. (EDT).

The 2019 Kentucky National Jersey Sale averaged \$ 1,267.86 on 35 lots. Jersey Marketing Service (JMS) is very pleased to have this opportunity to work with you, the consignors, to put together one of the premier sales of the spring.

Take advantage of the opportunity to showcase your breeding program by consigning an outstanding individual to one of the first big Jersey events of the year. We will be looking for 50-60 animals from across the country with deep pedigrees from the best cow families of the breed, animals that have exceptional show type and style, high-indexing animals, and high genomic animals. We also encourage the consignors of high-indexing animals to consider taking advantage of genomic testing technology and increase the value of their elite consignments. Embryo packages, and "Choice" lots are also accepted.

The commission for the Kentucky National Jersey Sale is 15%. Choice, embryo, and absentee lots will be 10%.

As manager of the sale, JMS wishes to invite you to participate in this annual sale. ***The deadline for nominations to the Kentucky National Sale is February 29, 2020.*** The *Jersey Journal* advertising deadline for the March issue is February 13, with an early bird discount (10%) deadline of February 6.

You will receive a health test **requirement** letter 30 days before the sale explaining the health tests that need to be done on your consignment. Most of the tests that JMS requires need to be completed **within 30 days** of the sale date, so you need to pay close attention to the dates and not test too early. Also, this letter will include information on when your consignment needs to be at the sale (if you will need help in trucking to the sale, please let us know 4 weeks in advance) and the preparations that you need to handle prior to sending your consignment to the sale.

Let's challenge ourselves to work together in 2020 and make sure to kick off the sale season with a bang! There is a lot of excitement in the dairy industry surrounding registered Jerseys. Be a part of the excitement by consigning an outstanding cow or heifer from your breeding program to the 2020 Kentucky National Jersey Sale!

Please call Hannah Meller at 614-322-4473, or your Area Representative, to consign one or more of your top-quality Jerseys. You can also email your consignment to us at [jms@usjersey.com](mailto:jms@usjersey.com). Please have important information such as registration numbers, fresh dates, breeding dates, service sires, production records (dam and grandam), show winnings, cell phone number and email address available when you contact us with your consignment(s). **We also need to have printed verification if your consignment is a Donor Dam (IVF, conventional flush, etc.).** This information will need to be reported in the catalog!

**Greg Lavan**

Manager

Jersey Marketing Service

614-216-8838

**Ron Mosser**

AJCA/NAJ

Area Representative

614-264-0142

**Erica Davis**

AJCA/NAJ

Area Representative

614-361-9716

**Jason Robinson**

AJCA/NAJ

Area Representative

614-216-5862

**Sale Chairmen also making sale selections:** Ted Adkins – 606-416-4323 and Dante Carpenter – 270-585-1498

Alta Mae Core – 859-265-1187 Brady Core – 859-265-1186 Louie Cozzitorto – 209-535-1319