

February 17, 2020

Dear Jersey Breeders:

The 2020 New York's Next Generation Jersey Sale has been scheduled for **Saturday, May 2, 2020 at 11:00 a.m.** (EDT) and will be held at the Steuben County Fairgrounds, Bath, N.Y.

There are two elements to this year's sale, the internet hosted portion and the tie-up / live event. The internet portion of the sale will be held at www.jerseybid.com for one week, beginning April 28 and closing at the start of the live auction on May 2, 2020. Any lots carrying online bids will then be opened for final bids in the live sale, beginning at 11:00 a.m. (EDT). Group and individual lots are accepted, as well as Grade #1 embryos. *We must have a copy of the Embryo Recovery Form in our office before selling the embryos.* Commission on lots sold through Jersey Bid: **All lots will be 8% with NO listing fee.**

For the live portion of the sale, 40 to 45 head of elite springing heifers, superior show age animals and high genomic animals will be showcased. These heifers will be housed at the fairgrounds in Bath, N.Y., tied-up and professionally fit. **Tie up animals will sell with a 15% commission.**

A portion of commission from each lot of the New York Next Generation Sale goes back to the New York Jersey Cattle Association for use in scholarships and awards for New York Jersey youth.

We have found that high quality pedigrees and type, above average production potential, and genomic tested lots seem to sell with the most success. Embryo offerings should follow the same quality recommendations and be in groups of five. Milk cows will **only** be accepted as a part of the internet sale.

As manager of the sale, Jersey Marketing Service (JMS) wishes to invite you to participate in this sale combining online and live lots. ***The deadline for consignments to the New York's Next Generation Jersey Sale is March 23, 2020.***

We encourage you to take this opportunity to help market your consignments. The *Jersey Journal* advertising deadline for the April issue is March 18, with an early bird discount (10%) deadline of March 5.

Any professional pictures would be beneficial to your consignment in print and internet advertising. If you have nice, quality candid photos and/or video of your consignments, JMS would be happy to use that in internet advertising and on the JerseyBid.com sale host site.

Members of the New York sale committee are available to answer your questions or to accept your consignments. They are: **Eric Hansen**—Co-Chairman, 716-225-0696; **Beth Beiersdorf**—Co-Chairman, 716-353-3095; **Rebecca Ferry**, 518-248-9294; **Meghan Moody Potter**—814-574-4817; **George Wilson**—607-287-8476; **Amber Darling-Mondore** - 845-676-3786; **Corrina Aldrich** – 518-744-0127 and **Jen Bosley**—518-651-5689.

You can also contact Greg Lavan at 614-216-8838, Hannah Meller at 614-322-4473 or your AJCA-NAJ Area Representative to consign your animal(s). You can also email your consignment(s) to jms@usjersey.com. We will need registration numbers, breeding information, service sire, updated production records (dam & grandam), official calf hood vaccination (OCV) status, and any pictures and show winnings. Please include your current cell phone number and email address. **We also need to have printed verification if your consignment is a Donor Dam (IVF, conventional flush, etc.).** This information will be reported in the sale catalog.

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

Scott Holcomb
AJCA-NAJ Area Representative
614-563-3227