



March 2, 2020

Dear Jersey Breeders:

The 2020 Wisconsin State Jersey Sale will be held online at www.jerseybid.com, and will start on May 8th and run until the closing on May 12th at 12:30 p.m. (CDT), with extended bidding to follow.

This is the eighth year of hosting the Wisconsin State Sale on JerseyBid.com, and Jersey Marketing Service (JMS) is excited to again be a part of this online sale with you.

We are looking for high production young cows and stylish, high production or high genomic heifers. Small groups of top-quality springers or young cows will also be in high demand. Live lots can be grouped in “pens” or can sell as individuals. Grade #1 Embryos will be accepted and are recommended in groups of five.

Lots Sold w/o Reserve Bid – 8% commission

Lots Sold w/ Reserve Bid – 9% commission

1% Listing Fee assessed for lots listed with a reserve price and that do NOT sell

Please consider consigning to the sale to support the Wisconsin Jersey Breeders Association. This is one of the primary fundraisers for WJBA with 2% of the gross sale proceeds being returned to the association.

The deadline for consignments to the Wisconsin State Jersey Sale on www.jerseybid.com is **April 25, 2020.**

Any professional pictures would be beneficial to your consignment in print and internet advertising. *Quality candid or professional photos and/or video of your clean consignments are requested for placement with the lot online. JMS staff can assist with this.*

Please call Hannah Meller at 614-322-4473, or your AJCA-NAJ Area Representative with your consignment(s). You can also email jms@usjersey.com. We will need registration numbers, fresh dates, breeding dates, service sires, updated production records (dam & grandam), if they are calfhooed vaccinates 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.).**

Greg Lavan
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