



March 18, 2020

Calling for Nominations to the 63rd National Heifer Sale!

The 2020 Annual Meetings of the American Jersey Cattle Association (AJCA) and National All-Jersey Inc. (NAJ) will be held June 24-June 27 in Portland, Oregon. The National Heifer Sale will be Saturday, June 27, 2020 at 6:00PM PDT and will be held at Forest Glen Jerseys, in Dayton, Oregon. This year's sale will be a combination of both live and virtual lots type of sale, with the heifers being housed at Forest Glen Jerseys, and will be broadcast on *JerseyAuctionLive.com*.

The National Heifer Sale has a rich history of showcasing the breeds truly elite. This sale is an investment in the next generation of Jersey owners, with a portion of the commission supporting the national Jersey youth development program.

This is a special invitation to you to participate in this prestigious sale. As mentioned above, this year's sale will be a combination of both live and video sale. Consignors will still have the option of sending their heifer to Oregon, where they will be displayed for viewing prior to the sale. We will have a quality sale crew on hand to care for and prepare your consignment for this wonderful event.

The **deadline for nominations** to the National Heifer Sale (in the JMS office) is **May 10** which means that you ***must have your genomic samples sent to the lab before April 10***. All heifers ***must*** be genotyped and parentage verified. Up to three nominations may be submitted for genotyping, with the AJCA covering the cost, as long as one heifer is selected for the sale.

We encourage you to take this opportunity to help market your consignments. The advertising deadline for the May issue of the *Jersey Journal* is April 9, with an early bird discount (10%) deadline of April 2. The advertising deadline for the June issue is May 14 with an early bird discount deadline of May 7.

Nominations must be un-calved heifers, A.I. sired and out of dams and grandams appraised at least Very Good-80% are preferred. Heifers with P-levels of 8 and 9 will be given highest priority, along with those who offer unique marketing opportunities. National show quality heifers will also be given a high priority. We are also seeking outstanding first-choice female and rights-to-flush lots.

The commission for the 2020 National Heifer Sale is 20% of the first \$10,000, 15% from \$10,001-\$25,000, and 10% on amounts from \$25,001 and above, of which 10% will be a donation to national Jersey youth development programs.

Make your nominations by calling your Area Representative or Hannah Meller at the JMS office (614-322-4473). We will need registration numbers, breeding dates, service sires, updated production records (dam and granddam), and any professional pictures and show winnings. If your consignment is a donor dam (IVF, conventional flush, etc.), we will need printed verification and this information will be reported in the catalog.

Showcase your breeding program in one of the most prestigious dairy sales in the United States, and contribute to a strong national youth program at the same time. Please call now and help us make the 63rd National Heifer Sale the best in history.

Sincerely,

Greg Lavan
JMS Manager and Area Rep
614-216-8838

Sale Chairs: Allen Berry (503) 559-3463
Curtis Gomes (503) 801-1430

Area Rep: Flint Richards (614) 266-9921