

August 4, 2020

Dairyland Protein Sale

Dear Jersey Breeders:

The 2020 Dairyland Protein Jersey Sale will be held online at www.jerseybid.com, and will start on October 5th and run until the closing on October 8th at 1:30 p.m. (EDT), with extended bidding to follow.

This will be the 17th annual Dairyland Protein Sale, and the first year we'll be hosting the sale online at JerseyBid.com. Jersey Marketing Service is excited to be offering the online format this year as it provides many benefits for you, the consignor, as well as benefits for the buyer.

- Eliminates unnecessary health testing cost. No advance testing is needed and you'll only have to do the testing required by the buyer's state.
- No trucking to the sale. The buyer is responsible for trucking costs, or this can be split to encourage bidding.
- No co-mingling of animals to avoid disease exposure.
- Bidders can participate from the comfort and safety of their home, office, or tractor without having to travel.

We are looking for high production young cows and stylish, high production or high genomic heifers. Groups of top-quality springers or young cows will also be in high demand. Lots can be grouped in "pens" or can sell as individuals.

All lots sell at a 7% commission w/ or w/o a minimum bid
\$20 Listing Fee assessed for lots listed with a reserve price and that do NOT sell

The deadline for consignments to the Dairyland Protein Sale on www.jerseybid.com is **Sept. 15, 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 calf hood 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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AJCA-NAJ Area Representative
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