

August 4, 2020

Top of the World Sale

Jersey Marketing Service will once again manage an elite sale of the breed's most marketable individuals at the Top of the World Jersey Sale despite the cancellation of the 2020 World Dairy Expo. **The sale date and time for this year is Friday, October 2 at 1:00 p.m. (EDT). This year's sale will be an all virtual event and will be broadcast on JerseyAuctionLive.**

The exposure and significance of this marketing opportunity for you, a core customer of the American Jersey Cattle Association, is tremendous. What an opportunity for us to display the Jersey cow and showcase what she has accomplished!

Jersey Marketing Service would like to invite you to consign one of your best to the 2020 Top of the World Sale. Thirty of the best pedigreed, top show quality, and overall outstanding individuals will be selected for this event. **The commission for the Top of the World Sale is 10% with a break at amounts over \$10,000 to 7.5%**

A health requirement letter will be mailed to you 30 days before the sale. It is recommended that your consignment be tested prior to the sale to allow for prompt movement following the sale. **Please take notice of the regulations regarding the identification of your consignments as these requirements are mandatory for all animals moving interstate or across national borders.**

IDENTIFICATION: *Please include an AIN 15-digit number (visual or electronic) on the health paper for all animals. Acceptable forms of animal identification are: USDA AIN 840 tag (RFID or visual) or Canadian AIN RFID 124 tag. This information will be used for health check-in upon your arrival. "Farm Tags," tattoos or registration numbers are not acceptable on the health paper.*

The deadline for the catalog is August 22. Deadline for advertising in the *Jersey Journal* is also August 12. Contact the Jersey Marketing Service office 614-322-4473 or Kristin Paul, the Wisconsin Area Representative, 209-402-5679 with your consignments.

Sincerely,

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

Kristin Paul
Area Representative &
Director of Field Services
209-402-5679