



February 16, 2021

Calling for Nominations to the 64th National Heifer Sale!

The 2021 Annual Meetings of the American Jersey Cattle Association (AJCA) and National All-Jersey Inc. (NAJ) will be held June 23-June 26 in Bettendorf, Iowa. The National Heifer Sale will be Friday, June 25, 2021 at 7:00PM CDT and will be held at Cinnamon Ridge Jerseys, in Donahue, Iowa. This year's sale will be an entirely virtual sale and will be broadcast on ***JerseyAuctionLive.com***.

This is a special invitation to you to participate in this prestigious sale. 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 breeders, with a portion of the commission supporting the national Jersey youth development program.

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 and A.I. sired. 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 2021 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 grandam), 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 Jersey youth program at the same time. Please call now and help us make the 64th National Heifer Sale the best in history.

Sincerely,

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

Sale Chairs: Blake Schulte 319-560-3146
Eric Lyon 641-485-1705
Kevin Knapp 507-227-1507

Danielle Brown
Area Representative
614-266-2419