

## 2020 SALES IN REVIEW



Ahlem Pine Diamond 57049 became the high-selling female of the year in November when she crossed the auction block at The All American Jersey Sale for \$46,500. She was purchased by Bos Dairy and Vierra Dairy, represented by Isaak Bos and Mark Brindeiro, left, and consigned by Ahlem Farms Partnership, represented by Jonathan Merriam, center. The All American Jersey Sale ranked second for average and gross for 2020 and was the venue for four of the 12 high-selling individuals.



AJ Chief 4611 paced the virtual National Heifer Sale to a record-setting average of \$10,996.88 on 16 lots. The four-month-old heifer calf sold for \$42,000 to Sexing Technologies, represented by AJCA-NAJ Area Representative Erica Davis, right. She was consigned by Albright Jerseys, represented by Joel, Mary Beth and Lauren Albright, left. The National Heifer Sale was the high-averaging sale for the second consecutive year. Chris Hill, second right, was the auctioneer and JMS Manager Greg Lavan, back, read pedigrees.

## Pandemic Impacts Auction Average for 2020

Nothing about 2020 was routine or normal, including the way cattle were bought and sold at public auction and the prices paid for Registered Jersey genetics. Just a single consignment sale that offered Jerseys was conducted in mid-March before most auction rings were shut down for quarantine. Over the next three months, four sales were held—three of them as virtual events. By the end of the second quarter 2020, just 235 lots of Registered Jerseys had been reported to the *Jersey Journal* as being sold at public auction. Cattle sales returned with a vengeance in the fall as venues began opening doors again and the world learned how to carry out business with safety measures in place. In September, October, and November, more than 1,200 Registered Jerseys sold through eight consignment sales and a pair of dispersals.

So, what is in the Jersey breed's rear-view mirror for public auctions in 2020—the year of the notorious COVID-19 quarantine? In all, 1,468 head sold at 16 public auctions for an average of \$1,606.39 and gross receipts of \$2,358,180. The average is as low as it has been since 2009 and 2011, when Registered Jerseys sold for \$1,626.81 and \$1,590.28, respectively. Though the total

lots sold is low too, it is on par with recent years given the shortened sale season. Most recently, 2,409 head sold in 2019 and 2,525 in 2018.

Though some aspects of the cattle marketing world changed in 2020, others did not. The prices paid for super elite genetics and commercial cattle continued trends of recent years. At three of the Jersey breed's elite sales—The All American Jersey Sale, the National Heifer Sale and the Top of the World Sale—six high genomic heifer calves were struck off for more than \$21,000 each. The National Heifer Sale posted a new series high average of \$10,996.88 despite the pandemic. The year's high selling individual, BW Graduate, was syndicated at The All American Jersey Sale for \$90,000 and another homozygous

polled bull, JX Hawarden Lazer {5}-PP, was syndicated at The Polled Power Sale for \$51,000. Premium prices were also offered for elite genomics in less-traditional lots at the Top of the World, with an embryo package selling for \$9,625 and a right to flush bringing \$5,900. Genetics that could fare well in the show ring brought top dollar in 2020 as well.

As usual, buyers showed their appreciation for deep pedigrees and cattle effectively managed with sustained use of programs from the American Jersey Cattle Association. Examples of this include the Normandell Dispersal, which averaged \$1,611.08 on 79 head, and the Clover Patch Cornucopia IV, which averaged \$1,059.77 on 217 lots, nearly half of them heifer calves. Demand for cattle offered

in the Clover Patch sale also showed growing interest in niche markets, like the A2/A2 gene for beta casein.

Perhaps as much as anything, the pandemic made short order of trends that have been happening in cattle merchandising circles for several years. Online opportunities are becoming the norm to save on trucking, housing, and health testing costs and for the sake of efficiency. As well, fewer animals are heading

2020 Auction Sale Summary

Number		Avg. price	Total Value
487	Cows, two years and over	\$1,548.36	\$754,050
	4 calves, under three mos., sold with dam	750.00	3,000
565	Bred heifers	1,149.38	649,400
	318 3 <sup>rd</sup> trimester bred heifers	1,150.86	365,975
	145 2 <sup>nd</sup> trimester bred heifers	1,148.10	166,475
	102 1 <sup>st</sup> trimester bred heifers	1,146.57	116,950
70	Open yearlings	1,270.36	88,925
326	Heifer calves	1,999.86	651,955
4	Bulls	35,512.50	142,050
3	Embryos or flush packages	4,000.00	12,000
12	Choice of calves	4,241.67	50,900
1	Right to flush	5,900.00	5,900
1,468	Lots	\$1,606.39	\$2,358,180

### The Top Five Sales of 2020

Event	No. Sold	Average Price
National Heifer Sale <i>Columbus, Ohio, June 26</i>	16	\$10,996.88
All American Jersey Sale <i>Louisville, Ky., November 8</i>	41	7,060.98
Franchise at the West <i>Tillamook, Ore., September 4</i>	40	5,412.50
Top of the World Sale <i>Reynoldsburg, Ohio, October 2</i>	25	3,703.00
Pot O'Gold Sale <i>Louisville, Ky., November 7</i>	23	3,173.91

to consignment sales as the use of sexed semen becomes widespread along with the practice of breeding lower-end females to beef bulls. Only time will reveal how much "normal" returns to the cattle marketing world in 2021 and beyond.

The 16 public auctions included in the sales analysis were held in the United States during the calendar year 2020 and submitted to the *Jersey Journal* by January 4, 2021. Only sales reported with complete catalogs and marked with buyers and prices for all animals are included. Sales with fewer than 10 head are included in the summary, but not ranked among the high-averaging sales. Animals that sold in sales with fewer than 10 head, though, are included in the high selling individuals.

### High-Averaging Sales

For the second consecutive year, the National Heifer Sale was the high-averaging sale for the year. The average for the 2020 version bettered the 2019 one by nearly \$700 to earn top rank for the series as well at \$10,996.88 on 16 lots. The 63rd sale of the series was a virtual, all-genotyped event managed by Jersey Marketing Service (JMS). It was held on June 26 at the Embassy Suites hotel in Columbus, Ohio, in conjunction with the AJCA-National All-Jersey Inc. Annual Meetings, which were conducted virtually as well for the first time in history. Bidding was accomplished in real time through JerseyAuctionLive.com. Chris Hill cried the sale while JMS Manager Greg Lavan read pedigrees.

The high seller, AJ Chief 4611, was purchased by Sexing Technologies, Navasota, Texas, for \$42,000. On sale day, the four-month-old daughter of JX River Valley Chief {6}-ET, GJPI +121, ranked #21 for GJPI and today ranks #156 with an index of +139. She has GPTAs of +1,113M, +59F (+0.02%) and +47P (+0.03%).



The year's high-selling cow, River Valley HLH VIP Misguided, sold through Franchise Goes West for \$24,000 to Blue Diamond Jerseys. She was consigned by Hannah Hurst, David Jordan and sale manager Dusty Schirm, fifth left. Franchise Goes West was the third high-averaging sale of 2020, with a posted average of \$5,412.50 on 40 lots.

She tested A2/A2 for beta casein. She is backed by three Very Good dams with m.e. averages over 20,000 lbs. milk, 700 lbs. fat and 700 lbs. protein.

She is the year's overall fourth high seller. She was bred and consigned by Albright Jerseys LLC, Willard, Ohio.

Three of the other lots ranked among the top 12 high sellers of the year were struck off at the National Heifer Sale as well. David Allen, All-Lynn Jerseys, Reedsburg, Wis., purchased the second-high seller, Jer-Z-Boyz Chief 20930-Twin, for \$36,000. The paternal sister to the high seller sold at eight-months-of-age and today ranks on the list of the Top 500 Females for GJPI with an index of +140. She has GPTAs of +575M, +56F (+0.13%) and +39P (+0.08%) and is +1.4 for Type.

She is out of a Very Good-85% daughter of Missiska Mackenzie-ET, GJPI +73, with a three lactation m.e. average of 24,578–1,061–924.

She was bred and consigned by Jer-Z-Boyz, Pixley, Calif.

Bos Dairy LLC, Lovington, N.M., purchased the third high seller of the National Heifer Sale, Four J Alamontra 19154-ET, for \$28,000. The three-month-old daughter of JX Peak Altamontra {6}-ET, GJPI +102, ranks on the top genetic list with a GJPI of +138. She has GPTAs of +924M, +40F and +44P.

Her Very Good-83% dam, sired by River Valley Char Change Up-ET, GJPI +65, ranks for genetic merit as well with a GJPI of +118. Several of her other progeny rank for genetic merit as well. The next two dams are appraised Very Good-84% and Very Good-88%, respectively, and have m.e. averages over 23,000 lbs. milk, 1,085



Ratliff Astro Prize was the second high-selling cow for 2020. She was purchased by Diley Jerseys and Williams Jerseys, represented by Bill Diley, left, for \$13,600. She was consigned by sale managers Ron and Christy Ratliff, second right. In all, 101 lots sold at Post Time at Ratliff's for \$2,080.69 on average.

lbs. fat and 840 lbs. protein.

She was bred and consigned by Four J Jerseys, Tipton, Calif.

The final high selling heifer calf sold through the National Heifer Sale, TOG Ruby 38565-ET, was purchased by Sexing Technologies as well for \$21,000. Bred and consigned by Trans-Ova Genetics of Sioux Center, Iowa, the high-component daughter of CDF Irwin Steve, GJPI +125, ranks among the top 1.5% for genetic merit with a GJPI of +124. She has GPTAs of +71F (+.35%) and +24 (+0.13%) and is +1.2 for Type. She sold as a four-month-old heifer calf. She traces seven generations back to the "Tiffany" cow family developed by Ahlem Farms Partnership, Hilmar, Calif.

The All American Jersey Sale was the second high-averaging sale and the second high-grossing sale for 2020, with a posted average of \$7,060.98 and a gross of \$289,500 on 41 lots. The JMS-managed sale was conducted live in Louisville, Ky., in front of a limited audience. Jersey breeders across the globe had opportunity to view the event and bid through JerseyAuctionLive.com. The same dynamic duo that led the National Heifer Sale—Hill and Lavan—steered the 68<sup>th</sup> All American Jersey Sale as well.

Four of the year's 12 high-selling individuals were sold through The All American Jersey Sale, including the previously mentioned high-seller, BW Graduate. The young bull was syndicated by Select Sires Inc. and the Graduate Syndicate, Plain City, Ohio, for \$90,000. From this, \$40,000 will be used to establish the Brentwood Farms Scholarship and \$20,000 will be used to enhance the Jersey

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## Top 12 High Selling Prices at Public Auction in 2020

<b>BW Graduate</b> (bull 5 mos.) .....	\$90,000
All American Jersey Sale, Louisville, Ky., November 8 Seller: Brentwood Farms, Orland, Calif. Purchaser: Select Sires Inc. and Graduate Syndicate, Plain City, Ohio	
<b>JX Hawarden Lazer {5}-PP</b> (bull 6 mos.) .....	\$51,000
Polled Power Sale, Reynoldsburg, Ohio, August 21 Seller: Ahlem Farms Partnership, Hillmar, Calif. Purchaser: The Semex Alliance and Lazer-PP Syndicate, Guelph, Ont.	
<b>Ahlem Pine Diamond 57049</b> (heifer calf 11 mos.) .....	\$46,500
All American Jersey Sale, Louisville, Ky., November 8 Seller: Ahlem Farms Partnership, Hillmar, Calif. Purchaser: Bos Dairy and Vierra Dairy, Lovington, N.M.	
<b>AJ Chief 4611</b> (heifer calf 4 mos.) .....	\$42,000
National Heifer Sale, Columbus, Ohio, June 26 Seller: Albright Jerseys LLC, Willard, Ohio Purchaser: Sexing Technologies, Navasota, Texas	
<b>Jer-Z-Boyz Chief 70930-Twin</b> (heifer calf 8 mos.) .....	\$36,000
National Heifer Sale, Columbus, Ohio, June 26 Seller: Jer-Z-Boyz, Pixley, Calif. Purchaser: David Allen, Reedsburg, Wis.	
<b>JX Pine-Tree Freedom {4}</b> (heifer calf 2 mos.) .....	\$32,500
Top of the World Sale, Reynoldsburg, Ohio, October 2 Seller: Matthew Steiner, Marshallville, Ohio Purchaser: Peak Genetics, Watertown, Wis.	
<b>Four J Altamontra 19154-ET</b> (heifer calf 2 mos.) .....	\$28,000
National Heifer Sale, Columbus, Ohio, June 26 Seller: Four J Jerseys, Tipton, Calif. Purchaser: Bos Dairy LLC, Lovington, N.M.	
<b>River Valley HLH VIP Misguided</b> (cow 2 yrs.) .....	\$24,000
Franchise Goes West, September 4, Tillamook, Ore. Seller: Hannah Hurst, David Jordan and Dusty Schirm, Waynesville, Ohio Purchaser: Blue Diamond Jerseys, Sumner, Iowa	
<b>TOG Ruby 38565-ET</b> (heifer calf 4 mos.) .....	\$21,000
National Heifer Sale, Columbus, Ohio, June 26 Seller: Trans-Ova Genetics, Sioux Center, Iowa Purchaser: Sexing Technologies, Navasota, Texas	
<b>Ehrhardt Nuance Swirl</b> (open yearling 13 mos.) .....	\$15,500
Franchise Goes West, September 4, Tillamook, Ore. Seller: Michael Heath, Mike Berry and Pete Hartzell, Westminster, Md. Purchaser: Franchise, Glamourview and David Jordan, Ashville, Ohio	
<b>DG Bar Rowan 27518-ET</b> (heifer calf 2 mos.) .....	\$14,500
All American Jersey Sale, Louisville, Ky., November 8 Seller: De Groot Dairy Farms, Hanford, Calif. Purchaser: Bos Dairy LLC, Lovington, N.M.	
<b>JX Bohnerts Pine Bella {6}</b> (heifer calf 9 mos.) .....	\$14,200
All American Jersey Sale, Louisville, Ky., November 8 Seller: Bohnert Jerseys, East Moline, Ill. Purchaser: Select Sires Inc., Plain City, Ohio	



Ehrhardt Nuance Swirl was the high-selling open yearling for 2020, purchased for \$15,500 by the partnership of Franchise, Glamourview and David Jordan. She was consigned to Franchise Goes West by Michael Heath, Mike Berry and Pete Hartzell. She recently earned laurels as 2020 All American Senior Calf for her new owners in Louisville, Ky., in November.

is also JNSF and A2/A2 for beta casein. She has GPTAs of +651M, +45F (+0.06%) and +39P (+0.07%). She ranks #218 for GJPI with an index of +136.

Her Very Good-81% dam is sired by CDF Karbala Kwynn, GJPI +79. She ranks among the top 1.5% for genetic merit with a GJPI of +100 and has a two lactation m.e. average of 21,417–1,073–834. Her grandam, Lost Hill Dimension Holly, Very Good-84%, is the winner of the 2016 Pot O'Gold Production Contest.

Bos Dairy also purchased the second

### Highest Annual Averages, Jersey Auction Sales (1919-2020)

Year	Average Price Per Lot	Number Sold	Number Sales	Total Receipts
2015	\$2,691.44	3,330	38	\$8,962,495
2014	2,686.71	3,145	47	8,449,705
2016	2,488.78	3,200	34	7,964,095
2007	2,435.42	3,462	37	8,431,435
2018	2,384.18	2,525	31	6,020,055
2008	2,303.07	4,049	48	9,325,150
2005	2,257.16	3,451	46	7,789,455
2017	2,244.96	3,535	34	7,935,930
2006	2,016.15	3,936	49	7,935,555
2004	2,007.26	4,679	49	9,391,950

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Youth Academy experience.

Sired by River Valley Cece Chrome-ET, GJPI +106, the young bull has GPTAs of +808M, +60F (+0.09%) and +41P (+0.05%). He has a GJPI of +143 and is +1.7 for Type and JNSF.

Six generations of his maternal line have ranked #1 for JPI among their peers born in the same year. His dam is a Very Good-88% daughter of JX Sunset Canyon Got Maid {5}-ET, GJPI +141, that ranks #133 among genotyped cows with a GJPI of +121. The next five dams are Very Good or Excellent; all have actual records over 20,000 lbs. milk.

"Graduate's" fourth dam, BW Centurion

Peggy K798, Excellent-92%, has three records over 26,000 lbs. milk and 97 registered progeny. His fifth dam, BW Avery Suzanne ET119-ET, Excellent-90%, has two records over 26,000 lbs. milk.

"Graduate" was bred and consigned by Brentwood Farms, Orland, Calif.

The high-selling female of The All American Jersey Sale, Ahlem Pine Diamond 57049, is the third-high selling individual of the year. She was purchased by the partnership of Bos Dairy and Vierra Dairy, Lovington, N.M., for \$46,500 and bred and consigned by Ahlem Farms Partnership.

The November 2019 daughter of JX Ahlem Frisco Pine {6}-ET, GJPI +92, is plus for all measures of genetic merit and

high-selling female of The All American Jersey Sale, DG Bar Rowan 27518-ET, for \$14,500. She was bred and consigned by De Groot Dairy Farms of Hanford, Calif.

Like her sale mate, she is plus for all measures of genetic merit. The August 2020 daughter of Yosemite JLS Kwynn Rowan-ET, GJPI +108, has GPTAs of +26M, +40F and +19P. She is +5.8 for Productive Life, +1.5 for Liveability, +2.4 for Cow Conception Rate and +2.4 for Heifer Conception Rate. She ranks among the top 1.5% for GJPI with an index of +119. Her Very Good-82% dam is a "JX Got Maid {5}" daughter that ranks for genetic merit too with a GJPI of +84. She has a

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The high-selling choice for the year was struck off at Franchise Goes West in September. Underground Genetics purchased a first choice female sired by ISAU Cairnbrae Bontino and out of SVHeaths Tequila Jolie, above, for \$7,500. The lot was consigned by Wayne and Allen Stiles and Michael Heath. "Jolie" was Reserve Intermediate Champion of The All American Jersey Show in 2019.

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365-day record of 20,260 lbs. milk, 1,115 lbs. fat and 792 lbs. protein at 1-11. The fifth dam of "Rowan 27518" is Sunset Canyon Lemvig Maid 4-ET, Excellent-93%, with 30,508 lbs. milk, 2,150 lbs. fat and 1,302 lbs. protein at 5-2. Her sixth dam is breed matriarch, Tenn Haug E Maid, Excellent-93%.

Select Sires Inc. chose the final high-ranking individual to sell in Louisville. The A.I. organization purchased JX Bohnerts Pine Bella {6} for \$14,200. Bred and consigned by Bohnert Jerseys, East Moline, Ill., the "JX Pine {6}" daughter crossed the auction block as a nine-month-old heifer calf. She has GPTAs of +180M, +55F (+0.22%) and +38P (+0.15%). She ranks for genetic merit with a GJPI of +127.

"Bella {6}" is from the same cow family that Bohnert Jerseys consigned to the 2019 All American Jersey Sale and garnered the third high price of the day. Her dam is a Very Good-83% "JX Got Maid {5}" daughter that ranks #106 among genotyped cows with a GJPI of +123 and has a first lactation m.e. of 20,412-1,076-812. The next four dams have actual records over 21,000 lbs. milk.

The third high-averaging sale for 2020 is Franchise Goes West, with an average of \$5,412.50 on 40 lots. Sale managers Dusty and Nicole Schirm of Franchise moved the venue for the popular sale from its roots in Ohio to Oregon, to be held in conjunction with the Western National Jersey Show in Tillamook on September 4. With a gross of \$216,500, the sale ranks as the fourth high-grossing sale of 2020.

The high-seller, River Valley HLH VIP Misguided, was struck off for \$24,000 to Blue Diamond Jerseys, Sumner, Iowa. She

High Selling Cows	
Name/Event	Price
River Valley HLH VIP Misguided <i>Franchise Goes West</i>	\$24,000
Ratliff Astro Prize <i>Post Time at Ratliff's III</i>	13,600

High Selling Heifer Calves	
Name/Event	Price
Ahlem Pine Diamond 57049 <i>All American Jersey Sale</i>	\$46,500
AJ Chief 4611 <i>National Heifer Sale</i>	42,000
Jer-Z-Boyz Chief 70930-Twin <i>National Heifer Sale</i>	36,000
JX Pine-Tree Freedom {4} <i>Top of the World Sale</i>	32,500
Four J Altamontra 19154-ET <i>National Heifer Sale</i>	28,000

was consigned by Hannah Hurst, David Jordan and Dusty Schirm, Ashville, Ohio, and bred by River Valley Farm, Tremont, Ill. The Very Good-89% junior two-year-old topped her class at the Ohio Summer Show a month before the sale. She sold fresh in May 2020 and was due to sexed Guimo Joel-ET, GJPI -114, in early April 2021. She has a projected m.e. of 22,093-1,086-871 at 2-2.

"Misguided" has River Valley breeding on the top and bottom sides of her pedigree. A potential fourth-generation Excellent, she is sired by River Valley Venus V I P-ET, GJPI -94, and hails from the "Marmie" cow family developed by River Valley. Her fourth dam is the 2011 National Grand Champion, Pine Haven SSM Marmie, Excellent-95%. She has also been Reserve Grand Champion of the Royal Agricultural Winter Fair and Reserve Supreme Champion of World Dairy Expo. Franchise Goes West was also the venue for the year's high-selling open yearling, Ehrhardt Nuance Swirl. The fancy senior calf was purchased for \$15,500 by Franchise, Glamourview and David Jordan, Asheville, Ohio, and consigned by Michael Heath, Mike Berry and Pete Hartzell, Westminster, Ohio. For her consignors, she earned laurels as Reserve Junior Champion of the Jersey Event in 2020. For her new owners, she placed third in the fall heifer class at the North American Dairy Show and topped her peers at The All American Jersey Show, earning an All American designation.

She is sired by ST-LO Nuance-ET, GJPI +9, and bred by Gene Iager and Kevin Ehrhardt of Baldwin, Md. She is backed by the "Sofia" cow family. Her

High Selling Bulls	
Name/Event	Price
BW Graduate <i>All American Jersey Sale</i>	\$90,000
JX Hawarden Lazer {5}-PP <i>Polled Power Sale</i>	51,000

High Selling Bred Heifer	
Name/Event	Price
Milksource-FV Dazzlr Merry-ET <i>Franchise Goes West</i>	\$12,300

High Selling Open Yearlings	
Name/Event	Price
Ehrhardt Nuance Swirl <i>Franchise Goes West</i>	\$15,500
Claquato Joel Fugi-Twin <i>Franchise Goes West</i>	12,400

High Selling Choice	
Name/Event	Price
ISAU Cairnbrae Bontino x SVHeaths Tequila Jolie <i>Franchise Goes West</i>	\$7,500

Very Good-87% dam is sired by Rapid Bay Getaway-ET, GJPI -143. The next two dams are appraised Excellent-91% and Excellent-93%, respectively. Her fourth dam is Bri-Lin Rens Sofie, Excellent-90%. She was named Jersey Cow of the Year by Jersey Canada in 2012. Her daughter, Milo Vindication Season, Excellent-94%, was All-Canadian Mature Cow in 2012.

## Other High Sellers Among Top 12

The two other lots ranked among the 12 high-sellers for 2020 are the previously mentioned homozygous polled bull, "JX Lazer {5}-PP," and JX Pine-Tree Freedom {4}, the high seller of the Top of the World Sale. Both sales were conducted virtually from the headquarters of the American Jersey Cattle Association in Reynoldsburg, Ohio.

"JX Lazer {5}-PP" was syndicated by The Semex Alliance of Guelph, Ont., and a group of 26 Jersey breeders for \$51,000 at the Polled Power Sale in late August. The young bull sired by JX Hawarden R Herm {4}-P, GJPI +76, was consigned by Ahlem Farms Partnership and bred by Hawarden Jerseys Inc., Weston, Idaho.

On sale day, he led his polled peers for GJPI and Combined Fat and Protein. Today he has GPTAs of +479M, +59F (+0.16%) and +42P (+0.11%). He has a GJPI of +98

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and tested JNSF and A2/A2 for beta casein. He is +1.3 for Type.

“JX Lazer {5}-PP” is from the “Lady” cow family developed by Ahlem Farms Partnership. His dam, sired by JX Generations Tradition {5}-P, GJPI +48, has a GJPI of +87. The next seven dams are Very Good or Excellent; six have actual records over 19,000 lbs. milk.

The high seller of the Top of the World sale, “JX Freedom {4},” was purchased by Peak Genetics, Watertown, Wis., for \$32,500. She was bred and consigned by Matthew Steiner of Marshallville, Ohio.

On sale day, the “Chrome” daughter ranked #3 on the list of Generation Count 3 or 4-6 Females with BBRs 93 and Lower. Today she ranks #5 with a GJPI of +137. She has GPTAs of +760M, +77F (+0.18%) and +42P (+0.06%) and is +1.3 for Type.

### High Sellers by Category

The year’s high sellers by category are listed on page 22. Many have been previously mentioned.

The second high-selling cow, Ratliff Astro Prize, sold through the Post Time at Ratliff’s III Sale for \$13,600 on June 13. She was purchased by the Ohio partnership of Diley Jerseys and Williams Jerseys, Canal Winchester. Initially slated for the first week of May, the sale was rescheduled due to quarantine. Ron and Christy Ratliff hosted the event at Ratliff Jerseys in Garnett, Kan. In all, 101 lots sold for an average of \$2,080.69 and a gross of \$210,150. About 60% of the offering was from the Ratliff herd. The balance of the consignments was from guest consignors.

“Prize,” the high seller, combines two of her consignor’s most recognized cow families on the top and bottom sides of her pedigree. The tall, fancy-uddered junior two-year-old is sired by Ratliff Apple Jack Astro-ET, GJPI -92, a son of Ratliff Price Alicia, Excellent-95%, three-time National Grand Champion.

The potential fifth-generation Excellent

is out of Ratliff Minister Porscha-ET, Excellent-95%. She has placed among the top five in her class at the All American Jersey Show many times and earned the NASCO Type and Production Award in 2015. A maternal sister to “Prize” is Ratliff Applejack Penny, All American Junior Two-Year-Old for 2016.

The second high-selling open yearling for 2020, Claquato Joel Fugi-Twin, was struck off at Franchise Goes West. David A. Hale, Cloverdale, Ore., purchased the yearling for \$12,400. She was bred and consigned by Lauryn Young, Chehalis, Wash.

A potential 11<sup>th</sup> generation Excellent, the June 2019 “Joel” daughter hails from the “Felice” cow family developed by Ryan Lancaster and family of Tillamook, Ore. Her fifth dam is Family Hill SD Favorite, Excellent-95%, Reserve Intermediate Champion of The All American Jersey Show in 2004. Her sixth dam, Pleasant Nook Berretta Felice was fifth in the 2015 *Jersey Journal* Great Cow Contest.

Franchise Goes West was the venue for the year’s high selling bred heifer and high selling choice as well. Legendairy Farms, owned by Tom and Jennie Seals and their family, Beaver, Ore., purchased the bred heifer, Milksource-FV Dazzlr Merry-ET, for \$12,300.

“Merry” is sired by Sunset Canyon Dazzler-ET, GJPI +106, and out of Musqie Iatola Martha-ET, the youngest of just seven cows in Jersey history to be appraised Excellent-97%. “Merry” sold due to Mr Kathies Kid Rock, JPI -140, a mating that resulted in a heifer calf for her new owner, born the first day of December 2020.

“Martha” is a three-time Supreme Champion of the Royal Agricultural Winter Fair and two-time Supreme Champion of World Dairy Expo. She has a pair of records over 23,000 lbs. milk, 1,000 lbs. fat and 800 lbs. protein.

“Merry” was bred and consigned by Milk Source Genetics and Finca Valparaiso, Kaukauna, Wis.

Underground Genetics, Pitcher, N.Y., placed the final bid of \$7,500 on the year’s high-selling choice. With the purchase, herd owner Anthony Crothers and his family purchased a heifer calf sired by ISAU Cairnbrae Bontino, JPI -33, and out of SVHeaths Tequila Jolie, to be born March 2021. The lot was consigned by Wayne and Allen Stiles and Michael Heath of Spring Valley Jerseys, Westminster, Md.

The Excellent-90% daughter of Tower Vue Prime Tequila-ET, GJPI -202, was named All American Junior Three-Year-Old and Reserve Intermediate Champion of the All American Jersey Show in 2019. “Jolie” is backed by four Excellent dams in the

U.S. or Canada. SVHeaths Gentry June-ET, Very Good-88%, a daughter of her dam’s maternal sister, was named All American Junior Yearling for 2019 for Misty Meadow Dairy of Tillamook, Ore.

Also of significance to mention is the embryo package that sold for \$9,625 at the Top of the World Sale. Inguran LLC, Navasota, Texas, purchased the package of seven frozen IVF embryos sired by TOG Feder 37562-P-ET, GJPI+143, and out of Pine-Tree 1598 Promo 2015-P-ET. She is from the “Della” line of the cow family that traces eight generations back to Tenn Haug E Maid.

The dam of “Promo 2015-P” is a Very Good-86% daughter of Hillview Listowel-P, GJPI+153, with a first lactation m.e. of 22,573–1,232–850 at 1-10. The next dam is Oaklane Chisel Della 2130-ET, Very Good-85%, with 73 registered progeny, many ranked for genetic merit. Her seventh dam, Sunset Canyon Lemvig Maid 4-ET, is the fourth dam of the previously mentioned “Rowan” daughter that sold for \$14,500 at the All American Jersey Sale.

The embryo package was consigned by Matthew Steiner.

### High-Grossing Sales

The Heartwood Farm Complete Dispersal was the high-grossing sale for 2020, with a gross of \$370,575 on 376 lots. The JMS-managed dispersal averaged \$985.57. Conducted with the theme, “Live Your Dream,” the dispersal closed out 15 years of dairying for Laura Daniels and Jarred Searls and their children, Julia and Nathan. The event wrapped up the Registered Jersey sale season for JMS on November 20 at the farm in Cobb, Wis. Fifty-four dairy producers from six states made purchases.

A fellow Wisconsin Jersey breeder, Hass Acres LLC of Evansville, purchased the high seller, Heartwood Lemonhead 2436 {3}-Twin, for \$2,900. The Very Good-87% daughter of Steinhauers Samson Lemonhead, GJPI +40, has an m.e. of 18,918–1,015–721 on her first lactation at 2-1. Her Excellent-93% dam has a pair of records over 23,000 lbs. milk, 1,100 lbs. fat and 890 lbs. protein.

The second high-grossing sale was the All American Jersey Sale, at \$289,500 on 41 lots.

The third high-grossing sale was the previously mentioned Clover Patch Cornucopia III, held at the farm in Millersburg, Ohio, on October 24. The sale managed by JMS posted a gross of \$229,970 and an average of \$1,059.77 on the sale of 217 lots. The fourth sale of the series followed sales in 2013, 2016 and 2019. Herd owners Alan and Sharon Kozak

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### Top Five Grossing Sales of 2020

Event	No. Sold	Total Gross
Heartwood Dispersal <i>Cobb, Wis., November 19</i>	376	\$370,575
All American Jersey Sale <i>Louisville, Ky., November 8</i>	41	289,500
Clover Patch Cornucopia III <i>Millersburg, Ohio, October 24</i>	217	229,970
Franchise at the West <i>Tillamook, Ore., September 4</i>	40	216,500
Post Time at Ratliff's III <i>Garnett, Kan., June 13</i>	101	210,150

## Annual Sale Review

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and their family genotype every member of the herd and test for the beta casein gene. Having been bred for the gene for several generations, many members now test A2/A2.

Lester Byler, Clymer, N.Y., placed the last bid of \$2,000 on the high seller, Clover Patch Viceroy Chic. The daughter of CDF Viceroy-ET, GJPI +104, sold fresh two weeks before the sale with her first calf. She is backed by two Very Good dams with records over 21,000 lbs. milk.

In all, 20 buyers from seven states made purchases.