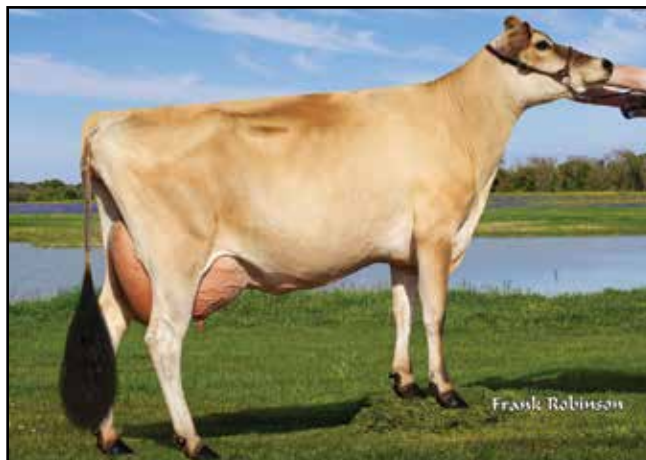


2019 SALES IN REVIEW



Wetumpka Viceroy Java-P, a "Viceroy" daughter out of Wetumpka Magnum Julianne-P, above, was the year's high seller, purchased for \$103,000 by Matthew Steiner. She was consigned by Cheryl A. Carlson. "Java-P" paced the National Heifer Sale to its series high average of \$10,308.57 on 35 lots. She is now the breed's historical high selling heifer calf.



The second high seller of the National Heifer Sale, Ahlem Disco Pansy 54466, sold for \$65,000 to The Semex Alliance. The "Disco" daughter out of Ahlem Monument Pansy 50457, above, was consigned by Ahlem Farms Partnership. High genomic heifers like "Pansy 54466" commanded 10 of the 15 high prices paid for Registered Jersey genetics in 2019.

2019 Sale Average Reflects Dairy Economy

In terms of price paid for cattle at public auction, the Jersey breed traveled familiar terrain in 2019. Though premium prices were commanded for genomic super stars, value could be found in hard-working commercial cattle. This past year, the 2,409 Registered Jerseys that were struck off at public auction sold for an average of \$1,720.38 and a gross of \$4.13 million.

Ten of the 15 high prices for Registered Jerseys in 2019 were paid for heifers with crème de la crème genomic evaluations. Several new names graced this list, a testimony to the merit of herd genotyping and taking action to cash in on opportunity. A prime example is this year's high seller and the breed's new historical high selling heifer calf, Wetumpka Viceroy Java-P, who sold for \$103,000 and paced the National Heifer Sale to its series high-average of \$10,308.57. Five months later, her paternal sister, Legendairy Viceroy Best Wishes, became the breed's historical high-selling bred heifer when she was struck off for \$37,000 at the All American Jersey Sale.

Show animals held their value in 2019 as well, with buyers paying a premium for animals that could help them rack up the hardware on the tanbark trail. Pedigrees backed by purple banner winners or animals with proven track

records themselves were among the year's highest sellers, including a future All American and a Reserve Junior All American.

As telling as anything, however, is a closer look at sale averages and the overall average, down more than \$650 from 2018. Prices paid during 2019 were as low as they have been in two decades, even for Registered Jerseys, who hold their value in tough times. Supply outpaced demand as dairy producers sold a flux of heifers that were the result of sexed semen, reduced stock inventory to feed and dispersed their herds at record pace.

Though five sales posted averages over \$2,700, most fell well below this mark. Contrast this with 2018, when 10 sales posted averages above this mark, and with 2017, when the top 10 sales reported averages above \$3,100.

As well, the five dispersals of 2019 accounted for a greater share of the 30 total sales as compared to recent years. A bright spot for dispersals was the Hei-Bri Complete Dispersal in April. Herd owners Brian and Heidi Lantzky and their daughters had developed a productive herd of Registered Jerseys using services of the American Jersey Cattle Association (AJCA) for two decades. Buyers showed appreciation for their breeding program, paying an average of \$1,332.81 for the 285 lots of milking cows and replacement heifers. Gross receipts totaled \$379,850.

The 30 public auctions included in the sales analysis were held in the United States during the calendar year 2019 and submitted to the *Jersey Journal* by January 6, 2020. Only sales reported with complete catalogs and marked with buyers and prices for all animals are included. Sales with

fewer than 10 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

The previously mentioned National Heifer Sale was the high averaging sale of the year, with a posted average of \$10,308.57 on 35 lots. Held

2019 Auction Sale Summary			
Number		Avg. price	Total Value
758	Cows, two years and over	\$1,539.45	\$1,166,900
	26 calves, under three mos., sold with dam	519.23	13,500
827	Bred heifers	1,416.32	1,171,300
	352 3 rd trimester bred heifers	1,519.67	534,925
	277 2 nd trimester bred heifers	1,315.97	364,525
	193 1 st trimester bred heifers	1,372.98	271,850
246	Open yearlings	1,087.91	267,625
544	Heifer calves	2,412.67	1,312,495
5	Bulls	15,615.00	78,075
7	Embryos or flush packages	1,300.00	9,100
22	Choice of calves	5,700.00	125,400
2,409	Lots	\$1,720.38	\$4,144,395

The Top 10 Sales of 2019

Event	No. Sold	Average Price
National Heifer Sale <i>Saratoga Springs, N.Y., June 28</i>	35	\$10,308.57
Franchise Kind III <i>Columbus, Ohio, March 23</i>	78	7,527.88
All American Jersey Sale <i>Louisville, Ky., November 10</i>	64	6,110.16
Top of the World Sale <i>Madison, Wis., October 2</i>	38	2,842.76
Post Time at Ratliff's II <i>Garnett, Kan., May 3</i>	122	2,784.22
Pot O'Gold Sale <i>Louisville, Ky., November 9</i>	35	2,190.00
Midwest Spring Special Sale <i>Rochester, Minn., March 22</i>	66	2,055.30
Ohio Spring Classic Sale <i>Wooster, Ohio, May 27</i>	66	1,947.35
Christmas Wishlist Sale <i>Reynoldsburg, Ohio, December 12</i>	13	1,380.77
Hei-Bri Jerseys Dispersal <i>Hawkeye, Iowa, April 19</i>	285	1,332.81

during the Annual Meetings of the AJCA and National All-Jersey Inc., in Saratoga Springs, N.Y., the sale was conducted as a virtual event on June 28 at the host hotel. Buyers were given opportunity to view half of the consignments live at Dreamroad Jerseys LLC in Johnstown the day before the sale.

The sale was managed by Jersey Marketing Service (JMS) and cried by Chris Hill. The National Heifer Sale is the single largest contributor to national Jersey youth development activities, with \$36,080—10% of the sale gross of \$360,800—received from this year's event. The sale is the fourth high grossing sale of 2019.

As previously mentioned, Wetumpka Viceroy Java-P was the high seller, purchased with a bid of \$103,000 by Matthew Steiner, Pine Tree Dairy, Marshallville, Ohio. She was bred and consigned by Cheryl A. Carlson of Tully, N.Y.

The August 2018 daughter of CDF Viceroy-ET, GJPI +185, was the #1 polled, non-bracketed, non-JX heifer for genetic merit. Today, she has a GJPI of +184 and ranks as the #2 polled, non-bracketed, non-JX heifer. She is out of a Very Good-88% daughter of Wilsonview Jevon Magnum-ET, GJPI +125, with a first lactation m.e. of 22,584-1,173-892 at 1-11. She ranks among the best for genetic merit as well with a GJPI of +139.

The second high seller of the National Heifer Sale, Ahlem Disco Pansy 54466, was purchased for \$65,000 by The Semex



Pine-Tree Chrome Bulgaria 1910-ET, a "Chrome" daughter out of Cinnamon Ridge Method Bulgaria, above, was the fourth high seller of 2019, purchased for \$45,000 by Sexing Technologies. Matthew Steiner consigned her to the Franchise Kind III sale, the year's high grossing sale, with receipts of \$587,175 and an average of \$7,527.88 on 78 lots.

Alliance of Guelph, Ont. The October 2018 daughter of Oaklane Dazzler Disco 2127-ET, GJPI +127, ranks among the breed's best for health traits with GPTAs of +8.4 for Productive Life, +3.5 for Livability and +2.0 for Daughter Pregnancy Rate. She is also +1.9 for Type and ranks on the list of the Top 500 Herd Register Females with a GJPI of +187. Her dam is a Very Good-80% daughter of Wilsonview Pharoahs Monument, GJPI +152, with an m.e. of 25,199-987-837 on her first lactation at 1-9. The next two dams are Very Good as well, with top records over 20,900 lbs. milk, 890 lbs. fat and 710 lbs. protein.

"Pansy 54466" was bred and consigned by Ahlem Farms Partnership, Hilmar, Calif. She is the year's third high seller overall.

Another headliner for the National Heifer Sale sold for \$39,500—the fifth high price of the year. Vierra Dairy Farms, Hilmar, Calif., purchased JX Lucky Hill Whiskey {6}-ET, the breed's #1 heifer for Combined Fat and Protein on sale day. The December 2018 daughter of Progenesis Dancer-ET, GJPI +155, has GPTAs of +1,504M, +102F (+0.14%) and +67P (+1.06%). She is +1.9 for Type and has a GJPI of +188, which ranks on the list of the Top 500 Herd Register Females. "Whiskey {6}" is backed by five Very Good dams, four with m.e. lactation averages over 20,000 lbs. milk. Both her dam and grandam rank among the top 1.5% genotyped cows.

"Whiskey {6}" was bred and consigned by Lucky Hill Farm, Danville, Vt.

The second high averaging sale of the year was the Franchise Kind III, with an average of \$7,527.88 on 78 lots. The virtual sale was held on March 23 at Eldorado Scioto Downs Casino in Columbus, Ohio.



Legendairy Viceroy Best Wishes, a co-high selling female at The All American Jersey Sale, sold for \$37,000 to Double Dutch Syndicate. She was consigned by Thomas L. and Jennie L. Seals. She is the breed's historical high selling bred heifer. Her co-high selling female, MFW Dashiell Fortuna {6}-ET was consigned by Andrew P. Mason and purchased by Peak Genetics.

The sale was managed by Dusty and Nicole Schirm of Ashville, Ohio. With a gross of \$587,175, it is the high grossing sale of the year.

Twelve of the 20 high prices of 2019 were paid at Franchise Kind III. Included in this group was the high seller, Roc-Bot Dance Off 10637, one of two lots to sell in 2019 for the year's second high price of \$75,000. Select Sires Inc., Plain City, Ohio, purchased the genomic standout bred and consigned by Rock Bottom Dairy of Alvord, Iowa.

The December 2018 "Dancer" daughter has GPTAs of +983M, +86F (+0.19%) and +49P (+0.07%). She is one of the breed's top non-bracketed, non-JX heifers with a GJPI of +188. She is backed by multiple generations of high-component dams. Her Excellent-90% dam, sired by Missiska Mackenzie-ET, GJPI +150, has 20,560 lbs. milk, 1,062 lbs. fat and 837 lbs. protein (3x milking) at 2-10 and ranks among the top 1.5% genotyped cows with an index of +158.

The second high seller of Franchise Kind III, Pine-Tree Chrome Bulgaria 1910-ET, sold to Sexing Technologies, Navasota, Texas, for \$45,000—the fourth high price of 2019. The November 2018 daughter of River Valley Cece Chrome-ET, GJPI +185, hails from a heavily merchandised cow family. She ranks #129 for genetic merit with a GJPI of +194. She is +2.3 for Type and has a Genomic Jersey Udder Index of +28.4.

Her dam, Cinnamon Ridge Method Bulgaria, Very Good-83%, ranks among the top 1.5% for GJPI with an index of +134. She has 33 registered progeny to

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Top 14 High Selling Prices at Public Auction in 2019

Wetumpka Viceroy Java-P (heifer calf 10 mos.).....	\$103,000
National Heifer Sale, Saratoga Springs, N.Y., June 28 Seller: Cheryl A. Carlson, Tully, N.Y. Purchaser: Matthew Steiner, Marshallville, Ohio	
Ahlem Kiawa Ensign 24617-ET (bull 7 mos.).....	\$75,000
All American Jersey Sale, Louisville, Ky., November 10 Seller: Camille Herrera, Hilmar, Calif. Purchaser: Ensign Syndicate and Select Sires, Plain City, Ohio	
Roc-Bot Dance Off 10637 (heifer calf 5 mos.).....	\$75,000
Franchise Kind III, Columbus, Ohio, March 23 Seller: Rock Bottom Dairy, Alford, Iowa Purchaser: Select Sires Inc., Plain City, Ohio	
Ahlem Disco Pansy 54466 (heifer calf 8 mos.).....	\$65,000
National Heifer Sale, Saratoga Springs, N.Y., June 28 Seller: Ahlem Farms Partnership, Hilmar, Calif. Purchaser: The Semex Alliance, Guelph, Ont.	
Pine-Tree Chrome Bulgaria 1910-ET (heifer calf 4 mos.).....	\$45,000
Franchise Kind III, Columbus, Ohio, March 23 Seller: Matthew Steiner, Marshallville, Ohio Purchaser: Sexing Technologies, Navasota, Texas	
JX Lucky Hill Whiskey {6}-ET (heifer calf 6 mos.).....	\$39,500
National Heifer Sale, Saratoga Springs, N.Y., June 28 Seller: Lucky Hill Farm, Danville, Vt. Purchaser: Vierra Dairy Farms, Hilmar, Calif.	
Legendairy Viceroy Best Wishes (bred heifer 13 mos.).....	\$37,000
All American Jersey Sale, Louisville, Ky., November 10 Seller: Thomas L. and Jennie L. Seals, Beaver, Ore. Purchaser: Double Dutch Syndicate, Tulare, Calif.	
MFW Dashiell Fortuna {6}-ET (heifer calf 3 mos.).....	\$37,000
All American Jersey Sale, Louisville, Ky., November 10 Seller: Andrew P. Mason, Chestertown, Md. Purchaser: Peak Genetics, Watertown, Wis.	
South Mountain Andreas Rascal-ET (heifer calf 6 mos.).....	\$28,000
Franchise Kind III, Columbus, Ohio, March 23 Seller: Ernest W. Kueffner and Terri L. Packard, Boonsboro, Md. Purchaser: Rivendale Farms, Bulger, Pa.	
Sugar Brook Bartender Bridgett (cow 2 yrs.).....	\$25,000
Franchise Kind III, Columbus, Ohio, March 23 Seller: Underground Genetics, Pitcher, N.Y. Purchaser: Underground Genetics and Adam Clark, Pitcher, N.Y.	
Glamourview Premier Spade (open yearling 15 mos.).....	\$21,000
Franchise Kind III, Columbus, Ohio, March 23 Seller: Schirm, Borba, Reynolds and Putt, Ashville, Ohio Purchaser: Izzy Bohrer, Walkersville, Md.	
First choice female sired by Rapid Bay Indiana Gentry-ET and out of MB Lucky Lady Feliz Navidad-ET (choice).....	\$20,300
Franchise Kind III, Columbus, Ohio, March 23 Seller: Rivendale Farms, Bulgar, Pa. Purchaser: David Hogan, Tillamook, Ore.	
First choice female sired by Rapid Bay Indiana Gentry-ET and out of Musqie latola Marta-ET (choice).....	\$20,200
Franchise Kind III, Columbus, Ohio, March 23 Seller: Milk Source Genetics, Kaukauna, Wis. Purchaser: David Hogan, Tillamook, Ore.	
Discoverys Tequila Jasmine-ET (cow 3 yrs.).....	\$20,000
Midwest Spring Special Sale, Rochester, Minn., March 22 Seller: Lisa Demmer, Ellsworth, Wis. Purchaser: Discovery Genetics and Nelson Farm, Ellsworth, Wis.	
Pfaffsway Colton Gracefulness (heifer calf 9 mos.).....	\$19,800
Franchise Kind III, Columbus, Ohio, March 23 Seller: F. and D. Borba, K. Lambert, K. Haag and D. and N. Schirm, Ashville, Ohio Purchaser: Glamourview, Iager and Walton, Walkersville, Md.	
First choice female sired by River Vally Venus V I P-ET and out of Avonlea Premier Chocolate Chip (choice).....	\$18,000
Post Time at Ratliff's II, Garnett, Kan., May 3 Seller: Avonlea Jerseys, Brighton, Ont. Purchaser: Lorne Ella, Rock Ella Jerseys, Hornby, Ont.	
Four J Change Up 13721 {6} (heifer calf 11 mos.).....	\$18,000
National Heifer Sale, Saratoga Springs, N.Y., June 28 Seller: Four J Jerseys, Tipton, Calif. Purchaser: Select Sires Inc., Plain City, Ohio	



South Mountain Andreas Rascal-ET was the seventh high seller overall, purchased by Rivendale Farms for \$28,000 at Franchise Kind III. She was consigned by Ernest W Kueffner and Terri L. Packard. Her full sister, South Mountain Andreas Rascal-ET, was the high seller of the Top of the World Sale at \$12,500. Will and Mark Iager placed the last bid to partner with Kueffner and packard in ownership of the bred heifer.

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date, many ranked on the top genetic lists. The next dam, Hilmar Magnum 43054, Very Good-86%, has a two lactation m.e. average of 29,223–1,351–1,061.

“Bulgaria 1910” was bred and consigned by Matthew Steiner.

The All American Jersey Sale was the third high averaging and second high

Highest Annual Averages, Jersey Auction Sales (1919-2019)

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

grossing sale of 2019, with an average of \$6,110.16 and gross receipts of \$391,050 on 64 lots. The 67th event of the series was held on November 10 at the Kentucky Exposition Center in Louisville, Ky., and managed by JMS.

The sale was led by the syndication of a high-genomic young bull, Ahlem Kiawa Ensign 24617-ET, for \$75,000 by the Ensign Syndicate and Select Sires, Plain City, Ohio. “Ensign 24617” was bred and consigned by Camille Herrera, Hilmar, Calif., who purchased his grandam in the Pot O’Gold Sale in 2016.

The April 2019 son of JX Ahlem Baltazar Kiawa {6}-P-ET, GJPI +174, has GPTAs of +1,155M, +37F and +44P. He is +1.8 for Type and has a GJPI of +185. His dam is a Very Good-84% “Disco” daughter that

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A first choice female sired by Rapid Bay Indiana Gentry-ET and out of MB Lucky Lady Feliz Navidad-ET, above, was the high selling choice of 2019 at \$20,300. David Hogan of Misty Meadow Dairy purchased the choice that was consigned by Rivendale Farms to Franchise Kind III. Hogan also purchased the second high selling choice of the year at Franchise Kind III: a first choice sired by "Gentry" and out of Musqie latola Martha-ET, consigned by Milk Source Genetics.

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ranks among the top 1.5% for genetic merit with a GJPI of +156. She has a projected m.e. of 19,509-929-730 at 1-10.

The All American Sale's co-high selling females were the year's sixth high sellers overall at \$37,000. One of them, the previously mentioned Legendairy Viceroy Best Wishes, was purchased by Double Dutch Syndicate of Tulare, Calif., and bred and consigned by Thomas L. and Jennie L. Seals of Beaver, Ore.

The "Viceroy" daughter sold short bred to JX Kash-In Got Jiggy {6}-ET, GJPI +206. She ranks on the list of the Top 500 Herd Register Females with a GJPI of +189 and is from a cow family that has been frequently marketed at The All American. Included in her maternal lineage are the syndicated bulls Jars of Clay Barnabas, Jars of Clay Boaz-ET and Kash-In-Slugger-P-ET.

Her dam, sired by CDF Karbala Kwynn, GJPI +146, has a first lactation m.e. of 20,860-1,018-886 and ranks among the top 1.5% for genetic merit with a GJPI of +145. Her third dam is the well-known, Jars of Clay Valentino Bridget-P, Excellent-91%.

The other \$37,000-priced lot struck off at The All American Jersey Sale was MFW Dashiell Fortuna {6}-ET. She was purchased by Peak Genetics, Watertown, Wis., and bred and consigned by Andrew P. Mason of Chestertown, Md.

The July 2019 daughter of JX Avilanche Viceroy Dashiell {6}-ET, GJPI +192, currently ranks #84 for GJPI with an index of +197. She has GPTAs of +78M, +66F (+0.14%) and +43P (+0.07%) and is +1.9 for Type. Her dam, sired by JX Co-op Ad World Cup {4}-ET, GJPI +158, ranks on the list of the breed's Top 200 Herd Register Cows with a GJPI of +171.

Five High Selling Heifer Calves

Name/Event	Price
Wetumpka Viceroy Java-P <i>National Heifer Sale</i>	\$103,000
Roc-Bot Dance Off 10637 <i>Franchise Kind III</i>	75,000
Ahlem Disco Pansy 54466 <i>National Heifer Sale</i>	65,000
Pine-Tree Chrome Bulgaria 1910-ET <i>Franchise Kind III</i>	45,000
JX Lucky Hill Whiskey {6}-ET <i>National Heifer Sale</i>	39,500

Five High Selling Open Yearlings

Name/Event	Price
Glamourview Premiere Spade <i>Franchise Kind III</i>	\$21,000
Roggua Robindale Just One Look-ET <i>Franchise Kind III</i>	11,000
Ho-Crawf Andreas Joplin <i>Franchise Kind III</i>	6,000
Parkview Vauan Somthing Honest <i>Franchise Kind III</i>	5,900
Vannas Colton Fendi-ET <i>Franchise Kind III</i>	5,000

Five High Selling Bred Heifers

Name/Event	Price
Legendairy Viceroy Best Wishes <i>All American Jersey Sale</i>	\$37,000
South Mountain Andreas Radical-ET <i>Top of the World Sale</i>	12,250
Townside Norman Kookie <i>All American Jersey Sale</i>	11,500
Forest Glen Bancroft Ann <i>National Heifer Sale</i>	9,100
Woodmohr Pixie Pie <i>Midwest Spring Special Sale</i>	8,750

The fourth high averaging sale of 2019 was the Top of the World Sale, held on October 2 during World Dairy Expo in Madison, Wis. The JMS-managed sale auctioned 38 lots for an average of \$2,842.76.

The high seller, South Mountain Andreas Radical-ET, sold for \$12,250. Will and Mark Iager of Jefferson, Md., placed the last bid to partner with consignors Ernie Kueffner and Terri L. Packard, Boonsboro, Md., in ownership of the senior calf. "Radical" is sired by Sunset Canyon Andreas, GJPI -88, and sold bred to sexed Elliotts Regency Casino-ET, GJPI +108, in mid-September.

"Radical" is out of the 2018 National Jersey Jug Futurity Winner, South Mountain Voltage Radiant-ET, Excellent-91%. She was Reserve Intermediate Champion of The All American Jersey Show in 2018 as

Five High Selling Cows

Name/Event	Price
Sugar Brook Bartender Bridgett <i>Franchise Kind III</i>	\$25,000
Discoverys Tequila Jasmine-ET <i>Midwest Spring Special Sale</i>	20,000
Julie-Ann Tequila Asia <i>Franchise Kind III</i>	12,500
Stoney Point Andreas Becca <i>Franchise Kind III</i>	12,200
Kilgus Valentino Mya <i>Post Time at Ratliff's II</i>	11,000

High Selling Bull

Name/Event	Price
Ahlem Kiawa Ensign 24617-ET <i>All American Jersey Sale</i>	\$75,000

High Selling Choices

Name/Event	Price
Rapid Bay Indiana Gentry-ET x MB Lucky Lady Feliz Navidad-ET <i>Franchise Kind III</i>	\$20,300
Rapid Bay Indiana Gentry-ET x Musqie latola Martha-ET <i>Franchise Kind III</i>	20,200
River Valley Venus V I P-ET x Avonlea Premier Chocolate Chip <i>Post Time at Ratliff's II</i>	18,000
Mutually Agreeable Sire x Bri-Lin Valson Spritz <i>All American Jersey Sale</i>	9,200
Mutually Agreeable Sire x Arethusia Tequila Vision <i>All American Jersey Sale</i>	7,200

well and All American Junior Two-Year-Old a year earlier. At the International Jersey show, she was Intermediate Champion in 2017 and Reserve Grand Champion in 2018. The component queen has 23,370 lbs. milk, 1,455 lbs. fat and 869 lbs. protein as a junior three-year-old.

The next two dams—Marynole Excite Rosey and Woodmohr Indiana Rosebud, respectively—are both appraised Excellent-94%.

"Radical" is the second high selling bred heifer for 2019.

Rounding out the five high averaging sales for the year is Post Time at Ratliff's II, with a gross of \$339,675 and an average of \$2,784.22 on 122 lots. The gross also ranks fifth high for the year. The team again included sale hosts Ron and Christy Ratliff of Ratliff Jerseys, Garnett, Kan., and sale manager Avonlea Genetics Inc. of Brighton, Ont. Chris Hill cried the sale and Norman Nabholz read pedigrees.

This was the fifth time in the past nine

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A first choice female sired by River Valley Venue V I P-ET and out of Avonlea Premier Chocolate Chip, above, was the high seller of the Post Time at Ratliff's sale. She sold for \$18,000 to Lorne Ella of Rock Ella Jerseys and was consigned by Avonlea Jerseys. The sale hosted by Ron and Christy Ratliff was the fifth high averaging and grossing sale of the year.

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years the Ratliffs have hosted a sale. Each has ranked among the 10 high averaging sales for the year.

The high selling lot was a first choice female sired by River Valley Venus V I P-ET, GJPI -18, and out of Avonlea Premier Chocolate Chip. Lorne Ella of Rock Ella Jerseys, Hornby, Ont., placed the final bid of \$18,000 on the offering—first choice of nine implants due in December 2019. Avonlea Genetics was the consignor.

“Chocolate Chip” is the reigning Grand Champion of the New York Spring Carousel. She earned All-Canadian laurels as a five-year-old and Reserve All-Canadian honors as a four-year-old and junior two-year-old. She also topped her class as a five-year-old at the International Jersey Show in 2018. The daughter of Hawarden Impuls Premier, GJPI +53, has 22,072 lbs. milk, 1,195 lbs. fat and 825 lbs. protein at 4-9.

The grandam of the choice is Avonlea Renaissance Kookie-ET, SUP EX 92-5E (CAN). The nine-star brood cow from Canada was the Royal Jersey Futurity Winner and Intermediate Champion of the Royal Agricultural Winter Fair (RAWF) in 2001. She earned All-Canadian honors as a junior two-year-old and Reserve laurels

as a five-year-old and mature cow. The next four dams are Excellent in Canada as well.

The lot was the third high selling choice of 2019.

Other High Selling Individuals

Seven of the remaining 14 high prices paid at public auction for Registered Jerseys in 2019 were transactions from the Franchise Kind III sale.

South Mountain Andreas Rascal-ET, a maternal sister to “Radical,” the high seller from the Top of the World Sale, was the seventh high seller overall. She was purchased for \$28,000 by Rivendale Farms of Bulgar, Pa., and consigned by Ernest W. Kueffner and Terri L. Packard. The senior calf is sired by Sunset Canyon Andreas, GJPI -88.

The year's high selling cow and eighth high seller overall, Sugar Brook Bartender Bridgett, sold at Franchise Kind III to Underground Genetics and Adam Clark, Pitcher, N.Y., for \$25,000. The Very Good-88% daughter of Avonlea CF Bartender, PA JPI -64, is backed by six Very Good or Excellent dams with top production. “Bridgett” freshened with her first calf in February.

“Bridgett” was consigned by Underground Genetics and bred by Vance Spencer of Troy, Pa.

The high selling open yearling and ninth high seller overall, Glamourview Premier Spade, was struck off at Franchise Kind III for \$21,000. The partnership of Schirm, Borba, Reynolds and Putt, Ashville, Ohio, was on the consigning end of the transaction and Izzy Bohrer, Walkersville, Md., was on the buying end. The “Premier” daughter has racked up her share of show laurels in her short career on the tanbark trail. She was All American Winter Yearling and Reserve Junior Champion of The All American Jersey Show in 2018. Her dam, Stoney Point Tequila Sunrise, Excellent-90%, also earned hardware on the tanbark trail as a heifer calf. She was Junior Champion of both The All American Jersey Show and the International Jersey Show in 2013.

“Spade” has subsequently been transferred to the ownership of her breeder, Glamourview, Iager and Walton, Walkersville, Md.

The 10th and 11th high selling lots of the year are a pair of choices purchased by David Hogan, Misty Meadow Dairy, Tillamook, Ore., from Franchise Kind III. Both choices are sired by Rapid Bay Indiana Gentry-ET, GJPI -98. Hogan purchased a first choice female out of MB Lucky Lady Feliz Navidad-ET, Excellent-93%, for \$20,300. Rivendale Farms was the consignor.

Among “Feliz Navidad's” laurels are



The reigning All American Winter Yearling, Townside Norman Kookie, was the third high selling bred heifer of 2019, purchased for \$11,500 by RK Genetics at The All American Jersey Sale. She was consigned by Noah Bilz and Greg Cornish. “Kookie” is also the reigning Junior Champion of the International Junior Jersey Show.

Grand Champion (2018) and Intermediate Champion (2017) of the International Jersey Show and Reserve Grand Champion of the RAWF (2017). She has 21,520 lbs. milk, 1,135 lbs. fat and 841 lbs. protein at 3-3. The next six dams are Very Good or Excellent in Canada.

Hogan's other purchase, a first choice female out of Musqie Iatola Martha, Excellent-97%, was bought with a \$20,200 bid. The highly decorated show cow is a three-time Supreme Champion of the RAWF (2015-2017) and was also tapped Supreme Champion of World Dairy Expo in 2016. She was tapped Reserve Supreme Champion of World Dairy Expo in 2015 and 2017. She also contributes to the milk check with a pair of records over 23,300 lbs. milk, 1,000 lbs. fat and 800 lbs. protein.

The consignment was made by Milk Source Genetics, Kaukauna, Wis.

The other lot ranked among the year's high sellers from the Franchise Kind III was a show prospect, Pfaffsway Colton Gracefulness, purchased by Glamourview, Iager and Walton for \$19,800. The junior yearling is sired by Chill Action Colton-ET, GJPI +12, and out Pfaffsway Imp Gracious Choice-ET, an Excellent-92% daughter of Rock Ella Impression-ET, GJPI -78, who topped the spring yearling class at the International Jersey Show in 2016. The next dam is Pfaffs Prairie Tequila Gracious, Excellent-93%, the 2014 All American Senior Two-Year-Old.

“Gracefulness” was consigned by the partnership of F. and D. Borba, K. Lambert, K. Haag and D. and N. Schirm, Ashville, Ohio.

The high seller of the Midwest Spring Special Sale brought the 12th high price of the year. Discoverys Tequila Jasmine-ET was struck for \$20,000 at the event on March 22 at the Olmsted County Fairgrounds in Rochester, Minn. With the sale, consignor Lisa Demmer of Ellsworth,

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Top Five Grossing Sales of 2019

Event	No. Sold	Total Gross
Franchise Kind III <i>Columbus, Ohio, March 23</i>	78	\$587,175
All American Jersey Sale <i>Louisville, Ky., November 10</i>	64	391,050
Hei-Bri Jerseys Dispersal <i>Hawkeye, Iowa, April 19</i>	285	379,850
National Heifer Sale <i>Saratoga Springs, N.Y., June 28</i>	35	360,800
Post Time at Ratliff's II <i>Garnett, Kan., May 3</i>	122	339,675

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Wis., retained half interest in the young cow purchased by the partnership of Discovery Genetics (her partnership with Kevin Krejci) and Nelson Farms.

“Jasmine” is a full sister to Discoverys Tequila Jewelene, Excellent-93%, Supreme Champion of the 2017 North American International Livestock Exposition and 2014 National Jersey Jug Futurity Winner.

Rounding out the rankings of the 14 high sellers overall is Four J Change Up 13721 {6}, purchased at the National Heifer Sale by Select Sires Inc. for \$18,000. The July 2018 daughter of River Valley Charley Change Up-ET, GJPI +153, has GPTAs of +754M, +68F and +44P and ranks on the list of the Top 500 Herd Register Females with a GJPI of +182. Her Very Good-84% dam, sired by Buttercrest Gameday-ET, GJPI +136, has a two lactation m.e. average of 22,840–1,125–837.

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

High Sellers by Category

The year’s high sellers by category—cows, bulls, bred heifers, open yearlings, heifer calves and choice—are listed on page xx. Many have been previously mentioned.

The reigning All American Winter Yearling, Townside Norman Kookie, became the third high selling bred heifer when she crossed the auction block at The All American Jersey Sale in November. She was purchased by RK Genetics, a partnership of Roger Arn and Keena Kirsnis, for \$11,500. A daughter of Townside Fever Norman-ET, PA JPI -14, she sold due to River Valley Spice Showdown, GJPI +35, in early March.

“Kookie” was also Junior Champion at the International Junior Jersey Show and the junior shows held at the Wisconsin State Fair and the Wisconsin Spring Spectacular in 2019. She was consigned by Noah Bilz and Greg Cornish, Dorchester, Wis., and bred by Townside Jerseys, Wilson, Wis.

The year’s third high selling cow, Julie-Ann Tequila Asia, sold for \$12,500 in Franchise Kind III to James Morgan and Family, Urbana, Ohio. The Very Good-89% “Tequila” daughter was Intermediate Champion of the International Junior Jersey Show in 2018. She also earned the blue ribbon in the milking yearling classes at the open show at World Dairy Expo and the Mid-Atlantic Regional Jersey Show. Her fifth dam is Giprat Renn Anastasia-ET, Excellent-95%, who was named Grand Champion of the Central National Jersey Show in 2000, All American Four-Year-Old in 2001 and Reserve All American Five-Year-Old in 2002.

“Asia” was consigned and bred by Analise Stover, Carlisle, Pa.

The second and third high open yearlings were struck off at Franchise Kind III as well. Misty Meadow Dairy of Tillamook purchased the year’s second high open yearling, Roggua Robindale Just One Look-ET, for \$10,800. The “Tequila” daughter was All-Canadian Winter Calf in 2018 for breeder and consignor, Ferme Roggua Enr. and Jeffrey H. Ross, Stanstead, Que. She placed third in the winter yearling class at the International Jersey Show for her new owner.

The third high selling open yearling was Ho-Crawf Andreas Joplin. Initially, the junior yearling sold to sale manager Dusty Schirm in March for \$6,000. Several months later, Schirm sold ownership shares to dairy producers across the country through a fundraiser spearheaded by Oklahoma Jersey breeders Abe and Katrina Cobb for Rob and Lisa Leach, who lost their farm facilities in Linwood, Kan., to a tornado. The money and heifer herself were then donated to the Leaches, who transferred ownership to daughters, Taylor, Erin and Sophie. “Joplin” traveled to Louisville, Ky., in November, where she was named Reserve Junior All American Junior Yearling for Sophie.

“Joplin” was bred by Shelby R. Crawford of Gray, Maine, and sold to Duane T. Cole of Burghill, Ohio, in October 2018. A month later, Cole showed her to All American Junior Calf laurels and then consigned her to Franchise Kind III in the spring of 2019.

High Grossing Sales

The five high grossing sales of the year have been previously mentioned. In descending order, they are Franchise Kind III, the All American Jersey Sale, the Hei-Bri Jerseys Complete Dispersal, the National Heifer Sale and Post Time at Ratliff’s II.

Editor’s Note: The young bull Ahlem Kiawa Encore 24617-ET has been renamed Ahlem Kiawa Ensign 24617-ET to avoid confusion with another young bull named “Encore.”