

First State Sale of Its Kind—All Online

On May 14, 2013, the Wisconsin Jersey breeders made history as they closed out the first state Jersey sale sold 100% online through Jersey Marketing Service's online sale service JerseyBid.com.

A total of 31 lots of open and bred heifers, milk cows and embryos were available for sale and at day's end, 26 of those lots had sold for an average price of \$2,299.69 with a sale gross of 59,792.

Sale Analysis

Number	Avg. Price	Total Value
8 Cows, two years and over	\$1,969.75	\$15,758
9 Bred heifers	2,025.67	18,231
2 Open yearling	1,500.00	3,000
6 Heifer calves	3,500.50	21,003
1 Embryo package	1,800.00	1,800
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26 Lots	\$2,299.69	\$59,792
Median price	\$1,701.00	

*Sale Management:
Jersey Marketing Service*

Two pen lots of six bred heifers and six young fresh cows were part of the lineup. The sale opened for bidding on May 6 and closed out nine days later. During this time, bidders could browse the lots and place bids. The JerseyBid.com auction allows consignors the option to set a minimum bid on their lot or allow the bidders to completely decide on the price of the consignment. Of the 31 lots listed on JerseyBid.com as part of the state sale, all 10 lots were listed with the "absolute" option, meaning no minimum bid was set. All of those lots sold.

Bringing the top price was Shot of Nat Dimension Tiramisu. The five-month-old heifer sold for \$10,726. As the closing began online, bidding activity continued to build with River Valley Farm, Tremont, Ill., placing the final bid on "Tiramisu."

The P9 daughter of Sunset Canyon Dimension-ET, GJPI +184, carries a Genomic PTA of +956M, +70F, +45P and GJPI of +224. She ranks among the top 500 heifers in the breed for GJPI. Her dam is a daughter of Schultz Rescue Headline, GJPI +133, and had 96 lbs. of milk on her May test day as a two-year-old.

The grandam is Sunset Canyon Militia F Tonapah, Very Good-87%. She has a three lactation m.e. average of 18,181-973-702. The next dam is a Very Good-85% daughter of Sunset Canyon Futurity-ET, GJPI +55. The fourth dam is Sunset Canyon Lemvig Tonapah-ET, Excellent-92%.

Shot of Nat LLC, DeForest, Wis., consigned "Tiramisu."

Lot 2 in the catalog was the second high seller of the online auction. Heartland Zuma Dinah, an October 2012 calf, sold for \$3,676 to Lloyd Heinz, Shawano, Wis.

The P9 heifer is sired by ISDK DJ Zuma, GJPI +215, and has a GPTA of +1,003M, +47F, +42P and GJPI +216. Her dam is a Very Good daughter of All Lynns Louie Valentino-ET, GJPI +186, and has a yield deviation of +2,204M, +38F, +97P. The next dam is also Very Good and has a best record of 3-1 305 3x 22,550 4.7% 1,051 3.5% 799 94DCR. She is followed by Heartland Impuls Donna-ET, Very Good-85%, with 25,970 lbs. milk, 1,135 lbs. fat and 919 lbs. protein at 4-5.

"Dinah" was consigned by D&D Jerseys, Newton, Wis.

Abby Tauchen, Bonduel, Wis., set her sights on the third high seller, Heinz Renegade Courtney 7486. The daughter of BW Renegade-ET, GJPI +186, sold for \$3,501. She is due in early July to Schultz Legal Critic-P, GJPI +220.

Her GPTA ranks her in the 90th percentile for net merit with GPTAs of +995M, +85F, +52P, +\$509CM, +\$421NM and +185 GJPI. Her dam is a Very Good daughter of Richies Jace Tbone A364, GJPI +128, and has a 2-10 completed lactation of 23,340 lbs. milk, 1,227 lbs. fat and 905 lbs. protein. The next dam is PR Oomsdale Gratitude Country CC-ET, Excellent-90%, with more than 21,000 lbs. milk at 3-7. The next dam is OA Oomsdale Gordo Goldie Gratitude, Excellent-90%, with 31,078 lbs. milk at 3-10.

She was consigned by Lloyd Heinz.

Sales \$2,500 and Over

(Consignors in Parentheses)

River Valley Farm, Tremont, Ill.	
Shot Of Nat Dimension Tiramisu, heifer calf 4 mos.. \$10,726 (Shot of Nat LLC, De Forest, Wis.)	
Lloyd Heinz, Shawano, Wis.	
Heartland Zuma Dinah, heifer calf 6 mos..... 3,676 (D & D Jerseys, Newton, Wis.)	
Abby Tauchen, Bonduel, Wis.	
Heinz Renegade Courtney 7486, bred heifer 23 mos.. 3,501 (Lloyd Heinz, Shawano, Wis.)	
D & D Jerseys, Newton, Wis.	
Shot of Nat Critic America-ET, bred heifer 13 mos..... 3,200 (Shot of Nat LLC)	
Mitchell Gilpin, Viola, Wis.	
O.F. Tbone September, cow 3 yrs..... 3,001 (Owens Farms Inc., Frederic, Wis.)	
O.F. Wade Justine, cow 2 yrs..... 2,526 (Owens Farms Inc.)	
Christopher Kemper, Dane, Wis.	
Orthridge Volcano Lava, heifer calf 6 mos..... 3,000 (Randy or Laura Orth, Lancaster, Wis.)	

March, April, and May JerseyBid.com Sales

Spring JerseyBid sales have been highlighted with featured sales such as the Wisconsin State Sale and choice lots from the Ohio Spring Classic Sale. In the regular monthly sales, 23 embryos have sold for an average price of \$260.87 and one milking cow at \$1,500.

JerseyBid.com auctions are held the fourth Tuesday of each month. Consignments for the pending sale are posted two weeks before the sale closes. For

more information on consigning or buying on JerseyBid.com, please contact Jersey Marketing Service at 614/322-4460 or log on to the website at www.JerseyBid.com.