

Something for Everyone at Wisconsin State Sale

The 2021 edition of the Wisconsin State Jersey Sale was conducted online through JerseyBid.com for the seventh time. The sale opened for bids on May 3, 2021, and then closed in real time on May 6. The setup is a win-win for buyer and seller alike. Sellers can set minimum prices for their consignments and do not incur trucking costs to a sale venue. Buyers can shop for Registered Jerseys anywhere using a device of their choice and can view video footage of consignments in their working clothes on the farm. Cattle can be shipped when it is convenient and do not have to undergo the stress of shipping to both sale and new home.

Sale Analysis

Number	Avg. Price	Total Value
19 Cows, two years and over	\$1,278.95	\$24,300
14 Bred heifers	1,292.86	18,100
7 Heifer calves	1,025.00	7,175
40 Lots	\$1,239.38	\$49,575
Median price	\$1,300.00	

*Sale Management:
Jersey Marketing Service*

This year, 40 lots sold through the Wisconsin State Sale for an average of \$1,239.38. Ten buyers from Illinois and Wisconsin purchased 19 individual lots and three group lots of 4-13 head.

Jim Koch, De Forest, Wis., purchased the high seller, JX Huff Acres 19 {3}, for \$1,500. The deep-pedigreed three-year-old sold a month fresh with her second calf. She is sired by JX Faria Brothers Marlo {2}-ET, GJPI +70, and backed by seven Very Good or Excellent dams. She has an m.e. of 23,918-1,396-833 on her first lactation at 2-1.

Her Very Good-85% dam, sired by Sunset Canyon Dividend-ET, GJPI +80, has a pair of records over 26,500 lbs. milk, 1,175 lbs. fat and 890 lbs. protein. Her Very Good-81% grandam has an m.e. average of 19,295-1,067-678 on four lactations. Her third dam, Van Dell Million 635, Excellent-90%, has seven lactations—four over 20,000 lbs. milk—and a top record of 5-7 305 23,160 5.1% 1,180 3.7% 856 97DCR. The next three dams are appraised Very Good and have m.e. averages over 17,000 lbs. milk. The seventh dam is an Excellent-90% daughter of Highland Duncan Lester, GJPI -139, with 23,120 lbs. milk, 1,205 lbs. fat and 917 lbs. protein at 5-4.

The cow was consigned by Jeff Huff of Sharon, Wis.

DeMents Jerseys, Kenney, Ill., purchased the second high seller, Sellcrest-SG Maui

Emmie, for \$1,375. The fancy show calf was consigned by the partnership of Grace Fremstad, Sam Pitterle and Mandy Sell of Watertown, Wis., and hails from the “Electra” cow family developed by Rider Jersey Farm in Upton, Ky.

The June 2020 daughter of Ahlem Valentino Maui 21838, GJPI -38, is out of a Very Good-80% daughter of River Valley Venus VIP-ET, GJPI -127. The next two dams are appraised Very Good-87% and sired by Bridon Excitation, GJPI -125, and Tower Vue Prime Tequila-ET, GJPI -207, respectively.

The fourth dam is Extreme Electra, Excellent-95%. She was named Reserve National Grand Champion in 2006. She has also earned laurels as Reserve Grand Champion of the 2008 Royal Agricultural Winter Fair and the 2013 International Jersey Show. She has a top record of 7-6 305 18,342 5.6% 1,027 3.5% 636 95DCR.

The volume buyer was Ben Sherry, Viroqua, Wis., who purchased a group lot of 13 head from Owens Farms Inc., Frederic, Wis., for a total of \$16,900.

Sales \$1,375 and Over

(Consignors in Parentheses)

Jim Koch, De Forest, Wis.	
JX Huff Acres 19 {3}, cow 3 yrs.....	\$1,500
(Jeff Huff, Sharon, Wis.)	
Van Dell Disco 417 {2}, cow 3 yrs.....	1,350
(Vandell Farms Inc., Sharon, Wis.)	
Van Dell Ko 541, cow 2 yrs.....	1,350
(Vandell Farms Inc.)	
DeMents Jerseys, Kenney, Ill.	
Sellcrest-SG Maui Emmie, heifer calf 10 mos.....	1,375
(Grace Fremstad, Sam Pitterle and Mandy Sell, Watertown, Wis.)	
Jar Kids, Milton, Wis.	
JX KB Cottage 25205 {6}, heifer calf 5 mos.....	1,325
(Katzman Bros., Whitewater, Wis.)	