

## New York's Next Generation Sale

The New York Jersey breeders teamed up with Jersey Marketing Service (JMS) again this spring to work towards putting together a sale featuring a quality group of Registered Jerseys for the area breeders. With a change in the format and the introduction of internet marketing tools, the sale took on a new name—New York's Next Generation Sale. The event was held in Bath, N.Y., at the Steuben County Fairgrounds, on May 9, 2014.

### Sale Analysis

Number	Avg. Price	Total Value	
6	Cows, two years and over	\$1,833.33	\$11,000
34	Bred heifers	2,230.15	75,825
1	1st Trimester	2,300.00	2,300
5	2nd Trimester	1,600.00	8,300
28	3rd Trimester	2,329.46	65,225
1	Open yearling	925.00	925
26	Heifer calves	1,416.35	36,825
1	Embryo package	1500.00	1500
68 Lots		\$1,854.04	\$126,075
Median Price		\$2,000.00	

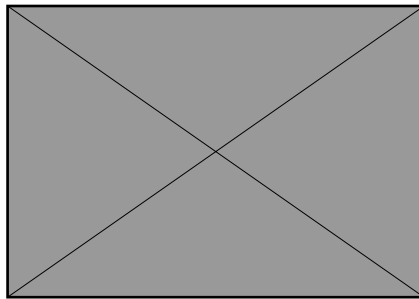
*Sale Management:  
Jersey Marketing Service  
Auctioneer: Lynn Lee*

The sale averaged \$1,854.04 on 68 head with gross sales totaling \$126,075. The internet played a large role in the sale, featuring 38 head on the JMS JerseyBid.com sale program one week prior to the sale. Lots online were listed either as individual lots or as a group. The cattle all had video footage showing prospective buyers the animal in her natural element. These consignments remained in their home locations and did not come to the sale location in Bath. Bids could be placed on each of the lots up until one half hour prior to the sale.

On sale day the online lots, and the 30 head that made the trek to the fairgrounds, were sold in front of a live audience that included the bidders participating via the live broadcast and bidding service offered by JMS, JerseyAuctionLive.com.

The top selling lot was Underground Jan-Mamie Jayne-ET from Underground Genetics, Pitcher, N.Y. The March 2014 Rapid Bay Reviresco-ET daughter sold to \$6,000 to Sam, Angela and George Colpetzer, Greenville, Pa., after some of the most spirited bidding of the event. "Jayne's" dam is Underground Duaiseoir C Mamie-ET, Excellent-92%. Four more excellent dams follow in the pedigree.

The Colpetzer family was also the final bidder on the second high selling lot of the Next Generation Sale, with the final gavel striking at \$4,500. Meri-Acres Tequila Stacy is a junior 2-year-old due in July to Arethusa Jade Velocity-ET. Payneside ITA Shamwow, Very



George Wilson, Stamford, N.Y. was honored by the New York Jersey breeders for being a co-chairman of the state sales for over 14 years. He was presented with the "October Blessings" painting from Bonnie Mohr. Joining in the congratulations are Neal Smith, AJCA / NAJ Executive Secretary and Sara Barlass, AJCA / NAJ Area Representative.

Good-85% is the dam, with seven more generations of the Canadian Paynside breeding in the pedigree. The Tower Vue Prime Tequila, GJPI -88, daughter was consigned by Peggy Bennett, Albion, N.Y.

Following as the third top seller was Kevetta Legion Nikola at \$3,000. "Nikola" was sold in the Jersey Bid portion of the sale to Lisa Schuker, Troy, Pa., as an online bidder. The senior calf by BW Legion, GJPI +58, is out of Kevetta Rah Bada Bing Nikita, Very Good-86%. The next dam is Excellent, with a top 305 day record at 5-1, with 21,010 lbs. of milk, 876 lbs. of fat and 758 lbs. of protein. Two more Very Good dams back up the pedigree, with over 19,000 lbs. of milk each.

A group of five bred heifers collectively hold the fourth high seller spot on the count down. These bred heifers, also part of the Jersey Bid sale, were consigned by David Chamberlain or David and Greg Chamberlain, Wyoming, N.Y., and purchased for \$2,625 by Kenneth



Ralph and Alice Taylor, Walton, N.Y. were honored by the New York Jersey breeders for being lifelong supporters of 4-H youth of all ages and breeds within the state. They were presented with the "She's Got The Look" painting from Bonnie Mohr. Joining in the congratulations are Neal Smith, AJCA / NAJ Executive Secretary and Sara Barlass, AJCA / NAJ Area Representative, with Ron Mosser, ringman, and Lynn Lee, auctioneer looking on.

Briggs, Campbellsville, Ky. Each of the five junior two-year-old heifers were due in the beginning of June and are from Very Good or Excellent dams with milk production ranging over 18,000 lbs. of milk to over 21,000 lbs. of milk. They were bred to All Lynns Lotto Vegas-ET, Cinnamon Ridge Persevere-ET, DP Premier Gansey-ET, and Cal-Mart Plus Zayd.

Merle Lawton was the consignor of Lawtons Hendrix Sage, due with her first calf in June. Purchasing the bred heifer was Denise Andrien, Troy, Pa., for \$2,350. Sired by PF Lennox Hendrix, "Sage" has four dams appraised Very Good or Excellent with most holding a milk record of over 20,000 lbs. of milk. She was bred to All Lynns Valentino Irwin-ET, GJPI +151, and was the fifth high lot in the sale.

### Sales \$2,000 and Over (Consignors in Parentheses)

<b>Sam, Angela and George Colpetzer, Greenville, Pa.</b> Underground Jan-Mamie Jayne-ET, heifer calf 2 mos.\$6,000 (Underground Genetics, Pitcher, N.Y.)	
Meri-Acres Tequila Stacy, bred heifer 24 mos.....	4,500
(Peggy A. Bennett, Albion, N.Y.)	
<b>Lisa A. Schucker, Troy, Pa.</b>	
Kevetta Legion Nikola, open yearling 18 mos.....	3,000
(Kevin and Annetta Herrington, Dansville, N.Y.)	
<b>Kenneth R. Briggs, Campbellsville, Ky.</b>	
Hi-Land Kanoo Painter, bred heifer 25 mos.....	2,625
(David R. Chamberlain, Wyoming, N.Y.)	
Hi-Land Kirk Palace, bred heifer 24 mos.....	2,625
(David R. Chamberlain)	
Hi-Land Bison Monie, bred heifer 23 mos.....	2,625
(Greg and David Chamberlain, Wyoming, N.Y.)	
Hi-Land Hendrix Vicks, bred heifer 23 mos.....	2,625
(David R. Chamberlain)	
Hi-Land Hendrix Parsnip, bred heifer 23 mos.....	2,625
(Greg and David Chamberlain)	
<b>Denise K. Andrien, Troy, Pa.</b>	
Lawtons Hendrix Sage, bred heifer 25 mos.....	2,350
(Merle Lawton, Newark Valley, N.Y.)	
<b>Larry L. Duval, Chillicothe, Ohio</b>	
SSF Carlos Potina, bred heifer 22 mos.....	2,300
(Charles F. Luchsinger, Syracuse, N.Y.)	
<b>Scotch View Farms, Stamford, N.Y.</b>	
Dar View Veneer Holly, bred heifer 17 mos.....	2,300
(Dar-View Farm, Delancey, N.Y.)	
<b>Elora Washington, Hunt, N.Y.</b>	
SSF Gammon Frances, bred heifer 24 mos.....	2,300
(Charles M. Luchsinger, Syracuse, N.Y.)	
<b>Mitch Davis, Nicollet, Minn.</b>	
Normandell Zuma Jill .....	2,200
(Normandell Farms, Liberty, Pa.)	
Normandell Sixtynine Betsy (TWIN).....	2,200
(Normandell Farms)	
Normandell T-Bone Dawn .....	2,200
(Renee Norman-Kenny, Enon Valley, Pa.)	
Normandell Paul Trish .....	2,200
(Normandell Farms)	
Scotch View Tradition Ham, bred heifer 31 mos. ....	2,200
(Taylor Macrabie, Walton, N.Y.)	
Wetumpka Dallas Nettie-P, bred heifer 23 mos. ....	2,200
(Cheryl A. Carlson, Tully, N.Y.)	
Wetumpka Dalton Lila (TWIN), bred heifer 23 mos.....	2,200
(Cheryl A. Carlson)	
Wetumpka Dallas Sunray-P, bred heifer 22 mos.....	2,200
(Cheryl A. Carlson)	
Wetumpka Eclipses Nighttime, bred heifer 25 mos.....	2,200
(Cheryl A. Carlson)	
Wetumpka Dallas Noz-P, bred heifer 22 mos. ....	2,200
(Cheryl A. Carlson)	
Wetumpka Eclipses Bella, bred heifer 21 mos. ....	2,200
(Cheryl A. Carlson)	
Wetumpka Dalton Lola (TWIN), bred heifer 23 mos.....	2,200
(Cheryl A. Carlson)	
Wetumpka Eclipses Chestnut, bred heifer 21 mos.....	2,200
(Cheryl A. Carlson)	
Ssf Boenheim Cricket, bred heifer 22 mos.....	2,050
(Susan Luchsinger, Syracuse, N.Y.)	
Grace Farms Headline 214.....	2,000
(Grace Farms, Lowman, N.Y.)	
Grace Farms Cowell 224 .....	2,000
(Edward H. Clarke, Lowman, N.Y.)	
Grace Farms Mecca 237 .....	2,000

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It takes an army to put together a sale, and this Next Generation sale committee helped make this year's collaboration between the New York Jersey Breeders Association and Jersey Marketing Service a successful venture.

## Next Generation Sale

*(continued from page xx)*

(Edward H. Clarke)	
PR Grac Farms Action 241 .....	2,000
(Grace Farms)	
Grace Farms Spectacular 258 .....	2,000
(Edward H. Clarke)	
Scotch View Nix Indigo, bred heifer 22 mos.....	2,000
(Ralph Taylor, Jr., Walton, N.Y.)	
<b>Bachelor Farms, Angola, Ind.</b>	
Jemi OT Bonnie, heifer calf 2 mos. ....	2,050
(Jeffrey and Michele Reasner, Newburg, Pa.)	
<b>Rudgers Brothers, Attica, N.Y.</b>	
Scotch View Kanoo lantha, bred heifer 21 mos.....	2,050
(Scotch View Farms, Stamford, N.Y.)	
<b>Lyman Rudgers, Attica, N.Y.</b>	
Dominican Irene, bred heifer 22 mos.....	2,050
(Ralph Taylor, Jr.)	
DJF Kanoo Faith, bred heifer 26 mos. ....	2,050
(Shannon M. Mason, Jefferson, N.Y.)	
<b>Dawson Darling, Delancey, N.Y.</b>	
Country Ayre Topeka Rae, heifer calf 4 mos.....	2,000
(Joan B. Kimball, Dewittville, N.Y.)	