

New Online Format for New York Spring Sale

This year, New York's Next Generation Spring Sale was conducted entirely online, with bidding opening through JerseyBid.com on April 24 and closing in real time on April 30. In all, 41 lots sold for an average of \$774.39 to five buyers from Iowa, New York and Ohio.

Sale Analysis

Number	Avg. Price	Total Value
5 Cows, two years and over	\$525.00	\$2,625
30 Bred heifers	874.17	26,225
4 Open yearlings	550.00	2,200
2 Heifer calves	350.00	700
41 Lots	\$774.39	\$31,750
Median price	\$650.00	

*Sale Management:
Jersey Marketing Service*

Several years ago, New York Jersey breeders began to offer virtual lots for their spring sale along with the live lots. Virtual consignments are not trucked to the venue but can be seen through pre-recorded video of the animal at the farm. The move is a money-saver for buyer and seller alike as transportation and fitting costs are reduced. This year, auction of live lots was discontinued in favor of an all-virtual event.

Rock River Jerseys, Inwood, Iowa, purchased the high sellers—10 bred heifers consigned by Dutch Hollow Farm, Schodack Landing, N.Y., selling as two groups—for \$1,250 each. The second-trimester bred heifers were 15-21 months-of-age. Sired by eight different bulls, they sold due to six different bulls, including CDF Viceroy, GJPI +197, River Valley Circus Craze-ET, GJPI +168, and Elliotts Regency Casino-ET, GJPI +122.

Many are backed by multiple generations of Very Good dams with records over 20,000 lbs. milk. A couple of standouts are JX Dutch Hollow Drew Hannah {5} and JX Dutch Hollow Texas Elexislee {5}.

"Hannah {5}" is sired by Cal-Mart Chisel Drew 4462-ET, GJPI +168, and sold due to TOG Listowel Iroquois-P-ET, GJPI +163, in late July. Her Very Good-84% dam, sired by Dutch Hollow Benefactor, GJPI +22, has two records over 20,200 lbs. milk, 1,040 lbs. fat and 810 lbs. protein. Her Very Good-80% granddam has seven records—five over 20,000 lbs. milk—and a best record of 3-2 305 3x 23,190 5.1% 1,193 3.6% 834 102DCR. The next dam is Excellent-90%.

"Elexislee {5}" is sired by Heartland Irwin Texas-ET, GJPI +75, and sold due to "Craze" in late July. She hails from the "Emmi Lee" cow family at Dutch Hollow Farm, which includes several matriarchs who have earned laurels in the Leading

Living Lifetime Production Contest.

Her dam is a Very Good-83% daughter of Freemans Santiago-ET, GJPI +110, with 21,290 lbs. milk, 1,220 lbs. fat and 797 lbs. protein at 3-4. Her Very Good-86% granddam has seven lactations—five over 21,000 lbs. milk and two over 24,400 lbs. milk. The next six dams are Very Good or Excellent, all with records exceeding 19,000 lbs. milk. Her seventh dam is LF Lester Emmi Lee-ET, Excellent-92%, with lifetime credits of 240,597 lbs. milk, 10,880 lbs. fat and 8,410 lbs. protein in 3,948 days.

Rock River Jerseys was also the volume buyer of the sale, purchasing 15 lots for a total of \$15,750.

Neil Rejman, Scipio Center, N.Y., purchased the third high-selling lots, a group of four bred heifers consigned by Springdale Farm of Hamden, N.Y., for \$900 each. The heifers sired by four different bulls sold in their second and third trimesters bred to four different bulls. Among the highlights is JX M-Springdale Visionary Saturn {2}, a P-9 heifer sired by All Lynns Legal Visionary-ET, GJPI +131, and due to JX Co-op Ad World Cup {4}-ET, GJPI +188, in early August. Her dam is an Excellent-91% daughter of Sil-Mist RMBM Buttons Brazo {5}-ET, GJPI +22, with six lactations and a best record of 6-6 289 23,720 4.5% 1,068 3.3% 783 96DCR.

Also in the group was JX M-Springdale Boosie Vixen {5}, sired by JX Faria Brothers Boosie {4}-ET, GJPI +114, and due to River Valley PF Megapower-ET, GJPI +125, in late June. Her dam is a Very Good-86% daughter of Cave Creek Kanoo-ET, GJPI +52, with 18,600 lbs. milk, 805 lbs. fat and 647 lbs. protein at 3-2. Her Very Good-84% granddam has six lactations, with a top record of 21,650 lbs. milk, 954 lbs. fat and 703 lbs. protein at 5-10.

Sales \$900 and Over

(Consignors in Parentheses)

Rock River Jerseys, Inwood, Iowa	
JX Dutch Hollow Drew Hannah {5}, bred heifer 17 mos. \$1,250
(Brian K. Chittenden, Schodack Landing, N.Y.)	
LF Joseph Rouge, bred heifer 16 mos.....	1,250
(Melanie L. Chittenden and Louis W. Fish, Schodack Landing, N.Y.)	
Dutch Hollow Dartagnan Flame, bred heifer 17 mos....	1,250
(Alan Owen Chittenden, Schodack Landing, N.Y.)	
JX Dutch Hollow Vigilance Haha {5}, bred heifer 18 mos. 1,250
(Brian K. Chittenden)	
Dutch Hollow Lars Haydena, bred heifer 18 mos.	1,250
(Jill Chittenden, Schodack Landing, N.Y.)	
Dutch Hollow Joseph Minnow, bred heifer 16 mos.....	1,250
(Melanie F. Chittenden, Schodack Landing, N.Y.)	
JX Dutch Hollow Texas Elexislee {5}, bred heifer 19 mos. 1,250
(Emily Jane Chittenden, Schodack Landing, N.Y.)	
Dutch Hollow Joseph Moonlight-P, bred heifer 15 mos.	1,250
(Melanie F. Chittenden)	
JX Dutch Hollow Dimmer Mindful {5}, bred heifer 15 mos. 1,250
(Dutch Hollow Farm, Schodack Landing, N.Y.)	
JX Dutch Hollow Radical Hila {6}, bred heifer 18 mos..	1,250
(Karin Chittenden Couch, Schodack Landing, N.Y.)	
Neil Rejman, Scipio Center, N.Y.	
JX M-Springdale Boosie Vixen {5}, bred heifer 21 mos. 900
(William S. Moody, Hamden, N.Y.)	
JX M-Springdale Oliver Popeye {5}-P, bred heifer 19 mos. 900

(Jeffrey J. Moody, Genoa, N.Y.)

JX M-Springdale Comanche Chrunch, bred heifer 19 mos.
..... 900

(Meghan Moody Potter, Hamden, N.Y.)

JX M-Springdale Visionary Saturn {2}, bred heifer 20 mos.
..... 900

(William S. Moody)