

June 25, 2018

Dear Jersey Breeders:

Jersey Marketing Service is pleased to announce the date for the 2018 Mid-Atlantic Fall Jersey Classic Sale, hosted by Craig and Pamela Rhein of Meadow View Farm.



The annual fall event can provide a terrific venue to market your Jersey heifers, yearlings, and springers. To broaden our sale consignment and buying audience, we are accepting organic consignments this year as well. Your Area Representative can give you the details. We offer this lower commission sale for our fellow Jersey breeders because the Jersey cow is what keeps our industry strong.

The commission for this sale is 8.5% for the first \$20,000, and 7.5% for \$20,001 through \$35,000 and 6% for all amounts above \$35,000. This is based on total gross sales per consignor regardless to the number of animals consigned.

The New York and New England area sales were held in the spring only for the 2018 sale season. This early fall sale will create a place to market quality Jersey heifers from and within the eastern United States. As manager of the sale, Jersey Marketing Service wishes to invite you to participate in this volume production sale. **The deadline for consignments to the Mid-Atlantic Fall Jersey Classic sale is Friday, August 17th.**

We are looking for 300+ heifers. With feed efficiency, sustainability and milk price continuing to play a role in herd management for 2018, we believe demand for quality Jerseys will be as high as ever. We will not be accepting any milk cows for this sale. We encourage you to take this opportunity to market your top quality animals.

**MID-ATLANTIC FALL JERSEY CLASSIC SALE HEALTH TESTS
AND IDENTIFICATION**

Keep in mind that health tests should be done within 30 days of movement for the sale. This is just a notice of the tests that will be required, for your planning purposes.

HEALTH TESTS: It is a requirement that all animals consigned to the Mid-Atlantic Sale are negative for **TB, BRUCELLOSIS (BAPA testing is recommended) and BVD-PI.**

IDENTIFICATION: *Recent USDA regulatory changes list American ID, 840 Electronic ID Tags or National Uniform Ear tag System tags (metal clips with state code, nine digit alphanumeric sequence, ex...orange brucellosis calf hood vaccination tag) as approved Permanent ID tag identification.* "Farm Tags," tattoos or registration numbers are not acceptable. **ALL TEST RESULTS AS WELL AS THE IDENTIFICATION OF THE ANIMAL MUST BE WRITTEN ON THE CVI (INTERSTATE HEALTH) PAPER. ATTACHED SUPPORTING TEST INFORMATION SHOULD ONLY BE AN "ADDITION". WE MUST RECEIVE THE HEALTH CERTIFICATE WITH THE ANIMAL, NOT ON SALE DAY. WE MUST HAVE AN INDIVIDUAL COPY OF THE TB TEST CHART FOR EACH ANIMAL AS THERE ARE SOME STATES THAT REQUIRE THIS FORM.**

Animals will not be clipped for the sale, if you want your animals clipped, please see that this is taken care of before your animals are trucked to the sale. Similar to past area sales, all animals will be housed in group pens and sold individually.

Please call Jessica Adamson at 614-322-4473, Erica Davis at 614-361-9716, Jason Robinson at 614-216-5862, Sara Barlass at 614-256-6502 or Brenda Snow at 802-249-2659. You can also email JMS@usjersey.com. We will need registration numbers, breeding information, service sire, updated production records (dams & granddams also) and any professional pictures and show winnings that you would like to have listed in the catalog.

We look forward to serving you at the 5th Annual Mid-Atlantic Fall Jersey Sale.

Sincerely,

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