

Pot O' Gold Sale

NOVEMBER 7, 2020 LOUISVILLE, KENTUCKY





Cal-Mart Viceroy Geva 1354 was the high seller at \$6,000. She was purchased by Brenden Haywood and consigned by Martin Dairy LLC. Pictured with the heifer are 2019 National Jersey Queen Gracie Krahn and Carl Taylor, on the halter. In the box are Greg Lavan, JMS Manager, Lynn Lee, auctioneer, and Sydney Endres, AJCA-NAJ Area Representative.

Makayla Monk, represented by Mark Brindeiro, second left, purchased the second-high seller, OSU-ATI Pine Buffy 2700, for \$5,800. She was consigned by OSU Agricultural Technical Institute. Also pictured are Queen Krahn, AJCA-NAJ Area Representative Seth Israelsen and Baylee Bowen, at the halter. In the box are Lavan, Lee and Endres.

2023 Pot O'Gold Production Contest Journey Begun

Not even a pandemic could prevent 23 juniors from investing in their herds of Registered Jersey and taking a shot at prizes in the 2023 Pot O'Gold Production Contest. They became eligible for the production contest by purchasing a heifer from the Pot O'Gold Sale on November 7, 2020, at the Kentucky Exposition Center in Louisville, Ky. In all, 11 heifer calves, five yearlings and seven bred heifers sold for an average of \$3,173.91 and a gross of \$73,000.

Sale Analysis		
Number	Avg. Price	Total Value
7 Bred heifers	\$3,200.00	\$22,400
5 Open yearlings	2,240.00	11,200
11 Heifer calves	3,581.82	39,400
23 Lots		\$3,173.91
Median price		\$2,900.00

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

The product value of the first lactations of these heifers will be used to determine rankings in the production contest. Seventeen percent of the gross—\$12,410—will be set aside for cash prizes for owners of the 22 heifers that complete the top records. The winner will receive a check in the amount of \$2,233.80 (18% of the pot). Second place will earn \$1,427.15 (11.5% of the pot). Third will receive \$992.80 (8% of the pot).

More than a production contest, juniors also have opportunity to invest in some of the breed's best genetics. Consignors choose from the top of their herds for this premier event. All have been genotyped. Some

rank for genetic merit. Others are backed by names that are commonplace in the Jersey breed. Each has been designated for purchase by youth alone.

A junior from Michigan, Brenden Haywood of Sand Creek Dairy LLC, Hastings, placed the final bid of \$6,000 on the high seller, Cal-Mart Viceroy Geva 1354. The nine-month-old daughter of CDF Viceroy-ET, GJPI +104, ranks among the top 1.5% for genetic merit with a GJPI of +120. She has GPTAs of +923M, +32F and +45P (+0.05%). She is +1.8 for Daughter Pregnancy Rate, +3.6 for Cow Conception Rate and +3.8 for Heifer Conception Rate. She has a dozen Very Good maternal sisters, seven of them ranked for genetic merit as well on sale day. Among them is Cal-Mart Right Gweni 8702-ET, Very Good-80%, with 23,370 lbs. milk, 1,205 lbs. fat and 869 lbs. protein at 2-9.

Their dam is a Very Good-86% daughter of Ahlem Headline Pharoah 21795, GJPI +74, with a two lactation m.e. average of 24,688–1,130–901. She ranks among the top 1.5% for genetic merit as well with a GJPI of +93. Her grandam, Cal-Mart Divine Gaila 6133, Very Good-84%, has an m.e. of 27,771–1,526–1,108 on her first lactation at 1-7. She has a GJPI of +88.

The next dam is a Very Good-83% daughter of Sunset Canyon Anthems Allstar-ET, GJPI +28, with an m.e. average of 18,695–1,065–747 on four lactations. The fourth dam is appraised Very Good-87%. She has two actual records over 21,600 lbs. milk and an m.e. average of 24,137–1,052–895 on four lactations. Her Very Good-81% fifth dam has a top record

of 5-1 305 23,620 4.4% 1,031 3.4% 809 95DCR.

"Geva 1354" was consigned and bred by Martin Dairy LLC, Tillamook, Ore.

The second youngest heifer of the sale, OSU-ATI Pine Buffy 2700, garnered the second-high price of \$5,800. A potential third-generation Excellent, she was purchased by Makayla Monk, Artesia, N.M., and consigned and bred by OSU Agricultural Technical Institute, Wooster, Ohio. The high-component daughter of JX Ahlem Frisco Pine {6}-ET, GJPI +92, born in March 2020, tested A2/A2. She has GPTAs of +8M, +18F (+0.08%) and +27P (+0.13%) and is +1.9 for Type.

Her dam, OSU-ATI Texas Buffy 2521, Excellent-94%, has a pair of records over 20,000 lbs. milk and a top record of 3-10 305 23,010 5.2% 1,203 3.8% 882 104DCR. She has a Very Good-81% maternal sister with 22,630 lbs. milk, 1,152 lbs. fat and 859 lbs. protein at 3-3. Their dam is an Excellent-91% daughter of Richies Jace TBone A364, GJPI -23, with a 5-1 record of 20,580 lbs. milk, 1,033 lbs. fat and 760 lbs. protein.

The third dam of "Buffy 2700" is appraised Very Good-82%. She has five lactations and a top record of 5-1 305 19,600 5.0% 974 3.8% 751 104DCR. Her Very Good-81% fifth dam has 19,770 lbs. milk, 795 lbs. fat and 683 lbs. protein at 3-1. Her Very Good-87% fifth dam has an m.e. average of 25,629–1,279–911 on two lactations.

Illinois Jersey breeders were on both the buying and selling side of the transaction

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Bohnerts Pine Vana was the third-high seller at \$5,050. She was purchased by Bailey Graves and consigned by Bohnert Jerseys, both represented by Kristin A. Paul, AJCA Director of Field Services, left. Also pictured with the 10-month-old heifer calf are 2019 National Jersey Queen Gracie Krahn and Hobbs Lutz, on the halter. In the box are Greg Lavan, JMS Manager, Lynn Lee, auctioneer, and Sydney Endres, AJCA-NAJ Area Representative.

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for the third high seller, Bohnerts Pine Vana. Junior Bailey Graves of Clover Farms, Dundas, purchased the 10-month-old "JX Pine {6}" daughter for \$5,050. She was consigned and bred by Bohnert Jerseys of East Moline. The production-bred heifer calf has GPTAs of +194M, +43F (+0.16%) and +29P (+0.10%). She ranks among the top 1.5% for genetic merit with a GJPI of +114.

Her dam is a Very Good-82% daughter of JX Sunset Canyon Got Maid {5}-ET, GJPI +141, with an m.e. of 17,828-1,107-721 on her first record at 1-9. She ranks #225 among genotyped cows with a GJPI of +116. The next dam is a Very Good-85% daughter of Orthridge Reno, GJPI +20.

The third dam, JX Bohnerts Isaac Vie {5}, Very Good-84%, has four lactations and a top record of 4-6 299 3x 21,240 5.4% 1,155 3.8% 814 93DCR. Her Very Good-86% fourth dam has a three lactation m.e. average of 18,890-943-704. Her fifth dam has an m.e. average of 19,998-1,004-762 on two lactations. Her Very Good-84% sixth dam has six lactations—three over 20,000 lbs. milk—and a best record of 4-11 305 21,780 5.6% 1,211 3.8% 836 99DCR. The next two dams have m.e. averages over 21,700 lbs. milk.

The juniors making purchases hail from 13 states across the country. Wisconsin led the way with six purchases. Ohio juniors made three purchases. In addition to the previously mentioned juniors, the following also invested in Pot O'Gold Sale heifers: Sara Jane Bok, Defiance, Ohio; Grace Cull; Georgetown, Ky.; Robert Graves, Dundas, Ill.; Devin Haywood, Hastings, Mich.; Ava Grace Hebgen, De Forest, Wis.; Ela May Hebgen, De Forest, Wis.; Ivy Jo Hebgen, De Forest, Wis.; Kayley Grace

Herrin, Tylertown, Miss.; Elaina Hodge, Norwich, Ohio; Addison Josi, Tillamook, Ore.; Bryson J. Josi, Tillamook, Ore.; Kenley Mae Kessenich, De Forest, Wis.; Clayton Kirchdoerfer, Cape Girardeau, Mo.; Jason King, Fremont, Ohio; Tara Knapp, Larchwood, Iowa; Kylie Margaret Lehr, Canastota, N.Y.; Emalee Neal Stock, Newton, Wis.; Jack Swanson, Hilmar, Calif.; Colin Wussow, Cecil, Wis.; and Sofia Zina, Hadley, Mass.

Sales \$3,000 and Over

(Consignors in Parentheses)

Brenden Haywood, Hastings, Mich.	
Cal-Mart Viceroy Geva 1354, heifer calf 9 mos.	\$6,000
(Martin Dairy LLC, Tillamook, Ore.)	
Makayla Monk, Artesia, N.M.	
OSU-ATI Pine Buffy 2700, heifer calf 7 mos.	5,800
(OSU Agricultural Technical Institute, Wooster, Ohio)	
Bailey Graves, Dundas, Ill.	
Bohnerts Pine Vana, heifer calf 10 mos.	5,050
(Bohnert Jerseys, East Moline, Ill.)	
Devin Haywood, Hastings, Mich.	
Sun Valley Viceroy Dolly, open yearling 12 mos.	4,400
(Bearl A. and Joanne K. Seals, Cloverdale, Ore.)	
Addison Josi, Tillamook, Ore.	
JX Dupat Jiggy 21539 (6)-ET, bred heifer 14 mos.	4,300
(Wickstrom Jersey Farms Inc., Hilmar, Calif.)	
Jason King, Fremont, Ohio	
JX Red Top Chief 52886 (5), heifer calf 9 mos.	4,200
(Red Top Jerseys, Hilmar, Calif.)	
Jack Swanson, Hilmar, Calif.	
Avi-Lanche Steve Jackpot 29509, heifer calf 11 mos. ...	3,600
(Richard and Jennifer M. Avila, Dalhart, Texas)	
Robert Graves, Dundas, Ill.	
Primus Chrome Caroline 20781-ET, open yearling 13 mos.	3,500
(Jerseyland Sires, Turlock, Calif.)	
Clayton Kirchdoerfer, Cape Girardeau, Mo.	
Ahlem Urlacher Maggie 57701-ET, heifer calf 8 mos. ...	3,200
(Ahlem Farms Partnership, Hilmar, Calif.)	
Bryson J. Josi, Tillamook, Ore.	
JX DG Bar Zizzy Gilla 2 (5)-ET, bred heifer 15 mos.	3,000
(De Groot Dairy Farms, Hanford, Calif.)	

