

## NEWS FOR IMMEDIATE RELEASE

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### **SENN-SATIONAL JERSEYS OF SOUTH CAROLINA DONATES TOP-QUALITY JERSEY CALF FOR NATIONAL HEIFER SALE**

Reynoldsburg, Ohio (May 27, 2005)—A Registered Jersey™ heifer from Senn-Sational Jerseys, Newberry, South Carolina, will sell for the benefit of national Jersey youth development programs and the AJCC Research Foundation at the 48<sup>th</sup> National Heifer Sale on June 25.

The Leadership Gift being made by Charles Senn and Family is Senn-Sational Jace Jewelle, a yearling heifer sired by 7JE535 Windy Willow Montana Jace, JPI +207.

For the first time in National Heifer Sale history, every animal that sells has been donated. A record number of 97 heifers, two choice of flushes, and three embryo packages will sell on June 25 at the fairgrounds in Washington, Penna. The donor list includes 100 Jersey breeders, partnerships or operations from 28 states and also the state Jersey associations of Kentucky and Utah.

Ten percent (10%) of the proceeds will go to the national Jersey youth fund (to a cap of \$25,000). The balance will be added to the endowment of the AJCC Research Foundation, a 501(c)(3) trust sponsoring scientific research in high-priority areas related to Jersey cattle and Jersey milk.

The donation heifer from Senn-Sational Jerseys is out of Senn-Sational Paramount Jewelle, VG-85% with a record of 2-1 305 17,520 4.4% 765 3.4% 587 94DCR. The next dam is also Very Good with 20,000 lbs. milk actual.

“The goal is to raise \$25,000 for Jersey youth work and \$250,000—or more—for Jersey research on June 25,” explained Craig Rhein of Pine Grove, Penna., a Director of the American Jersey Cattle Association and chair of the 48<sup>th</sup> National Heifer Sale. “We definitely have a great set of heifers that can accomplish that goal.

“There are 58 heifers ranking in the top 10% in the U.S. for Parent Average Jersey Performance Index™,” he continued. “Dams of the 102 lots being cataloged average 86.3% for final score and 19,925 lbs. milk, 898 lbs. fat and 699 lbs. protein on their best 305-day actual production records.

The most recent 10-year average for the National Heifer Sale is \$3,006.12 on 564 heifers. In all, 2,173 heifers have been sold for an average price of \$1,925.95 since the first sale in 1957.

Dairy industry partners are providing generous support for this once-in-a-lifetime event. The Featured Sponsor of the 48<sup>th</sup> National Heifer Sale is Igenity™ from Merial. Fort Dodge Animal

Health is the Supporting Sponsor. Post Printing Company of Minster, Ohio, is the Official Printer of the 48<sup>th</sup> National Heifer Sale catalog.

Event Sponsors include the Pennsylvania Jersey Cattle Association; Cargill Inc.; Alta Genetics and Jerseyland Sires; the Beef Checkoff Program and the Pennsylvania and New York Beef Councils; and T. C. Jacoby & Company, St. Louis, Mo. Event support is being provided by Bostelman Livestock Transportation, Bainbridge, N.Y.; Cabot Creamery Cooperative, Montpelier, Vt.; Nasco, Ft. Atkinson, Wis.; and Trans World Services; plus by Bradley Taylor, Booneville, Miss.; David and Patricia Endres, Lodi, Wis.; and Paul and Dawn Schirm, West Salem, Ohio. *Farmshine*, Brownstown, Penna., and *Farm and Dairy*, Salem, Ohio, are providing promotional support for the sale.

Donating their services as auctioneers are Larry Benson, New Lebanon, N.Y.; Jack Holbrook, Murfreesboro, Tenn.; Larry Kempton, Franklin, Vt.; Lynn Lee, Smyrna, Tenn.; and David Wedertz, Kenton, Ohio.

The American Jersey Cattle Association will transfer the registration certificates of all lots selling at no charge. Jersey Marketing Service, Reynoldsburg, Ohio, is the sale manager. The sale catalog will be available on the USJersey web site ([www.usjersey.com](http://www.usjersey.com)) on June 1. Catalogs may be requested by calling (614) 755-5857, ext. 325, before June 15.

#### *About the AJCC Research Foundation*

A 501(c)(3) permanent trust, the AJCC Research Foundation has provided seed money for well-designed scientific investigations related to high-priority areas affecting the Jersey breed of dairy cattle:

- Nutrition of high-producing Jerseys (particularly practical feeding methods to maximize production of valuable milk components);
- Factors affecting yield of products manufactured from Jersey milk;
- Factors affecting net income, longevity, and lifetime profit;
- Breeding plans to optimize genetic gain while maintaining genetic diversity;
- Biological and economic efficiencies of Jerseys; and
- Factors affecting management of Jersey calves.

For more information about the Foundation, contact Cari W. Wolfe, Director of Research and Genetic Programs Development, at 614/861-3636, or visit the Foundation web site at <http://jerseyresearch.usjersey.com>.

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