



TLJ Visionary Bree-ET, ranked 80th in the breed for GJPI, was the high seller at the Top of the World Sale during World Dairy Expo. She was consigned by Travis Lehnertz, third from left. Ethan Steiner, far right, and his daughter placed the final bid of \$10,100 on "Bree" for Steiner's brother, Matt. Also pictured with the heifer are National Jersey Queen Sydney Endres, AJCA-NAJ Area Representative Shawn Styer, JMS Manager Jason Robinson, Erin Leach on the halter, Executive Secretary Neal Smith and auctioneer Lynn Lee in the box.

Selling for \$7,300 at the Top of the World Sale was Ratliff Action Angela-ET. The three-year-old was consigned by Ron and Christy Ratliff, represented by JMS Marketing Coordinator Greg Lavan, second from left. She was purchased by Sistrunk Farms, represented by JMS Manager Jason Robinson. Also pictured with the daughter of three-time National Grand Champion, Ratliff Price Alicia, are National Jersey Queen Sydney Endres, Olivia Brandenburg on the halter and Executive Secretary Neal Smith and auctioneer Lynn Lee in the box.

Top of the World Sale Raises the Bar in 2014

The enthusiasm for the Jersey breed was evident in Madison, Wis., on September 30, 2014, at the Top of the World Sale. The consignors for this year sale upped the ante with some of their best consignments and that was reflected in the prices paid for the 19 lots crossing the auction block.

After starting nearly 90 minutes late after the conclusion of the International Jersey Heifer Show at World Dairy Expo, the sale pavilion tent was standing room only for the Top of the World Sale. Internet viewers also held tight for the prestigious annual sale to begin. In just over one hour, the sale was complete raising the standard once again with a \$4,584.21 average on 19 lots. Gross receipts from the sale totalled \$87,100. Eighteen buyers in 10 states purchased animals in the sale.

In searching the sale history books, one must go back to 2008 to find an average higher on this sale (\$5,739.53 on 43 lots). This year's average was \$1,712.78 higher per animal than just one year ago and \$1,834.95 higher than two years ago.

Topping the sale at \$10,100 was an open yearling consigned by Travis Lehnertz of Plainview, Minn. TLJ Visionary Bree-ET is a genomic standout in the Lehnertz herd at +246 for GJPI. She carried A.I. interest from most of the A.I. companies.

Placing the final bid on her was Matthew Steiner, Marshallville, Ohio. "Bree" fits the Steiner's breeding philosophy of top genetic numbers well as she ranks 80th in the breed for GJPI. She carries a GPTA of +2,054M, +55F, +55P, +\$622CM and a 5.9

Sale Analysis		
Number	Avg. Price	Total Value
3 Cows, two years and over	\$6,366.67	\$19,100
2 Bred heifers	4,250.00	8,500
1 Open yearlings	10,100.00	10,100
9 Heifer calves	3,922.22	35,300
1 Embryo packages	3,300.00	3,300
3 Choice of calves	3,600.00	10,800
19 Lots	\$4,584.21	\$87,100
Median price	\$4,400.00	

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

PL with her October numbers. She is sired by All Lynns Legal Visionary-ET, GJPI +249, and is out of a Very Good-87% dam. Her dam has a completed record at 3-3 of 21,500 lbs. milk, 863 lbs. fat and 733 lbs. protein. The next dam is also Very Good with more than 17,000 lbs. milk actual as a yearling.

Ron and Christy Ratliff of Garnett, Kan.,



Crossbrook Impression Dixie-ET was the third high seller at \$6,800. She was consigned by Jon Prokop and purchased by Meier Meadows Farm. Pictured with her are National Jersey Queen Sydney Endres, Greg Lavan, Jason Robinson, Olivia Brandenburg on the halter, Neal Smith and Lynn Lee in the box.

consigned a milking daughter of three-time National Grand Champion, Ratliff Price Alicia, to the sale.

Ratliff Action Angela-ET, a senior three-year-old for 2014, was purchased by Sistrunk Farms, Bastrop, La., for \$7,300.

"Angela" was appraised Very Good-88% as a two-year-old and calved back in June 2014. She sold bred to Rock Ella Impression-ET, GJPI -31, and milking in the mid-70s her previous two tests. She is sired by Forest Glen Avery Action-ET, GJPI +68. Her full sister, Ratliff Action Angel, was the 2012 All American Milking Yearling.

Her dam is the only cow in breed history to ever win the title of National Grand Champion three times. She is also a two-time Supreme Champion of the North American International Livestock Exposition. "Alicia" is appraised Excellent-95% and has a five lactation m.e. average of 18,479-930-712.

The next dam is Bridon Ethan Almond, Excellent-91%, with records in excess of 20,000 lbs. milk. The great-grandam is the well-known Rozeview Dorie D Rachel, Excellent-95%. She was Reserve Intermediate Champion of the Royal Agricultural Winter Fair in 2002.

Crossbrook Impression Dixie-ET, a six-month-old calf, was the third high seller at \$6,800. Meier Meadows of Ridott, Ill., purchased "Dixie" from consignor Jon Prokop, Middleburgh, N.Y.

Sired by "Impression," the fancy junior calf caught the eye of many bidders in

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Woodmohr Jamaica Mystery was the fourth high seller at \$6,200. Kyle Burk, second from left, purchased the three-year-old cow from Woodmohr Jerseys, represented by Jon Schmidt, second from right. Also pictured are National Queen Sydney Endres, JMS Manager Jason Robinson, Olivia Brandenburg on the halter, Neal Smith and Lynn Lee in the box.

Top of the World Sale

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Madison. Not only is she a granddaughter of "Veronica," but her maternal sister, Crossbrook HG Dixie-ET, has been winning shows all fall as a milking yearling. "HG Dixie" was first place milking yearling at the Mid-Atlantic Regional Jersey Show and won her class in the International Jersey Show the day after the sale in Madison.

Their dam is Arethusa Veronicas Dasher-ET, Excellent-95%, and sired by Piedmont Nadine Furor, GJPI -106. She has a best record of 27,720 lbs. milk, 1,643 lbs. fat, and 1,007 lbs. protein at 7-4. She has been named Reserve Grand Champion at several shows in New York, including the New York Spring Carousel and the New York State Fair in 2012.

Her world-famous grandam, Huronia Centurion Veronica 20J, Excellent-97%, was Reserve National Grand Champion in 2002 and National Grand Champion two years later. She was Reserve Supreme Champion of World Dairy Expo in 2004 and Supreme Champion of the show in 2006. She has four complete lactations—three of them over 24,400 lbs. milk, 1,270 lbs. fat and 950 lbs. protein. She has 20 sons in A.I. sampling programs to date and 31 Excellent daughters, 10 of them Excellent-93% or higher. Six of the next seven closest dams are Excellent in Canada.

Jon and Wendy Schmidt of Woodmohr Jerseys, Bloomer, Wis., consigned one of their best young cows to the sale—Woodmohr Jamaica Mystery.

The Excellent-90% three-year-old was purchased by Kyle Burk, Marionville, Mo. She is sired by Bridon Jamaica-ET, GJPI -54, and has a completed 1-11 record of 16,160 lbs. milk, 832 lbs. fat and 543 lbs. protein. She was fresh with her second calf in July and was milking 90 lbs. on her most recent test day before the sale.

Her dam is an Excellent-93% daughter of WF Brook Bomber, GJPI -15, that

placed fifth in the World Dairy Expo futurity in 2009 and has records exceeding 19,000 lbs. milk and 1,000 lbs. fat. The next dam is an Excellent daughter of Rapid Bay Just Wait, JPI -176, with a best record at 7-7 or 21,260 lbs. milk, 1,192 lbs. fat and 759 lbs. protein. The great-grandam is SHF Renaissance Marvel, Excellent-91%, also with a completed lactation over 21,000 lbs. milk and 1,100 lbs. fat.

Sales \$4,500 and Over

(Consignors in Parentheses)

Matthew Steiner, Marshallville, Ohio	
TLJ Visionary Bree-ET, open yearling 12 mos.....	\$10,100
(Travis Lehnertz, Plainview, Minn.)	
Sistrunk Farms, Bastrop, La.	
Ratliff Action Angela-ET, cow 3 yrs.	7,300
(Ron and Christy Ratliff, Trustees, Garnett, Kan.)	
Edgebrook Shyster Chelsea 43, cow 4 yrs.....	5,600
(Mike and Brenda Dilly and Jason Steinlage, Montour, Iowa)	
Meier Meadows, Ridott, Ill.	
Crossbrook Impression Dixie-ET, heifer calf 6 mos.....	6,800
(Jon Prokop, Middleburgh, N.Y.)	
Kyle Burk, Marionville, Mo.	
Woodmohr Jamaica Mystery, cow 3 yrs.....	6,200
(Woodmohr Jerseys, Bloomer, Wis.)	
Lloyd Heinz, Shawano, Wis.	
Ahlem Marvel Vanity 41134, bred heifer 19 mos.....	5,100
(William Ahlem, Jr., Hillmar, Calif.)	
Westcoast Holsteins, Chilliwack, B.C.	
Lookout G Peek-A-Boo, heifer calf 8 mos.....	4,700
(Purple Fever Cattle Co. and Lookout Jerseys, North Hatley, Que)	
Farber Farms, Green Isle, Minn.	
Orthridge Axis Jaylene-ET, heifer calf 6 mos.....	4,500
(Orthridge Farms, Lancaster, Wis.)	
Joey Pendleton, Hopkinsville, Ky.	
TLJ Tequila Caramel-ET, heifer calf 6 mos.....	4,500
(Travis Lehnertz)	