

## 50<sup>th</sup> National Heifer Sale: A Look Back Over the Years

On June 30, 2007, the National Heifer Sale in Rock Rapids, Iowa, will be etched in history books as the 50<sup>th</sup> sale to support national Jersey youth programs. This annual sale is unlike any other dairy sale in the industry. For the past half century, Jersey breeders nationwide have consigned their genetically-superior heifers, with the knowledge that 10% of the proceeds would go to further the development of the national Jersey youth programs.

Every year, thousands of Jersey youth benefit from the proceeds of the sale. Without this sale and the foresight of past leadership, Jersey youth activities, scholarships, and awards would be much different than we know them today. With that said, the current 2,462 national Jersey youth members would not have the opportunities for involvement in breed-specific education and networking and the opportunity to register and transfer animals at membership rates.

Because youth are the future, The American Jersey Cattle Club (AJCC) Directors made a wise decision five decades ago.

### History of the National Heifer Sale

In December of 1956 the Board responded to the need for a youth program that emphasized more than just the show ring. "We feel the expanded program should be a comprehensive one, covering all phases of junior work, such as testing, showing and all other activities, which round out a complete achievement program."

"We feel confident that both the donors to the sale at the annual meeting and the buyers of the heifers will endorse expenditure of the revenue from the sale, for a comprehensive program of this kind."

The genesis for a National Heifer Sale

stemmed from the 1956 All American Sale of Starlets. This all-donation sale held in Springfield, Mo., raised \$11,000 on 28 heifers for the national youth program fund. The next year, the first Western Regional Sale was dubbed as the "youth sale," with five heifers being donated to the junior fund totaling \$1,455.

The success of these sales sparked even more interest from the Board, as well as breeders across the nation. The push was made to begin a dedicated series of sales for the youth fund. In 1958, the Board coined the name "National Heifer Sale" and voted to set aside a minimum of 10% of the total selling price be placed in the AJCC youth program fund.

The original programs developed by the Board were the National Junior Production Contest and the National Junior Achievement Program. Funds also were dedicated to the revival of the All American Junior Show. The fund continued the sponsorship of national 4-H, FFA, and Collegiate judging contests. Juniors who participated in the programs also received special discounted rates for *Jersey Journal* subscriptions and registration fees.

Since then, the National Heifer Sale has invested over \$400,000 in youth programs. The number of Jersey juniors who have benefited in one way or another from the 49 previous sales, is a number far too numerous to account for.

### National Jersey Youth Programs

Since 1957, the programs available to Jersey youth have grown due to the greater financial resources provided by the National Heifer Sale. The programs and events created offered Jersey juniors the chance to gain leadership experience, networking opportunities and the possibilities for friendly competition beyond the show ring.

Currently, the National Heifer Sale proceeds fund the awards for the National Jersey Youth Achievement Contest and National Jersey Youth Production Contest in an amount of \$3,550 annually. Funds of \$8,000 are distributed to the junior shows at The All

American, Western National, Central National, Mid-Atlantic Regional and Mid-South Regional.

Additional funds are utilized for the Junior Banquet at The All American, the National Jersey Queen Contest, and the Pot O'Gold Production Contest. The fund also supplies all Jersey Junior Shows on a regional, state and national level with awards and ribbons and provides awards for regional and national 4-H and collegiate dairy judging contests.

Because more emphasis has been put on junior involvement at the Annual Meetings, the National Heifer Sale proceeds provide awards for TalkJersey, the Dairy Youth Challenge and partial travel expenses for the Young Jersey Breeders Award recipients.

### Memorable Sale Moments

Imagine that 50 years ago one of the country's most prestigious sales had a sale average of \$502.60 on 48 lots. In the past 49 years, 2,337 heifers have crossed the auction block around the country. Those same heifers have grossed over \$4.6 million dollars and averaged an impressive \$2,001.32 per head.


The highest averaging National Heifer Sale was in held in Charleston, S.C., in 2000 and averaged \$3,626.97 on 45 lots. This sale broke a six-year-record set in 1994 in San Antonio, Texas. That sale averaged \$3,353.13 on 48 lots and is currently the fourth high in the series.

In 2004, in Monroe, Wash., the high average of Charleston was challenged as 62 lots sold for an average price of \$3,543.55. Ranking third in the series is the 2002 sale in Sacramento, Calif., with an average of \$3,506.45 on 62 lots. Rounding out the top five sales was the "once in a lifetime" National Heifer Sale. The 2005 all-donation sale in Washington, Pa., averaged \$3,262.11 on 95 lots.

### The Largest All-Donation Sale

It began with the commitment of a heifer from sale chair, Craig Rhein, Meadow View Farm, Pine Grove, Pa., and ended with over \$309,000 raised in sales from 95 donated heifers. The 2005 National Heifer Sale is the most memorable sale of its kind to date. Not only does it rank in the top five averages of the series, but it is the highest grossing in history. The highest selling heifer of the series was also sold and the largest contribution to the youth

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Louisville, Ky., was the site of the first National Heifer Sale, 50 years ago. Much like modern sales, it was standing room only.

# History of the National Heifer Sale

Year	Location	No. Sold	Avg.	Gross	Top	Animal Name <i>Consignor</i>	Buyer	Sale Chair(s)
1958	Louisville, Ky.	48	\$502.60	\$24,125	\$1,250	Advancer Model Verbena of Oz <i>John C. Oswald, Rotherwood Jerseys, Hutchinson, Kan.</i>	E. E. Greenough, Sunshine Farm Dairy, Merced, Calif.	George Harris
1959	Hagerstown, Md.	49	537.24	26,325	1,200	Commando Etta Doughty Rose <i>Chester Flock and Sons, Springfield, Ohio</i>	Mr. and Mrs. Carl S. Johnson, San Ysidro Jerseys, Fort Morgan, Cal.	Braden King
1960	Fresno, Calif.	46	460.87	21,200	1,600	Golen Etta Mamie <i>Chester Flock and Sons, Springfield, Ohio</i>	Henry P. Knolle, Corpus Christi, Texas	Carl S. Johnson
1961	Corpus Christi, Texas	41	437.44	17,935	1,275	Victory S.C. College Girl <i>Victory Jersey Farm, Tulia, Texas</i>	DR. L. O. Crumpler, Danville, Va.	Ed Knolle
1962	Woodstock, Vt.	39	485.64	18,940	1,575	Marlu Fillpail Souvenir <i>Marlu Farm, Lincroft, N.J.</i>	Dean Workman, National Stock Farm, Borup, Minn.	Stanley Chittenden
1963	Grand Rapids, Mich.	40	448.38	17,935	1,100	Jester Peg of My Heart <i>Pinecroft Jersey Farm, Bright and Moody, Eminece, Ky.</i>	Diana Ryan, Vancluse Farm, Newport, R.I.	Dr. Cyril Spike, Howard Sprague
1964	Biltmore, N.C.	30	346.67	10,400	675	Pathfinder Basil Eva Souvenir <i>William Henry Diley and Sons, Canal Winchester, Ohio</i>	Biltmore Farms, Biltmore, N.C.	Albert Clark
1965	Centerville, Utah	41	453.66	18,600	1,175	Dazzlers Columbia <i>Vancluse Farm, Newport, R.I.</i>	Smoot Dairy, Centerville, Utah	Verl Poll
1966	Louisville, Ky.	43	636.05	27,350	1,800	Vancluse Star Songstress <i>Diana Ryan, Vancluse Farm, Newport, R.I.</i>	Smoot Dairy, Centerville, Utah	William Tway
1967	Houston, Texas	32	578.91	18,525	1,350	Beautys Sleeping Thxy of H.V.F. <i>Happy Valley Farm, Mr. and Mrs. E. C. Gamble, Danville, Ky.</i>	Jimke Jersey Farm, Pearland, Texas	Donald Davis
1968	Columbus, Ohio	22	1,286.36	28,300	2,500	Echos Flashie Ella <i>Peter Barlow, South Africa</i>	Mr. and Mrs. E. Lea Sylvia, March, Old Lyme, Conn.	Carl Johnson, James Ross
1969	Waconia, Minn.	52	587.98	30,575	1,275	Sleeping Sprite <i>J.C. Piper and Sons, Summer, Ill.</i>	Donald C. Power, Galloway, Ohio	George Barlass, Henry Lenzen
1970	Collegeville, Pa.	44	621.59	27,350	1,500	Vancluse Surville Daisy <i>Vancluse Farm, Newport, R.I.</i>	George Barlass and Sons, Gil-Bar Farm, Janesville, Wis.	Stanley Chittenden
1971	Reno, Nev.	48	796.88	38,250	2,600	Vancluse Surville Rosemary <i>Vancluse Farm, Newport, R.I.</i>	Smoot Dairy, Centerville, Utah	Calvin Smoot
1972	Ocala, Fla.	47	790.43	37,150	2,450	Vancluse Surville Sweetheart <i>Vancluse Farm, Newport, R.I.</i>	Mary Jean Staring, Lowville, N.Y.	C. L. Collins
1973	Lenox, Mass.	58	914.22	53,025	2,000	Generator H.V.F Elizabeth <i>Scott Mayfield, Athens, Tenn.</i>	Arco Jersey Farm, C.L. Collins, Jr., Sylacauga, Ala.	Harold Wright
1974	Puyallup, Wash.	32	1,192.97	38,175	3,300	Ripple Strawberry <i>Scott Mayfield, Athens, Tenn.</i>	Robert and Marjorie Acomb, Stafford, N.Y.	Elmer Larson
1975	Louisville, Ky.	34	1,216.18	41,350	5,100	Rocky Hill Siver Rockal Deb <i>W.T. Howell, Fort Payne, Ala.</i>	Louis and Ruth Wiepert, Ransomville, N.Y.	John Rankin
1976	Staunton, Va.	40	1,053.12	42,125	5,100	Rocky Hill Rising Fawn <i>W.T. Howell, Fort Payne, Ala.</i>	Cedarcrest Farms, Faunsdale, Ala.	Kenneth Stiles
1977	Elkhorn, Wis.	40	1,006.25	40,250	6,200	Manzanita Metzje Maggie <i>Joseph Zumstein, Jr. and Lorraine Hendrickson, Bentonville, Ark.</i>	Headspring Farm, Newberry, S.C.	Eugene Taylor
1978	Rochester, N.Y.	35	1,641.43	57,450	3,800	Quicksilver Decoration Daisy <i>Arthur C. Bulton, Chelsea, Vt.</i>	Trinity Jersey Farm, Silverstreet, S.C.	David Chamberlain, William Meeder
1979	Columbia, S.C.	41	2,517.07	103,200	5,500	S.D. Generator Chocolate Petunia <i>Simmons Dairy, Dothan, Ala.</i>	Ferndale Farm, Minden, La.	Dr. Boyd H Parr, Charles Steer
1980	Vancouver, Wash.	43	2,290.70	98,500	10,500	Forest Glen Chocolate Daylight <i>Forest Glen Jerseys, Dayton, Ore.</i>	Walebe Farms, Collegeville, Pa.	Elmer Larson, Smokey Seals
1981	Woodstock, Vt.	42	2,857.98	120,035	7,200	Briarcliffs Quicksilver Nel <i>Briarcliff Farm, West Baldwin, Maine</i>	Forest Glen Jerseys, Dayton, Ore.	Bryce Elliot, Greg Fowler, Walter Pyle
1982	Wichita, Kan.	44	2,269.32	92,850	6,500	Saints Rox <i>Cedarcrest Farms, Faunsdale, Ala.</i>	Walebe Farms, Collegeville, Pa.	Weldon DeWitt, Daryl Lewis, Larry Schirm
1983	Wooster, Ohio	41	1,971.95	80,850	7,100	Minnie Pansy Sait Shirley-ET <i>William Henry Diley and Sons, Canal Winchester, Ohio</i>	Tansy Syndicate, Clearbrook, Va.	Jim Ross, David Spahr
1984	Monterey, Calif.	44	1,804.54	79,400	4,200	Forest Glen Boy Tic Tac <i>Forest Glen Jerseys, Dayton, Ore.</i>	Leprechaun Holsteins Inc., Centrila, Wash.	Elmer Larson, Dan Bansen, Phil Fanelli
1985	Quarryville, Pa.	48	1,743.23	83,675	5,000	W.F. Brass Julia <i>Waverly Farm, Clearbrook, Va.</i>	John Bishop VI, Columbus, N.J.	Craig Rhein, Donald Koontz
1986	Lewisburg, Tenn.	44	2,109.09	92,800	5,100	Mayfield Brassy Pride <i>Mayfield Dairy Farms, Inc., Athens, Tenn.</i>	Larry T. Shirley, Glasgow, Ky.	Jack Holbrook, Curtis Hobson
1987	Eau Claire, Wis.	51	2,487.25	126,850	11,500	Forest Glen Brass Magic Delight-ET <i>Stanley K. and Dora H. Bansen, Dayton, Ore.</i>	Fred Bennett, Sayville, N.Y.	Chris Sorenson, Bill Barlass
1988	Cumberland, Maine	54	2,705.56	146,100	13,800	Avon Road Duncan Fantasy-ET <i>D.L. and Hoyt and Strandenberg, Alma Center, Wis.</i>	Stonyrun Farm, Watstown, Pa.	John R. Miller, Nancy Quimby
1989	Cedar Rapids, Iowa	47	2,301.06	108,150	5,500	Vair-Y Best Raisa-ET <i>Clyde A. Vair, Eaton, Colo.</i>	Gregory Charles Palen, Ovid, Mich.	Ken Core, Don Egli, Calvin Graber, Eric Lyon
1990	Boise, Idaho	50	2,982.00	149,100	8,500	AU Twinkies Duncan Tiffany <i>Kurt Alberti, Wendell, Idaho</i>	Cal-A-Nan Jerseys, Oakdale, Calif.	Ralph Ashton, Jay Booth, Roger Hansen
1991	Hagerstown, Md.	56	2,636.00	147,600	6,500	Temple Hill Letter-ET <i>James K. or Gerrie L. Rikert, South Royalton, Vt.</i>	Sail-On Jerseys, Rockford, Ill.	James Huffard, Bill Johnson, J. Wilfred Runkels, Mike Stiles, Marge Walls
1992	Lansing, Mich.	44	2,537.50	111,650	10,000	Sweet Grass 2877 Gisa-ET <i>Clinton L. and Laura M. Booth, Buhl, Idaho</i>	Ogston, Columbus, N.J.	Kirk Traver, William Piepkow
1993	Greensboro, N.C.	51	2,992.16	152,600	7,700	Sweet Grass 207 Gypsy <i>Clinton L. and Laura M. Booth, Buhl, Idaho</i>	Bob Baker, Enumclaw, Wash.	Joel Black, Kevin Lutz
1994	San Antonio, Texas	48	3,353.13	160,950	10,100	Tildies Berretta Tincia-ET <i>Kurt and Carol Alberti, Wendell, Idaho</i>	Wirkus Jerseys, Edgar, Wis.	Kris Koon, Ralph Frerichs
1995	Schodack Landing, N.Y.	64	2,807.81	179,700	7,500	Sunny Day Berretta Alma-ET <i>Herby D. Lutz, Chester, S.C.</i>	New Direction Jerseys, Elizabethtown, Pa.	Brian Chittenden, Scott Carson, Greg Chamberlain
1996	Ridgefield, Wash.	41	2,639.02	108,200	10,000	AU Twighlights Tearose-ET <i>Kurt and Carol Alberti, Wendell, Idaho</i>	Garry J. and Christi J. Hansen, Canby, Ore.	Tom Seals, Garry Hansen, Bill DeGroot
1997	Indianapolis, Ind.	49	2,629.59	128,850	9,000	AU Tildys Khan Taffi-ET <i>Kurt and Carol Alberti, Wendell, Idaho</i>	Coppini Lane Jerseys, Ferndale, Calif.	Keith Hubbell, Rick Dalessandro
1998	Shelburne, Vt.	56	2,852.68	159,750	6,000	WF/L&M Marcus Glaze <i>WF/L&amp;M Jerseys, Clearbrook, Va.</i>	Tyson H. Waddell, Welfod, S.C.	Eric Johnson, Clark Duncan, Tom Pyle
1999	Jordan, Minn.	47	3,182.98	149,600	7,500	AU Teenas Theodora <i>Kurt and Carol Alberti, Wendell, Idaho</i>	Wayne Greene, Jr., Cadott, Wis.	Dale Smith
2000	Charleston, S.C.	45	3,626.97	163,200	12,000	Select Mannix of New Gen <i>Tyson H. Waddell, Welford, S.C.</i>	Samantha Jo Barmore, Smithfield, Ky.	Herby Lutz
2001	Green Bay, Wis.	61	2,742.62	167,300	7,800	MVF Bold Daniel Sooner J <i>Terry Lee and Craig A. Rhein, Pine Grove, Pa.</i>	Lloyd Heinz, Shawano, Wis.	Roger Owens
2002	Sacramento, Calif.	62	3,506.45	217,400	8,250	Buttercrest Klassic Glow-ET <i>Buttercrest Jerseys, Croton, Ohio</i>	Paul Dias, Hillmar, Calif.	Todd Stroup
2003	Columbus, Ohio	77	2,620.13	201,750	8,500	Buttercrest Paramount Goldrush <i>Buttercrest Jerseys, Croton, Ohio</i>	Lisa Martin, Gratiot, Wis.	Dr. Richard Soldner
2004	Monroe, Wash.	62	3,543.55	219,700	9,100	Golden Meadows Morgans Glow 852 <i>Paul Dias, Hillmar, Calif.</i>	Glow Syndicate, Stevinson, Calif.	Bernie Nash
2005	Washington, Pa.	95	3,262.11	309,900	14,100	MVF Paramount Golda 1218-ET <i>Meadow View Farm, Pine Grove, Pa.</i>	Golden River Sydicate, Seymor, Wis.	Craig Rhein
2006	Murfreesboro, Tenn.	69	2,759.09	182,100	6,600	JVB Red Hot Sabe Bebe <i>Jim and Janet VanBuskirk, Carleton, Mich.</i>	Bryan Marcoot and David and Diana Freeman, Pochahotas, Ill.	Emerson Brady and Jack Holbrook

## 50th National Heifer Sale

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program fund was made in the amount of \$25,000 on that day. The balance of the money raised was donated to the AJCC Research Foundation.

As people arrived at the sale, they wondered what the golden halter sitting atop the auction block could mean?

As the sale started, Herby Lutz, JMS manager, explained that the first lot that would sell was the "Golden Halter." That halter would allow the buyer to enter the sale barn and choose any lot in the sale order they desired. Bidding quickly began and reached \$14,100 before the Golden River Syndicate was announced as the winning buyer.

The syndicate of Wade Schoneck, Golden Meadow Jerseys, Marion, Wis., and Kevin Marcks, Wolf River Jerseys, Seymour, Wis., selected MVF Paramount Golda 1218-

ET, the first-donated heifer to the sale. Craig Rhein received the first annual Kenny Stiles Memorial Trophy for consigning the high selling heifer.

In 2006, the Meadow View Trophy was added to the National Heifer Sale as an annual award to the buyer of the high heifer.

### High Selling Females

The National Heifer Sale has had top-quality animals consigned to it year-after-year. As mentioned above, "Golda" leads the sequence of sales. She exceeded the nearly 20-year record of Avon Road Duncan Fantasy-ET set in 1988. "Fantasy" sold in Cumberland, Maine, and was consigned by D. L. and Hoyt Strandberg, Alma Center, Wis. She was purchased by Stonyrun Farm, Watsonstown, Pa., for \$13,800.



MVF Paramount Golda 1218-ET is the high selling heifer in 49 years of the National Heifer Sale.

Third high selling heifer of the series was Select Mannix of New Gen at the 2000 National Heifer Sale and was purchased for \$12,000 by Samantha Jo Barmore, Smithfield, Ky., and consigned by Tyson H. Waddell, Welford, S.C.

The 1987 sale in Eau Claire, Wis., saw Forest Glen Brass Magic Delight-ET sell for \$11,500 to Fred Bennett, Sayville, N.Y. The fourth high

selling heifer was consigned by Stanley K. and Dora H. Bansen, Dayton, Ore.

Rounding out the top five heifers was the 1980 consignment of Forest Glen Jerseys, Dayton, Ore. Forest Glen Chocolate Daylight sold for \$10,500 in Vancouver, Wash., to Walebe Farms, Colledgeville, Pa.

### Providing Future Funds

Every National Heifer Sale has its place in history. So do the 86 previous sale chairs that have helped coordinate and promote each sale. The 2007 sale chairs, Rodney and Scott Metzger, have high hopes that the 57 lots being auctioned on June 30, will place the 50<sup>th</sup> sale among the ranks of these other remarkable sales.

Year after year, the sale is always a highlight for Jersey breeders. Each spring breeders look for heifers worthy of being selected for the prestigious sale. They know each heifer will benefit the Jersey youth development program and will help provide funds for awards, programs and events sponsored by the AJCA and funded by the National Heifer Sale.

Over the past few decades, the youth programs have been enhanced to make for an ever more rewarding experience for young Jersey owners. It is the hope of all to see the National Heifer Sale and Jersey youth programs continue for another 50 years, only improving with time.