



Piecing Together A Strong Jersey Tradition

We hosted the first Bush River & Treasure Chest Combination Sale in 1999 with our good friend Kevin Lutz of Treasure Chest Jerseys. We followed the philosophy handed down to me by my grandfather, Dr. J. J. Malnati — “You’ve got to let the good ones go.”

In 2004, the Dixie Invitational moved to our farm and the two sales have become a Labor Day tradition for breeders across the U.S. Nothing makes us happier than to hear success stories about the animals that have sold through the two sales. It is a testament to the Jersey breed and the people that make their living milking and breeding Jersey cows every day.

After 11 Bush River & Treasure Chest sales and seven Dixie Invitational Sales, there have been 2,358 Registered Jerseys cross the auction block for a gross sales of \$4,510,925.

Thank you doesn't even begin to express our gratitude to the people that have been a part of the sales. But we know you are the reason for the success. We hope to see you next Labor Day in Newberry for this holiday tradition!



“Breeding for cheese yield dollars, teat placement and udder depth”



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