

\$30,000 High Seller for Iowa Spring Sale

With new management and a slightly different format, this year's Iowa Spring Extravaganza Sale posted its highest average for the series, along with the high-selling individual for the series at \$30,000. The 61 lots of Registered Jerseys that crossed the auction block at the Fayette County Fairgrounds in West Union, Iowa, on March 22 sold for an average of \$4,210.66. The sale managed by Iowa dairy breeders Jason Steinlage, Dave Koss, Kurt Wolf, Katie Stoll and Tom Kruse also auctioned Ayrshires, Guernseys and Milking Shorthorns for an overall sale average of \$3,856.

Sale Analysis		
Number	Avg. Price	Total Value
18 Cows, two years and over	\$5,158.33	\$92,850
1 under 3 mos., s.w.d.	800.00	800
8 Bred heifers	3,975.00	31,800
3 Open yearlings	2,700.00	8,100
25 Heifer calves	3,464.00	86,600
7 Choices of calves	5,242.86	36,700
61 Lots	\$4,210.66	\$256,850
Median price	\$3,000.00	

Sale Management:
Jason Steinlage, Dave Koss, Kurt Wolf,
Katie Stoll and Tom Kruse
Auctioneer: Lynn Lee

This year, consignments came from Jersey breeders across the country and Canada and were purchased by Jersey breeders from Canada and 13 states across the country. A pair of heifers was also sold to juniors in the Hawkeye Pot O'Gold Sale.

The syndicate of Steinridge, Peters and Metzger, Lawler, Iowa, outlasted all other bidders to bring home the high seller, Arethusa Action Varsity-ET, for \$30,000. The Very Good-89% daughter of Forest Glen Avery Action-ET, GJPI +70, is out of Huronia Centurion Veronica 20J.



Arethusa Action Varsity was the high seller, purchased by the syndicate of Steinridge, Peters and Metzger for \$30,000. She was consigned by Greg Lambert. Pictured are syndicate members, Vance and Eric Metzger, left, Kayla and Jason Steinlage, front, Kyle Peters, third right, and Katie Steinlage, right. Katrina Watson is on the halter of "Varsity." Photos courtesy Danielle Nauman, Dairy Agenda Today.



Avonlea BC Kept Secret sold for the second high price of \$12,500. She was purchased by Jason and Kayla Steinlage, second and third left, and Eric Lang. Steinlage retained part interest in the heifer, who was consigned by him and Grant Fremstad, left. Also pictured are Gina Fisher, at the halter, and 2013 Iowa Jersey Princess Rylie Pflughaupt.

"Varsity" stood second in the futurity held at the International Jersey Show in 2013 and was tapped as Grand Champion of the Wisconsin Spring Spectacular Show for her new owners as a four-year-old in April 2014. She freshened with her second calf in September 2013 and has a projected m.e. of 18,060-931-639 at 3-4.

Her world-famous dam was Reserve National Grand Champion in 2002 and National Grand Champion two years later. "Veronica" was Reserve Supreme Champion of World Dairy Expo in 2004 and Supreme Champion of the show in 2006. She has twice been tapped Supreme Champion of the Pennsylvania All-American Jersey Show and was selected to represent her sire, Sooner Centurion-ET, GJPI +8, in "The Art of Fine Breeding" contest in 2008. The Excellent-97% matriarch 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. Included in this group is Arethusa Response Vivid-ET, Supreme Champion of World Dairy Expo and Grand Champion of the Royal Agricultural Winter Fair (RAWF) in 2012.

Six of "Veronica's" seven closest dams are Excellent in Canada.

"Varsity" was consigned by Greg Lambert, Fund du Lac, Wis.

The reigning All American Summer Yearling Heifer, Avonlea BC Kept Secret, was the second high seller. The partnership of Jason Steinlage and Eric Lang, Lawler, Iowa, purchased the stylish daughter of Avonlea CF Backcountry-ET, GJPI +6, for \$12,500. Steinlage retained part interest in the heifer, who was consigned by the partnership of Steinlage and Grant Fremstad, Lawler, Iowa.

"Secret" continued her winning ways for her new owners, topping the class for uncalved two-year-olds at the recent Wisconsin Spring Spectacular Show in April. She



The third high seller was Townside Fever Bridget, purchased by Al-Shar Holsteins and Josh Kellen for \$12,400 and consigned by Townside Jerseys. Pictured with "Bridget" are Troy Zoelner, Jason Steinlage, Cole Kruse, at the halter, and 2013 Iowa Jersey Princess Rylie Pflughaupt.

sold due to Bridon Remake Comerica-ET, GJPI -74, in May and is entered in the 2015 World Dairy Expo International Futurity.

"Secret" hails from the "Kitty" cow family at Avonlea Genetics Inc., Brighton, Ont. Her dam is EX 93 and made 16,323 lbs. milk, 970 lbs. fat and 586 lbs. protein at 3-9 in Canada. "Secret's" grandam, Avonlea Renaissance Kookie-ET, SUP-EX 92-5E (CAN), was nominated All-Canadian seven times and earned a seven star brood cow award from Jersey Canada in 2014. She has seven lactations and made her best record of 18,964 lbs. milk, 1,016 lbs. fat and 714 lbs. protein at 5-1.

The next dam, Avonlea Juno Kracker-ET, EX 94-4E (CAN), won the Royal Jersey Futurity in 1995. She was named All-Canadian Junior Three-Year-Old in 1995 and Reserve All-Canadian Four-Year-Old the following year. She earned a silver award from Jersey Canada for her 5-3 record of 17,688 lbs. milk, 977 lbs. fat and 690 lbs. protein.

"Secret's" fourth dam, Avonlea Valiant Kitty 15N, EX-3E (CAN), was Grand Champion of The All American Junior Jersey Show in 1984 and won the Royal Jersey Futurity the same year. She was All-Canadian in milking form four times and earned a six star brood cow award in 2011.

The next two dams are also Excellent in Canada and received brood cow awards from Jersey Canada.

Bringing just \$100 shy of the second high seller was the third high seller, Townside Fever Bridget. Al-Shar Holsteins and Josh Kellen of Groton, S.D., placed the final bid of \$12,400 on the Excellent-91% daughter of Townside GBJ Rambo Fever, JPI +12. The fancy-uddered four-year-old, with a perfect 50 linear score for rear udder height, sold due to the breed's #1 bull for Jersey Udder Index (+7.08), Tower Vue Prime Tequila-ET, GJPI -88, in mid-June.

Her dam is an Excellent-94% daughter

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of Vindication, GJPI +6, with 18,930 lbs. milk, 1,102 lbs. fat and 692 lbs. protein at 6-4. She was third senior three-year-old at the Wisconsin Spring Spectacular Show in 2009 and repeated the feat as an aged cow in 2013. Her grandam is an Excellent-90% daughter of Giprat Belles Jade-ET, GJPI +31, and her third dam is a Very Good-81% daughter of Rock Ella Remake-ET, GJPI +17.

"Bridget's" fourth dam, Ravenwood Rena Sleeper, Excellent-92%, was first junior two-year-old at the Wisconsin Spring Spectacular Junior Show in 1999 and then topped her class again the following year as a junior three-year-old.

"Bridget" was consigned by Townside Jerseys, Wilson, Wis.

River Valley Farms, Tremont, Ill., purchased the fourth high seller, a choice of polled, JH1 free females out of full sisters, Sandcreeks Critic Fig Bar-P-ET or Sandcreeks Critic Chipster-P-ET, and a variety of service sires, for \$11,100. Service sires for "Fig Bar" include Jarvis of Clay Barnabas, GJPI +229, DP Marvel Isaac-ET, GJPI +234, and Rowleys 11 Visionary Chili-ET, GJPI +249. Service sires for "Chipster" include "Barnabas," Sandcreeks Topeka Echo-ET, GJPI +217, and Sugar Gove Valentino Axis, GJPI +244. Calves were born mid-November through mid-January.

Both donor dam heifers rank among the breed's best genotyped polled females, with "Fig Bar" currently ranked #3 with a GJPI of +224 and "Chipster" ranked #17 with a GJPI of +205. "Fig Bar" has GPTAs of +1,280M, +75F and +50P and is +2.3 for Type. "Chipster" has GPTAs of +1,075M, +69F and +44P and is +2.2 for Type.

Both heifers are sired by Schultz Legal Critic-P, GJPI +176. Their dam, Sandcreeks TBone Brownie, Very Good-84%, made 22,610 lbs. milk, 1,141 lbs. fat and 813 lbs. protein (3x milking) in her first lactation at 2-0. She has four sons in A.I.

The grandam of the donor dam heifers is a Very Good-84% daughter of Mason Lemvig Jacinto-ET, GJPI +57. The Excellent-90% third dam is sired by Sunset Canyon Mecca-ET, GJPI +50, and has 21,170 lbs. milk, 1,087 lbs. fat and 724 lbs. protein at 6-11.

The choice was consigned by Sand Creek Dairy LLC, Hastings, Mich.

River Valley Farm took home the fifth high seller as well, another genetic stand-out, for \$10,500. The Sauders of River Valley were the final bidders on Multi-Rose Pharaoh Marge-ET, consigned by Multi-Rose Jerseys Inc., Rock Rapids, Iowa.

The five-month-old daughter of Ahlem Headline Pharaoh 21795, GJPI +216, has

GPTAs of +1,180M, +62F and +38P and is +5.4 for Productive Life. She ranks on the list of the Top 500 Females for GJPI with an index of +223 and tested free for JH1.

Her dam is a Very Good-85% daughter of Sunset Canyon Maximum-ET, GJPI +100, with a best record of 3-4 305 3x 20,930 5.8% 1,224 3.9% 819 65DCR. Her grandam, Cal-Mart Impuls Mandie 9077, Very Good-85%, made 18,130 lbs. milk, 941 lbs. fat and 673 lbs. protein (3x milking) at 1-10. She was purchased by Multi-Rose Jerseys in a pen lot of five bred heifers from the Jersey Stars of the Silent Auction in 2008.

"Marge's" third and fourth dams are each appraised Very Good-84% and have records over 25,000 lbs. milk, 1,100 lbs. fat and 830 lbs. protein. Her fifth and sixth dams each have records over 19,200 lbs. milk.

Sales \$3,500 and Over

(Consignors in Parentheses)

Steinridge, Peters and Metzger, Lawler, Iowa	
Arethusa Action Varsity-ET, cow 3 yrs.....	\$30,000
(Greg Lambert, Fond du Lac, Wis.)	
Jason Steinlage and Eric Lang, Lawler, Iowa	
Avonlea BC Kept Secret, bred heifer 21 mos.....	12,500
(Jason Steinlage and Grant Fremstad, Lawler, Iowa)	
Al-Shar Holsteins and Josh Kellen, Groton, S.D.	
Townside Fever Bridget, cow 3 yrs.....	12,400
(Townside Jerseys, Wilson, Wis.)	
River Valley Farm, Tremont, Ill.	
First choice female out of one of two full sisters, each with three different service sires.....	11,100
(Sand Creek Dairy LLC, Hastings, Mich.)	
Multi-Rose Pharaoh Marge-ET, heifer calf 5 mos.	10,500
(Multi-Rose Jerseys Inc., Rock Rapids, Iowa)	
Steinridge Jerseys, Lawler, Iowa	
First choice female sired by Rock Ella Impression-ET and out of Huronia Centurion Veronica 20J.....	8,500
(Arethusa Farm, Litchfield, Conn.)	
First choice female sired by Bridon Remake Comerica-ET and out of Arethusa Action Varsity-ET.....	3,600
(Greg Lambert)	
Natalie Sanders, Hilmar, Calif.	
Suess TBone Roxie, cow 4 yrs.....	5,400
(Phillip Suess and Family, Grand Meadow Minn.)	
Hometown Hero Take Aim, heifer calf 10 mos.....	4,600
(Neil and Melanie Hunter, Hometown Jerseys, Bath, Ont.)	
Edgebrook Tequila Made to Order, heifer calf 6 mos.....	4,500
(Mike and Brenda Dilly, Montour, Iowa)	
Ashley Oberreich, Scott Standord and Jason Steinlage, Appleton, Wis.	
Avon Road HG Jolie-ET, heifer calf 9 mos.....	5,300
(Ryan and Skyler Strandberg, Alma Center, Wis.)	
Russell Subject, Oxford, Pa.	
KCJF Responses Incredible, cow 2 yrs.....	5,100
(Scott Stanford, Jason Steinlage and Dusty Schirm, Appleton, Wis.)	
David Allen, Reedsburg, Wis.	
First choice female sired by D P Ballistic and out of Big Time Nathan Miranda.....	5,000
(Phillip Linehan, River Falls, Wis.)	
Matthew Steiner, Rittman, Ohio	
Orth-Berrys Samson Annie-ET, heifer calf 4 mos.....	4,400
(Orthridge Farms, Lancaster, Wis.)	
Randy Drinkall and Family, Rushford, Minn.	
Avonlea Tequila Kanga-ET, heifer calf 11 mos.....	3,900
(Arcadia and Avonlea Genetics Inc., Brighton, Ont.)	
Megan Hill, Bristol, Vt.	
Do-N-Joy Reagan Ebony, heifer calf 6 mos.....	3,900
(Tony Kohls, Arlington, Minn.)	
Preston D. Engelman, Jansen, Neb.	
Lavishs Fire Luxury, heifer calf 6 mos.....	3,600
(Dusty Schirm and Phillipa Robinson, Loudonville, Ohio)	
Wapsi-Ana/Doug Fairbanks, Anamosa, Iowa	
First choice female sired by Goldust Karbala Ladd and out of Covington Rebel Babybell.....	3,600
(Covington Jerseys and Steinridge Jerseys, Lawler, Iowa)	
Jeremy and Azaria Angstman, Oakes, N.D.	
Storas Governor Sofia-ET, cow 2 yrs.....	3,500
(Jason Steinlage and Jason Volker, Lawler, Iowa)	
Jon and Gina Crubel, Lancaster, Wis.	
Payneside Pat Happy Gilmour, heifer calf 9 mos.....	3,500
(Payneside Farms, Finch, Ont.)	

Hawkeye Pot O'Gold Sale

The fourth Hawkeye Pot O'Gold Sale was held in conjunction with the Iowa

Spring Extravaganza Sale. Two heifer calves sold for a series high average of \$2,350 and a gross of \$4,700. The Iowa juniors who made purchases are eligible to compete in the Hawkeye Pot O'Gold Production Contest in 2017, which is based on actual production (combined fat and protein pounds) of these heifers in their first lactation.

Sale Analysis

Number	Avg. Price	Total Value
2 Heifer calves	\$2,350.00	\$4,700
2 Lots	\$2,350.00	\$4,700
Median price	\$2,350.00	

The series high seller was also struck off this year at \$3,000. Dayle Lantzky placed the last bid on Summetz Applejack Sunni to bring the seven-month-old daughter of Steinhauers Iatola Applejack, GJPI +116, home to the family farm, Hei-Bri Jerseys, in Hawkeye.

The deep pedigreed heifer calf is out of a Very Good-84% "Mecca" daughter with four lactations and a best record of 3-3 305 20,010 5.5% 1,093 3.6% 723 98DCR. Her grandam is an Excellent-93% daughter of Windy Willow Montana Jace, GJPI +91, with three records over 21,000 lbs. milk and a best record of 22,930 lbs. milk, 1,109 lbs. fat and 815 lbs. protein at 5-6.

"Sunni's" third dam is appraised Excellent-90% and has an m.e. average of 19,294-797-688 on eight complete lactations. Her Very Good-84% fourth dam has two records over 18,200 lbs. milk.

"Sunni" was consigned by Summit Farm Inc., Lester, Iowa.

Meghan Hettinga of Orange City purchased the other heifer, Hei-Bri Action ESPN, for \$1,700.

Hettinga was also recognized at the sale for winning the 2014 Hawkeye Pot O'Gold Production Contest with another purchase from Hei-Bri Jerseys, PR Hei-Bri Gannon Dixie, from the inaugural sale in 2011. "Dixie" produced a 1-8 record of 18,610 lbs. milk, 828 lbs. fat and 649 lbs. protein, with a combined component yield of 1,477 lbs. to top the contest. She is sired by PR Oomsdale Jace Gratude Gannon-ET, GJPI +148.

Hettinga received a check in the amount of \$487.50, or 50% of the 2011 pot, for winning the contest.

Sales \$1,600 and Over

(Consignors in Parentheses)

Dayle Lantzky, Hawkeye, Iowa	
Summetz Applejack Sunni, heifer calf 7 mos.....	\$3,000
(Summit Farm Inc., Lester, Iowa)	
Meghan Hettinga, Orange City, Iowa	
Hei-Bri Action ESPN, heifer calf 5 mos.....	1,600
(Brian and Heidi Lantzky and Family, Hawkeye, Iowa)	