February 25, 2014

New York’s Next Generation Jersey Sale
New name, new format and new location!

Jersey Marketing Service (JMS) is pleased to be managing New York’s Next Generation Jersey Sale on Friday, May 9, 2014 at 5PM (EST). New name, new format and new location!

The Steuben County Fairgrounds in Bath, N.Y., is the site where we will have two sale elements, live and internet, held together! For the live portion of the sale, 30 to 45 head of elite springing heifers, superior show age animals and high genomic animals will be showcased. For the internet element of the sale, we are opening bidding on individual and group lots on www.jerseybid.com.

This year’s internet portion of the sale will be held at www.jerseybid.com, for one week, beginning May 2 and closing at 3:30 p.m. (EST) on May 9, 2014. Any lots carrying online bids will then be opened for final bids in the live sale beginning at 5:00 p.m.

We have found that high quality pedigrees and type, above average production potential, and genomic tested lots seem to sell with the most success. Milk cows will only be accepted as a part of the internet sale. Embryos are accepted, follow the same quality recommendations, and should be offered in groups of five.

JMS and the New York Jersey Breeders’ sale committee invite you to participate in this volume online sale. The deadline for consignments to the New York’s Next Generation Jersey Sale is April 1, 2014.


You can also contact Sally Stine at 614-322-4473 or your AJCA-NAJ Area Representative, Sara Barlass at 614-256-6502. Other members of the JMS staff are also available to answer questions or accept consignments.