

NEWS FOR IMMEDIATE RELEASE

**American Jersey Cattle Association
National All-Jersey Inc.**
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2017 JERSEY ALL AMERICANS TO BE CROWNED NOVEMBER 4-6 IN LOUISVILLE

*More than \$40,000 offered for three Jersey shows in three days
at the Kentucky Exposition Center*

Reynoldsburg, Ohio, August 1, 2017—The 65th All American Jersey Show & Sale returns November 4, 5 and 6 to the North American International Livestock Exposition in Louisville, Ky.

Premiums totaling \$41,100 will be awarded in three shows. Last year's All American assembled 536 Registered Jerseys™ representing 200 dairy operations from 25 states and Ontario under one roof, making it the largest single-site exhibition of Jerseys in the United States and the world for 2016.

The All American Junior Jersey Show is scheduled for Saturday, November 4. Veteran All American judge Kevin Lutz, Lincolnton, N.C., will place the classes, with Brady Core, Salvisa, Ky., serving as his consultant. This is one of the richest youth-only shows in the world with premiums totaling \$9,225, plus an additional \$5,000 in direct financial support for exhibitors provided by the American Jersey Cattle Association.

The 64th National Jersey Jug Futurity will award estimated premiums of \$9,000 on Sunday, November 5. A total of 840 heifers were nominated for the show in 2014, and 293 are still eligible to make the final entry fee due September 20. They will be judged by Keith Topp, Botkins, Ohio. His consultant will be Joe Nash, Lyndonville, N.Y.

The open division of The All American Jersey Show is scheduled for Monday, November 6 and will be judged by Dean Dohle, Half Way, Mo. His consultant will be Paul Trapp, Taylor, Wis.

The first and second place entries in each class of all shows will be named the All American and Reserve All American winners for 2017 by the American Jersey Cattle Association. The shows will be streamed live from Freedom Hall via webcast at www.livestockexpo.org.

Two sales, both managed by Jersey Marketing Service of Reynoldsburg, Ohio, are scheduled.

The 65th All American Jersey Sale is the premier showcase for Registered Jersey™ genetics in the United States. Selection is underway to offer 60 outstanding females along with several high-ranking genomic young sires on Sunday, November 5 in the Kentucky Exposition Center's West Hall.

The 60th Pot O'Gold Sale on Saturday, November 4 in Newmarket Hall will offer 35 genomic-evaluated heifers that can only be purchased by youth between seven and 20 years of age. Presenting Sponsor of the sale is Cow's Match® Jersey Blend from Land O'Lakes Animal Milk Products Co.

Both sales will be broadcast live with online bidding at Jersey Auction Live (www.jerseyauctionlive.com).

These events will be held at the Kentucky Exposition Center, located adjacent to the Louisville International Airport.

Saturday, November 4

- 8:00 a.m. The 65th All American Junior Jersey Show, Freedom Hall
- 4:30 p.m. 60th Pot O'Gold Sale, presented by Cow's Match Jersey Blend, Newmarket Hall
- 7:30 p.m. Junior Banquet, South Wing Conference Center

Sunday, November 5

- 1:00 p.m. 64th National Jersey Jug Futurity, Freedom Hall
- 4:30 p.m. All American Jersey Sale, West Hall B (pre-sale social at 3:30 p.m.)

Monday, November 6

- 7:30 a.m. The All American Jersey Show, Freedom Hall (cows enter ring at 11:30 a.m.)

Visit the NAILE website at livestockexpo.org or call 502/595-3166 for complete premium list with show rules and entry forms. September 20 is the deadline for open and junior show entries, as well as final nominations for the National Jersey Jug Futurity.

The headquarters for the All American is the Hilton Garden Inn Louisville Airport (502/637-2424), with rooms also blocked for Jersey attendees at the Holiday Inn Louisville Airport Fair/Expo (502/637-4500), La Quinta Inn & Suites Louisville Airport and Expo (502/368-0007), and the Red Roof Inn-Expo Airport (800-733-7663). Reservation codes must be used and are posted with room rates on the USJersey.com News page (see link for News Releases).

The All American Jersey Show & Sale is an annual production of the American Jersey Cattle Association, Reynoldsburg, Ohio. Mike Wickstrom, Hilmar, Calif., is the General Chair for the 2017 events, with Alan Chittenden, Schodack Landing, N.Y., serving as Associate General Chair. Committee chairs are Sale, Jonathan Merriam, Hickman, Calif.; Open Show, Ted DeMent, Kenney, Ill.; Jersey Jug Futurity, Sarah Boer, Dalhart, Texas; and Junior Show & Activities, Josh Gordon, Warsaw, Ind. Approximately 100 Jersey breeders from across the United States serve on the All American planning committees, which meet annually in March.

The American Jersey Cattle Association, organized in 1868, compiles and maintains animal identification and performance data on Jersey cattle and provides services that support genetic improvement and greater profitability through increasing the value of and demand for Registered Jersey™ cattle and genetics, and Jersey milk and milk products. For more information on the association's complete line of services for dairy business owners, visit the website at www.USJersey.com or connect at [Facebook.com/USJersey](https://www.facebook.com/USJersey).

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