

2009 SALE AVERAGES REFLECT HURTING DAIRY ECONOMY

By Lynnette Wright

2009 was a difficult year for everyone, and certainly for dairy farmers across America. Therefore it shouldn't surprise anyone to learn that for the first time since 2003, the average sale price of Registered Holsteins at U.S. auctions this year was lower than the previous year. The 67 sales reported to *Holstein World* in 2009 reflect an average price paid of \$5,403. Although this price is lower than the 2008 average of \$6,149, it's not as severe a drop as one might have expected. As Table I shows, it is still the 2nd highest average in the 100 years that *Holstein World* has been analyzing and publishing yearly sale reports. Proving that even in difficult economic times, there was still a market, especially for superior Registered Holsteins in 2009.

To produce this analysis each year, *Holstein World* asks sale managers to provide information on Registered Holsteins sold at public auctions. Retired staff member Janet Crast, and now Lynnette Wright, then use a spreadsheet template to process the data for average, volume, type of sale, age categories and sires, providing a consistent way to compare and analyze the data. Since it is voluntary for sale managers to provide this information, we do not receive information on every sale held in the country.

We received information on 18 fewer sales this year as compared to last and 1,792 fewer animals sold. The total volume of the sales reported to us was more than \$14 million lower than 2008, and the lowest total since 2003.

Table II shows the seasonal flow of the sales in 2009. Following the historical trend, the second quarter showed the most activity with 26 sales reporting 2,200 head sold and total volume of \$10,409,525. Although the third quarter had the lowest number of sales it had the second highest volume and more than double the average price of the rest of the year, being buoyed by several high-profile sales taking place in July, August and September.

Table III shows the analysis of sales by category. Unborn ETs (Choice of Flushes) were again the highest averaging category, capturing a \$10,496 average on 495 lots sold. There were more Heifer Calves sold than any other category with 1,752. They averaged \$4,476. 1,725 Females over 2 were sold and they averaged \$5,255. The category taking the biggest drop in average from 2008 to 2009 is the Open Heifers, which averaged \$4,279 in 2009 as

compared to \$5,527 in 2008. It is important to note in the Bulls category that \$360,000 of the \$558,650 total volume is from the sale of five high selling males, which certainly skewed the average of this category.

As shown in Table IV, nearly 93% of all sales reported to *Holstein World* this year averaged over \$2,000. Seven consignment sales averaged over \$10,000, accounting for over 10% of all sales reported this year. International Intrigue at Milksource topped all sales for average and volume as illustrated by Table V and Table IX.

Table V shows all the consignment sales averaging over \$3,000 in 2009. The Pride of Washington Sale leads Table VI, which lists the 17 state and regional sales reported to us. The Central Wisconsin Summer Event tops the list of 10 local club and college club sales we received this year, highlighted in Table VII.

Table VIII displays the 13 herd sales reported to us in 2009, including dispersals and select sales. The Oakfield Corners Spring Sensation Sale tops this list with an average of \$7,937 on 85 lots. The Morningview Tribute to Converse Judy Sale is next with a \$7,269 average. Table IX – High Volume Sales, includes 24 sales that grossed over \$400,000 in 2009.

The High Selling Females for 2009 are featured in Table X. The list features all the females that sold for more than \$60,000 in sales that were reported to us. Topping the list is Regancrest S Chassity who sold, along with several of her offspring, in the International Intrigue at Milksource Sale for \$1.5 million. The next three highest selling females for the year also sold in this sale, including: Savage-Leigh Lavisha-ET at \$340,000; KY-Blue Ruben Marla-Red who sold for \$295,000 and would go on to win Grand Champion at the Grand National Red & White Show; and Regancrest TS Benschae who brought \$196,000. Two other class winners from World Dairy Expo appear in the top 10 of this list. They are Winterbay Goldwyn Lotto who was knocked off at \$175,000 in the Planet Holstein Sale two days before winning the Jr. 3-Year-Old class, and Dubeau Dundee Hezbollah who sold for \$130,000 at International Intrigue in August a couple of months before she was tapped as Intermediate Champion on the colored shavings. She has since been sold again privately.

For the fourth year we've gathered information on sires of females selling in order to

compile a list of the sires having the most impact on the marketplace. Table XI lists sires with more than 20 daughters reported that averaged over \$4,000. STBVQ Rubens leads the list having just 20 daughters sold in 2009, one of which brought \$295,000 significantly helping him average \$17,266. Picston Shottle follows closely in 2nd with an average of \$17,006, however his average is on 175 daughters! A listing of all sires with 20 or more daughters reported appears at www.holsteinworld.com.

Thank you to the sale managers and sale chairpersons who provide us with the catalogs and buyers lists necessary to produce this summary each year. Also, a special thanks to *Holstein World* staffer Janet Crast, who did a lot of the data entry for the information used to analyze the year's sales activities and in years past. □

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To have your sale included in this analysis next year, please send a catalog (plus information on any added lots) and buyers list with prices to: Holstein World, 6437 Collamer Rd., East Syracuse, NY 13057-1031. Please send this information within a month after the sale.

Table I
100 Years of Holstein Sales

Year	# Sold	Total Volume	Avg.
2009	5078	\$27,435,394	\$5,403
2008	6,870	\$42,244,700	\$6,149
2007	7,602	\$33,489,909	\$4,405
2006	8,872	\$34,482,556	\$3,887
2005	9,377	\$35,954,284	\$3,834
2004	10,578	\$32,968,333	\$3,117
2003	8,335	\$22,202,815	\$2,653
2002	6,755	\$22,046,030	\$3,264
2001	7,543	\$20,924,395	\$2,774
2000	8,196	\$20,360,717	\$2,484
1999	7,494	\$19,613,915	\$2,617
1998	8,467	\$19,261,505	\$2,275
1997	10,316	\$21,977,033	\$2,130
1996	10,299	\$20,616,095	\$2,002
1994	11,010	\$25,054,766	\$2,276
1993	13,092	\$28,714,084	\$2,193
1992	15,876	\$36,197,095	\$2,280
1991	13,807	\$29,524,225	\$2,138
1990	16,630	\$38,333,425	\$2,305
1980	21,099	\$56,855,401	\$2,694
1970	16,598	\$10,885,773	\$656
1960	17,940	\$7,691,191	\$429
1950	15,155	\$6,560,060	\$433
1940	5,440	\$940,523	\$173
1930	4,637	\$851,627	\$184
1920	18,836	\$7,010,214	\$372
1910	2,138	\$396,404	\$185

Table II
Summary of 67 Auctions

	Sales	# Sold	Volume	Average
1st Quarter	19	1151	\$5,006,450	\$4,350
2nd Quarter	26	2200	\$10,409,525	\$4,732
3rd Quarter	9	698	\$7,258,224	\$10,399
4th Quarter	13	1029	\$4,761,195	\$4,627
Totals for 2009	67	5078	\$27,435,394	\$5,403

Table III
Analysis of 2009 Sales By Category
And Five Year Comparison

Category	# Sold	Total Volume	Average	2008	2007	2006	2005
Females, 2 & Over	1,725	\$9,064,930	\$5,255	\$5,686	\$4,056	\$3,397	\$3,538
Bred Yearlings	513	\$1,891,950	\$3,688	\$4,242	\$4,329	\$3,202	\$3,488
Open Yearlings	503	\$2,152,250	\$4,279	\$5,527	\$4,767	\$3,948	\$3,814
Heifer Calves	1,752	\$7,842,284	\$4,476	\$5,533	\$4,365	\$4,010	\$3,595
Bulls	38	\$558,650	\$14,701	\$3,836	\$7,247	\$11,884	\$1,241
Unborn ETs	495	\$5,195,724	\$10,496	\$10,833	\$7,285	\$7,295	\$7,439
Embryos	1,350	\$663,860	\$492	\$584	\$520	\$585	\$579

Table IV
Five-Year Distribution Of Sale Averages

	2009	2008	2007	2006	2005
Percent over \$10,000	10.45	12.94	7.22	6.67	6.25
Percent over \$5,000	32.84	37.65	28.87	27.62	16.07
Percent over \$4,000	43.28	58.82	42.27	36.19	29.46
Percent over \$3,000	61.19	74.12	64.95	52.38	54.46
Percent over \$2,000	92.54	95.29	92.78	84.76	90.18

Table V
High-Averaging Consignment Sales

Sale Name	State	# Sold	Average
International Intrigue	WI	91	\$49,775.81
Planet Holstein	WI	41	\$27,029.27
Legends of the Fall	VA	59	\$14,947.46
Branson Limited Edition	MO	38	\$14,171.05
Chosen Few	IA	38	\$10,847.37
Holiday ET Extravaganza	Cruise	28	\$10,414.29
California Futures Sale	CA	48	\$10,350.00
Snapshots at Starmark	OH	73	\$8,684.59
Budjon Futures Sale	WI	69	\$6,703.99
Knight at Kingsmill	NC	85	\$6,595.29
Lure of Lylehaven	VT	110	\$6,450.00
Greenlea Dreams VI	MD	99	\$5,863.00
Prime Time VI	WI	63	\$5,824.00
Gil-Tex Stampede	CA	112	\$5,593.75
Field of Dreams	IA	110	\$4,903.41
California Nationals	CA	104	\$4,695.00
CTPI Sale	PA	55	\$4,427.27
Cherrie Kreek/Red Vision	MD	83	\$4,348.49
Holiday Fashions	WI	97	\$3,025.26

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Table VI
High Averaging State/Regional Sales

Sale	State	# Sold	Average
Pride of Washington	WA	18	\$7,647.22
NY Convention ET Sale	NY	35	\$6,514.29
Eastern Elite	PA	62	\$4,185.48
NY Spring Holstein Sale	NY	103	\$4,072.57
Spring Dairy Expo Sale	OH	38	\$3,822.37
Maryland State Sale	MD	74	\$3,733.11
PA Convention Live Sale	PA	69	\$3,580.43
NY Harvest Sale	NY	111	\$3,395.95
Southern Invitational	GA	69	\$3,197.83
Oregon Main Event	OR	27	\$3,172.22
MI-IN Spring Foundation Sale	MI	79	\$3,081.01
CA Convention Sale	CA	17	\$2,867.65
PA Convention Silent Sale	PA	7	\$2,864.29
MN Spring Special	MN	127	\$2,475.59
The Carolina Classic	NC & SC	58	\$2,142.24
MN Fall Sale	MN	79	\$2,097.78
Ohio Spring Sale	OH	46	\$2,057.61

Table VII
High-Averaging Club Sales

Sale	State	# Sold	Average
Central Wisconsin Summer Event	WI	74	\$5,628.38
Northeast Show Calf Summit	VT	17	\$2,935.29
Nittany Lion Fall Classic	PA	83	\$2,912.65
Green & Gold Spring Spectacular	PA	39	\$2,860.20
Clinton County Invitational Classic	IL	72	\$2,809.72
Morrisville College Autumn Review	NY	74	\$2,278.04
SUNY Cobleskill Fashions Sale	NY	74	\$2,114.59
Carroll Country Calf Sale	MD	19	\$2,064.47
Northwest PA Spring Fever	PA	22	\$2,013.64
Northern Indiana	IN	63	\$1,840.87



**Table VIII
High Averaging Herd Sales**

Sale	State	# Sold	Average
Spring Sensation Sale	NY	85	\$7,937.06
Morningview	IA	87	\$7,268.97
Reflections of Rosedale	WI	72	\$5,565.97
Double Impact	WI	91	\$5,314.29
Wilstar Holsteins Complete Dispersal	WI	204	\$5,022.55
Arethusa Kueffner Klassic	CT	149	\$4,987.25
Rocklan Holstein Dispersal	NY	130	\$3,933.27
Goldcrest Golden Opportunities	WA	59	\$3,510.59
Pintail Point Dispersal	MD	122	\$3,215.16
Ridgedale Farm Sale	NY	117	\$3,213.89
Lake Effect Holsteins Dispersal	NY	77	\$2,670.45
Sipka Selections	SD	29	\$1,893.10
Norz-Hill Farm Dispersal	NJ	251	\$1,803.00

**Table IX
High Volume Sales**

Sale	State	# Sold	Gross
International Intrigue	WI	91	\$4,545,599
Wilstar Holsteins Complete Dispersal	WI	204	\$1,170,225
Planet Holstein	WI	41	\$1,108,200
Legends of the Fall	VA	59	\$881,900
Arethusa Kueffner Klassic	CT	149	\$751,600
Lure of Lylehaven	VT	110	\$709,500
Spring Sensation Sale	NY	85	\$708,050
Morningview	IA	87	\$645,725
Snapshots at Starmark	OH	73	\$644,925
Gil-Tex Stampede	CA	112	\$626,500
Greenlea Dreams VI	MD	99	\$583,050
Knight at Kingsmill	NC	85	\$560,600
Rocklan Holstein Dispersal	NY	130	\$547,450
Field of Dreams	IA	110	\$541,800
Branson Limited Edition	MO	38	\$538,500
Double Impact	WI	91	\$510,425
California Futures Sale	CA	48	\$496,800
California Nationals	CA	104	\$488,300
Budjon Futures Sale	WI	69	\$462,575
Reflections of Rosedale	WI	72	\$442,450
NY Spring Holstein Sale	NY	103	\$438,775
Norz-Hill Farm Dispersal	NJ	251	\$422,110
Central Wisconsin Summer Event	WI	74	\$419,700
Chosen Few	IA	38	\$412,200

Want to be part of the 2010 year-end review?
Send your sale information to Lynnette Wright
at *Holstein World!*

**Table X
High Selling Females**

Name	Price	Sale
Regancrest S Chassity-ET	\$1,500,000	International Intrigue At Milksource
Savage-Leigh Lavisha-ET	\$340,000	International Intrigue At Milksource
Ky-Blue Ruben Marla-Red	\$295,000	International Intrigue At Milksource
Regancrest TS Benschae-ET	\$196,000	International Intrigue At Milksource
Winterbay Goldwyn Lotto	\$175,000	Planet Holstein
Dubeau Dundee Hezbollah	\$130,000	International Intrigue At Milksource
First choice Alexander from Regancrest S Chassity-ET	\$107,000	Planet Holstein
First choice Jeeves from MS Atlees Goldwyn Ariel-ET	\$93,000	International Intrigue At Milksource
First choice Alexander or Goldwyn from Wabash-Way Emilyann-ET	\$88,500	International Intrigue At Milksource
Whittier-CF Mac Lucina-ET	\$88,000	Snapshots at Starmark
First choice Superstition from Ms Atlees Goldwyn Ariel-ET	\$80,000	Legends of the Fall
First choice Sanchez or Man-Oman from Ms Atlees Goldwyn Ariel-ET	\$77,000	Planet Holstein
First choice Goldwyn from Regancrest S Chassity-ET	\$77,000	Legends of the Fall
Regancrest Mac Bikasa-ET	\$75,000	International Intrigue At Milksource
First choice Goldwyn or Planet from Misty Springs Shottle Silk	\$75,000	International Intrigue At Milksource
OCD Planet Danica-ET	\$70,000	Legends of the Fall
First choice Million from Savage-Leigh Licorice-ET	\$69,000	International Intrigue At Milksource
First choice MAS from MS Atlees Gold Abigail-ET*TV*TL	\$66,000	2009 California Futures
Regancrest S Cashmere-ET	\$65,000	International Intrigue At Milksource



**Table XI
Highest Averaging Sires**

Following are sires whose daughters' sale prices reported to *Holstein World* averaged \$4,000 or higher in 2009. All sires listed had 20 daughters or more reported to *Holstein World* as sold in public auctions in 2009. A list of all sires with 20 or more daughters reported appears at www.holsteinworld.com

Sire	Females Sold	Average	Sire	Females Sold	Average
STBVQ Rubens-ET	20	\$17,266	Comestar Stormatic	92	\$5,447
Picston Shottle-ET	175	\$17,006	Sandy-Valley Bolton	22	\$5,319
Ked Outside Jeeves	34	\$16,685	Regancrest Elton Durham	165	\$5,199
Golden-Oaks ST Alexander	36	\$13,418	Dudoc Mr Burns	28	\$5,009
Gen-Mark Stmatic Sanchez	54	\$12,682	Regancrest Dundee-ET	182	\$4,973
England-Ammon Million-ET	50	\$12,216	Scientific Debonair-Red	59	\$4,874
Ensenada Taboo Planet	45	\$11,296	Calbrett-I H H Champion	27	\$4,793
Jenny-Lou Mrshl Toystory-ET	72	\$10,357	Wilcoxview Jasper	143	\$4,544
Regancrest-HHF Mac-ET	60	\$9,228	KHW Kite Advent-Red	304	\$4,295
Braedale Goldwyn	280	\$9,032	Fradon Jet-Red	29	\$4,122
Den-K Marshall LL Laurin	34	\$5,495	Fradon Redliner-Red	49	\$4,048