



MICHIGAN'S HOLIDAY HARVEST

By Megan Herberg

Three sales. Two days. One location. Despite the hustle and bustle of the Holiday season, Holstein and Jersey enthusiasts alike gathered in East Lansing, MI on December 21-22 to take part in an elite offering of Holsteins and Jerseys. Sale manager Jason Lamoreaux gives us the inside scoop on what it's like managing a sale this time of year, and why involving the Jerseys was a great idea.

HW: How did you decide to have the sale at the end of December? Did the pre-Holiday timeframe work for people?

JL: The Holiday Harvest Sale was scheduled for mid-December to best

showcase a great lineup of cattle to the dairy industry with a Holiday themed sale. This year has been a stronger year for agriculture, including the dairy industry. The Holiday Harvest Sale is a wonderful way to gather the dairymen and breeders alike in a show of gratitude for their support throughout the year of our organization while providing a marketplace filled with value for both buyer and seller.

Furthermore, in Michigan, the proper facility for a sale of this caliber in December is a necessity. The Michigan State University Pavilion is a first-class, climate-controlled facility.

HW: Did it help the sale to correlate it with the Tri-Koebel Jersey Dispersal?

JL: In the planning stages of the Holiday Harvest Sale series, it was the goal to have a Jersey edition to compliment the Holstein sale. Given a great past business relationship with the Koebel family along with a suitable timeframe and a facility that could accommodate additional cattle, the decision was made that the Holiday Harvest Jersey Edition would feature the Tri-Koebel Jersey Dispersal.

HW: What exactly were you looking for in consignments for this sale?

JL: During the selection process for the Holiday Harvest Sale emphasis was put on featuring world class genetics from type, genomic, show, red & white and cow family perspectives. In the Holiday Harvest Futures Sale, we wanted to showcase new and upcoming families as well as those that are established. In the Holiday Harvest Live Sale, we love type teamed with the marketability of genomics. Quality always sells and it is important in the inaugural edition that we set the tone for future editions that the cattle have to be as impressive, if not more so, in person as they are in the catalog.

HW: Are you planning for another Holiday Harvest in



An Apple a Day! The high selling Holstein during the Holiday Harvest Sale was a December '10 Goldwyn from the world famous KHW Regiment Apple-Red EX-95! She is pictured here with (l to r) Ken Hall, Steve Berland, Max Dunseth, Jason Lamoreaux & Roger Turner in the box, Daniel Brandt, and Amy Olt on the halter.

2012?

JL: In addition to dispersal and online auctions, the Holiday Harvest Sale series will be one of a select number of live signature sales held annually managed by CanAm Sales Management. The sale will be held annually just prior to the holidays at the Michigan State University Pavilion in East Lansing, Michigan. In 2012, the Holiday Harvest Sales schedule is as follows:

Wednesday, December 19th

Holiday Harvest Futures Sale along with Hospitality

Thursday, December 20th

Holiday Harvest Sale-Holstein Edition followed by Holiday Harvest Sale-Jersey Edition

Thursday, December 20th –

Thursday, December 27th

Holiday Harvest Online Embryo Sale

HW: What key marketing factors do you depend on to promote your sales?

JL: Effective marketing is a key component of promoting a successful sale. For the marketing of the Holiday Harvest Sale series we relied upon both online as well as print advertising to promote and communicate with various publics about the upcoming sale. It is important for a new sale that will be annual event to drive brand recognition. We primarily utilized the *HolsteinWorld* for print advertising along with online market presence on our website, www.bovinebid.com, along with www.holsteinworld.com.

HW: What innovative marketing opportunities are available via CanAm Sales Management and Bovinebid.com?

JL: It is important to continuously come up with new and innovative ways to market genetics, cattle, services, and help our youth. Technology has changed the traditional marketing cycle especially when we consider genomics to IVF to online

The first of the three sales, Holiday Harvest Futures, averaged \$6,450 on twenty-two lots. The high seller struck off for \$13,500 to Oakfield Corners Dairy of Oakfield, NY. It was first choice Numero Unos or MAS from Neu-Way Bolton Allie-ET (VG-87) GTPI +2161 and +100F. Next dam is Golden-Oaks Oman Allie-ET (VG-85) and then former #1 CTPI cow of the breed, Neu-Way Patron Allie-ET (VG-87 GMD-DOM). Enthusiastic viewers gathered Thursday morning to watch, bid and buy some hot genetics. Topping this sale was Lot 1, at \$30,000 MS Apple Alanna-ET, a fancy December '10 Goldwyn x Grand Champion International Red & White Show 2011- KHW Regiment Apple Red-ET (EX-95) sold open and ready to flush to Bosside Holsteins of Colby, WI. Last, but certainly not least, the well known Jerseys from the Koebel family of Three Oaks, MI were dispersed across the country. Topping the Jersey sale was Lot 7 at \$17,000. Tri-Koebel Comerica Makayla is recently fresh and no stranger to the show ring as she was nominated All-American Fall Yearling 2011 and was 5th at Central National Jersey Show 2011. She sold entered in the 2013 Jersey Jug Futurity and sold to Buster Goff of Hobbs, NM. The dispersal averaged \$2,922 on 29 lots.

auctions. All of these innovations are providing new avenues for marketing and challenging the status quo. Look for bovinebid.com to host online auctions in new formats with non-traditional offerings.

In addition, our Online Benefit Auctions Program has been very successful in working with educa-

tional organizations and groups raising much needed funds for activities. One example, the Cornell University Dairy Science Club has raised over \$8800 in two online auctions to fund European judging trips. The process of putting together the online auction is educational along with achieving the goal of raising much needed funds.



The crowd favorite! The high selling Jersey was lot 7, Tri-Koebel Comerica Makayla at \$17,000. She was nominated All-American Fall Yearling and was recently fresh at sale time. "This isn't the last you'll hear from this young cow!"