

BROWN SWISS SALE SERVICE LLC

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Swiss Sensation + Sale, Elm Park Farm – Jerland Farms Dispersals
Sat. Nov. 1, 2008, Elkhorn. WI

A beautiful, unseasonably warm fall day greeted the potential buyers at this high profile offering. Guests were treated to and appreciated an authentic Swiss style brunch and were entertained by the Yodel Club of New Glarus, Wisconsin.

With real Alphorns and yodeling echoing through the room, Mort Tower Frisky 2E94/95ms ascended the sale ring ramp. Three times an All American and the National Total Performance winner of 2002, Frisky was Grand Champion at World Dairy Expo in 2001. She sold with 19 daughters and 4 granddaughters. The 11 year old Frisky due in January, was secured for the top dollar of \$31,000 by Stranshome Farm, Owatonna, MN, with seller Jerland Farm retaining an interest. Rottinghaus/Woods, Madison, WI, were the under bidders. The Frisky offspring sold for a total of \$114,750.

Another Mort-bred cow was the second high seller at \$15,000. Mort Form Tassel E91/92ms, the All American Winter yearling and WDE Jr. Champion of 2003, sold as an ideal flush possibility. She is a 5th generation EX from the Mort Matt Tammy family. Reid Stransky, MN, was the purchaser of this long, tall cow.

The third high seller was also the high selling bred heifer at \$13,000. Ziembarbway Celestial ET was a guest consignment from Ziembarbway Farm, NY. She is a Jet Pilot from Ziembarbway Blue Chip Cecil E91/91ms, Hon. Men. Champion New York State Fair 2008. Celestial was the choice of partners Gregg Christianson and Gus Weis, WI, while her dam Cecil was selected for \$5200 by Rottinghaus/Woods, WI. Elm Park Velvet ET V88/88ms, 2y Elevation daughter, was picked by James Grimm Aurora, MO, for \$6300. Velvet had 11 maternal sisters sell from the 2E90 Genesis Preston Veronica cow.

Another strong maternal line featured from Elm Park was Misa Prophet Mirage 2E91. Hon. Men All Am Jr. 2y 1998, she a granddaughter of Hoosier Knoll Jade Monay 4E93/96ms. The feature of the family was a fresh V89/91ms 3yr Bridge View Primetime that brought \$5100 from Ron Kelm, WI. He also chose 2 of Elm Park Madelin ET's full sisters plus her 9/07 Energy daughter to add to his fine herd.

Brown Swiss Sale Service LLC, Norman C. Magnussen Lake Mills, WI managed the sale, as well as making the pedigree announcements. The sale force consisted of Darrell Worden, Lee F. Barber, David Sprengeler, Nick Raggi, Reid Stransky, Jeff Woods with Randy Kath handling the fitting crew. Traci Magnussen clerked the sale with help from Becky Sprengeler and Jill Armbuster. Daria Stransky, Kelly Lee, Kathi Meyer, Kristin Sprengeler and Scott presented the cattle.

59 buyers from 17 states selected their favorites from the 102 live animals and 1 embryo package sold. The sale averaged a very fine \$4258. The large pre-sale Elm Park semen auction had a total of just over \$16,000.

44 cows average	\$4984.09
15 bred heifers	\$3646.15
37 open heifers	\$3512.16
9 ½-lot calves under 3 months.	