

## Sales Records Are Shattered

Registered Holsteins sold at public auction during 1968 established four new U. S. records. A detailed report of the year's sales activities recently appeared in the "Holstein-Friesian World," the breed's national publication.

An average price per head of \$579.40 had never before been approached in the history of the

breed. The figure was determined from the prices received for 17,663 Registered Holsteins sold in 290 auction sales reported to the "World." For the third consecutive year, the total volume of sales reported exceeded \$10 million.

The highest average ever achieved at a U.S. Consignment Sale was reached in Oct. 1968 at the World Premiere Sale held in Madison, Wisconsin, in conjunction with the Central National

Holstein Show. A group of 30 head were auctioned at an average price of \$3,795 per animal. The previous U.S. high had been set in 1966 at the National Convention Sale in Wichita, Kansas, when 37 head averaged \$3,236.

Another record shattered during the year was for the individual auction price of a female in a U.S. sale. Future Hope Reflector Blacky (EX-93-2E) was sold in the Tara Hills Farm Dispersal, Millbrook, New York, to Rowntree Farms of Canada for \$44,000.

Finally, a new record of 22 public sales, each averaging \$1,000 or better, was established during the year. This compares to 11 such sales during the previous year.

Second high averaging sale of the year was registered at the Chambric Farm Dispersal, Rockford, Illinois. Eighty-two head sold for an average of \$2,821.04. In total dollar volume for a sale, this dispersal was second only to the Tara Hills Farms Dispersal.

Five state Holstein associations sponsored sales averaging over \$1,000. Leading this group was Pennsylvania. Following in order were New York, Ohio, New England and Idaho. Two "Club Sales" were also reported as averaging over \$1,000. Leading this division again in 1968 was the Northeast Kingdom Holstein Club Sale, Barton, Vermont—30 head averaged \$1,107.50.

Records kept by the "Holstein-Friesian World" indicate that the top prices continue to be paid for animals with performance records. Heifers under two years of age of officially tested dams sold for an average of over \$200 more than those from

untested dams. Females sold during 1968 that were over two years of age and with official Association records sold for \$240 above the average for that same age group without records.

The total number of animals sold at public auction reflects only a portion of the 150,782 head transferred to new owners by Holstein-Friesian Association of America during the past year. Over 12,900 buyers purchased their first Registered Holstein. An active export market was reflected in 2,463 Registered Holsteins being officially transferred to owners in 18 different foreign countries.

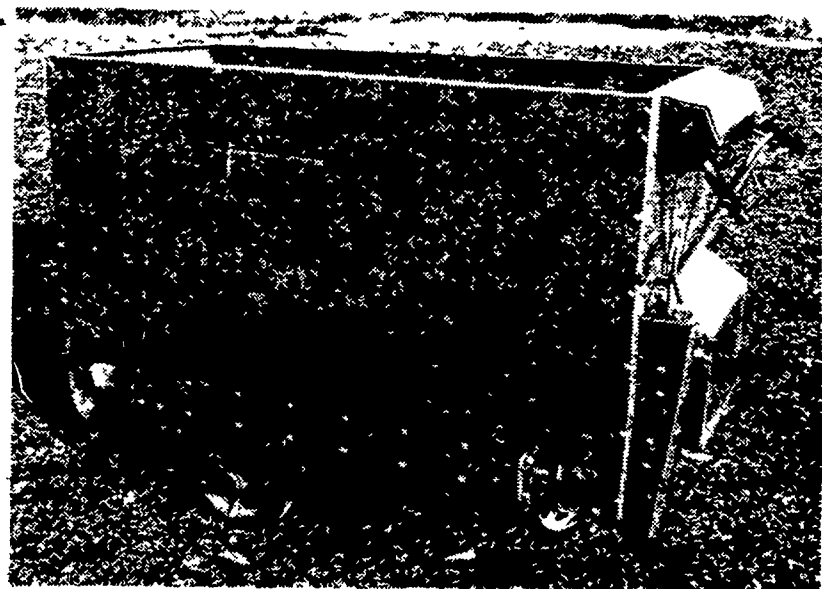


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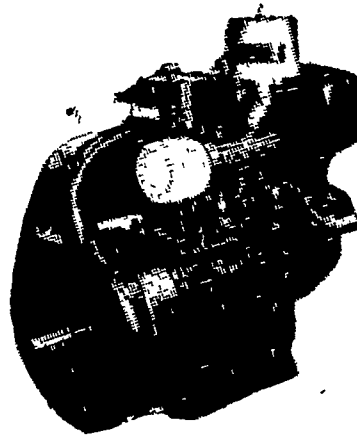
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