

2018 Youth Livestock Auction

This year, for the 2018 Youth Livestock auction, it has been decided by the youth livestock auction committee that, in the best interest of the 4-Her's, there will now be a requirement to recruit buyers for the sale. By doing so, 4-Hers will be more likely to receive a greater premium for their livestock.

All 4H'ers who plan on selling at the fair will now be required to contact a minimum of **2 buyers** with a maximum of 6 buyers per family. You will need to provide proof of contact by completing the contact sheet within the youth auction flier available at the extension office. This must be completed and given to Dustin Wiese or Gary Carlson by **1:00 p.m. on Saturday June 30th, 2018**. Remember, this requirement is for the benefit of you and the more businesses you contact, the more likely you will receive a premium for your animal.

Suggestions for Possible Buyers Include:

- Family Doctor
- Family Dentist
- Gas Station
- Insurance Agent
- Banker
- Grocery Stores
- Restaurants
- Hair Stylists
- Mechanics
- Contractors
- Engineers
- Veterinarian
- Feed Store
- Equipment Dealers
- Car Sales Dealers
- Relatives
- Neighbors
- Friends
- Parents' employers
- Your employer

To assist you in developing a plan for finding buyers, we urge you to fill out the marketing plan.

Remember:

Marketing and salesmanship efforts pays off for 4-H members at the county fair livestock auction!

If you have any questions contact:

Dustin Wiese: (218)537-0096 · dustinwiesefwr@gmail.com

Gary Carlson: (218)232-1854 · gwlog3@gmail.com

My Marketing Plan

(Use this for an outline to talk to buyers)

Animal Information:

Species: ID:

Information about my animal: (what it was fed, how old is it, why is this animal a good choice to purchase?)

Top five reasons a buyer would want to purchase my animal:

- 1.
- 2.
- 3.
- 4.
- 5.

Buyers I will contact:

Contact Name

Address

- 1.
- 2.
- 3.
- 4.
- 5.