

May 23, 2022

Dear Livestock Families,

Below is information to help you sell your livestock at the 2023 fair. The 4-H Livestock Sale will be held in the livestock arena on Friday, August 11, 2023, with small animals selling at 1 p.m., and large animals to follow at approximately 2 p.m. Lunch will be provided to registered buyers starting at noon.

For you, the seller:

- Any exhibitor with market animals may withdraw his/her animal, except Grand and Reserve Champions which must be sold, from the sale no later than 2 p.m. on Thursday, August 10, 2023, by contacting the superintendent.
- **All pigs are terminal**, whether they go through the sale or are not eligible to sell.
- A 6% (3% for dairy steers & market steers) commission will be deducted from the bid price of each sale. These funds are placed in an account administered by the 4-H Livestock Superintendents Association (LSA) to cover the cost of the auction, uncollected buyers' accounts, and educational opportunities for livestock project youth. Specie check-off will be deducted where required.
- Members are allowed a **maximum of eight (8) market sales**, not including Grand and Reserve Champions which do not count as a market sale. See the 2023 Kalamazoo County Youth Fair Book or your superintendent for details.
- All **4-H'ers selling livestock must complete the YQCA program** either face to face (preregistration is required and the cost is \$3.00) or online (cost is \$12.00). Submit your certificate to Veronica at Bolhuisv@msu.edu
- All carcass animals are eligible for sale at the auction.

Information for your buyers:

- Animals purchased can be processed, resold, or donated. Buyers can also support 4-H members by making a lump sum donation to the member through the auction clerk or 4-H staff.
- If buyers are sharing a purchase, the cost may be split by percentage only (ex: 50%/50%), not whole dollars.
- Buyers' groups (4 or more buyers) **MUST** have one point person responsible to get a buyer number for the group, collect all money and submit it to 4-H. The point person must write a receipt to each participant and provide receipt copies to the 4-H office so all parties can be recognized as individual buyers.

4-H Member To-Do List:

- **By June 22 - Submit your buyer list at <https://tinyurl.com/2tev7fc6>** . LSA will send your contacts an invitation letter which serves as their pass into the fair auction day. June 22 is a firm deadline so buyers can receive their passes on time. Many companies only forward mail that is addressed to a specific person, so we only send invitations when you submit a **complete address with the contact's first and last name**. If you know a previous contact has moved, please submit an updated address for them. When we receive letters returned to the office as undeliverable, they are removed from our mailing list.
- **Provide 2 copies of a picture of you in clean show clothes with your clean animal** to your superintendent – they'll give you a deadline. These will be mounted on boards and given to your buyer at the auction. Many buyers hang these in their business for the public to see so make sure they look great!
- **Thank you notes to buyers are due at noon on Saturday, Aug. 12** to the superintendent. Thank you notes should be addressed, stamped, and unsealed. Pro Tip – Write these early and address them after the auction.

Looking for more tips?

- Letters to potential buyers https://www.canr.msu.edu/news/10_tips_for_a_better_buyers_letter
- Thank you notes <http://msue.anr.msu.edu/uploads/236/66837/CYI048ThankYouNoteHandout.pdf>
- Contact me at the 4-H office, your specie Superintendent or club leader.

Sincerely,



Veronica Bolhuis
4-H Program Coordinator



Buyer Search Ideas

Finding a buyer for your market animal is an important part of your 4-H project and one that many people take for granted. **Good buyers don't grow on trees!**

Timeline

Mid to Late May - Make a list of individuals and businesses to contact.

Do not rely on the same buyers to come every year. Try to come up with groups or businesses that your family belongs to or does business with. They do not have to be agriculture-related! For example: doctor, dentist, bowling teams, Unions, volunteer fire departments, political candidates...how many more can you think of? Find out the name of the manager or head person so you know who to deal with.

Provide contact information for your potential buyers to the 4-H office. The Kalamazoo County 4-H Livestock Superintendent Association (LSA) will send them an invitation to the auction which includes more details about what to expect and serves as their pass to enter the fair for free that day.

June - Call and or visit potential buyers.

1. Make a Phone Call
 - Set up an appointment to meet with your contact.
 - Helps to remind the buyer of the upcoming auction.
 - You can answer questions the buyer has after they receive their invitation letter.
2. Make a Visit (bring your introduction letter with you)
 - This is the BEST way to introduce yourself.
 - The buyer sees that you are making an effort.
 - You can answer any questions the buyer may have.
 - The buyer meets you and knows who to look for on sale day.

At the Visit

Every buyer is different, and one approach will not work for everyone. A phone call to set up an appointment will make a good impression.

Making a visit is not always the most comfortable thing to do. That is why we recommend you first visit someone you or your parents already know as a trial run. Then visit a new buyer when you feel more experienced. Prepare for your visit by brushing up on the sale questions the buyer might ask you.

- **When is it? Where? What time?**
- **Do I need a parking pass to get in? Where do I get the pass?** Contacts who you've submitted to the 4-H office will receive an invitation letter which serves as their pass to enter the fair.
- **What do I do with the animal?** Personal use, business Bar-B-Que, promotional sale, resell the animal at market price or donate it. Remember, not all animals are eligible to go through resale.
- **Do I have to be present at the auction?** No. Proxy forms are available from the 4-H office for your buyer to complete. These are provided to the auctioneers the day of the auction for bids to be placed.
- **If I buy an animal, do I have to take it to the processor?** No, trucking is provided by LSA and 4-H members will take care of the animal until it is trucked to the processor. On sale day the buyer must indicate the destination of the animal. The buyers of large animals should contact the processor for specific butchering details.
- **What does the buyer get out of this?** Advertising, publicity, good will, tax write off (they should talk with their personal tax representative), the knowledge of supporting a 4-H member, tasty meat!

SAMPLE LETTER TO INTRODUCE YOURSELF

Be sure to add some personal information to make it unique.

Date

Contact Person's Name

Business Name

Street Address

City, State, Zip

Dear (Contact's name):

I am writing to invite you to the annual Kalamazoo County 4-H Livestock Auction to be held on Friday, August 11, 2023 at 1 p.m., in the covered show arena at the Kalamazoo County Fairgrounds, 2900 Lake St., Kalamazoo, MI 49048.

The sale highlights the work of young people in and around Kalamazoo County. Through 4-H I have learned about selection, feeding, fitting, and marketing my livestock. I've learned several life skills such as record keeping, goal setting, disease prevention, self-responsibility and so much more.

I have provided your name and address to the MSU Extension, Kalamazoo County 4-H office. They will be sending you a registration packet including an informational letter that serve as your ticket into the fairgrounds the day of the auction.

I hope that you will be able to attend the sale. If you come early, the animals can be viewed in their respective barns. I hope that you will enjoy the auction and will consider bidding on my (fill in specie). Thank you.

Sincerely,

(Your name)

(Your contact information in case they have questions)

Planning Worksheet

Use this page to organize your thoughts.

Gather information about your 4-H project, why do you participate, your goals, what you hope to gain from the experience, personal information on your interests, accomplishments, and activities. You'll use this information to personalize your buyer letter.

1. Details about my project:
2. My history, accomplishments, interests, activities:
(What makes me special?)
3. What I hope to gain/learn from 4-H:
(How it will help me achieve my goals)
4. Four to five sentences about me, the program and why people should support my involvement in the program.
5. Will any of your profits go to support a local charity or other organization?