# Market Livestock

**Project(s)**

Market Beef
Market Goats
Market Rabbits
Market Sheep
Market Swine
Market Poultry

**Entry Deadline**
Entries along with video and images are due July 3rd.

**Exhibit Requirements**

- Exhibitors are required to enter the appropriate Showmanship and Market Class in Fair Entry
- Upload appropriate video* & images^ by deadline
- 4-H rules will be followed where applicable
- Declare your intent to submit your market project in the 4-H Livestock Auction at https://www.surveymonkey.com/r/GL9N382 (*see auction guidelines on p.2)*
- Only market beef projects that were tagged as part of 4-H will be allowed to be shown & sold
- Notebooks are not required

*Video Requirements - The exhibitor should utilize the camera person as the judge, moving their animal away and around the camera person as they would be showing their animal in the showring. The video should include all angles of the animal in order for a judge to make an evaluation. **Video must contain images of animal walking and being set up.** The exhibitor should be in the video at all times. Videos should be no more than 90 seconds and loaded via YouTube.

^Image Requirements – each class in fair entry states the image requirements. Optional images are encouraged to further highlight your project.

**Resources**

How to Enter Classes with 4-H Online Login to Fair Entry

How to Load a YouTube video in Fair Entry

MSU Extension Virtual Learning Showcase & Auction

**Virtual 4-H Market Animal Livestock Auction Guidelines**

- The auction will be live and open for bidding from <u>July 9<sup>th</sup> at 12:01 a.m.</u> through <u>July 10<sup>th</sup> at 11:59 p.m.</u> *The auction cannot be viewed prior to this time.*
- Youth must declare their intent to participate in the auction at: https://www.surveymonkey.com/r/GL9N382
- Youth are not required to sell their projects in 2020
- Buyers can register for the auction, and begin bidding at 12:01 a.m. on July 9<sup>th.</sup>
- The link for the auction site can be found beginning on July 9<sup>th</sup> at: https://fairentry.com/Fair/SignIn/14742
- Buyers/supporters can either "bid" on a project or submit an "add-on" bid during the timeframe the auction is open.
- Youth should include an "auction narration" in their project entry if they plan to sell a market project. Youth who have processing should also include the date and name of the processor in the narration.
- Market poultry will need to be delivered on July 11<sup>th</sup> to the processor. *Details will be provided after fair entry registration closes.*
- All resale projects will need to be delivered to Ravenna Livestock Auction on July 13<sup>th</sup> before 5:00 p.m.
- Resale rabbits will be going to a different location. *Details will be provided after fair entry registration closes.*

**Marketing Your Project for Auction**

- Inform potential buyers of the auction dates. Let them know they can register at the site and begin bidding on July 9<sup>th</sup>. They can also submit add-on bids through the site.
- Send them images of your project(s).
- Be sure to let buyers know, that unless you have a processing appointment (or they have processing arrangements made on their own) that the animal will be resale only. *<u>You need to make sure buyers know that processing has not been scheduled for this year and that unless they have an appointment secured, it is very difficult to secure an appointment.</u>*
- Encourage buyers to support you with add-on bids. They may not be able to buy your project this year, but a little goes a long way and those dollars could add up quickly.

**Resources**

MSU Extension Virtual Learning Showcase & Auction