



Ideas To Share (Verbally) With Prospective Buyers on the Value of Supporting the 4-H Market Livestock Sales



4-H Market Livestock Sale Buyer support:

1. Encourages the worthwhile learning experience of selecting, raising, showing and marketing livestock.
2. Shows the buyer's appreciation for the many hours of hard work 4-H members have invested in their market livestock projects.
3. Gives the buyer an opportunity to fill their freezer with quality meat!
4. Entitles the buyer to free fair admission and parking to attend the sale.
6. Shows their support for the educational programs provided through 4-H.

~ Important Facts To Share With Buyers ~

Sale Date: Thursday, September 21, 2023

Location: *Livestock Show Arena*, St. Joseph County Grange Fair, Centreville, MI

Time: *Small Animal Sale (10:00 a.m.)* – including rabbits, goats, chickens, and turkeys sold in that order.
Large Animal Sale (10:30 a.m.) – including lambs, market beef, dairy steers, "Gallon of Milk", dairy feeder steers, and hogs sold in that order.

Absentee Bidding: If an individual or business would like to bid on your animal, but can not attend the sale, we have an experienced "**proxy bidder**" available to bid on the buyer's behalf. Information will be in the pre-sale letter.

Add-Ons: There is a form available to be used to "Add-On" to an exhibitor if the buyer is NOT ABLE to attend the auction or IN PLACE OF raising their bidder number during the auction. The form must be turned in to the St. Joseph County 4-H Livestock Association by mail or in person (Buyer Registration Table) by the end of the sale.

Resale Opportunities: Individuals or companies interested in buying 4-H market livestock, but who would prefer not to own the livestock, may make arrangements immediately following the sale to "re-sell" hogs, steers, dairy feeder steers, lambs and/or goats through a local livestock market. Purchasing, then "reselling" market livestock in this manner enables individuals or companies to show their support for the 4-H Program, while actually only paying the difference between the 4-H sale price (at fair) and the "resale" market price.

Group Purchases: Individuals and/or businesses may also go together as a group to purchase livestock (***please have one member of the group be the lead buyer***), then re-sell the animal(s) to a local livestock market. That way the "advertising cost" - the difference between the sale price and "resale" price - can be split among members of the group.

Important Note regarding Second Party Sales: Resale of market livestock to a second party other than through the 4-H market livestock sales will be the total and complete responsibility of the parties involved.

Processing Of Market Poultry And Rabbits: If you are a market poultry and/or rabbit project member, then you need to be sure and let potential buyers know that arrangements can be made immediately following the sale to have the birds/rabbits processed for home freezer use. Also be sure to inform potential buyers that you (as the "seller") will cover the processing cost if they choose to have processing done. The cost of processing will then be deducted from your sale check as a "service" to your buyer.

Note: The market poultry and rabbit processing services, which has been offered for the past 31 years, has been very important in establishing buyer support. Without this service, businesses and individuals often were reluctant to buy poultry and rabbits because of the extra time and work involved in arranging processing on their own.