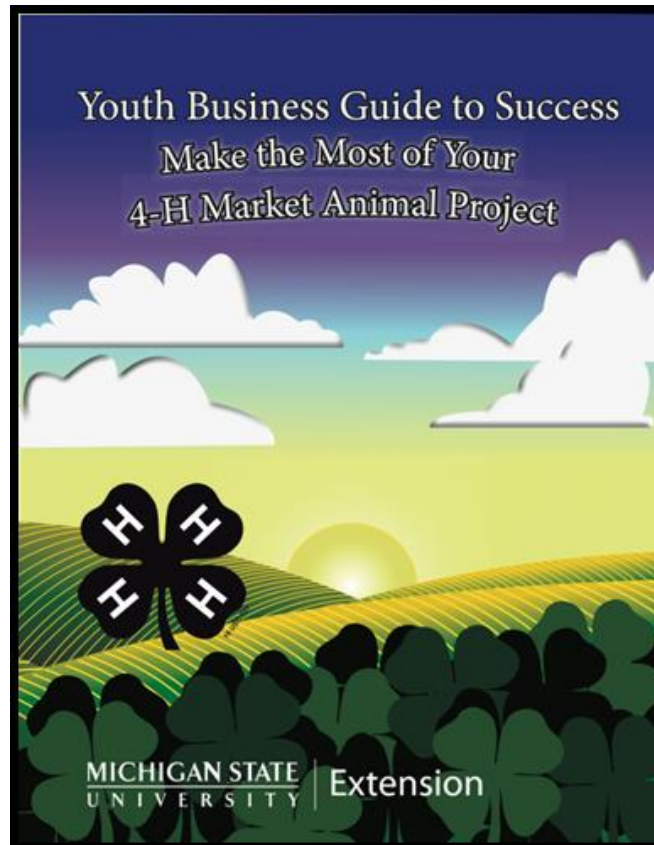


This image of a bad record book example is intended to be used with the Youth Business Guide to Success: Make the Most of Your 4-H Market Animal Project curriculum.



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Michigan 4-H Animal Market Project Record Book

Advanced Market Record Book

Name: Tiffany Smith Date of Birth: 16 yrs old

Species: Beef ☒ Feeder Calf ☐ Sheep ☐ Poultry ☐ Swine ☐ Rabbit ☐ Goat ☐ Other ☐

Year (example: 2015): 2017 Age (as of Jan 1st): 16

Is this your first year in project? Yes ☐ No ☒

If No, how many years have you been doing project: 7 years

Club Name: Super Animal Club

Project Leader: Ben Wilson

I hereby certify that, as the exhibitor of this project, I have personally been responsible for the care of this animal, record keeping, and have completed this record book. I am aware that this record book may be on display during the auction and/or fair, and thus all content will be appropriate.

Youth Signature: _____ Date: _____

I, the parent/guardian, certify that my son/daughter has completed this project and completed this record book and will comply with all rules and regulations. I give permission for this record book to be displayed to the public and will ensure that all content is appropriate.

Parent/Guardian Signature: Mrs. Rebecca Smith Date: August 17

Check with your local 4-H staff to determine when your record book needs to be submitted and any additional guidelines or rules for completion.

****RECORDS START WITH POSSESSION OF YOUR ANIMAL(S) AND END WITH FAIR WEEK ESTIMATES!****

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This Year's Project Goals

Complete this portion of the record book pre-project or once animals are purchased.

Date this page completed: _____

Please explain three goals that you have for your animal(s) project:

1. to have fun
2. learn
3. _____

Please list three potential buyers you plan to approach this year:

1. Grandma
2. people
3. _____

Please list three communication strategies you plan to utilize this year:

1. I plan to create an educational poster
2. _____
3. _____

Please list three marketing strategies you plan to utilize this year:

1. Flyers
2. Call people
3. _____

Anticipated Income from animal(s): \$ 10,000.00.00

Project Reflection:

Please respond to the following questions (additional pages can be added).

1. What did you learn in the project this year? Where or how? I learned
about my steer's health and how to
care 4 it even when I am busy a
schedule helped me

2. What was one supplement you fed your animal(s) and why? _____

3. What strategies did you utilize in marketing your animal(s)? _____

Called my chairman

4. Compare your "breakeven price" (page 7) to your "expected market income" (page 7).
What can be done to improve the "breakeven price?"

Work harder

5. What management strategies did you implement to improve animal health and well-being?

I kept the pen clean and worked on
biosecurity and such

6. What have you done to help other members be successful in this project?

nothing