May 25, 2016

Dear Livestock Families,

Here is the information you will need to sell your livestock at the 2016 Fair.

The 4-H Livestock Sale is to be held Thursday, August 11, 2016 at 9:00 A. M. Any exhibitor with market animals may withdraw his/her animal from the sale no later than 12:00 P.M. Wednesday, August 10th. Special arrangement for the withdrawal must be made with your Specie Superintendent. **All pigs are terminal** whether they go through the sale or are not eligible to sell and all youth must be PQA certified before bringing their pig to fair. A six (6) percent (three (3) percent for dairy steers & market steers) commission will be deducted from the bid price of each sale. These funds will be placed in an account administered by the 4-H Livestock Superintendents Association. This account provides for the cost of doing Auction Sale business, uncollected buyers accounts, and educational opportunities for livestock project youth. Specie check-off will be deducted where required. Members are allowed a maximum of **four (4) market sales, with the exception** of the Grand and Reserve Champion which are exempt from four market sales. Animals may not be re-sold through the MSU Extension Kalamazoo County 4-H livestock auction. Please see the 2016 Kalamazoo County Fairbook guidelines for further details.

You may divide a sale by percent only, no dollar amounts. If you have more than four buyers for an animal or pen you will collect the money and write receipts to those buyers and then buy and pay under one number. Buyers groups MUST have one person who is responsible for collecting all of the money and turning it in under one buyer's number. Your buyers will be added to the list of buyers when you turn in your receipts to the 4-H office.

Your Buyer registration list must be returned to the 4-H office by June 15, 2016. This deadline must be adhered to so that buyers can receive their passes on time.

We will accept ONLY those applications with a legible contact person and **complete addresses**. Many companies only forward mail that has a specific person's name on the address; therefore, it is essential that you list a CONTACT PERSON. The forms attached at the end of the letter are fillable and may be e-mailed back to Veronica at bolhuisv@anr.msu.edu.

Pictures of you in clean show clothes and your clean animals are needed to present to your buyers at the Livestock Auction. Please check with the superintendant of your species for the date your pictures need to be turned in. Your pictures will be mounted with the date and given to your buyer. Let's get some really nice pictures, remember many of the buyers will hang the pictures up for the public to see! Your name must be on the back of the pictures. Please do not use permanent marker, the ink tends to come through to the front. Also, you will need to write thank you notes to your buyers. For tips please see http://msue.anr.msu.edu/uploads/236/66837/CYI048ThankYouNoteHandout.pdf. Be sure to check with your Superintendent for specific questions about pictures and thank you notes.

There is a planning worksheet, buyer worksheet and buyer search idea forms on the website at www.msue.msu.edu/kalamazoo. Enclosed you will find one registration form for livestock sale passes. More are available on the website if you need them. Further information or questions can be directed to the 4-H office.

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!**

Mid to Late May
Make a list of individuals and businesses that might come to the sale and purchase your animal. Do not rely on the same buyers that 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. This name needs to be given to the 4-H office as the contact person. A contact name is required in order to send the buyer packet.

June
Contact potential buyers. Three ways to do it…

1.LETTER
- helps introduce you
- can give facts about the sale
- impersonal
- easy to throw away and forget

2.PHONE CALL
- helps introduce you
- helps remind buyer
- you can answer any questions that the buyer may have
- doesn't let buyer meet you

3. VISIT
- the BEST way to introduce yourself
- buyer sees that you are making an effort
- you can answer any questions that the buyer may have
- buyer meets you and knows who to look for on sale day

Every buyer is different, and one approach will not work for everyone. A letter or a phone call, or a combination of both, before a visit will definitely make a good impression.

We know that making a visit is not an easy thing to do. That is why we recommend that you first visit someone that you (or your parents) already know before you tackle contacting a brand new buyer. Before making a visit, brush up on the sale questions that the buyer might ask you.

When is it? Where is it? What time? Do I need a parking pass to get in? Where do I get the pass?

What do I do with the animal? …Personal use, Business Bar-B-Que, promotional sale, resell the animal at market price or donate to Loaves & Fishes (100% tax deductible).
Do I have to be present at the auction…No, the Livestock Auction Committee has experienced buyers to make a purchase on your behalf.

What if I buy an animal, do I take it to the processor? The member selling the animal is responsible for the animal's care until it can be trucked to the processor. On sale day the buyer must indicate the destination of the animal.

The buyer 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, the knowledge of supporting a 4-H member, or tasty meat!

SAMPLE LETTER TO INTRODUCE YOURSELF, 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 August 11, 2016 at 9:00am, in the covered show arena at the Kalamazoo County Fairgrounds.

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 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.

REGISTRATION FOR
4-H LIVESTOCK SALE PASSES - KALAMAZOO COUNTY FAIR

(Please be sure to fill out information completely, phone # is necessary)

Make sure to write legibly - if we can't read it or there is missing information we will not add them to the mailing list

Business Name_____

Contact Person_____

Street_____City_____

Zip_____Phone_____

Business Name_____

Contact Person_____

Street_____City_____

Zip_____Phone_____

Business Name_____

Contact Person_____

Street_____City_____

Zip_____Phone_____

Business Name_____

Contact Person_____

Street_____City_____

Zip_____Phone_____

Submitted by:

Name: _____

Address: _____

RETURN NO LATER THAN June 15

Kalamazoo County MSU Extension - 4-H Office
PO Box 42
Nazareth, MI 49074-0042

Business Name_____

Contact Person_____

Street_____City_____

Zip_____Phone_____

Business Name_____

Contact Person_____

Street_____City_____

Zip_____Phone_____

Business Name_____

Contact Person_____

Street_____City_____

Zip_____Phone_____

Business Name_____

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