



HOW TO MARKET YOUR MARKET ANIMAL



Cornell Cooperative Extension
Livingston County



GOALS FOR TODAY

Review the 4-H market animal project

What is salesmanship?

Who is to be targeted?

What will you say to them?

Why YOU should do these things?

WHAT IS A 4-H MARKET ANIMAL PROJECT?

1. Commitment to raise a high quality animal project AND food product.

2. Long-term educational project that develops important life skills:

- Responsibility
- People Skills
- Animal Husbandry
- Animal Science
- Marketing
- Planning
- Recordkeeping
- Business Skills

WHAT IS SALESMANSHIP?

1 : the skill or art of selling

2 : ability or effectiveness in selling or in presenting persuasively

What have you done in the past to sell your animal?

Characteristics of a Good Salesperson

- Motivated, enthusiastic, confident, dependable
- Knows his/her product
- Knows his/her customers

THE 5 W'S OF SALESMANSHIP...

Who – Potential Bidders

What – Persuade potential bidders to come to the sale & bid on YOUR animal

When & Where – Logistics for sale day

Why – More potential bidders/buyers = More potential for higher sale prices = More potential for higher profit

WHO? POTENTIAL BIDDERS

Who is already attending the auction?

*2018 Buyers Brochure

Who can you find as new bidders?

- Businesses your family deals with on a regular basis
- Local government representatives
- Local businesses
- Buyers from the past that have not returned
- Business Directories
- Internet

WHAT? THE SALES PITCH...

This is where YOU persuade business owners or individuals to attend the auction and bid on YOUR animal.

Methods of Delivery

- ***Personal visits***
- Letters
- Invitations
- Flyers
- Posters

WHEN & WHERE? SALE DAY LOGISTICS...

Things to include in your correspondence/conversation:

- Date
- Time
- Location
- Project animal “story”
- Sales pitch
- Benefit of supporting the 4-H Livestock Auction

WHY? MORE PEOPLE = MORE POTENTIAL...

250lb Hog:

\$1.40/pound = \$350

\$3.10/pound = \$775

\$4.00/pound = \$1,000

\$8.20/pound = \$8,050

1,200lb Steer:

\$1.90/pound = \$2,280

\$2.10/pound = \$2,520

\$2.30/pound = \$2,760

125lb Lamb

\$2.40/pound = \$300

Poultry:

- \$25
- \$171.43
- \$400

250lb Hog:

- \$3.10/pound = \$775
- \$3.20/pound = \$800
- \$3.30/pound = \$825

1,200lb Steer:

- \$2.10/pound = \$2,520
- \$2.20/pound = \$2,640
- \$2.30/pound = \$2,760

125lb Lamb:

- \$2.40/pound = \$300
- \$2.50/pound = \$312.50
- \$2.60/pound = \$325

Poultry:

- \$10 increase



Hog: \$25
Steer: \$120
Lamb: \$12.50
Poultry: \$10

BUYER PACKET INFORMATION

Obtained from the 4-H office

Distributed during your personal visits

Includes

- Information letter
- How to purchase an animal
- Processors information
- Fair pass
- Various meat information

Use this to your advantage!!!

Cornell Cooperative Extension Livingston County

3 Murray Hill Drive
Mt. Morris, NY 14510
t. 585.991.5420 - northern region
t. 585.335.1752 - southern region
f. 585.991.5434



May 5, 2018

Dear Potential 4-H Livestock Auction Buyer:

This packet is designed to provide you with information about the 2018 Livingston County 4-H Livestock Auction and how you can participate as a potential buyer. The auction will be held on **Saturday, July 21, 2018** at the Hemlock Fair, Hemlock, N.Y. A buyers' reception will be held at noon followed by the sale of animals at 1:00 pm.

The 4-H market animal project helps youth develop important life skills in many different ways. 4-H members participating in a market animal project learn how to raise a high quality product for the consumer and important business skills such as financial management, marketing, and record management by completing records to track the expenses, income, and profit/loss of their project.

Support from buyers who purchase a 4-H market animal project is crucial to the sustainability of this program.

We look forward to seeing you at the auction. If you have any questions about the purchasing process, please feel free to contact me at mjw16@cornell.edu or our office at (585) 991-5420 or (585) 335-1752.

Thank you for your interest in the Livingston County 4-H Livestock Auction Program.

Sincerely,

A handwritten signature in black ink that reads 'Mark Wittneyer'.

Mark Wittneyer
Youth Development Team Leader

Cornell Cooperative Extension is an employer and educator recognized for valuing AA/EEO. Protected Veterans, and Individuals with Disabilities and provides equal program and employment opportunities.

Accommodations for persons with disabilities may be requested by calling our office no later than one week before an event to make arrangements. Requests received after this date will be met when possible.

What are my options for buying at the Livingston County 4-H Livestock Auction?

Payment must be made in full on the day of the sale on all lots

The buyer is responsible for paying the processor directly for the cost of cutting and wrapping (Options 1 – 3b). This cost is in addition to the purchase price.

1. Straight Forward Purchase

This is the most common way individuals or businesses can support the auction. With a straight forward purchase, the highest bidder commits to purchasing the animal and paying in full. At this time, you will need to decide where you want your animal shipped to be processed (cutting and wrapping). A list of available processors is included in this packet. Also included in this packet is information on how much meat you can expect to receive from your animal. This is an excellent option to fill your freezer with high quality locally grown meat.

2. Find a friend or associate to split the animal

Many individuals do not have the financial means or freezer capacity for a whole carcass. In this case, you may find someone to split your beef, hog, or lamb with. This is done more often with beef. Information is provided in this packet that provides an estimate of how much meat you can anticipate from your purchased animal. In this situation, one of the partners will need to represent the group during the bidding process. We can accept up to four checks per lot.

3. Alternatives for a purchase on behalf of a business

Businesses can benefit from involvement in the sale in several ways. The purchase of an animal in the sale will entitle you to the publicity that is outlined in this packet. The following is a list of suggested ways to use the meat from the 4-H Livestock Auction to benefit your business:

- a. Businesses are always looking for creative ways to recognize and attract high quality employees. Meat makes an excellent fringe benefit to employees.
- b. The meat can be used for company parties and gatherings.
- b. The meat can be donated to food pantries or other worthy causes.

4. Not interested in the meat? No problem!

Many individuals and businesses enjoy the opportunity to support the 4-H Livestock Auction, but find it too complicated to handle the meat. These individuals and businesses are welcome to re-sell their lot through a pre-arranged auction facility coordinated by the Livingston County 4-H Program. Individuals and business will be reimbursed at a later date for the animal at market price.

How much meat will I get?

Dressing percentage refers to the proportion of carcass weight relative to live weight of an animal. Heavier muscled animals tend to have a higher dressing percentage. Animals with a higher degree of finish usually also have a higher dressing percentage. The average dressing percentage for steers is 62 percent, but can vary greatly with the breed of cattle. The judges are taking into account the factors that affect dressing percentage and quality grade. Use the following yields as a guideline when making your purchasing decisions.

Retail yield will vary with the weight, finish, and size of the purchased animal. The quantity of specific retail cuts will vary according to the cutting instructions given to the meat processor.

The following break down is an ***estimate only***. Use this to plan for freezer space needed or to make other arrangements for your meat.

A 1,220 pound steer will yield approximately 540 pounds of retail cuts.

36 lbs.	T-bone, Porterhouse, Cube Steaks
90 lbs.	Other Steaks (Sirloin, Round)
120 lbs.	Fancy and Boneless Roasts
120 lbs.	Bone-in Shoulder Roasts, Chuck
48 lbs.	Lean, Stew Type Cuts
54 lbs.	Economy Cuts - Short Ribs, Plates
72 lbs.	Ground Beef

A 110 pound lamb will yield approximately 50 pounds of retail cuts.

14 lbs.	Leg Cuts and Leg of Lamb
4 lbs.	Loin – Chops, Roasts
3 lbs.	Rack – Rib Roasts, Spare Ribs
13 lbs.	Shoulder – Roasts, Block Chops
12 lbs.	Flank, Neck Breast Cuts
4 lbs.	Miscellaneous Cuts

A 250 pound hog will yield approximately 138 pounds of retail cuts.

29 lbs.	Pork Loin – Chops, Roasts
18 lbs.	Sausage
19 lbs.	Bacon
6 lbs.	Spare Ribs
28 lbs.	Ham
20 lbs.	Picnic Roasts, Blade Roasts
18 lbs.	Trimming, Lard

A 12-14 pound meat bird will yield approximately an 8-11 pound carcass.

How will the results of the Livingston County 4-H Livestock Auction be publicized?

The 4-H Livestock Auction is an excellent way for you and/or your business to be recognized as a supporter of agriculture and 4-H youth in Livingston County. Our publicity plan is funded through sponsorships and a commission charged to 4-H members.

1. Buyers of the Grand and Reserve Champion Animals of each species will have a photo taken with that animal and the 4-H member immediately following the sale of the animal. The buyers of these animals will receive a photo plaque that can be displayed at their business. These photos will also be used in brochures and print media to promote the 4-H Livestock Auction the following year.
 2. All buyers will be listed on a sign displayed in the Agricultural Building at the Hemlock Fair the following year.
 3. The 4-H Program will recognize all buyers in local print media following the 4-H Livestock Auction.
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I want to support the Livingston County 4-H Livestock Auction! What do I do next?

1. Use the complimentary admission pass that is included in this buyer's packet to enter **Gate #6** on Saturday, **July 21, 2018** at the Hemlock Fair. Please complete the requested information on the pass. A buyer's reception will be provided between 12:00 and 1:00 pm. Enjoy a meat tasting reception before the auction and view the auction animals. 4-H members will be available at this time to answer questions about their animals being sold.
2. At 12:00 pm, a registration table will be set up in the Agricultural Building where you may register and pick up a buyer number.
3. Be the last to bid on the lot of your choice. Buyer(s) of Grand and Reserve Champion animals will need to be available for photos at the end of the bidding.
4. **At the close of the sale, please take your cash or check to the registration table and pay for your purchase in full.** You will be contacted by the processing facility you choose regarding the processing of your animal. It is the responsibility of the buyer to pay the processor directly for cutting and wrapping. Generally, the meat is ready within two weeks after the auction.



Livingston County 4-H Livestock Auction

July 21, 2018
1:00pm
Hemlock Fairgrounds

**Cornell Cooperative Extension
Livingston County**

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Beef, Hog, & Lamb Processors

Warsaw Meat Packing

Michelle Solpietro
3865 Miller Road, Warsaw, NY 14569
585-786-2820
USDA Inspection # 4638
Trucking: Beef \$15 & Hogs and Lambs \$10

Grizzly's Custom Cutting

Ivan Davis
1046 South River Road, Hunt, NY 14846
585-476-2249
USDA Inspection #21554
Trucking Price: TBD

Kramell's Meat Market

Dave Kramell
6531 Cowie Road, Wyoming, NY 14591
585-689-5376
Trucking: Beef \$15 & Hogs and Lambs \$10

M&M Meats

Mary & Matthew Mest
3316 Pearl Street, Batavia, NY 14020
585-322-4342 | 716-982-5718
USDA Inspection # 4638
Trucking: Beef \$15 & Hogs and Lambs \$10

Poultry Processor

HLW Acres, LLC

Hermann & Laura Weber
1727 Exchange Street Rd, Attica, NY 14011
585-591-0795
Birds will be processed, frozen, & available immediately following the auction
Processing: \$12 Per Lot
Includes styrofoam cooler

We suggest calling these processors prior to the auction about their processing fees & options

**2018 LIVINGSTON COUNTY
4-H LIVESTOCK AUCTION**



BUYER'S PASS

GOOD FOR 1 PERSON'S ADMITTANCE TO

**THE HEMLOCK FAIR ON
SATURDAY, JULY 21, 2018**

This pass is to be turned in at Entrance Gate #6 only.

This pass is only valid for the Livestock Auction on Saturday

NOON BUYERS' RECEPTION

(NO PASS NEEDED FOR RECEPTION)

1:00 P.M. LIVESTOCK AUCTION

Name of Buyer: _____

Name of Business: _____

Name of 4-H Youth: _____



**Cornell Cooperative Extension
Livingston County**

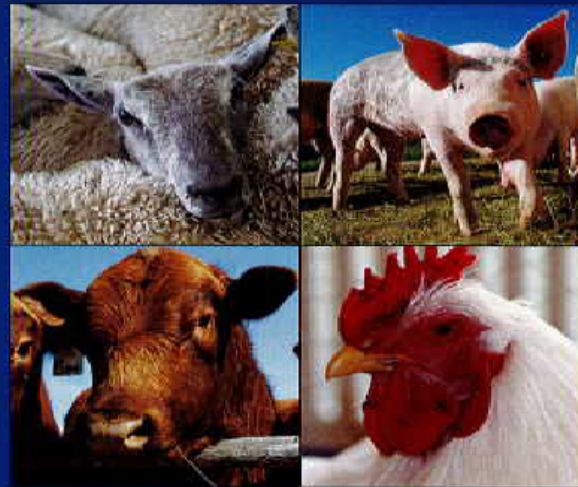
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LIVINGSTON COUNTY 4-H LIVESTOCK AUCTION

Saturday, July 21, 2018
Hemlock Fair

Buyers' Reception - Noon; Sale - 1pm



"We feel it is very important to support and develop the future of agriculture in New York State. Supporting our local 4-H is a great way to do this."

Matt Cole, President
Commodity Resource Corporation

LETTERS

Opening – introduce yourself and state the reason for your letter.

Body – your personal project story

- Project animals you are taking to the fair
- Things you have learned, accomplished
- Why should they bid on your animal
- Your goals for the project and the future

Hook – sale info, request presence

Conclusion – Request a personal visit, thank you for support and hope to see them in July

PERSONAL VISITS

Drop in vs. scheduling an appointment

Appearance

Introduction

Share your project animal “story”

Present why he or she should bid on YOUR animal

Present buyer packet

Shake hands at end of visit

You are ALWAYS “selling” yourself and the 4H Program

INVITATIONS & FLYERS

Can be less formal than letters

Fun & creative ways to get your message out

- Borders, backgrounds, pictures

Works great as a reminder for people that are sale “regulars”



POSTERS

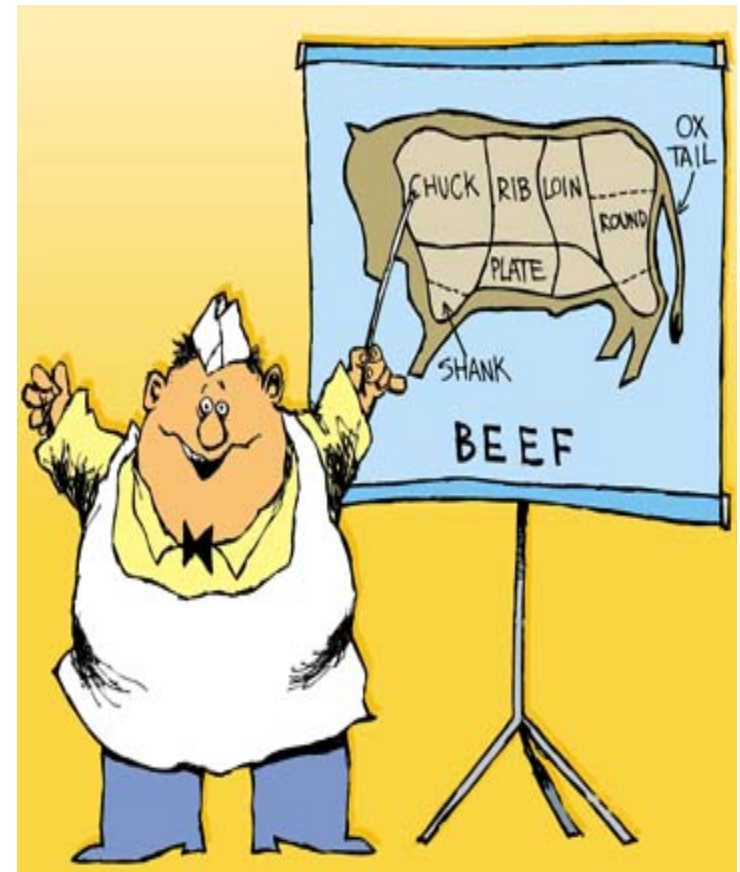
Requirement details

Where should I place them?

What should they say?

When should they be put up?

Form to be turned in



OTHER WAYS TO SUPPORT THE PROGRAM

Sponsorship

- What does sponsorship mean?
- Who can be a sponsor?
- How do I collect sponsorships?

Sponsor Levels

- Platinum: \$500 and Over
- Gold: over \$200
- Silver: \$100 - \$200
- Bronze: \$100 and under

SALE DAY!!!

Pen Presentation

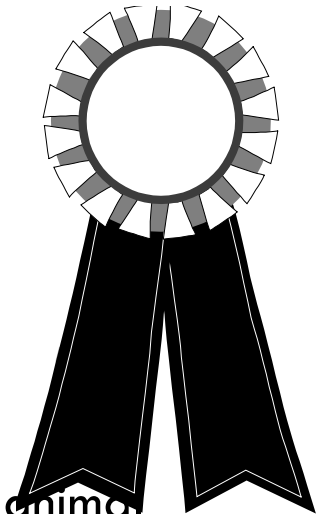
Animal presentation

Your appearance

Talk to potential bidders walking through the barn

Personally thank your buyer immediately after selling your animal

It is your responsibility to care for your animal until they are loaded on the truck



POST SALE TO DO LIST...

Thank! Thank! Thank!

Buyer thank you cards

Be creative...

Photos

Market Project Record



2018 LIVINGSTON COUNTY 4-H LIVESTOCK AUCTION

Saturday, July 21, 2018

Hemlock Fair

Buyers Reception @ 12 Noon

Sale Begins @ 1 PM

QUESTIONS???

