



Adams County Jr. Livestock Sale

Marketing Your Animals for the Junior Livestock Sale

Your Job

- Raise a quality market animal.
- Market your animal by contacting potential buyers.

Marketing Yourself

- Ethics are important when marketing your animal
- How you always present yourself, including social media, and how you treat your animal is very important before and during the sale.
- Remember how you present yourself, your club, and 4H. You are trying to sell a product for more than current market rate.

How to Obtain a High (Reasonable or Fair) Price

- It takes 3-4 buyers to bid on your animal to make a successful sale. Obtaining one buyer isn't enough
- Recruit and invite at least two new buyers each year

Making Buyer Visits

- Visit buyers in person to hold a brief conversation and drop off your buyer letter is huge! Don't get frustrated if someone is not available to visit with you, still leave a letter for them to read at their convenience.
- People remember faces better than names, do not be afraid to include a picture of you and your animal on your sale letter.
- Always dress appropriately to visit potential buyers

Why Marketing is Important

- You need a minimum of 30% of your prospective buyers to show up for you to successfully sell your animal
- It is up to YOU to bring buyers to the auction to bid on your animals
- Start contacting buyers as soon as you start purchasing your market animals, or by the time you tag and weigh your animals in for county fair.
- Follow up with potential buyers, let them know the progress you are making with your project, be sure to let them know about the add on program if they are not interested in purchasing your animal.
- When the sale is complete make sure to send a thank you to all the buyers that came to bid on your animal or gave you add on's in addition to the one that bought your animal. This helps to build a relationship with buyers to return and bid on your animal in the future.

