

DATE: July 29, 2024

TO: All 4-H Market Livestock Project Members & Leaders

FROM: Kayla Mitchell, 4-H Program Coordinator

RE: 4-H Market Livestock Sale Promotion

The 2024 4-H Small Animal Sale and Large Animal Sale are both scheduled for Thursday, September 19, 2024 as part of the St. Joseph County Grange Fair. With that important date in mind, it's time to be out and about making contacts with prospective buyers!

Developing a market for your animals is the final step in completing your 4-H Market Livestock project. Your enthusiasm for contacting prospective buyers is directly related to the successful sale of your livestock. The harder you are willing to work on buyer contacts, the greater the reward you are likely to receive for your months of dedication and hard work with your market animals.

Who Should You Contact?

Ask people you know - your neighbors, friends and relatives. Ask people and businesses with whom you and your family do business. The better you know the person you ask, the more likely that person is to say "yes" to your request.

Should You Contact More Than One Person or Business?

Yes, by all means! Some people will likely say no or fail to attend the sale, so make as many contacts as possible. If several people attend the sale as a result of your contacts, you not only help sell your own animal, but provide buyers for other members as well. In this way, each member helps expand buyer support for the sale and everyone benefits.

What Should You Say To Prospective Buyers?

1. Tell them about what you've learned by participating in a 4-H market livestock project.
2. Provide reasons why you would like them to consider bidding on your animal (s) at the sale (see enclosed sheet).
3. Ask if they have questions about the sale. If you don't know the answer, tell them you'll find out and get back to them right away - then follow through!
4. Thank them for their time and interest in listening to your request.

Remember that personal contacts are the most effective method of building buyer support for the sale. Prospective buyers like to feel appreciated! It means more to them when you take the time to contact them with a personal visit.

(continued on page 2)



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