

Junior Fair Livestock Sales Promotion

All 4-H and FFA members with market livestock projects are encouraged to make personal contacts and to ask buyers to support the entire junior fair sale as well as “buy their animals”. A personal visit is best followed by a handwritten letter. This is very important! Here are a few guidelines to keep in mind when contacting buyers:

1. Be polite. If you are visiting in person, introduce yourself and give your reason for visiting. If the buyer does not appear interested, thank them and leave. Do not interrupt them while they are waiting on a customer or if they appear busy.
2. Remember, you are inviting them to the sale and inviting them to consider purchasing an animal. Let the potential buyers know that you are a 4-H member, what club you are in and that you hope they will consider purchasing an animal to support the Junior Fair Livestock Sale.
3. It is not appropriate to pressure a buyer into buying your animal. You are inviting them to attend the auction and support the entire junior fair program.
4. Please remember that buyers do get several letters and visits and cannot buy everyone’s animals.
5. Give the buyers the time and date of all the livestock sales. Let them know that they will be recognized such as on the radio during the sale and listed in the next years Fairbook.
6. If you are writing to buyers keep in mind that neatly written letters are a must!
7. If you want to contact new buyers and do not know who to ask, think about the people you and your family do business with.
8. When a buyer purchases your animal, please tell them “Thank you for buying my animal.” A great time to do this is right after the animal sells. If you miss the buyer, go and find them. Lots of buyers say a “simple thank you” is greatly appreciated.
9. After the auction, write a thank you note to the buyer and hand deliver it to them or drop it in the mail. Buyers tell us this is one of the things they really appreciate and take into consideration when looking into purchasing in future years.



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Sample Buyer Letters

Dear (MR/MS BUYER),

I would like to again say thank you for purchasing my 2015 market lamb at the Brown County Junior Fair Livestock Sale. Your support of my project and the overall Brown County Junior Fair is greatly appreciated. This is my third year in 4-H, I am a member of the Odds N Ends 4-H Club and am the treasurer. I am taking a woodworking, archery and a market lamb project.

I would like to invite you out to the 2016 Brown County Fair and hope you will consider supporting the Junior Fair Livestock Sales. The sales will be held on Friday September 30th at 2pm for beef, followed by small animals at approximately 4pm. The Saturday sale will begin at 11 a.m. hogs, sheep and goats selling.

Thank you again for supporting the Brown County Junior Fair. I hope to see you at the fair.

Sincerely,

Chris Clover

Dear (MR/MS BUYER),

The 4-H Youth Development program is the largest youth organization in the country. In Brown County we have a thriving program with over 800 members involved. I am a 6 year member of the program and take market steers, crops and leadership projects. I am serving as President of the Odds N Ends 4-H Club this year and am also a camp counselor.

The Brown County Fair and specifically the junior fair is where 4-H members and youth from other junior fair organizations get to showcase all their hard work. I would like to invite you out to the 2015 Brown County Fair September 26th-October 1st. I would also like you to invite you to the Junior Livestock Sales and hope you will consider supporting the junior fair program and members. The sales will be held on Friday September 30th at 2pm for beef, followed by small animals at approximately 4pm. The Saturday sale will begin at 11 a.m. with goats, sheep and then hogs.

It is through support of individuals and businesses like yours that we are able to have a successful Junior Fair Livestock Sale. I hope to see you at the fair.

Sincerely,

Chris Clover