

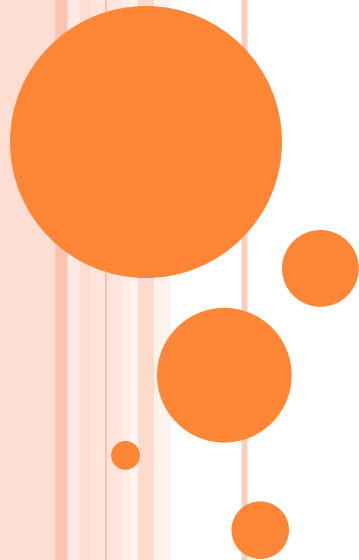
BUYER'S WORKSHOP

BALTIMORE COUNTY 4-H LIVESTOCK SALE

<http://bc4hlivestocksalemd.webs.com/index.html>

MARKETING YOUR LIVESTOCK

FINDING A BUYER



FINDING A BUYER

**You are responsible for
finding a buyer**



- Think like a business person
- Market your animal as soon as your project begins
- Be prepared to convince a buyer of the benefits of purchasing your animal



WHAT YOU NEED TO KNOW: SALE PURCHASE

- How much do you expect your animal to weigh at the Sale?
- How will the animal be sold?
 - Bids for Goats are by the head
 - Bids for Steers, Sheep, Swine are by the pound



WHAT YOU NEED TO KNOW: PROCESSING

1. Know names/address of local processors



2. Know the processing costs of your animal
 - Expected Pounds of Meat
 - Based on hanging or live weight
 - Wrapping/Packaging Costs

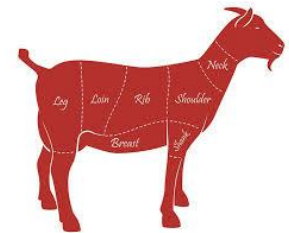
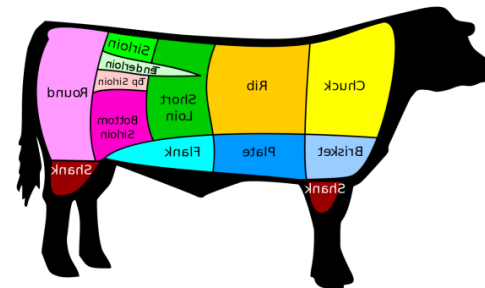
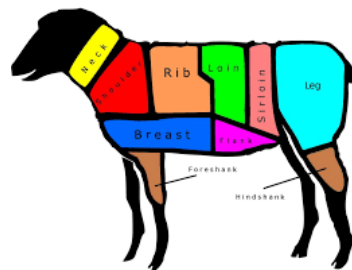
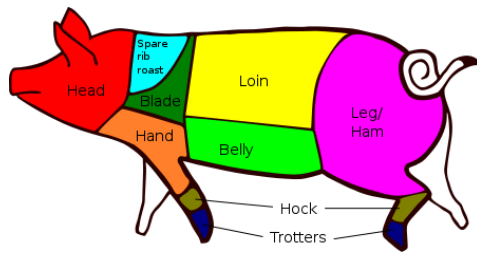


WHAT YOU NEED TO KNOW: MEAT PRODUCTS

1. Know facts about the breed of your animal
2. Know the nutritional value



3. Know basic cuts of meats



EXPLAIN THE BENEFITS FOR THE BUYER

1. Supports the Youth of Baltimore County
2. Enjoy top quality meat products
3. The meat comes from one, locally raised animal and is locally processed meat
4. Buyer Recognition - 2 web sites; 4-H newsletters
5. Buyer Reception – free hors d’oeuvres
6. Buyer pictures/Thank you ribbons/pictures
7. Champion Buyers – banner



EXPLAIN 4 OPTIONS A BUYER HAS FOR PURCHASING YOUR ANIMAL

1. Buyer can purchase an animal for its meat product and pay processing costs
2. Buyer and one or more other buyers can share the costs and meat products
3. Buyer can donate the purchase to a charity of their choice and pay processing costs
4. Buyer can have their purchase sold at public auction and receive the proceeds of that sale



METHODS FOR CONTACTING POTENTIAL BUYERS

1. Written Letter



2. Personal Contact



3. Phone Call



METHODS FOR CONTACTING POTENTIAL BUYERS



1. Letters – Buyers like written invitations

- Who Do I Send A Letter To?
 - Your Family's Doctor, Dentist, Eye Doctor, Orthodontist
 - Your Family's Insurance Agent, Banker
 - Your Family's Grocery Store, Restaurants, Mechanics
 - Your Family's Veterinarian, Feed Store, Implement Dealer, Car Dealer
 - Previous Buyers of Your Project Animals
 - Relatives, Neighbors, and Family Friends



WHAT SHOULD I WRITE IN A LETTER?

- Information About Yourself
- Information About Your Project and Club
- Fair Dates
- Sales Dates, Time and Locations
- How They Can Participate
- Where They Can Get More Information
- Thank You
- Include a picture of you and your animal



WHAT SHOULD I NOT WRITE IN A LETTER?

- Asking the Person To Just Buy Your Project
- Asking for a Donation or Sponsorship
- Buy My Animal or We Won't Do Business With You!
- Asking For A Certain Price or Bid
- Statements Related to Your Debt, Family Hardships, etc.



METHODS FOR CONTACTING POTENTIAL BUYERS

2. Personal contact

- Dress
- Posture - Confidence
- Manners – Shake Hand and Introduce Yourself
 - Your 4-H club
 - Your projects
 - What you have learned
 - Your future plans
- Be Prepared with Answers to Frequently Asked Questions



METHODS FOR CONTACTING POTENTIAL BUYERS

3. Phone Call



WHAT IF THEY SAY NO?

- Be courteous. Thank them for listening to you.
- Ask if they know of anyone else who might be interested.



AFTER THE SALE

- Thank your buyer personally at the photography area



- Compose a well written thank you letter to your buyer; note cards are provided by Sale Committee



- Keep in contact with your buyer through out the year; card at the holiday; invite to next year's Sale; etc.

Happy Holidays!

- If you know your buyer or business you can present thank you basket (cookies) during the year.

