

Marketing Auction Animals: An Effort of the CYAC and You

Producing a top quality product, whether it is an animal, apple pie or a new piece of software takes time and initiative. Getting others interested in the product also takes time and initiative. Now is the time to put your energies toward marketing your auction animal.

There are several ways of making this happen:

- * Let others do the job for you. Rely on their expertise and experience.
- * Work in a partnership with others who are supporting your project.
- * Create a marketing plan and put it into action.

All of these techniques are in use in the 4-H/FFA Auction Animal program. The Coos Youth Auction Committee has developed a reputable program that has been very successful in providing buyers and setting guidelines for producing quality meat products. Individual committee members have promoted the sale and encouraged community support.

4-H and FFA members have presented information about the program to potential buyers at various community meetings. Youth participants have also designed letters and invitations to send to individuals and businesses.

OSU Extension has worked with youth and the Coos Youth Auction Committee to ensure advertising and promotional pieces are prepared and distributed. All of these techniques have been successful in providing an animal auction that secures premium prices for quality meat animals.

Ad on the Auction Page in The World

We will have a two page spread in the World after July 15 to invite buyers to the auction. Your ad would surround information about the auction, and **will cost approximately \$ 75 - 85**. This could be a personal ad, club ad or an ad by a sponsor who supports your project work. Several templates are provided below for your consideration. If interested, **please return your information to the Extension office by June 15.**

Anderson Hogs—The
Place To Buy Your
Next FFA Champion
Market Hog

Mark Anderson, owner
P.O. Box 23
Stix, OR



(504) 111-
Hogs (4647)

North Country
4-H Beef: The
Club of Champion
Auction Steers

Champs 2018, 2020-21



Come See Us
At The Fair

Shear Delight: A top
quality lamb raised
to perfection.

Owner/Raiser
Lisa Larwood
South County Livestock
"The 4-H Club With A
Future In Agriculture"



4-H Swine: The Winning Project

These are samples only, yours will be much more professional and interesting. The size shown above is approximately the size needed for the newspaper ads. Talk with your club about taking part in this marketing opportunity. Clubs not involved in the auction program may want to extend an invitation to the public to attend the county fair and come see our exhibits.