Youth Market Clinic

Giving you tools for success!

October 13, 2020

Presenters:

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What do we know?

- YOU are getting ready to market your animal at the South Florida Fair
- YOU have already invested SO much time, energy, and money, to provide your animal the best life
- Tell me about your shoe!
  - Why is it special?
  - How has your shoe helped you?
    - Experiences?
  - Rate your shoe (1-10)
  - Share (Time permitting)
  - Pick someone else’s shoe
  - Moral of the story? We ALWAYS undervalue what we have!
- Now think of your project animal
  - Whether good or bad, it deserves the BEST chance at auction
  - How does that happen? Things that YOU can DO!
What can you do?

• Think of favorite people....
  ○ Do you like them because of what they know, or who they are?

• Be THAT person to your buyers!
  ○ Kind
    ■ Your buyers may have several options, and they may not have to buy from you...why should they?
  ○ Respectful
    ■ Avoid slang when introducing yourself to potential buyers. Remember...you are representing YOURSELF!
  ○ Humble
    ■ Is your animal healthy? Are you healthy? Be grateful for the chance to sell your animal.
  ○ Passionate
    ■ Buyers are more likely to be excited for what you have to say if YOU are excited for what you have to say

• Understand that you are valuable...practice mindfulness and gratitude throughout the experience
What about marketing, promoting, and communicating?

- Have a strong buyer’s letter

- Follow this timeline:
  - A Pre-Introduction visit or note to prospective buyers (Oct - Nov)
  - Letters to your buyer with a personal visit, if possible (Dec - Jan)
  - Follow up right before the show and sale (January)

  - October - November:
    - Introduction visit or note

  - December - January (1st week):
    - buyer letter w/personal visit

  - January (week before or week of):
    - friendly reminder letter, email or call
What makes a strong buyer’s letter?

- **Information about:**
  - You, your project and club

- **Dates and times:**
  - Show date and time
  - Sale date and time

- **Inform them:**
  - How to participate
  - Where to get more information

- **Thank them:**
  - For their participation
  - For their generosity

- **Add some personalized information:**
  - Individualize your letter
  - Add pictures

- **Always, always, always:**
  - Proofread your letter
  - Close with sincerity
What’s a good picture to use?
How do you thank your buyers?

- **Day of**
  - Welcome buyers and thank them for coming
  - If interested, show your livestock project to your prospective buyers

- **After Sale**
  - Think about possible buyer appreciation gifts like:
    - Buyer’s basket
    - Gift Card
    - Conversation

- **Thank you letter**
  - email a copy to the South Florida Fair
  - be sure to include same sincerity as your buyer’s letter did
What’s next

THE NEXT CLINIC

OCTOBER 20
THE 2021 AUCTION!
BUY LOCAL! BUY FRESH!
MARKET AUCTION PROMOTION!