



First-Ever Virtual Jr. Livestock Auction Support Our 4-H & FFA Students by Participating in the Online Auction

The Big Fresno Fair is hosting its first-ever Virtual Jr. Livestock Auction beginning Friday, October 9 at 11:00 a.m. through Monday, October 12 at 11:59 p.m. Prior to the Virtual Jr. Livestock Auction, exhibitors will also have the opportunity to showcase their animal projects in a “Grade & Go” format starting Friday, October 2 through Tuesday, October 6 to see who takes top honors like Reserve and Grand Reserve Champion. The “Grade & Go” exhibition is not open to the public.

“We are proud of the hard work and dedication of our 4-H and FFA kids, along with their ability to adjust to this ‘Grade & Go’ format and the virtual auction – it has truly been outstanding to watch” said Lauri King, Deputy Manager II, The Big Fresno Fair. “They’re working hard to promote the auction and their animal projects to potential buyers and while this year may be different, they’re determined to make this auction a success! We ask that the community show up in support of them – whether you’re a returning or new buyer, they need your support so they can cover their costs.”

To gain buyer awareness of the Virtual Jr. Livestock Auction, the Fair is featuring 4-H and FFA exhibitors from participating chapters – shining a light on different students and their animal projects. These 4-H & FFA Chapter Features are posted on the Fair’s website and are being shared on the Fair’s social media in advance of the sale. The goal is to continue showcasing the importance of 4-H and FFA programs, the experiences they provide and the hard work of these students. To learn more about exhibitors and their animal projects visit: www.FresnoFair.com/VirtualAuction.

There are nearly 500 market beef, goats, sheep and swine that will be included in the virtual auction that starts Friday, October 9. In order for this auction to be a success, the kids need the community to come together and help support in any way they can! The Fair’s goal is for each of these kids to not only recoup costs, but earn some extra money to go towards their next animal project or school!

The community can support this auction in many ways! They can purchase an animal or split a purchase with another buyer. If they don't want to buy an animal but still want to support these hard-working kids, they can place an add-on bid. Every bit supports these 4-H and FFA students!

To aid with the new buying process, the Fair has posted buyer instructions, along with a FAQ and instructional videos on its website. Additionally, buyers can register online now to make sure they are prepared with their buyer account once the auction goes live on Friday, October 9. All of this information and registration links can be found at www.FresnoFair.com/VirtualAuction.

Additionally, the Fair’s livestock staff will be available to assist buyers, as well as 4-H and FFA exhibitors, with this new online auction process. They are available to answer questions or concerns via phone at (559) 570-3443 or email at livestock@fresnofair.com.

“The students have invested a lot of time and money on their projects – we hope that both buyers and the community join our efforts and continue to support our kids, especially during this time of uncertainty,” said King.