



ADAMS COUNTY

COLORADO STATE UNIVERSITY EXTENSION

Project Tips - Market Ready Animals

Important Dates

First Saturday in March:

Market Beef Tag-In

Last Friday in April:

Market Sheep & Goat Tag-in

Spring (March-May):

MQA Training

May 15:

Market Swine Tag-in & ID
Deadline

June 15:

Poultry IDs Due

July:

Rabbit Meat Doe tattoo ID

June-July:

Reach out to potential buyers

2 weeks prior to Sale:

Remind your buyers of upcoming
sale

Saturday of Fair:

Buyers BBQ followed by
Livestock Sale

Friday following end of Fair:

Buyer Thank you notes due to
4-H office

Resources

- *Adams County Fair Premium Book* - www.adamscountyextension.org
- *Adams County Extension Staff*
- *Adams County 4-H Sale Committee Website*: <http://www.adams4h.org/sale/index.html>
- *"Marketing" Your Project Tipsheet & Letter Example* - *sale committee website (above)*
- *Sale Brochures/Buyer Packet Requests* - *sale committee website (above)*

About the Project

Congratulations, you have chosen to raise a market animal for meat! A market project can take a lot of time, energy, and finances, but it is an important part of agriculture and feeding our world, and the life skills you will learn along the way are well worth it. Hopefully, your reward for all this work is a fun week at Fair, with the chance to participate in the livestock shows and sell your project in the ADCO 4-H Jr. Market Livestock Sale.

As a 4-H producer, it is your responsibility to follow ethical and safe practices when handling and feeding your meat animal to ensure that the buyer/consumer receives a healthy and high quality meat for their dinner table. Providing safe and quality food for consumers builds trust and support from consumers, and keeps agricultural producers like you in business! All of the requirements listed below to be eligible to sell a market animal at the Jr. Market Livestock Sale have been put in place to help ensure that buyers are receiving top quality meat from the animals they are purchasing.

In addition to feeding, caring for, and training your market animals, another large part of the Market Animal project is to learn to market yourself and your animal. If your market animal qualifies for the ADCO 4-H Jr. Market Livestock Sale, the Sale Committee will have done some of the work for you already by preparing buyer packets, organizing buyer appreciation, and running the entire sale! This is where you come in: you have spent countless hours raising your meat animal, you should be excited to talk with potential buyers about how your hard work has paid off for you and for the meat animal you are producing.

It is YOUR responsibility to speak with potential buyers about your project, invite them to the sale, and convince them that they should bid on your animal. Members who secure at least one buyer for their animal typically receive more money for their market animal than those who arrive to the sale without a buyer committed. If your animal does not qualify for the Fair Sale, or if you have more than one market animal, you can sell your animal private treaty to one of the buyers you reached out to prior to Fair, or sell your animal at a local livestock sale barn.

Sale Requirements

Market animal project members wishing to sell their market animal at the Adams County Fair Jr. Market Livestock Sale must complete the following:

1. Meet all market project requirements (see species tipsheets).
2. Obtain and provide a Premise ID number.
3. Tag market animals at designated ADCO Tag-in or ID events.
4. All sheep and goats must have scrapies ID tags in ear (including wethers).
5. All beef must have Brand Inspection in 4-H member's name at time of Tag-in.
6. Attend a Meat Quality Assurance training annually.
7. Market animals must show in a market class to be eligible for sale.
8. Meet weight requirements for each species (see premium book).
9. Provide completed Wholesome Meat form and Country of Origin Labeling form at Fair weigh in listing any and all medications given to animal.

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Frequently Asked Questions:

Where do I find project tipsheets listing my project requirements?

- Project tipsheets are mailed to all members at the beginning of the year and can also be found on our website: <http://adams.colostate.edu/4h/members.htm>

How do I get or find out my Premise ID number?

- Call (303) 869-9130 or visit www.colorado.gov/ag

What do I list on my Wholesome Meat form at fairtime?

- Any and all medications given to your animal while in your care. This includes any medicated feeds or topical medications. Make sure to record withdrawal times, and ask for a list of immunizations from the producer you buy your animal from.

Which animal(s) can I sell?

- If you bring multiple eligible market animals to the Adams County Fair, you may only sell ONE market animal in the Sale. Grand and Reserve Grand market animals MUST sell. The exception to the 'one animal' sale rule is if a member has more than one Grand or R. Grand animal. (Rabbit and poultry meat pens are considered one animal). Unless you are selling a Grand or R. Grand animal, it is up to you which eligible animal you choose to sell. Sale animals must be nominated online by indicated deadlines.



Finding a Buyer

Make a list of potential buyers:

Personal friends/relatives, past buyers, companies where you and your parents do business. (Ex: Uncle, neighbor, vet, Dr., dentist, hardware store)

Make contact:

Write a letter, create a flyer, include sale brochure (<http://www.adams4h.org/sale/index.html>), schedule a meeting in person, social media, dress to impress.

Convincing a Buyer

"Too much meat or I can't afford a whole animal"

Buyers can partner to buy your animal if they don't want an entire pig or beef in their freezer. Grandpa gets 1/2 a pig, your orthodontist gets the other!

"I don't want the meat"

Some buyers simply want to support you as a 4-Her but do not want to take meat home with them. They can bid on and purchase your animal but then send it "buyback", meaning the meat can be purchased by another buyer at market value. Your buyer only pays the amount they bid over the market value.

"What's in it for me?"

Explain to your buyer how they are supporting you as a producer, your future investments or education. Also, transactions above market price are tax deductible and buyers are recognized on sale brochures and online.

Keeping a Buyer

Thank your buyer!

Your buyer has spent well over market price for your animal - all to support you! You must turn in a thank you note/letter to the 4-H office for Sale Committee to review by the Friday following the end of Fair. Thank you note expectations and examples can be found in the Premium Book.

Follow up throughout the year - talk to or send a letter updating your buyer on your next 4-H project ask or them how the meat tastes!