



Madison County Jr. Fair 4H/FFA Premium Livestock Sale

Seller 101 Educational Materials

1) What does it mean to be a “seller” at the Madison County 4-H/FFA Jr. Livestock sale?

- Simply stated, being a “seller” at the Jr. Livestock sale is a privilege and comes with significant responsibility. You and many others have opted to invest your time, talent and finances into learning how to properly raise livestock that is ultimately intended to be a source of healthy, locally raised meat/milk. You should have either completed a 4H project and/or participated in FFA (Future Farmers of America) to qualify to show and sell your animal as part of the livestock sale. The conclusion of your project is highlighted by the opportunity to exhibit your animal(s) at the Madison County Fair and for some projects, participate in the Premium Livestock Sale. Any questions regarding this information should be directed to the Sales Committee @ madisoncountysalescommittee@gmail.com.

2) What does “premium sale” mean?

- Each county has the opportunity to define the structure for their livestock sale. Madison County has selected to offer a “premium sale.” A premium sale means that “buyers” will be contributing monies to youth exhibitors for your time, talents and investment in your project. The premium sale in Madison County does **NOT** include the sale of the actual animal or the meat from your animal.
- There are many counties that require youth exhibitors to solicit specific buyers for their project prior to the fair. This is not a requirement of the Madison County Fair, however youth exhibitors are expected to help recruit new buyers to attend the fair and participate in the livestock sale (additional information will be provided regarding buyer recruitment).

3) What happens to my animal?

- **Your animal can be purchased by a “packer” that will pick up your animal directly from the fair.** You will receive “market price” for the animal. Market price is a “per pound” number that fluctuates often; you will be notified of the confirmed market price during the fair week. In addition to your premium sale monies, the monies from the sale of the animal to the packer will also be included in your final check.
 - **If your animal wins Grand Champion or Reserve Champion for a species, it MUST be sold to the packer without exception.**
- **You can choose to sell your animal for meat.** There are a variety of ways in which to accomplish this but typically you would identify a butcher to process your animal and then market your animal/meat to friends, family, etc. If you are unfamiliar with this process, please connect with your species key leader. If you are selling your animal for meat, you are fully responsible for all details of the transaction, pricing, processing, transportation, etc. The Madison County Fair, Livestock Committee or Sales Committee are not involved in this process.



- **You can choose to sell your animal to another individual.** If you are selling your animal to another individual, you are fully responsible for all details of the transaction, pricing, transportation, etc. The Madison County Fair, Livestock Committee or Sales Committee are not involved in this process.
- **You can choose to take your animal back home after the fair.**
- If you are **NOT** planning to sell your animal to the packer, this **MUST** be designated when completing your fair entries online. This is important because packers need to know how many animals they will be picking up and the number of animals may also influence the final packer price.
- All animals, except those being sold to the packer, will need to be removed from the Fairgrounds by the designated move out time.

4) What is required for me to participate in the premium livestock sale in any given year?

- You must have completed the required quality assurance
- You must have completed Skillathon for the species specific project(s) you intend to sell
- You must have successfully completed your species specific 4H/FFA project
- You must participate in Showmanship at the Madison County Fair for the species specific project you intend to sell
- You must complete and submit a W9 form
- You must participate in set up, tear down, clean up and/or day of sale activities. Specific assignments will be made as we get closer to the fair.
- You must physically be present during the premium livestock sale and participate with your given species*
- You must send a thank you note to your primary buyer(s) within 7 days of the Livestock Sale. Upon receiving your check, you must send a thank you note to the remainder of your contributors within 14 days.

5) In the past, many youth exhibitors bring food or other gifts to give their “buyer” at the fair. Is this an expectation?

- Although this has been a common practice for many years, we have received feedback from buyers that this may not be the best way to honor their participation. Many of the food items in particular get thrown away at the end of the sale day since there is no good way to keep them cool. Some of our larger buyers will often end up with many gifts that are difficult to transport at the end of a busy sale day.
- Beginning in 2022, we will be implementing a new program for youth exhibitors to instead bring a non-perishable food donation that will ultimately be used by Sufficient Grace to support food insecurities for youth in Madison and surrounding counties. Additional details on the types of items requested will be shared as we get closer to the fair.



6) Are there additional ways that people can contribute monies to my project without attending the premium livestock sale?

- Yes!!! There are a variety of ways individuals or businesses may contribute financially to your project which are above and beyond the price that was paid on auction day.
- Some businesses or individuals may “boost” certain projects, exhibitors, etc. with additional monies. Please see the “Buyer 101” materials for additional information on this opportunity.
- New this year is the opportunity for individuals to “boost” projects online via a website called Fair Entry. Additional details will be communicated as we get closer to fair.
- All boosts should be completed online or postmarked by July 22, 2022

7) How should I recognize my buyer(s) at the completion of the sale or fair?

- On the day of the premium livestock sale, it is an expectation that each youth exhibitor would seek out their primary buyer(s), shake their hand, and genuinely thank them for supporting their project.
- Within 7 days of the sale, it is expected that each youth exhibitor would send a thank you note to their primary buyer(s).
- When you receive your final check that may include additional boosts, it is expected that each youth exhibitor would send a thank you note to ALL additional buyers within 14 days of receipt of the check.
- Take pictures, share on social media and tag your buyers! Businesses appreciate the recognition associated with youth and their families who highlight their support of the Madison County youth!

8) Can I recruit buyers or ask friends/family to “boost” my project?

- Absolutely! We strongly encourage youth exhibitors to recruit family, friends, local businesses, etc. to be buyers on the day of the sale or “boost” projects!
- New this year is the opportunity to “boost” projects online via a website called Fair Entry. Additional details will be communicated as we get closer to fair.
- All boosts should be completed online or postmarked by July 22, 2022

9) Is the sale price on the day of auction the total amount I will receive in my check?

- The final check that you receive after the sale will include the final bid during the Premium Livestock Sale and any additional boosts that were submitted for your specific project.
 - A 5% commission will be removed from the total sale amount to cover the administrative costs associated with conducting the Livestock sale and invested to recruit new Buyers as well as thank those that did support the sale.
- If you sold your animal to the packer at the conclusion of the fair, your check will also include the total price paid for your animal by the packer.



- There is no commission removed from the sales price of the animal to the packer.

10) Which projects are eligible to be sold during the premium sale?

- **Projects that are eligible to be sold in the premium sale include:**
 - Market Beef
 - Market Chicken
 - Market Goat
 - Market Hog
 - Market Poultry (Chicken, Duck, Turkey)
 - Market Rabbit
 - Market Sheep
 - Dairy

11) How many animals am I allowed to sell during the premium sale?

- Each youth exhibitor is permitted to sell up to two (2) animals in the premium livestock sale per year.
- These projects **MUST** be from **unique project numbers as deemed by the Madison County Fair. These numbers may be different than the project numbers in the 4-H catalog.**

12) Are the monies I receive from the premium sale taxable?

- We would encourage you to consult with a tax advisor regarding your specific situation. Earnings from the premium sale are required to be reported to the IRS. In addition, each exhibitor will receive a 1099 for monies received as part of the premium sale. Monies received from the packer, while included in the same check, will **NOT** be reported to the IRS nor included in 1099 totals.

There may be rare circumstances where a youth exhibitor may not be able to be physically present during the Premium Livestock sale. Any exception request **MUST be made in writing and sent vial email to madisoncountysalescommittee@gmail.com at least 48 hours **PRIOR** to the start of the Premium Livestock Sale. The Sales Committee will review the request and determine whether the youth exhibitor will be permitted to have a “stand in” during the Premium Livestock sale. Any youth exhibitor who does not seek an exception and utilizes a stand in without permission will forfeit the primary auction bid during the premium Livestock sale.*