

**Sample Letter:
Cheyenne Sharp
Bartow FFA and Southern Variety 4-H Club**

September 1, 2013

Mr. and Mrs. Bob Hunter
23456 South Fort Blount Blvd.
Bartow, FL 33830

Dear Mr. & Mrs. Bob Hunter:

Hello, my name is Cheyenne Sharp. I am 18 years old and a senior at Bartow High School. This is my third year showing a steer, and however I have shown purebred Polled Herefords for six years now.

This year I am raising a steer to show at the 2014 Polk County Youth Fair. I decided to name him Tuition. I have learned a lot about showing a steer. I found out that it's way different than my Hereford heifers.

Tuition and I will be at the Youth Fair from Wednesday, January 30 through Friday, February 1, 2014. The Fair will be held at the Polk County Agricultural Center, located at 1702 Highway 17 South in Bartow. I would like to invite you to see him on show night, which is on Thursday, January 31, at 6:00 pm. Please consider sponsoring an animal at the livestock auction on February 1, at 7:30 pm. If you have any questions for me, please do not hesitate to call me or email me.

Thanks for your support. Tuition and I will look forward to seeing you at the Fair.

Sincerely,

Cheyenne Sharp
Barrelracer85236985@aol.com
333-533-3333 - cell phone

Species Specific Rules

Market Rabbit

1. Market rabbits must be between 10-12 weeks of age at the time of weigh-in at the Monongalia County Fair.
2. Exhibitor must own doe and buck by March 1st of the current year, breed, and raise market rabbit litter pen at exhibitor's home.
3. Breed date will be no later than **May 1, 2019** with birth date of no later than **June 1, 2019** for the Monongalia County Fair.
4. Exhibitor must exhibit the buck and/or doe at the Monongalia County Fair.
5. Three rabbits will make up market rabbit pen. Market rabbit pen will be auctioned as a set of three.
6. Market rabbits will be identified by a tattoo in the left ear.
7. Each rabbit in market pen must have **minimum weight of 3 pounds.**

Market Poultry - Chicken

1. Market chicken must be between 6-10 weeks of age at the time of weigh-in at the Monongalia County Fair.
2. Purchase market chickens between **June 1, 2019** to **July 1, 2019** for the Monongalia County Fair.
3. Three poultry will make up market poultry pen.
4. Market poultry pen will be auctioned as a set of three.
5. Market poultry will be identified by a numbered leg band.
6. Each chicken in market pen must have **minimum weight of 5 pounds.**

Market Poultry - Turkey

1. Market turkey must be between 14-16 weeks of age at the time of weigh-in at the Monongalia County Fair.
2. Purchase market turkey no later than **May 1, 2019** for the Monongalia County Fair.
3. Market turkey will be identified by a numbered leg band.
4. Market turkey must have **minimum weight of 20 pounds.**

Feeder Steer

1. Feeder steer are to be born after **January 1st** of the current year and of a beef breed.
2. Feeder steer must be castrated and dehorned prior to entrance at Monongalia County Fair
3. Feeder steer that are unkempt must be cleaned prior to weigh-in.
4. Feeder steer **minimum weight is 300 pounds.**

Feeder Heifer

1. Feeder heifer are to be born after **January 1st** of the current year and a beef breed.
2. Feeder heifer must be dehorned prior to entrance at Monongalia County Fair
3. Feeder heifer that are unkempt must be cleaned prior to weigh-in.
4. Feeder heifer **minimum weight is 300 pounds.**

Market Steer/Market Heifer (market project)

1. Market steer/heifer are to be born after **January 1st** of the prior year and of a beef breed.
2. Market steer must be castrated, and market steer and heifer must be dehorned prior to entrance at Monongalia County Fair
3. Market steer/heifer that are unkempt must be cleaned prior to weigh-in.
4. Market steer/heifer **minimum weight is 1000 pounds.**

Yearling Heifer (breeding project)

1. Yearling heifer are to be born after **January 1st** of the prior year and a beef breed.
2. Yearling heifer must be dehorned prior to entrance at Monongalia County Fair.
3. Yearling heifer that are unkempt must be cleaned prior to weigh-in.
4. Yearling heifer **minimum weight is 700 pounds.**
5. Yearling heifer are breeding project and will not be auctioned.

Market Lamb

1. Market lamb are to be born after **January 1st** of current year.
2. Market Lamb must be castrated, sheared, and dehorned prior to arrival at the Monongalia County Fair.
3. Market lamb that are unkempt must be cleaned prior to weigh-in.
4. Market lamb must have scrapie tag in place prior to entrance at Monongalia County Fair.
5. No lamb with evidence of rectal prolapse will be permitted at the Monongalia County Fair.
6. Market lamb **minimum weight is 95 pounds.**

Market Goat

1. Market goat are to be born after **December 1st** of prior year.
2. Market goat are to be meat bred animals, castrated, sheared with horns tipped and covered prior to arrival at the Monongalia County Fair if applicable.
3. Market goat must have a scrapie tag in place prior to entrance at Monongalia County Fair.
4. Market goat that are unkempt must be cleaned prior to weigh-in.
5. Market goat **minimum weight is 60 pounds.**

Market Hog

1. Market hog are to be born after **January 1st** of current year.
2. Market hog must be castrated prior to entrance at Monongalia County Fair.
3. Market hog that are unkempt must be cleaned prior to weigh-in.
4. Market hog minimum weight is **225 pounds.**

“Do’s and Don’ts” of Market Animal Buyer Letters

| DO’s | Don’ts |
|--|--|
| Write a rough draft and get it proofread | end your letter without having it proofread |
| Get the name, position title, and proper address of the contact | Send a letter “To Whom It May Concern” or “Dear Buyer” |
| Be personal, warm, and inviting | Use a cold, short, “cookie-cutter” letter |
| Use proper greeting, such as “Dear Mrs. Jones” | Address the person by first name, such as “Dear Bob” |
| Check your spelling | Depend only on the Spell Check function |
| Be gracious and use “Please” and “Thank you” | Make demands, or say “you should” |
| Use “Sincerely” to close Close with “Fondly,” “Regards,” or “Yours Truly” Sign your letter and include contact information | Forget to sign your letter and include contact information, fair location, date, time of auction |

Previous Buyers remember the best letter ever received:

- ☑ 25% liked humor
- ☑ 25% liked the letter addressed to them by name and appreciated a letter that showed a lot of work went into the project
- ☑ 25% liked little cartoons of the animal with a hand-written letter, and
- ☑ 25% liked a full-page letter that focused on the exhibitor that included a picture.

Ideas for your buyer invitation

Handwritten letter is always appreciated

Include a photo with your project

Tell the buyers about your project

Discuss what you plan to accomplish with the project

Tell the buyer how you will use the profits

- Invite five new buyers that have not participated in the past!
- You should send out at least 10-25 letters
- Be persistent, respectful, and teach the prospective buyer about your project; make your visit personal.
- Be sure to have a parent discuss the tax deduction opportunities the business could receive by participating.
- Be courteous and respectful of the business owners time and patience with your visit.

Always end the visit with **Thank you!**

For All Applicable Species:

1. All animals must be vaccinated according to the West Virginia State Code.
2. Consult local veterinarian for recommendations based on your animal species.
3. All animals must be fed and watered from time of arrival to time of departure which includes Sunday morning.
4. All livestock must have a sound halter (rope) on animals after auction.

Auction Weight Rules

| Animal | Acceptable Weight Range | |
|--------------------------------|-------------------------|------|
| | Low | High |
| Market Steer and Market Heifer | 1000 | 1500 |
| Feeder Steer and Feeder Heifer | 300 | 650 |
| Yearling Heifer* | 700 | |
| Market Hog | 225 | 295 |
| Market Lamb | 95 | 150 |
| Market Goat | 60 | 100 |
| Market Rabbits (per rabbit) | 3 | 6 |
| Market Chicken (per bird) | 5 | 8 |
| Market Turkey (per bird) | 20 | 40 |
| Other | | |

*Yearling Heifers are a breeding project and therefore there is no maximum weight.

Scholarship Information:

To be an eligible participant for the scholarship:

1. Participant must be a registered member (Dues paid if required) of the University High FFA, Clay-Battelle FFA, or Monongalia County 4-H and eligible to participate in the auction.
2. Participant must have exhibited and sold an animal at the Monongalia County Youth Livestock Auction the last three consecutive years.
3. Proof of current enrollment or acceptance at college/university/trade school/military submitted to the Monongalia County Fair Livestock Committee by July 1, 2019.
4. If student is in their second year or higher of college must submit a copy of Spring 2019 course grades to remain eligible for scholarship.
5. Exhibitors must complete **24 hours each year** of volunteer hours:
 - a. The volunteer hours are a show of good faith for the funding of the scholarship.
 - b. Exhibitors will have multiple options for volunteer opportunities to complete the 24-hour obligation.
 - c. If exhibitor does not fulfill the volunteer requirement, will forfeit the ability to receive the scholarship for 2019.
6. Exhibitors receiving award will receive a certificate at the Show & Auction, scholarship award check will be mailed to below address after auction date.
7. Any extenuating circumstances may be appealed to the livestock barn committee.

Applications will not be accepted if the above requirements are not met.

Application with all requirements must be postmarked by July 1, 2019.

LATE APPLICATIONS WILL NOT BE ACCEPTED

Scholarship forms available on website www.moncountyfair.org

Questions call scholarship livestock committee lead:

Jennifer Turner 304-692-5098

May also email completed forms to jenfowlern@yahoo.com

Prospective Buyers

Think outside the box!

Start your buyer search early, recommend by April 1, 2019

Before you begin writing your letters, it is important to have a plan. Who should I target to receive my buyers' letters?

Suggestions

- Advertisers listed in the newspaper
- Companies/organizations that support 4-H and FFA at national or regional levels
- Family Doctor
- Family Dentist
- Eye Doctor
- Orthodontist
- Insurance Agent
- Banker
- Grocery Stores – Giant Eagle, Kroger, Aldi, Wal-Mart
- Restaurants Hair Stylists Mechanics
- Contractors Engineers Veterinarian
- Feed Store Equipment Dealers
- Car Sales Dealers Relatives
- Neighbors Friends
- Parents' or Your employers
- Funeral Homes
- Auto Dealerships
- Political Candidates
- Community Leaders
- Plumbers
- Electricians
- Trucking Companies Gas/Land Well Company
- Surveyors Home Repair Stores