



4-H Project Animal Marketing Plan & Transfer of Ownership

This is a unique year with the cancellation of the Jr Livestock Show of Spokane. This guide will help 4-H youth and their families navigate a successful sale of their livestock project animals. Below are a few key steps providing guidance to:

1. Write a letter to buyers and supporters.
2. Market & sell your livestock project animal.
3. Assist you and buyer through meat processing.
4. Transfer ownership of your 4-H market livestock to your buyer.

Write a letter to potential buyers

- Write your 4-H story about you and your market livestock project. Have your parents or club leader proof your letter. Include at least one or two pictures of you and your project.
- Plan your “elevator speech” (see “Tips” below) to encourage potential supporters to buy your project animal.
- Advise your potential buyer that they can support you with “add on” funding, if they don’t wish to buy your project animal. For example: Add \$50, \$100, etc. to the actual price for which you will sell your animal.
- Explain what you plan to do with the money you earn selling your project animal (e.g., buy another project, buy your first car, or save for college).
- Follow up with buyers.

Tips to market your livestock:

- Buy a local product.
- Support a 4-Her.
- Support the livestock industry.
- Great “freezer full” feeling.
- Quick & easy buying process.
- Save money when compared to grocery store prices.
- Buying from a YQCA certified livestock producer, who has learned about food safety and animal well-being.

Make a reservation with a butcher:

Please contact a processor now and make a reservation for your animal. This is a busy time of year.

Local Custom Meat Processors (From the Spokane Jr Show website)

Rusty’s Meats – Deer Park, WA (hogs only)	509.276.2237
Dunham and Sons Meats, Spokane Valley, WA	509.924.9821
Garfield Meats, Garfield, WA	509.635.1217
Reedy Custom Meats, Elk,	509.292.1500
Quadra K Meats, Spokane, WA Must Contact prior	509.624.9760
Mountain View Meats, CDA, ID	208.765.6887
Scheffelmaier Meats, Cataldo	208.689.3910
Outlaw Meats, LaCrosse, WA	509.549.6328
Colfax Meats, Colfax, WA	509.595.3867
Double E Meats Post Falls, ID	208.660.5191

Where's the money?

We hope all our 4-H youth have been keeping records on the livestock projects. Do you need help deciding what to charge for your livestock product? Let's start with the costs associated with your project animal.

Hog Example	\$	Your animal	\$
Cost of animal	\$200.00	Cost of animal	\$
Feed	\$200.00	Feed	\$
Vet/animal health (dewormer/vaccines)	\$25.00	Vet/animal health	\$
Equipment	\$25.00	Equipment	\$
Cost Total	\$450.00	Total	\$
Est. weight of animal (on Certified Scale)	250lbs	Est. weight of animal	lbs.
Sold animal for flat rate (You can estimate your weight to give buyer idea of how much product they will receive)	\$750.00	Sold animal for flat rate	\$
<u>Profit</u>	<u>\$300.00</u>	<u>Profit</u>	<u>\$</u>

Determine your project animal's weight: Are you ready for the butcher?

The Jr Livestock Show of Spokane has a set of fixed weights for market animals to be ready for processing. Below you will find the weight ranges set by the Jr. Show. As a producer you should use these ranges to decide if you need to delay the harvest date or take the animal to be processed soon.

Beef 1150 lbs.--no max weight

Hog 230-300 lbs.

Sheep 100-140 lbs.

Goat 60 lbs.--no max weight

For example, if the youth livestock producer has a hog that currently weighs 275 lbs., they would want to schedule your processing soon. If the youth livestock producer has a goat only 55 lbs., they don't need to rush and could feed the animal longer.

Weigh your animal. A youth producer may choose to: 1) take their animal to a weigh station and then return to the weigh station without the animal, or 2) use a weight tape to get an estimate.

We recommend youth sell their animals in one of two ways:

1. Sell for a flat rate, for example, \$750.00 which is depicted in the above worksheet.
2. Sell at price per pound (live weight) with a certified scale (such as Solid Waste Management /Transfer Station). Use that weight to sell as a price per pound with the buyer prior to slaughter. In order to determine your breakeven price/lbs. you would need to take your total cost/your actual weight. So, with the data above \$450/250# (if that was an actual weight from a certified scale) = \$1.80/lbs., which is your breakeven price. If you sell your animal for \$3.00/lbs., you will receive \$750 and your profit will be \$300 (\$750-\$450)

Ownership of market animal needs to transfer from 4-H youth to the buyer of the livestock prior to processing. Youth are encouraged to use a formal agreement. See 4-H Market Livestock Transfer Ownership.

(Developed by the WSU Spokane County 4-H Program: K. McCloskey, P. Kuber, G. Mosey, & G. Varrella, last edited 4-14-2020)

Extension programs and employment are available to all without discrimination. Evidence of noncompliance may be reported through your local Extension office. Reasonable accommodations will be made for persons with disabilities and special needs who participate in 4-H events and programs. Contact Kate McCloskey at the Spokane 4-H Extension Office at 222 N. Havana, Spokane, (509-477-2165; kmccloskey@spokanecounty.org) at least two weeks prior to the event.