



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 your buyer through scheduling 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 their livestock projects. Do you need help deciding what to charge for your livestock product? Let's start with the primary costs associated with your project animal.

| Hog Example | \$ | Your Animal | \$ |
|---|-----------------|--|-----------|
| Your cost to purchase the animal | \$200.00 | Your cost to purchase the animal | \$ |
| Feed | \$200.00 | Feed | \$ |
| Vet/animal health (e.g., dewormer & vaccines) | \$25.00 | Vet/animal health (e.g., dewormer & vaccines) | \$ |
| Equipment | \$25.00 | Equipment | \$ |
| Cost Total | \$450.00 | Cost Total | \$ |
| Estimated or actual weight of the animal | 250 lbs. | Estimated or actual weight of the animal | lbs. |
| Sold animal for a flat rate of \$750 (Note: If you negotiate a flat rate, provide your buyer an estimate of the animal's weight to give a sense of the volume of product being purchased.) | \$750.00 | Sold animal for a flat rate <u>or</u> by the lb. | \$ |
| Profit | \$300.00 | Profit | \$ |

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 livestock 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 your hog currently weighs 275 lbs., schedule processing soon. If your market goat weighs only 55 lbs., you should not rush processing and should feed your animal longer to reach the goal of 60 lbs. or more.

Weigh your animal. You may choose to: 1) take your animal to a weigh station and then return to the weigh station without the animal for a second weight (with – without = your animal's weight), 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 worksheet example above.
2. Sell at a negotiated price/lb. (live weight) using a certified scale (e.g., at a Solid Waste Management Transfer Station) to determine the live weight for the sale calculation. In order to determine your breakeven price/lb., you would need to take your total cost/your actual weight. Using the example above, \$450 cost/250 lbs. (a weight from a certified scale) = \$1.80/lb., which is your breakeven price. If you negotiate a sale price of \$3.00/lb., you will receive \$750. Your profit will be \$300 (\$750-\$450 = \$300).

Ownership of the market animal must be transferred from you to your buyer **prior to processing**. Use a formal agreement. See the example from the *WSU Market Livestock Transfer of Ownership Template*.

(Developed by the WSU Spokane County 4-H Program: K. McCloskey, P. Kuber, G. Mosey, & G. Varrella, last edited 4-20-2020)

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.