

# Sample Buyer Letter

## What To Say In Your Buyer Letter

- Introduce yourself - name, age, grade, interests.
- Information about your 4-H Club or FFA Chapter.
- Information about your livestock project - species, breed, age, feed, exercise.
- Information about your breeding or other 4-H or FFA projects.
- What have you learned this year.
- What challenges did you overcome or things you especially enjoyed.
- What have you worked the hardest on this year.
- 4-H, FFA, School, and Community Involvement and leadership roles.
- Plans for the future - college, career.
- Information about the Buyer's Appreciation event and the Livestock Auction.

Dear \_\_\_\_\_,

My name is \_\_\_\_\_; I am 11 years old and going into the 6th grade year at ABC Elementary. I Have been in 4-H for 2 years, my club is called ABC Community Club. I also like playing softball and playing with my dogs.

I am raising a lamb named Lamb Chop and he is a strong market lamb. I feed him 3 lbs. of high protein grain and some grass hay every day. I also make sure he has fresh water at all times. We work together for about an hour every day, in the morning, and at night.

I would like to invite you to the 96<sup>th</sup> annual Deschutes County 4-H/FFA Buyer's BBQ which will be held in the sheep show ring at 11:00am Saturday August 1<sup>st</sup>. The Auction will start at noon in the swine show ring beginning with Beef, then Sheep, followed by Rabbits, then goats, and ending with Hogs.

I have enclosed a brochure explaining some of the details about the sale and how you can participate. By participating in our 4-H Livestock Auction you will be helping young people like me reach our future goals.

Thank you for your time and interest in Lamb Chop and me. I hope to see you at the fair. If you have any questions, you may contact my parents at 541-555-1212.

Sincerely, /signature/



## Meeting With Buyers

### Plan Ahead

- When you approach a potential Buyer you are not only marketing your animal, but also yourself and your organization.
- Marketing your animal is a great opportunity to meet community members, practice your public speaking, and build confidence.
- Meet your buyer with a plan on what you intend to say. Speak clearly and be sure to have answers for potential questions.
- Dress appropriately in clean wrinkle free clothing such as you might wear in the show-ring and at Auction.

### Important Talking Points

- What projects you are exhibiting and what you've learned in 4-H/FFA
- 4-H, FFA, School, and Community Involvement
- The benefits of supporting 4-H/FFA Members through the Livestock Auction
- Resale and Processing options
- The time and place of the auction

Always close by inviting your potential buyer to the Buyer's Appreciation event and the Livestock Auction. Never ask the potential buyer to purchase your animal or suggest a price.



#### Deschutes County 4-H

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Deschutes County 4-H/FFA Livestock Auction

# Marketing Your 4-H/FFA Livestock Project



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