

# Inviting Buyers To The Market Animal Sale

Steve Harrison, Extension Educator

## Goal (learning objective)

Youth will learn how to invite buyers to the market animal sale.

## Supplies

- Samples of market animal sale invitation letters (enough for group)
- Paper and pencils (enough for group)

## Pre-lesson preparation

- Review the information contained in a market animal sale invitation letter (see .pdf links in references/resources below).
- Be prepared to teach youth how to prepare a buyer invitation.
- Have youth role play a buyer invitation presentation.

## Lesson directions and outline

### Background information

One of the most important aspects of a business including market animal projects is marketing your product. The price you receive for your product is the top indicator of profit potential.

Businesses market their products in many different ways: posters, press release, commercial, advertisement in written news magazines, newspaper or social media, website etc. You may also want to think about how others market their product in a grocery store? Farmer's market? Mall? Bookstore?

## Conducting the activity (DO)

1. Distribute copies of sale invitation letters.
2. Ask for a volunteer to record answers provided by the group. Ask: What components should be in a market animal sale invitation?
3. Review the components of a sale invitation letter from resource materials. Make sure items not mentioned get captured.
4. Distribute pencils and paper.
5. Have members write a buyer invitation letter.
6. Ask: Who should you send invitation letters to? Ask: When should invitation letters be sent or delivered?
7. Ask for a volunteer to record answers provided by the group. Ask: What should you do when you deliver your invitations? How should you dress? What is appropriate to say?
8. Review resource materials for appropriate buyer interactions. Make sure items not mentioned get captured.
9. Ask for volunteers to role play a buyer/seller conversation.
10. Ask for volunteers to his/her letter to the group.

## Alternate Activities

1. Have youth create a power point presentation about their projects and upcoming sale. Have youth make a presentation to local businesses or community groups.
2. Have youth create a YouTube video to promote their projects and sale.
3. Have youth write a list of their personal skills. Older youth may want to structure their skills into a resume to promote themselves for a job.

## What did we learn? (REFLECT)

- Ask: Why is it important to invite buyers to attend the market animal sale at the fair?
- Ask: How do you feel when you are able to promote yourself and your project?
- Ask: Do you need to take time to practice what you are going to say to buyers? Why?
- Ask: Do you need to plan your invitation letters?

## Why is that important? (APPLY)

- Ask: Why does McDonald's advertise new items on their menu?
- Ask: How does marketing impact consumer confidence?
- Ask: Where else is marketing important to your life? Why?

## Resources

Antoni, Al De. (2006). A Guide to Writing Better Buyer's Letters. Oregon State University. Retrieved from [http://extension.oregonstate.edu/harney/sites/default/files/o\\_writing\\_better\\_buyer\\_s\\_letters\\_\\_for\\_youth\\_.pdf](http://extension.oregonstate.edu/harney/sites/default/files/o_writing_better_buyer_s_letters__for_youth_.pdf)

Ohio State University Extension. (2011). Marketing. *Beef resource handbook* (page 10-9).

Ohio State University Extension. (2008). Caring for Animals. *Goat resource handbook* (pages 162-163).

Ohio State University Extension. (2011). Showing and Selling. *Sheep resource handbook for market and breeding projects* (page 101).

Ohio State University Extension. (2000). Selling the Project Animal. *Swine resource handbook for market and breeding projects* (pages 13-1).

University of California Division of Agriculture and Natural Resources.(n.d.). Marketing Your 4-H and FFA Livestock Animal Project. *The 4-H Experience: Learn By Doing*. Retrieved from <http://cemendocino.ucanr.edu/files/77498.pdf>