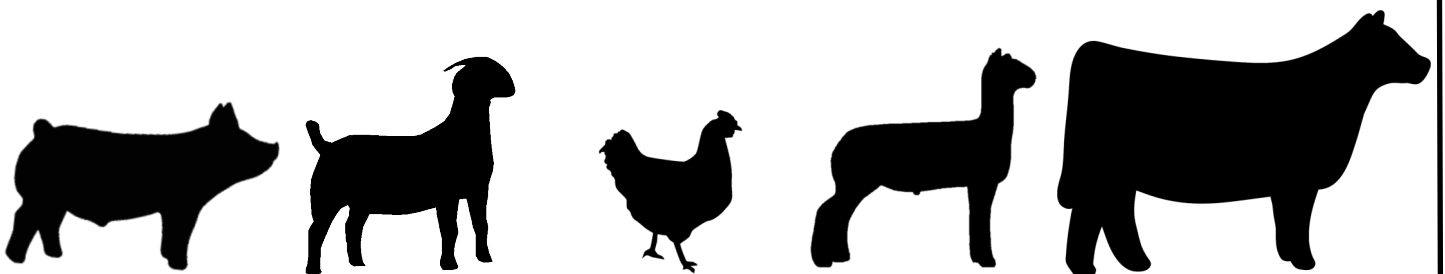




Chautauqua County 4-H **Meat Animal Sale**

July 16-17, 2020

PetersonAuction.com



Marketing Tips and Tricks
2020 4-H Meat Animal Sale

The 2020 4-H Meat Animal Sale will be one for the history books! CCE staff hope that the sale will be a success for you and your family. Sale packets are now available online at cce.cornell.edu/chautauqua.

1. Secure at least three buyers for your animals. The more buyers you have the better chance you have to receive a premium for your animal(s).
2. Recruit bidders by contacting them via phone or by mailing or emailing them a letter. Consider including information about you including your involvement in 4-H and school activities, your project, the amount of money you will need to receive to have a successful year and how you will use the funds you receive.
3. Make a careful consideration before visiting buyers in-person. CCE Chautauqua is not encouraging youth to visit buyers at this time. If an in-person visit must take place please consider wearing a mask and social distancing.
4. Social media may be a useful tool for marketing your animals. Consider sharing a photo of you and your animal (s) as well as the date of the sale and a link to the Peterson Auction site.
5. Remind buyers that they must register as a buyer at PetersonAuction.com. They can click the 4-H Clover on the website and will be directed to a page that is specifically for our online sale.
6. Buyers from the past 3 years have been mailed a buyers packet and information about the online sale via mail. Buyers packets are available for you to print at home by visiting cce.cornell.edu/chautauqua or, if you are unable to print due to extenuating circumstances, you can contact Lisette at 716-664-9502 ext. 214 or lm323@cornell.edu.
7. Submit up to four photos and one video (maximum length one minute) online at cce.cornell.edu/Chautauqua by July 1, 2020. This information will be used on the Peterson Auction site to promote your animal.
8. Unsure where to start to find buyers? Start with your past buyers. Think of friends and family who may be interested in filling their freezer with meat. Businesses often are happy to support 4-H youth as well. Start with businesses your family may work with often. Refer to the 2019 Buyer's Honor Roll for other businesses who regularly support 4-H youth. They have already been mailed information about the sale so they may be expecting calls from youth. The 4-H Office has contact information for buyers on the 2019 Buyer's Honor Roll if you need phone numbers or mailing addresses.

2019 Buyer's Honor Roll

3 C's Catering
Allessi Family
Allied Alarm
Andrew Goodell
Anna & Brian Colvin
Barney's Hoof Trimming
Becker Family
Bill Bush
Bittenger Spray Foam Insulation
Bob Johnson Alliance Advisory Group*
Brautigam & Brautigam LLP
Brehm Farms
Brown Land Surveying PC
Busti Lime Service Inc
C&R Construction
Candy O'Dells
Cassadaga Farm Supply
Cassadaga Shur-Fine
Chautauqua County Farmer
Neighbor Dinner
Chautauqua Patrons Ins. Co. Jmst- Office*
Cherrie and Jack Clark*
Christina Olson
CMFS/Miraclean
Coffaro's Custom Butchering
Cows Come First-Mark Einink*
Craig Lawergren Masonry
Dave and Jan Schuman
David Foley
Decker Oil
Dennis McElwain
DJ Harrington Excavation
Dog Moms
Dorman Family
Doug and Sue Harper
Dr. Thomas Gullotti
Eckman Insurance Company*
Empire Livestock Market*
Ewe and Me Acres
Farm Credit East ACA
Farnham's Septic
Fundamental Wealth Management
G. Kurtz
George Borrello
Greg Wolcott
Hamburg Gaming Center*
Harmony Chiropractic
Harrington Excavation
Harry Austin Milling
Heim Contracting
Hillside Meadows Farm
Hilltop Livestock
HLW Acres Poultry Processing
Hobby Hereford Boer Goats
I-86 Club Lambs
J Edwards Insurance Agency

James H Mitchner
Jamestown Macadam Inc, JMI
Jamestown Plastics
Janet & Steve Schmonsky*
Jeff and Ellen Bush
Jeff and Jen Clark
Jefferson Terrace Salon & Spa
Jim and Sue Barber
Jim Quattrone
Jim Staub
Matt and Joe Ann Overfield
John Studley Spray Foam Insulation
Jordan Forestry
Ken Balling
Kettlebrook Farm
Kevin S. Honey, CPA
Kibbe Family
Knight Operating Services LLC
Lakeshore Paving
LandPro
Laporte Farm Equipment
Larry Brown
Lesch Farms LLC*
Lighthouse Point Grocery
Lynn Development
Merrill Family
Mitchner Builders
Moon Meadow Farm
Noble Farms
NOCO Energy Corp.
Pat Carr
Paul Lang
Personal Wellness
Peterson Auction Services
Phil Klinginsmith
Pinewood Farms
Quality Manufacturing Systems, LLC
R. Patti Concrete and Excavating
R.P. LeGrano Enterprises
Randy & Jeanne Wasink
Reed Farms
Richard and Nancy Shaver*
Rick Meeder
Rocky Valley Suffolks & Tunis
Rodgers and Sons
Roger and Sue Overend
Ruth Lundin
Sek Farms
Shawn Huntington
Sinclairville Superette
Sons of the American Legion
SouthernTier Family Dentistry
SouthernTier Trailer
Spengler's Farms
Spinler Show Pigs
Sprague Farms

Stable Hand Agriservice
Steve and Darcy Cramer
Steve Elsholz
Stevens Brothers*
Storer's Container Service
Stuart Tool and Die
Stub Porter
Sunrise Melody Farm
Tabone Paving
Tim Horton's
Tri James Service
Van Rensselaer & Son Funeral Home
Wayne and Jennifer McGuire
West Herr Auto*

Bought Multiple Animals
Donated animal(s) back *

**Thank you to all of this
year's buyers!**