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FS# 61654H

The Market Animal Auction Experience

Welcome to the Market Animal Project. For interested buyers who have never attended a livestock auction this document will help explain how a market animal auction functions. It is geared towards youth who are exhibiting in a Brevard County Fair Market Animal Project and can include 4-H and/or FFA youth members exhibiting hogs or poultry.

The youth who are involved with this project have spent many hours preparing for this event. They raise the animals, show them, and market them for sale. The proceeds from the sale are returned to the youth members. Many youth continue on for multiple years with animal projects and save their money to assist with growing their animal projects, saving for college, or saving for other large expenditures.

Roles at the Auction:

- **Auctioneer:** Takes bids from bidders/potential buyers and directs the auction sales. Talks and moves fast to keep the auction going at a smooth, fast pace.
- **Bid Assistants:** Will motion if they see someone making a bid and assist the auctioneer in identifying those individuals. Scans the audience to make sure all bids are taken.
- **Seller:** 4-H or FFA youth member selling their market animal.
- **Bidder/Potential Buyer:** Person willing to purchase the animal. Bidders become buyers when they “win” one of the lots (they are the highest bidder) and secure an animal. Bidders receive a number to bid with ahead of time (during registration).
- **Buyer:** Responsible for payment at the end of the auction. The buyer does not have to take the animal home. See Packer Buyer below.
- **Packer Buyer:** At the beginning of the auction, packer buyers bid on all the animals offered for sale establishing the “fair market price”. This person is willing to take home any and all the auction animals that the buyers do not want to take home. If a buyer purchases an animal but does not want to take their animal home, the packer buyer will pay the fair market price for the animal set at the beginning of the auction and take it home. The buyer will pay the price over and above that price to the seller.
 - Example: At the start of the auction the packer buyer wins the bid and the fair market price is set at \$15.00. When a buyer wins the auction animal for \$100.00 and chooses not to take the animal home, the packer buyer purchases the animal from the buyer for \$15.00. Ultimately the buyer pays \$85.00 for the animal, the packer buyer pays \$15.00 and the seller still receives the full amount of \$100.00.

Before the auction:

- A youth member will contact bidders/potential buyers ahead of time through personal and written communication. They will provide the information about the event (where, when, etc.) and their project experience.
- If a bidder/potential poultry buyer intends to take home their poultry purchases they should be prepared to take those animals home at the conclusion of the auction. Poultry cannot stay on the fairgrounds once purchased. Any necessary animal cages, trailers, etc. should be brought to the auction.
- The hog show and sale is a 'terminal show'. All hogs from 'terminal shows' must go to a harvesting facility per State of Florida Regulations.
- At the auction:
- Oftentimes, prior to the auction, an event may host bidders/potential buyers and give them an opportunity to socialize with the youth members. This gives the youth an opportunity to show off their animals in the hopes of securing bidders/potential buyers.
- All potential bidders/buyers need to register and secure a number to bid with. Even if a bidder doesn't end up buying an animal, they should secure a number before the auction.
- Youth will show their market animals and those animals will be on the floor for bidding. Poultry will be sold off in lots with each youth having three chickens to sell. Buyer (high bidder) of the first chicken in each lot can elect to take one, two, or all three chickens in that lot at the same price per bird.
- The Grand Champion and Reserve Champion animals will be sold off first (the animals that have the best body condition, ideal form, won highest honors from the judge, etc.), followed by youth accruing the highest points towards champion exhibitor (youth who participate in multiple animal contests, such as poster, photograph, etc. can accrue points based on their performance in these contests).
- At the conclusion of the auction, buyers will pay for their animal(s), take it home (or allow the packer buyer to take the animal for the fair market price and buyer will pay the additional price above the fair market price for poultry), or allow it to be processed (hog). Photographs of the buyer with the seller of the animals will be taken.

After the auction:

- Buyers will receive a thank you letter and photo from the youth member. Buyers can expect to receive invitations to attend future market auctions and continued support market projects.

Other information:

- The auction purchase above the fair market value of the animal is tax deductible through the Brevard County Fair 501(c)(3).