
LIVESTOCK SALES TALK



State 4-H O’Rama
Senior 4-H’ers

OBJECTIVES

Targeted Life Skills: responsibility, self-motivation, marketable skills, oral communication, record keeping, planning, critical thinking, problem solving, decision making

This activity will develop a 4-H member’s ability to communicate the value of their livestock project and market their livestock. Using their knowledge of their project, individuals will create a sales pitch to showcase an animal and its value to the greater animal industries.

The purpose is to evaluate the effectiveness of the presentation and the contestant’s ability to merchandise their livestock.

ELIGIBILITY

Each county may enter up to four (4) senior 4-H individuals in the Sales Talk contest. This is a state-only contest for individuals.

ACTIVITY

This contest is a mock sales situation – the goal is to sell your animal to potential buyers. Participants must use their **own** livestock project in this contest. Approved livestock species for this contest include cattle, swine, goats, and sheep.

Sales Talk uses a live setting complete with a photo or video and potential buyers. Contestants have five to eight minutes to present an effective sales pitch to the judges (potential buyers). Time penalties will be assessed on pitches falling beyond the time constraint. Time for additional questions from the judges will not be penalized.

SCORING CRITERIA

- 1. Knowledge of the Animal:** (25 points) Was the participant knowledgeable of the animal’s pedigree/performance? Were comments about phenotype or genotype accurate?
- 2. Organization and Supporting Materials:** (25 points) Was the presentation organized? Was time managed effectively? Were supporting materials beneficial to the pitch?

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3. **Poise and Delivery:** (25 points) Was the contestant professional and pleasant? Was there a confident tone of voice and sufficient eye contact? How well did the contestant answer questions?
 4. **Effectiveness of Pitch:** (25 points) Was the sales pitch convincing? How original and enjoyable was the pitch? How confident was the contestant with their animal and sales pitch?

REQUIRED MATERIALS

1. **An approved livestock project animal.** Participants must present a pitch on an animal they own. Livestock species must be approved. The animal may be either sex, and of any age (BUT remember this is a sales pitch – this should be a marketable animal, not a cull animal).
2. **A photo or video of the animal being “sold.”** Printed photo of the animal must not be any larger than 8”x10”. Recorded video of the animal must not exceed one minute. Video of the animal should not include any sound or text on the screen. Videos or pictures must be sent to the contest coordinator one week prior to the contest.
3. **Professional appearance.** There is no required dress code, but it is important to keep in mind that appearance is important when marketing yourself and your animals.
4. **Supporting materials for your animal and pitch.** This may include copies of registration papers, genetic information, pedigree, or animal performance records. These materials must be printed ahead of the contest and will be left with the judges at the conclusion of the pitch. Business cards are acceptable. Farm promotional materials such as hats, stickers, etc. are prohibited.

AWARDS

The first-place individual will receive a trophy. Individuals scoring second-, third-, fourth-, and fifth place will receive ribbons. All others will receive participation ribbons.

CONTEST ADMINISTRATION

Allison Harman – Instructor, 4-H Youth Livestock

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