

**YOU'VE PURCHASED A
MARKET ANIMAL...NOW WHAT??**

Buyers have (3) options:

- Purchase and Floor: Pay the difference between the pre-determined floor price* and your bidding price for the animal. This is considered an advertising expense.
- Purchase for Consumption: Purchase the animal and keep it for you own consumption. The difference between the floor* and bid price is considered an advertising expense
- Purchase and Donate: Purchase the animal and donate it back to the livestock council, or to any other charity. In this case, the entire amount would be considered an advertising expense or a contribution.

The following examples show how the amount of contribution is derived:

Steer weighing 1200 pounds:

Buyer Bids: \$1.50/lb	\$1800
Floor Price: \$.85/lb	\$1020
Net Cost Amount	\$780**

Lamb weighing 110 pounds:

Buyer Bids: \$2.50/lb	\$275
Floor Price: \$ 1.00/lb	\$110
Net Cost Amount	\$165**

Estimated Carcass Yield

Steers—60% Hogs—70% Lambs/Goats--50%

**Floor Prices will be announced at the beginning of the sale.*

***Please check with your tax preparer as this amount may be deductible*

The Rockbridge County 4-H/FFA Livestock Advisory Council developed this brochure to explain the 4-H/FFA Livestock Auction to prospective buyers. The 4-H and FFA Livestock Auction is held annually to provide a special auction for 4-H and FFA exhibitors to sell their market animal projects.

All money spent for livestock will be paid to the 4-H/FFA exhibitor with the exception of six-percent (6%) of the gross sale; which will be utilized for operating expenses, equipment, the thank you ad in the local paper, and other auction expenses.

Exhibitors who sell the livestock use the proceeds to reinvest in future 4-H/FFA projects, or they may set their earnings aside for educational and/or business opportunities.

As a buyer, you are investing in these exhibitors' futures by encouraging them to stay involved in agriculture. The 4-H and FFA members are involved in various educational, community service projects, and entertainment activities throughout the year.

For More Info :

Alan Berry (540)570-5123

Susan Showalter (540)460-2016

Margaret Ann Smith (540)460-4899

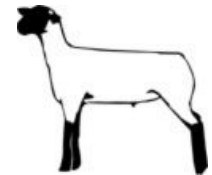
www.rockbridgelivestock.org

**25TH ANNUAL
ROCKBRIDGE
4-H/FFA
LIVESTOCK AUCTION**

FRIDAY, JULY 22, 2011

6:00 P.M.

BUYER'S GUIDE



Rockbridge 4-H/FFA Livestock Advisory Council
P.O. Box 537
Lexington, VA 24450

www.rockbridgelivestock.org

COME JOIN US!

BUYER'S SOCIAL

Each year we have a buyer's social prior to the sale. The buyer's social is a great way to interact with the exhibitors, their families, fellow supporters, and gives you time to view the animals prior to the sale. Please join us on Friday, July 22 at 4:30 p.m. for the buyer's social.

PAYMENT

Payment, if at all possible, is to be made the night of the auction. If you are unable to attend, or have a "proxy bidder", please mail your checks to:

Rockbridge 4-H/FFA Livestock Advisory Council
P.O. Box 537
Lexington, VA 24450

LOCAL PROCESSORS

Please check with these processors for processing fees and cutting options.

**Animals to be processed will be transported at no expense to the buyers to the following processors.*

Donald's Meat Processing, Lexington
(540)463-2333

Green Valley Meat Processors, Monroe
(434)299-5529

Mullins Slaughterhouse, Stuarts Draft
(540)337-1566

Mt. Joy Meat LLC, Raphine
(540) 377-MEAT (6328)

If you are a person with a disability and desire assistance or accommodation to attend and/or participate at this event, please notify the Rockbridge Extension Office at (540)463-4734 or TDD (800)828-1120 during business hours of 8:30 a.m. and 5:00 p.m. Virginia Cooperative Extension programs and employment are open to all regardless of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, or marital or family status.

BENEFITS

QUALITY PRODUCTS

All animals sold will grade select or better as determined by a state grader. You will receive top quality, locally raised beef, pork, lamb, and goat.

SUPPORT

The livestock auction is a great place to show your community involvement and support of local youth. Throughout the year exhibitors learn feeding, grooming, training, record keeping, and proper livestock management practices. Exhibitors selling livestock may use the proceeds to reinvest in future projects or they may set their earnings aside for educational or business opportunities.

ADVERTISING

Your name will be announced at the sale, printed in the ad in the local paper, as well as being listed in all show materials for 2012. Buyers also receive a thank you placard with a photo of the exhibitor and the animal purchased. Many businesses display these in a prominent place where they can be seen by their customers. Buyers will be listed year round on our website www.rockbridgelivestock.org

ANNUAL BANQUET

This year, on August 27 at 6:00 p.m., we will be hosting the annual Rockbridge County 4-H Livestock Awards Banquet at the Lexington Moose Lodge. As a buyer, you are invited to attend this function and be recognized for your support.

www.rockbridgelivestock.org

HOW YOU CAN PARTICIPATE

IN PERSON

Attend in person: The annual auction is full of excitement for you as a buyer and for the exhibitor. It will be an unforgettable experience for you. Livestock Advisory Council members will be present to assist you with your bid.

BY PROXY

Proxy Bidding: You may contact a Livestock Advisory Council member to make a proxy bid. This will allow a member of the council to make a bid for you. Please contact Susan Showalter at (540)460-2016, Margaret Ann Smith at (540)460-4899 or Alan Berry at (540)570-5123 for more information.

SALE DAY

Please be sure to stop by the show office to become a registered bidder. You will receive a buyer's bid number at this time, as well as directions for the conclusion of the sale; such as buyer checkout, processor sheets, etc.