

What is the Sale of Champions?

The Oconto County Fair Sale of Champions is the culmination of animal production projects for Oconto County 4-H, FFA and Girl/Boy Scout members.

Through these projects, youth learn how raise meat animals according to the demands of today's market while developing life skills which will help them become successful adults. The top exhibits are sold to reward youth for excelling in the efficient production of high quality animal products.

Local businesses, individuals, civic and other groups are invited and encouraged to attend and bid at this special sale. The Sale of Champions is an excellent opportunity to support an educational youth activity, and it's a program that every type of business can participate in.

Successful bidders receive a large buyer's ribbon, a photo, have their name displayed on the large Sale of Champions display through next year's fair, and are featured in the appreciation ad as well as the following year's fair supplement in the Bonus paper. They will also be invited to the Sale of Champions dinner the Thursday evening following the fair. Some past buyers have created displays in their businesses which serve as excellent public relations tools long after the fair ends.

The goal of the sale is to generate bid prices that include a small premium over current market price as an incentive for youth to participate in animal projects. All proceeds from project sales, less a small commission to cover market project

and sale expenses, go to the exhibitor.

Youth Animal Projects To Be Sold'

Livestock , Dairy and Horse Exhibits

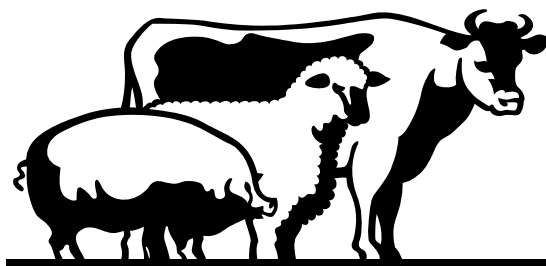
Champion and top ranked live beef steers
Champion and top ranked live dairy steers
Champion and top ranked live market lambs
Champion and top ranked live market hogs

Cheese for top ranked animals of the dairy cattle show
Goat milk products for top ranked animals of the dairy goat show
Packages for top ranked exhibitors of the horse show

Small Market Animal Exhibits

Champion pair of roaster chickens
Champion pair of fryer chickens
Champion market duck
Champion market turkey
Champion market goose
Champion roaster meat rabbit
Champion fryer meat rabbit
Champion pen of three meat rabbits

¹Exhibits to be sold depend on exhibitors meeting qualifications and requirements, therefore all listed exhibits may not be sold.



Sale Participation Is Easy

Participating in the Sale of Champions as a bidder is an opportunity to be part of one of the most exciting events at the fair.

You are invited to a pre-sale reception at 11:30 a.m. Sunday on the fairgrounds. A variety of tasty hors d'oeuvres representing the products of animals sold will be served with milk, coffee and soft drinks.

At the reception, you can register as a bidder and receive information on the exhibitors selling, animal weights, and current market prices. County animal project committee members and fair board members will be available to answer questions concerning the sale.

The sale begins at 12 noon. Sales will be made by auction bidding. Large animals are sold by the pound. Small market animals and products are sold by the unit. At the completion of bidding on each item, the successful bidder will sign and be given a copy of a purchase confirmation.

Payment for purchases at the sale can be made with the clerks at the sale or at the fair office immediately following the sale. Successful bidders also need to make arrangements for processing your purchases.

Professional auction services for the sale are donated by Yoap and Yoap Auction and Real Estate.

cutting, wrapping and freezing.

What Do I Do With a Live Steer, Chicken or Pig?

After an exciting and enthusiastic round of bidding the auctioneer yells, "Sold". You've just become the owner of a choice 1,100 pound steer. Now what?

The meat animals exhibited at the fair have been raised to be ready for market at fair time. Your options are to have the animal processed for your own use or to resell it.

Process For Home Use

Fair project meat animals are carefully selected and provided the best care by exhibitors. Qualified judges evaluate entries and pick the best for the sale ring. The quality of sale animals should be of exceptional quality.

How much meat should you expect? A 1,000 pound steer will yield about 440 pounds of packaged meat for your freezer; a 230 pound hog, about 130 pounds; and a 100 pound lamb, about 40 pounds.

A list of area custom and state inspected meat processing plants can be provided upon request.

You will need to contact a processor to have the animal slaughtered, arrange to have it transported to the plant, provide instructions on how to cut and package the meat and pick it up when it is ready.

Most processors charge a flat fee for slaughtering, then a per pound charge for

Resell

If you do not need the meat, the other option for buyers of sale animals is to resell their purchase, either privately or through regular market channels.

An advantage of reselling large animal exhibits is that it limits the purchaser's net cost of participating in the sale to the premium over market price and marketing costs. Example:

A 1,100 pound live steer purchased at the fair auction for \$0.80 per pound = \$880. If the market price is \$0.60 per pound, net cost to purchaser is \$220 plus trucking and marketing costs.²

Steers, pigs and lambs for resale can be transported to the Equity Livestock Sales Market at Bonduel Monday morning. Owners will receive the proceeds of the sale of those animals at the auction market less sales commission and other selling costs. The fair sometimes has inquiries from people interested in purchasing pork, poultry and rabbit.

Exhibitor families, youth animal sciences project committee and Fair Association members will be happy to assist you with processing or resale arrangements.

²Prices used in example are for demonstration only. Actual bid prices, market prices and resulting costs will vary.

OCONTO COUNTY FAIR



SALE OF CHAMPIONS

**12:00 NOON
SUNDAY,
AUGUST 24, 2008**

**OCONTO COUNTY
FAIRGROUNDS
GILLETT, WI**