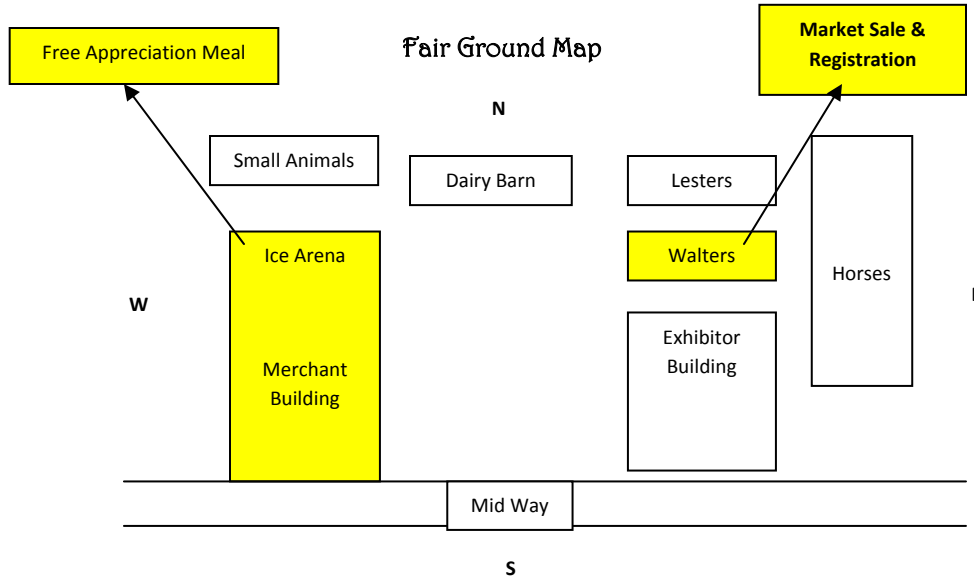


# Manitowoc County Fair August 24<sup>th</sup> – 29<sup>th</sup> 2010

4921 Expo Drive Manitowoc, WI 54220



Enjoy watching the competition of the Sale Eligible Animals in the Walters Building!

Hogs → Tuesday, August 24<sup>th</sup> at 9:00 AM

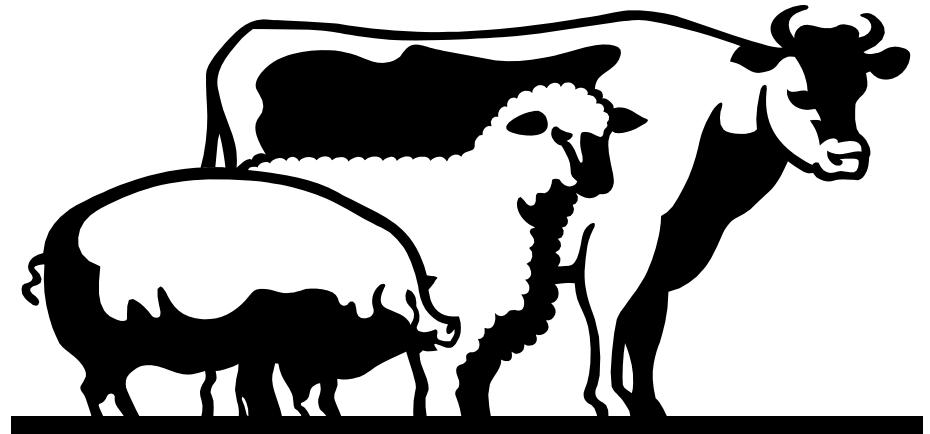
Sheep → Tuesday, August 24<sup>th</sup> at 3:00 PM

Beef → Wednesday, August 25<sup>th</sup> at 9:00 AM

**Any Questions Regarding the Market Animal Sale Please  
Contact Manitowoc County Market Animal Committee  
President Keith Roberts at: 1-920-901-1218**

# 2010

## Manitowoc County



## Market Animal Sale Guide

### Wednesday, August 25<sup>th</sup>, 2010

### 7:00 PM Walters Building

Potential Buyer Registration Begins at 5:30 PM – Walters Building

Potential Buyer Appreciation Meal Begins at 6:00 PM – Ice Arena

*A Special Thanks To The Youth Exhibitors' That Helped Create This Sale Guide At  
An Educational Meeting, As A Way To Market Their Quality Project!*

### Quality Fresh Meat at a Quality Value

	Average Grocery Store Costs	Average Auction Costs	Average Savings
Beef	\$7.75/lb	\$2.50/lb	\$5.25/lb
Hogs	\$6.25/lb	\$3.00/lb	\$3.25/lb
Sheep	\$10.00/lb	\$4.00/lb	\$6.00/lb

### What are the Benefits for the Participating Youth of Manitowoc County?

- Market projects help teach the youth how to build responsibility and a strong work ethic including time management skills
- Exhibitors learn financial skills and ways to save money for future fair projects/college fund and opportunities to be eligible for college scholarships
- Showing animals gives the youth pride of accomplishing project goals that were made possible by participating in educational meetings
- Market projects help develop life long skills that include meeting new friends and building ever lasting memories

### What are the Benefits to a Business to Support the Market Sale?

- Business advertisement in many ways... as a market sale buyer, your business name is announced at the sale, placed on a sign on the fair grounds, in a large newspaper thank you ad, all in a way to help promote your business name!
- Builds customer support and loyalty while interacting with other people in the community.
- Opportunity to purchase quality farm raised animals that may be processed into your choice of meat cuts to be used for company parties and or employee gifts.
- Community Involvement, in which unwanted meat can be donated to a local food pantry or re sold to contribute money into the Market Animal Scholarship Fund.

### How Does the Auction Process/Bidding Work?

#### It's Easy...

- 1) Start off by Registering in the Walters Building Sale Area at 5:30PM
- 2) Business Name/Information will be collected
- 3) Then you will receive a Bidders Card/Number and Market Sale Book
- 4) After registering you can enjoy a Complimentary Meal beginning at 6:00PM in the Ice Arena
- 5) Market Sale will begin at 7:00 PM in the Walters Building
- 6) During the sale, your business simply raises up the Bidder Card to bid on an animal as you compete against other businesses for the highest bid.
- 7) If you receive the highest bid, the animal is sold to you.
- 8) After the completion of the sale, you will return to the registration tables to pay by check or cash for the animal/animals you purchased.
- 9) At that time, you will be asked what you would like to do with your purchase.
- 10) After the final details are collected regarding your purchase, your business will receive a Thank You Plaque for your support to our youth organization!

### What can you do with the purchased animal/animals?

- 1) Re Sale Opportunity – Takes place within the sale, in which you flag the auctioneer with your sign. It is at that time, a new series of bids are taken, the profit from the second bid is then added to the scholarship fund. The second business to win the bid, receives the animal.
- 2) Take Animal Home – If you wish to continue raising the animal, you are allowed to pick up the animal at the completion of the fair.
- 3) Meat Processing – Option to process meat to your desire, by having your animal transferred to a meat market at the completion of the fair at no charge. Two locations include Tuschels in Valders or Newton Meats in Newton.
- 4) Market Price – You can have your animal shipped free of charge to Equity Livestock in Reedsville after the completion of the county fair, to receive market price for your purchase.