

4/17/2020

TO: SLO County 4-H Community Club Leaders  
SLO County 4-H Project Leaders  
SLO County 4-H Families registered at the Salinas Valley Fair

RE: **More Information from the SALINAS VALLEY FAIR:**

We, the 4-H Office Staff, are forwarding **the information shared with us from Salinas Valley Fair** below. Any questions need to be directed to the Salinas Valley Fair (see contact information at the very bottom of their announcement) and **No endorsement of the product or service by 4-H is implied or intended.**

--UCCE San Luis Obispo County 4-H Youth Development Program

**From:** TJ Plew <[TJ@SalinasValleyFair.com](mailto:TJ@SalinasValleyFair.com)>

**Date:** April 17, 2020 at 3:10:42 PM PDT

**To:** [frh895@yahoo.com](mailto:frh895@yahoo.com)

**Subject:** Salinas Valley Fair Online Auction



April 17, 2020

Thank you for your patience as we have been diligently working on an alternative plan for Livestock Exhibitors that have entered the 2020 Salinas Valley Fair.

We know you have all continued to care for your livestock projects and understand the hardship the fair's cancelation has presented in your ability to feed and attend to your animals. It is important that you keep in mind that our livestock processors have quality standards and weight limits set in place. Your attentiveness will ensure a quality product is sent to market.

Although the fair, live market show and live auction is canceled we will facilitate a consignment sale and [online auction with add-ons](#). [The livestock committee is still researching a virtual market show. We are hopeful an announcement will be made soon concerning this opportunity.](#) Market Animals will be dropped off at the Salinas Valley Fairgrounds in May and the fair will follow-up with an online auction on Saturday, June 20, 2020. The selection of a new date for an online auction is a strategic decision based on the recommendation from our buyer focus group.

Another recommendation by our buyer focus group is the formation of our 2020 SVF Cooperative Junior Livestock Relief Fund. This **Cooperative Fund** will pool donations, large and small, into one fund that will be evenly distributed as an add-on to each exhibitor participating in the fair's non-profit junior livestock online auction.

**As a Salinas Valley fair exhibitor you will have the option to:**

1. Consign your livestock animal to our online auction with add-on donations, or
2. Opt-out of our Online Auction relinquishing all rights to receive sales proceeds or donations collected through Salinas Valley Fair, a non-profit 501 c 3. This may be an option if you decide to keep your animal; may qualify to show at another fair with your animal; may obtain a private seller; or choose to sell at a commercial auction yard.

**Market Livestock Animals will be dropped off** on three separate days for transportation to our livestock processing facilities. Please note the dates.

1. Sheep and Goats, Saturday, May 9, 2020
2. Hogs, Wednesday, May 13, 2020
3. Steers, Sunday, May 17, 2020
4. Heifers will remain at home until the June 20th sale. Sellers will make arrangements with buyer for pick-up.

Procedures and times will be posted when CDFA's final guidelines for sales at fairgrounds have been finalized to ensure the safety of our exhibitors, volunteers and your livestock.

**What do Exhibitors need to do NOW?**

1. Make a choice – Opt-in to the SVF Online Auction or Opt-out.
  - **To Opt-in** and participate in the online auction , print and fill out the [Consignment Sales Agreement Form](#), and email it back to [svflivestock@gmail.com](mailto:svflivestock@gmail.com) by **Monday, April 27<sup>th</sup>** and upload a photo by Friday, May 1, 2020.
  - **To Opt-out** print and fill out the [Opt-Out Form](#), and email it back to [svflivestock@gmail.com](mailto:svflivestock@gmail.com) by **April 27<sup>th</sup>**.

**Marketing Your Animal For The Sale**

Exhibitors are strongly encouraged to secure a buyer. In your buyer letters or marketing efforts you can encourage buyers to participate in three ways!

1. As a buyer in our Online Non-Profit Auction
2. Donate to the SVF Cooperative Junior Livestock Relief Fund. A donation to this fund will be distributed evenly to all participants in our sale through our non-profit 501 c 3
3. As an Add-on Donor that will go directly to a specific 4-H or FFA Exhibitor

There are several announcements that will be made in the coming weeks to address additional concerns as it relates to the virtual market show, entry fee refunds and more. We know that you may have questions or concerns and are always welcome to call or email our team.

Stay healthy out there!

Margaret Noroian, President  
Board of Directors

John Orradre, Chair  
Livestock Committee

Cody Bassetti, Chair  
Livestock Auction Committee

Livestock Office Contact  
831-385-3251 or [svflivestock@gmail.com](mailto:svflivestock@gmail.com)

Admin Office Hours and Contact

Open Monday – Friday, 8 am – 5 pm for form drop off, 625 Division Street, King City, Ca 93930  
831-385-3243 or [SVF@SalinasValleyFair.com](mailto:SVF@SalinasValleyFair.com)