



2021 Eaton County Fair Virtual Sale Information

Sale Dates:

Thursday, July 15, 2021 at 10:00 am – Friday, July 16, 2020 at 10:00 am - There will be extended bidding until all sale lots have no activity.

Sale Website:

There is a direct link to the auction site on www.EatonCountyFair.com or the direct site is <https://auctions.thewendtgroup.com/auction/13119>

Try to encourage buyers to go through the Fair website to access the sale.

Sale Committee Promotion:

- Postcard Mailing - Eaton County Farm Bureau is donating the cost of printing and postage for a postcard mailing to all 2018 - 2020 buyers and premium donors. There are over 620 buyers on the – mailing list.
- Social Media – The Sale will be promoted on the Eaton County Fair Youth Livestock & Small Animal Auction Facebook page as well as the Eaton County Fair page. Social media graphics are available on the fair’s website and on the above social media pages for exhibitors to share.
- News Release will be sent to local media.
- Newspaper ad will be published in the County Journal ahead of the sale. A “Thank You” ad will be published following the sale.
- Flyers will be posted in public places.
- The Eaton County Fair’s marketing firm will also be promoting the sale.

Youth Sale Promotion:

- Auction information and promotional materials are available on the Eaton County Fair website. Pre made flyers and promotional graphics are available to youth to share.
- Personal Contact will be important - be understanding if their business was affected by Covid-19.
- New Buyers – Try to contact at least three new buyers – promoting safe, locally raised meat
- Invite buyer to come see you and your animals at the Fair, even though the sale is online.
- Offer to help buyers register to bid on the auction site if they are unsure how to do so.

Information for Buyers:

- Volunteers will transport livestock to processors
- The buyer will need to select one of the following processors:
 - [Marshall Meats](#) - Marshall, MI
 - [Jones' Farm Market](#) - Saranac, MI
 - [Jerome Country Market](#) - Jerome, MI
 - [Hanna-Davis Fine Meats](#) - Sunfield, MI
 - [Galesburg Meat Company](#) - Galesburg, MI
 - Greater Lansing Food Bank Donation

Resale/Donate Information (Livestock Only):

- If a buyer wishes to support the youth sale but do not wish to have the purchased animal processed to keep the meat, they have two options. One option buyers may choose is to re-sell the animal to the Napoleon Livestock Commission Company stock yard. The stock yard will then issue the buyer a check directly for the market value of that animal (\$/lb). The market value will be posted prior to the sale. The buyer will be responsible for paying the Fair the entire purchase price up front.
- The second option buyers may choose is to donate the animal to the food bank. The Eaton County Fair has again this year partnered with the Greater Lansing Food Bank which will accept any donations of animals. The Food Bank will cover all processing fees, and the Fair will handle the transportation of the animals.

Buyer Registration steps:

- Buyers will need to log into: <https://auctions.thewendtgroup.com/auction/13119>
(Direct link is also located at: www.EatonCountyFair.com)
- Create a profile (must be over 18 and a credit card is used as part of the verification process only, cards will not be charged)
- Buyers can purchase animals or click on the Add-On option for Premium Donations.
- If a buyer wants to purchase a certain animal – they may enter a maximum bid they wish to bid up to. This can be raised during the sale.
- At the end of the sale, an invoice will be emailed to the buyer.
- Checks or exact cash can be dropped off at the Eaton County Fair Office on Saturday, 7/17, from 9 am-5 pm, and Monday-Friday, 9am – 4:30pm. 9am – 6pm on Wednesdays.
- Animals must be paid for by **Friday 7/23 at 4:30 pm** - Holds will be placed on meat at processors until it is paid for in full.
- Checks can be mailed to Eaton County Fair Auction at 1025 S. Cochran Ave, Charlotte, MI 48813
- Please make checks out to Eaton County Agricultural Society.

Carcass contest will resume this year!:

All carcass animals must be sold ahead of the sale via private sale between exhibitor and buyer. Champion and Reserve Champion carcass animals will be sold in the sale. **ALL** carcass animals must have a completed cut sheet upon check in at the Fair. Carcass cut sheets are available on the Fair's web site. All carcass animals will go to Jones' Farm Market in Saranac.

Cut Sheets:

Only carcass animals will need to have cut sheets filled out. For all other animals sold, it is the responsibility of the buyer to contact the processor on the Monday following the sale with their cut specifications.

Commission:

The cost of the online technology and the cost of the pre-sale and post-sale newspaper ads will be divided equally among all lots sold in the sale. Check-off fees will be deducted per law. No other commission fees will be subtracted to sale totals.

Sales Sheets will be available for youth following the sale – once the sheets are ready youth will be notified.

Dairy Feeder Calves purchased in the sale may be picked up by buyers on Sunday, July 18, 6am-8am. Invoices must be paid in full for the animals to be released.

Small Animals purchased in the sale may be picked up by buyers on Saturday, July 17, 3pm-5pm. Invoices must be paid in full for the animals to be released.