

# LIVESTOCK SALES

Implementing changes and how we guided participants through it.



*In the middle of every  
difficulty lies opportunity.*

*Albert Einstein*

# Junior Livestock Sale at Geauga Fair

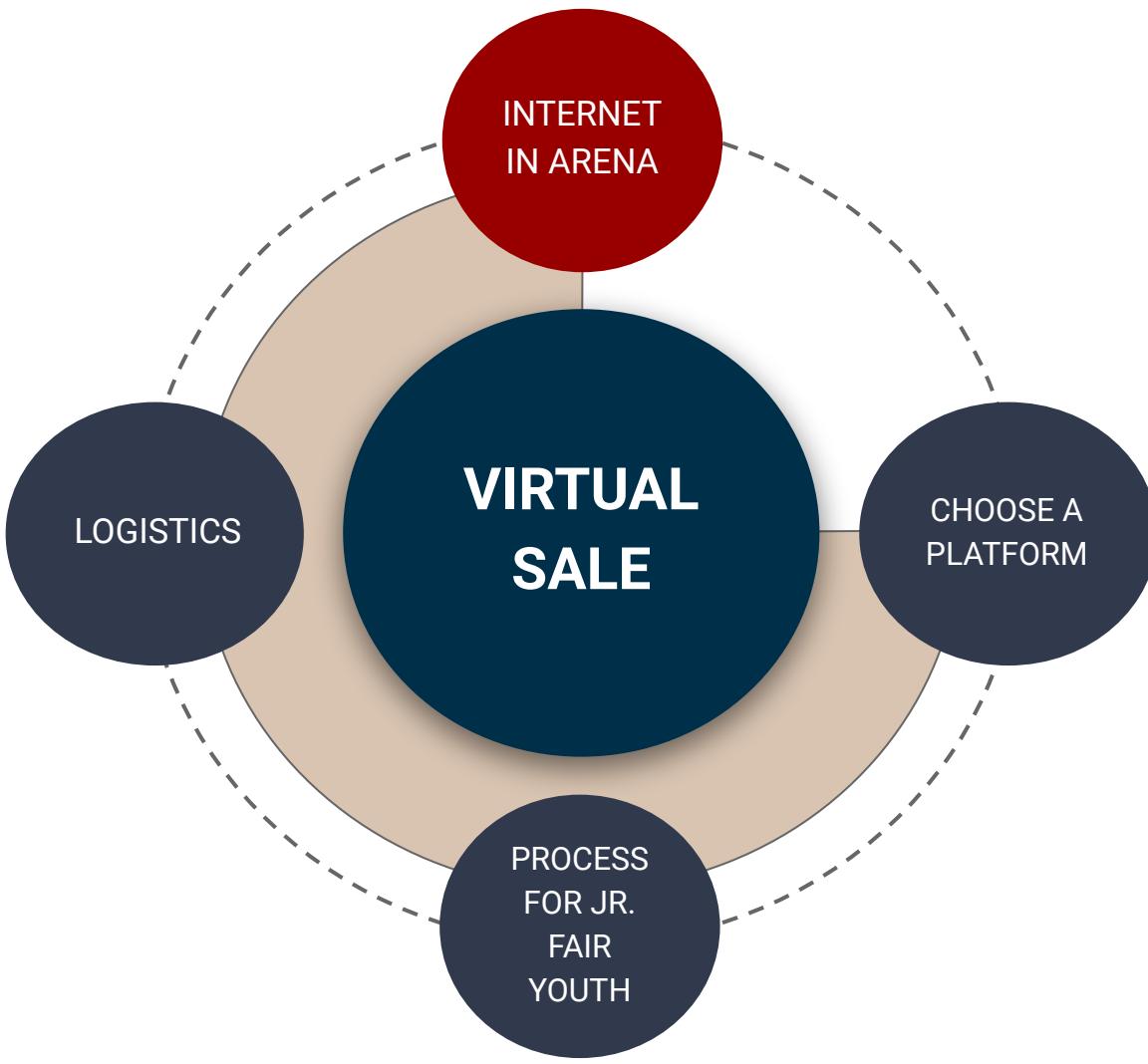


# FORCED TO SCALE BACK FAIR

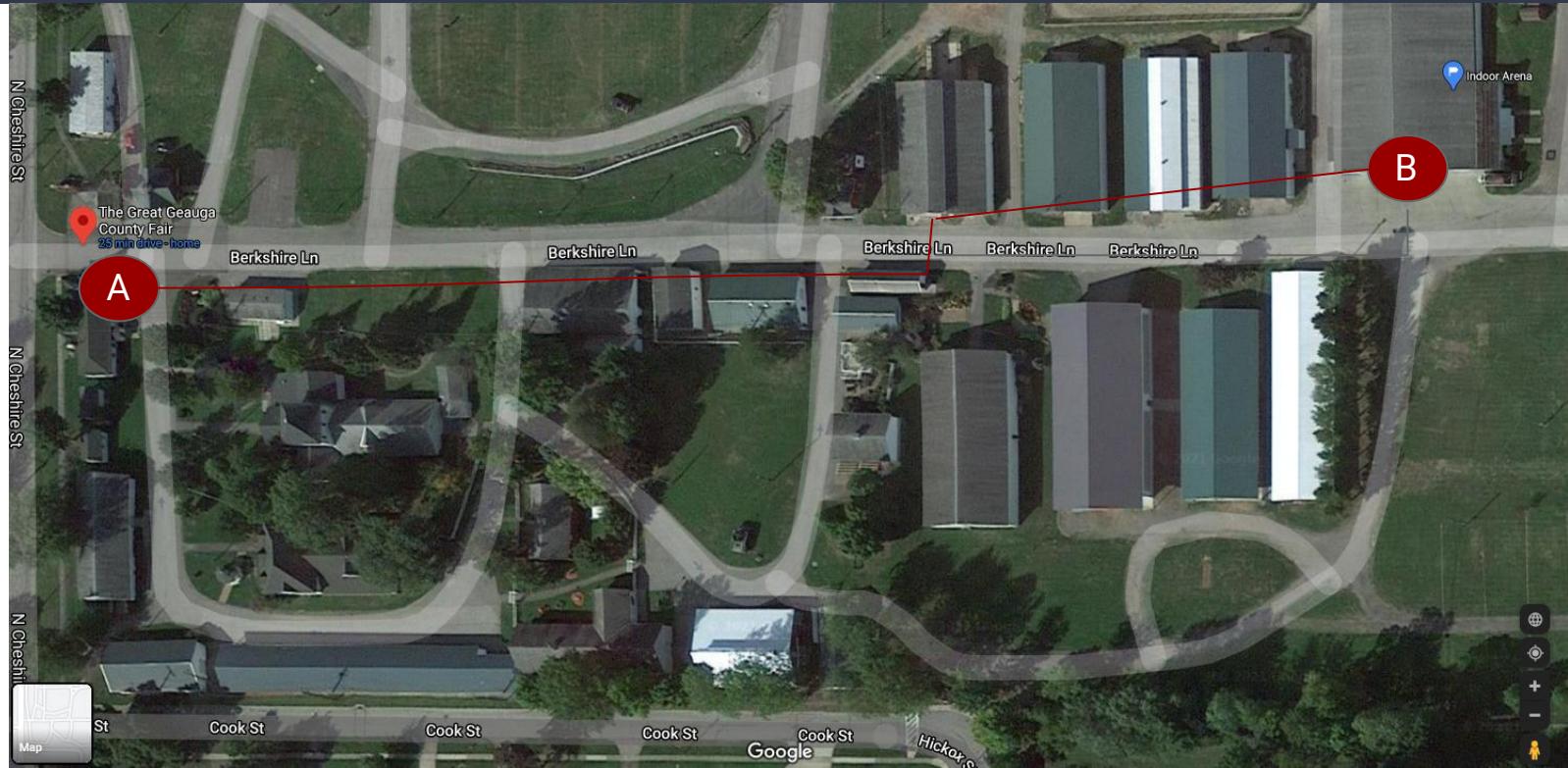
On July 31, 2020 ODH Director Amended Order Limiting County Fairs to Junior Fair Activities and Animal Exhibitions with Exceptions

1. For fairs beginning on or after July 31, 2020, the only permitted activities included junior livestock shows, youth exhibits to promote the agricultural interests and household manufacturing.
2. Food Vendors Permitted.
3. Curfew established - a 10:00 p.m. curfew is established for the fairgrounds during the period of the junior fair.
4. Masks requirements
5. Social distancing requirements

JUNIOR LIVESTOCK SALE  
GOES VIRTUAL!



# HOW TO GET INTERNET TO ARENA



# Options for Internet in Arena

1. Hot Spot Guys
2. Dedicated Fiber Line
3. COAX Dedicated Line
4. Range Extenders with Access Point



# SIMULCAST AUCTION + IN-PERSON AUCTION

FIBER LINE INSTALLATION

EQUIPMENT - SWITCH & ROUTER

VIDEO CAMERA/WEB CAMERA

AUDIO SYSTEM



9+ 9+ 3

The Great Geauga C... [Edit Sign Up](#) [Promote](#) [View as Visitor](#) [...](#)

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**The Great Geauga County Fair**  
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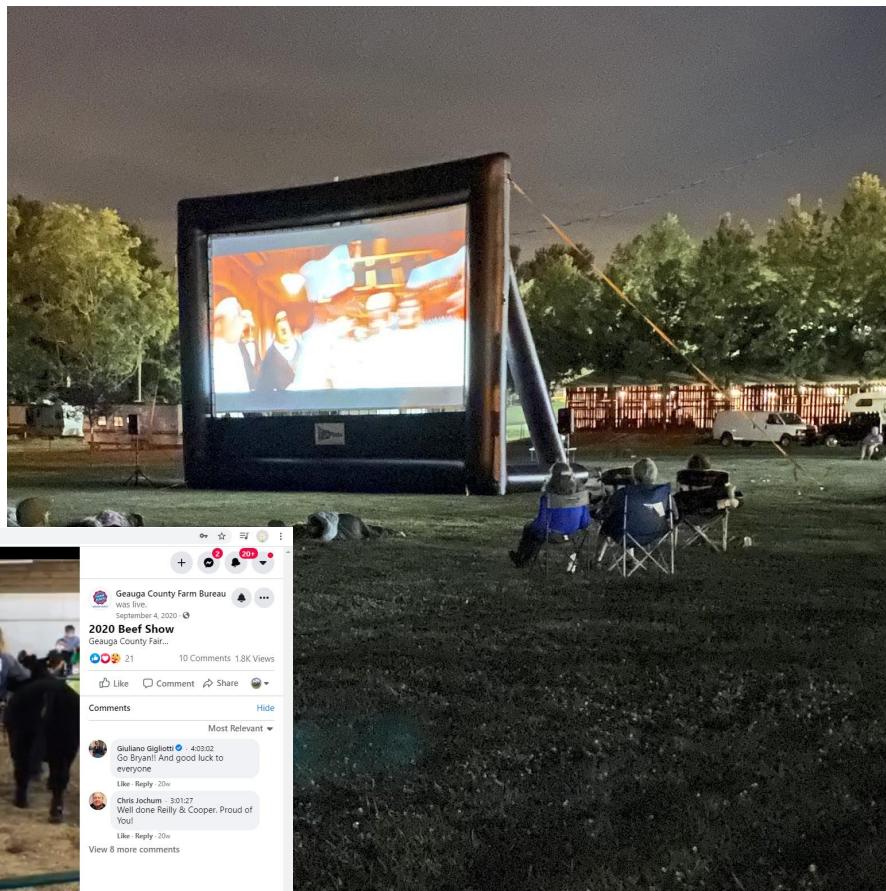
THANK YOU! 

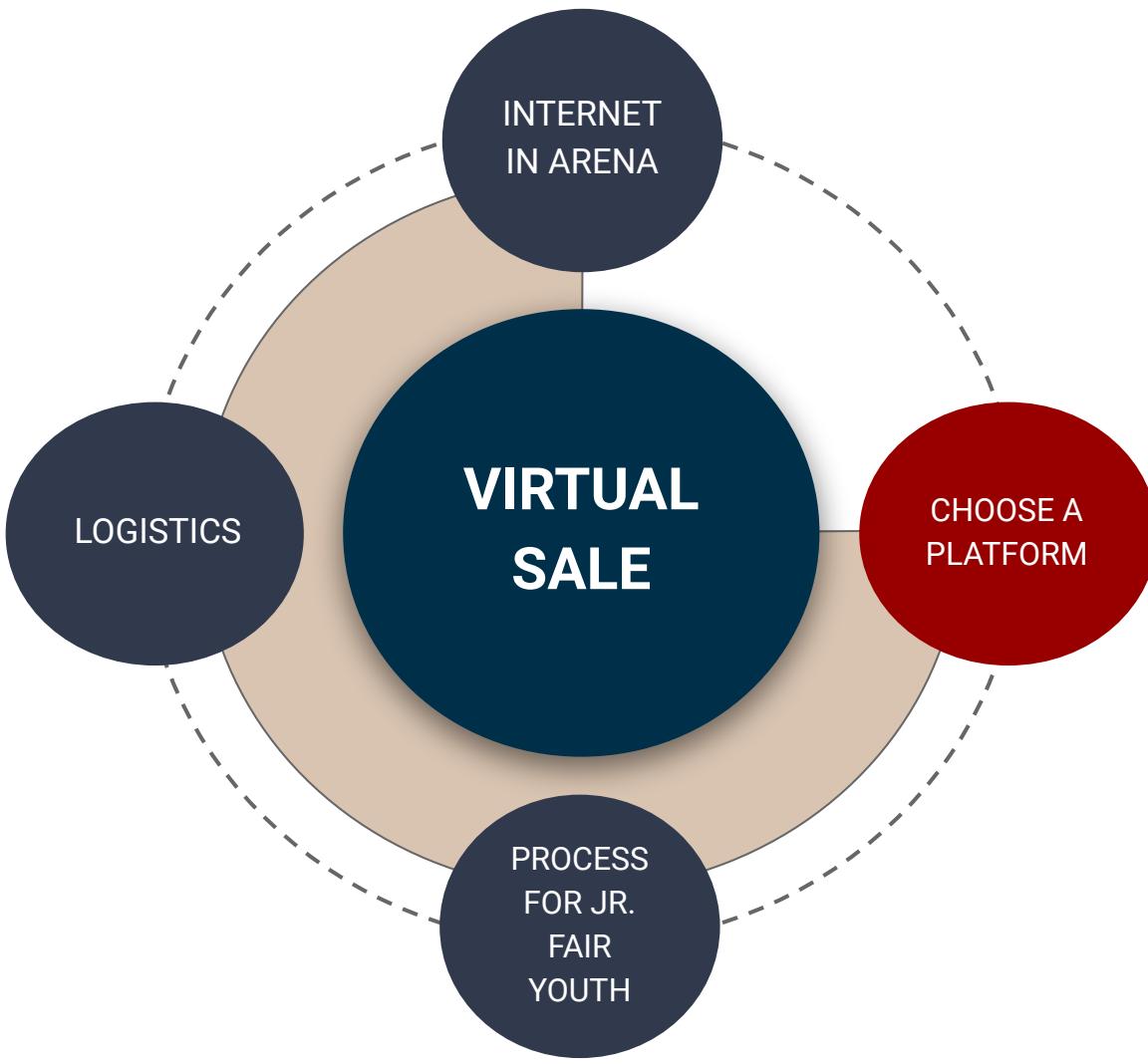
COMING UP 

**Junior Fair Style show**   
37:56 [See All](#)

**FARM BUREAU**   
Ohio's Oldest Fair 

1.6K Views · 20 W [facebook.com/geaugacountyfarmbureau/videos/2972101892894506/](https://facebook.com/geaugacountyfarmbureau/videos/2972101892894506/)





# VIRTUAL LIVESTOCK SALES



458 MARKET LIVESTOCK PROJECTS

# ONLINE AUCTION PLATFORM

## MAIN FACTORS IN OUR DECISION MAKING:

1. Live In-Person along with live online bidding
2. Simulcast Auction
3. Quick implementation
4. Easy to use format
5. Flexibility with payment
6. Cost of platform



# EXPENSES

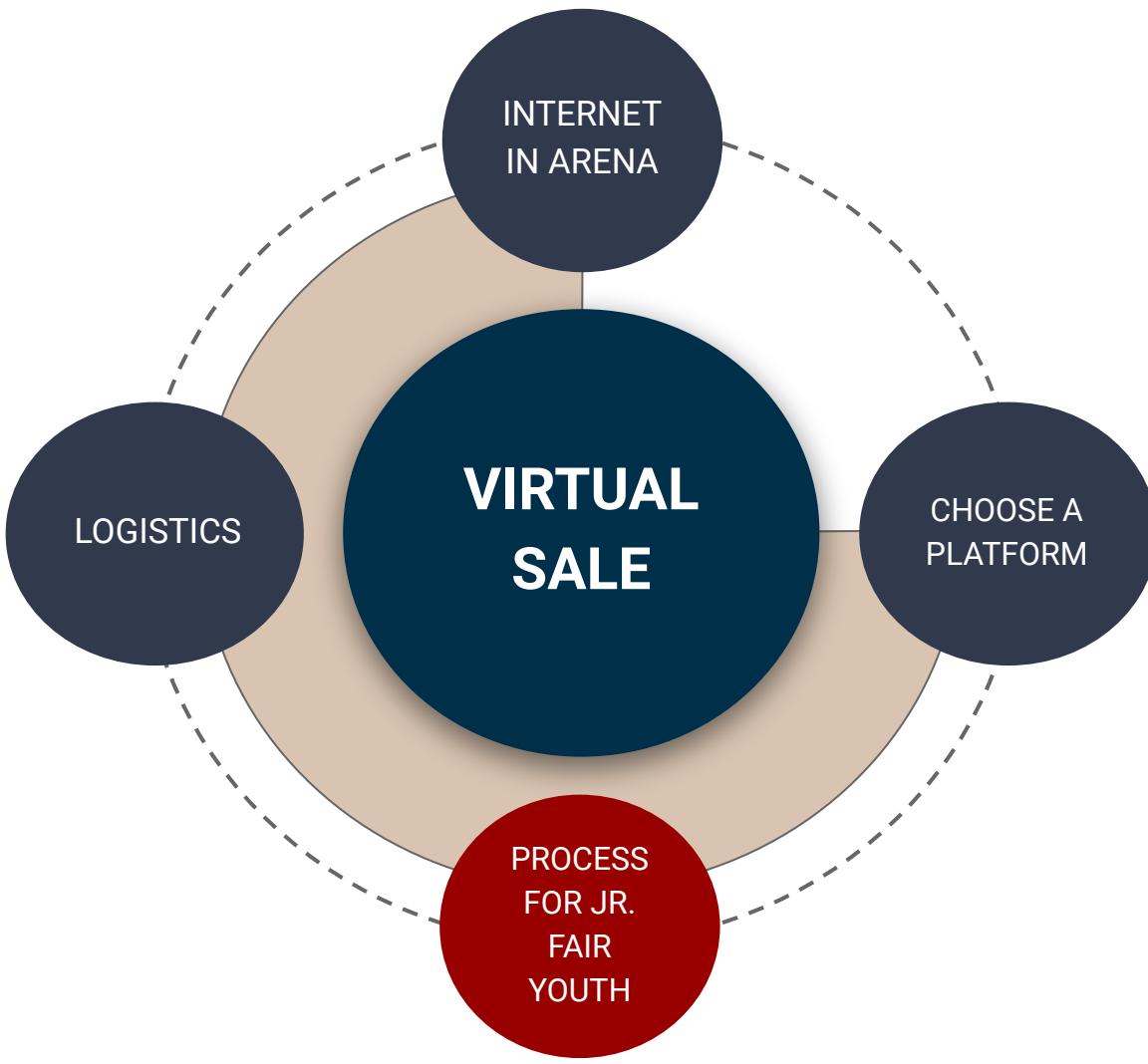
What added costs  
are involved?

## CURRENT EXPENSES

- Martech Program
- Auctioneers

## ADDITIONAL EXPENSES

- Fiber Line
- Breeder's World Live Online Auction
- Breeder's World Add Ons



# Process Changes for 2020

- Virtual Tagging
- Lot #s by lottery instead of by placements
- Sold by head not by pound
- Online Add-Ons
- No animals in the ring
- Gathering images and bios for each project for online auction
- Loading all project info
- Online DUNF Forms
- No buyers packets handed out during the sale (no contact with buyers)

Note: Jr. Fair participants already required to enter online for all projects.





AUCTIONS

PAST AUCTIONS

FAQ

BUYER

CONSIGNOR

CONTACT US

Home / Auctions / Geauga Fair Junior Livestock Auction - Ohio

## Geauga Fair Junior Livestock Auction - Ohio

25 ▾ Per Page Page 1 of 4 ▾ ▶

### Auction Item Search



### Lot Categories

All Categories

Donation (1)

Livestock

Cattle (43)

Chickens (112)

Ducks (14)

Goats (6)

Rabbits (5)

Sheep (27)

**Swine (88)**

Turkey (92)

### Other Filters

#### Lot Status

Closed



Lot 601: Addison Koppelman Feathers &amp; Fleece

County: Geauga City: Chardon  
Type of Sale: Terminal Tag ID: 622  
- Buyer gets project at high bid

Completed

Winning Bidder: 5\*\*\*\*1

Bids: 2

\$4,750.00

**Log in to bid**

Add On Total: \$0.00

**VIEW LOT DETAILS**

Lot 602: Addison Burnett Swingin' Hams

County: Geauga City: Chardon  
Type of Sale: Terminal Tag ID: 618  
- Buyer gets project at high bid

Completed

Winning Bidder: 5\*\*\*\*7

Bids: 1

\$4,000.00

**Log in to bid**

Add On Total: \$0.00

**VIEW LOT DETAILS**

Lot 605: Gabriel Wolf Feathers &amp; Fleece

County: Geauga City: Munson  
Type of Sale: Premium : Buyer takes possession

Completed

Winning Bidder: 1\*\*\*\*1

Bids: 1

\$800.00

**Log in to bid**

Add On Total: \$0.00

**VIEW LOT DETAILS**

Lot 606: Brock Calabrese Geauga Beef and Swine

County: Geauga City: Claridon Township  
Type of Sale: Terminal Tag ID: 282  
- Buyer gets project at high bid

Completed

Winning Bidder: 5\*\*\*\*4

Bids: 1

\$800.00

**Log in to bid**

Add On Total: \$0.00

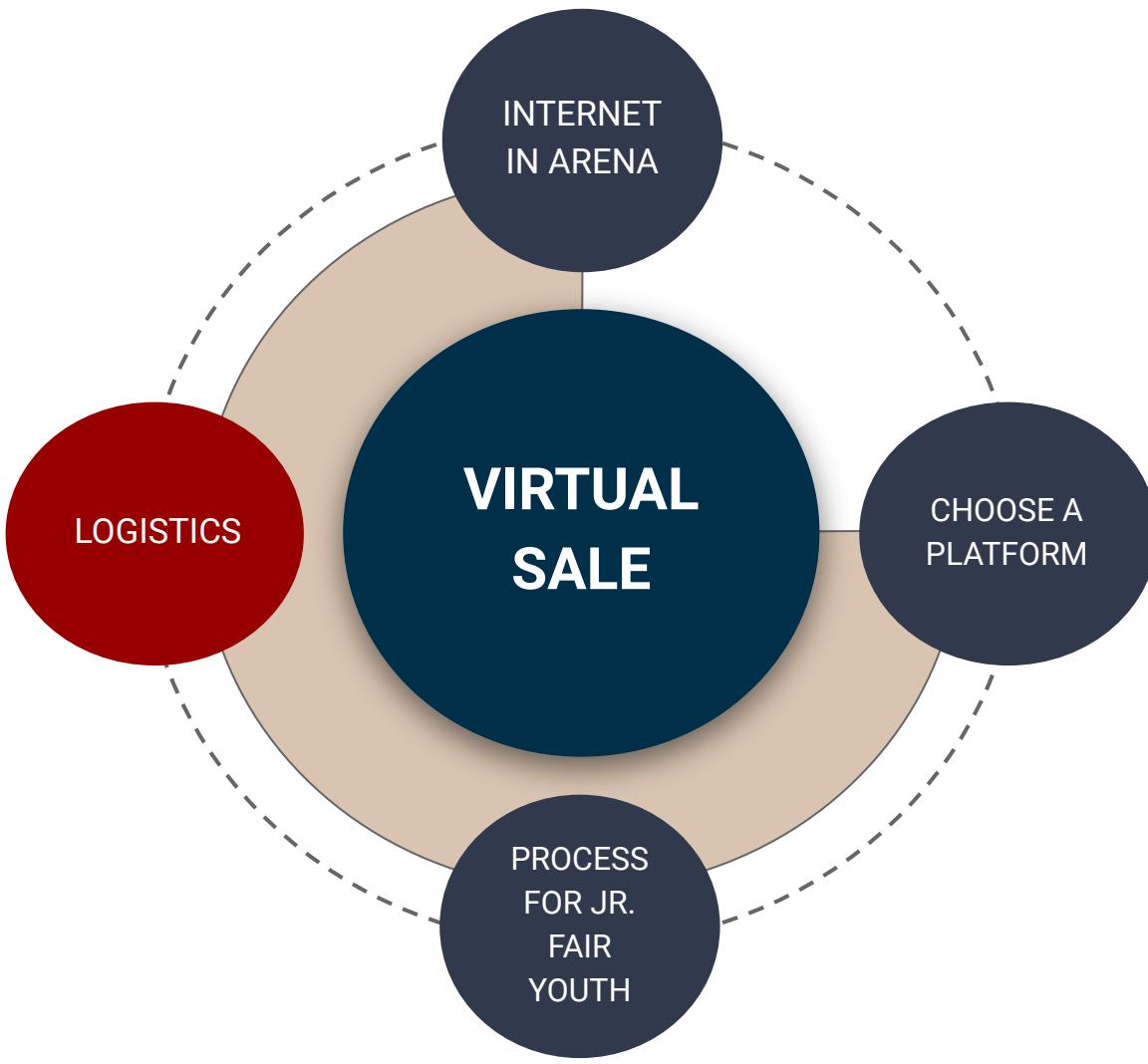
**VIEW LOT DETAILS**

# Type of Auction

How we chose the type of auction we used.

- Online Only
- Online and Live
- Racehorse Finish Option
- Add-Ons Option (deadline)





# LIVE ONLINE BIDDING WITH IN-PERSON AUCTION

- Went from 2 to 1 auction
- Changed layout of arena to work with online auctioneer alongside live auctioneer
- Set up seating to allow for social distancing.
- Masks required
- Audio system
- Live streaming set up





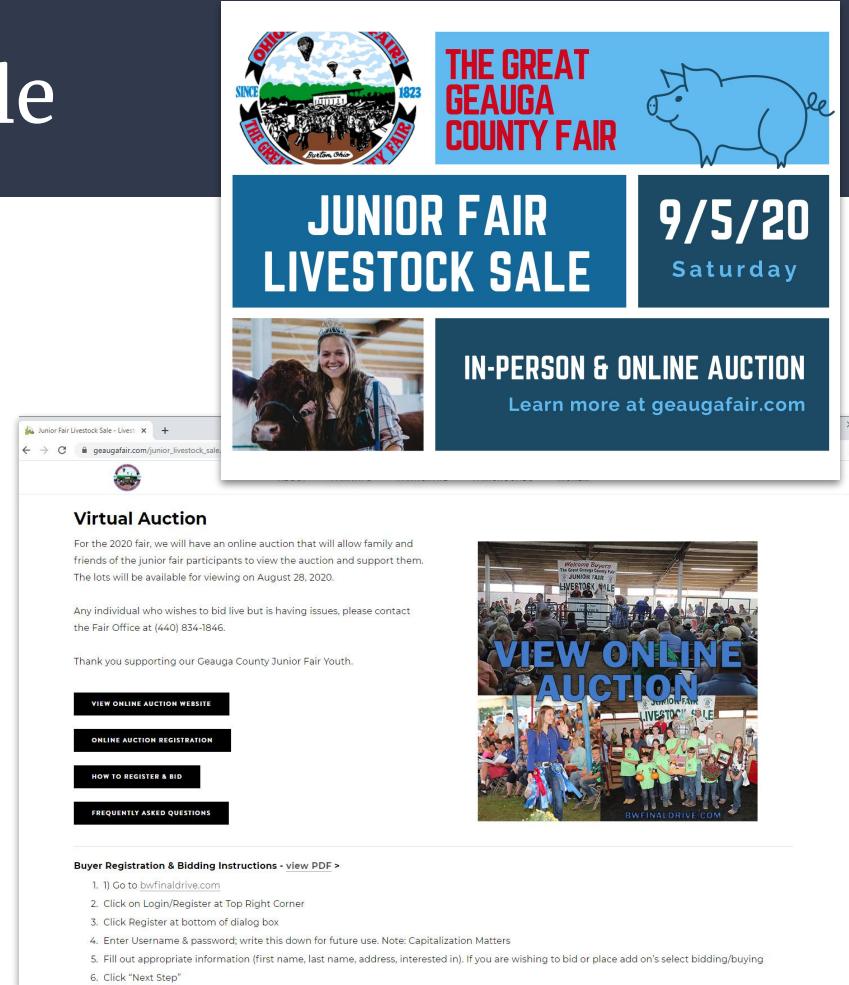
THANK YOU  
ADDISON  
COUNTY FAIR  
ROCK  
HEITMAN

Mr. Davis Heath Davis  
Travis Mettler

# Marketing Your Virtual Sale

Educating the public/participants in short time frame was challenging at times. We accomplished with a mix of marketing strategies:

- Radio spots
- Social media
- Mailed a postcard
- Added instructions on website
- Zoom Meetings with advisors
- Instructional sheets emailed out to all participants



The image shows a screenshot of the Great Geauga County Fair website. At the top, there is a logo for "THE GREAT GEauga COUNTY FAIR" featuring a circular emblem with a fairground scene and the text "SINCE 1823". To the right of the logo is a large blue banner with the text "THE GREAT GEauga COUNTY FAIR" and a line drawing of a pig. Below the banner, a blue box on the left says "JUNIOR FAIR LIVESTOCK SALE" and a blue box on the right says "9/5/20 Saturday". Below these boxes is a photo of a young woman with a cow. To the right of the photo is a dark blue box with the text "IN-PERSON & ONLINE AUCTION" and "Learn more at [geaugafair.com](http://geaugafair.com)". At the bottom of the screenshot, there is a "VIEW ONLINE AUCTION" button and a "BUYER REGISTRATION & BIDDING INSTRUCTIONS" section with a "view PDF" link and a numbered list of steps for bidding.

# Was it successful compared with previous sales?

## THE GOOD

- Relatives who couldn't be at the sale could watch online
- Everyone loved watching online bidding whether or not they were in the Arena
- Could do more preparation
- Good ROI Online Add-Ons
- Buyers could be in-person, online or both!
- Bids were very competitive - some species made more money.
- Added new buyers
- Fiber Line opened up more options

## THE BAD

- Collecting everything ahead of time was time consuming
- Live Auction video was spotty
- Length of Sale
- Confusing on payment at the end
- Took longer to close out sale
- Confused some people who thought they couldn't bid in person.
- Cost
- Online Reports had glitches
- Scholarship Fund Decreased



# Outlook for 2021 Fair

- Live Stream Shows & Events
- Virtual Auction + In-Person Auction
- Continue using Add-Ons
- Expand options with Fiber Line

