

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

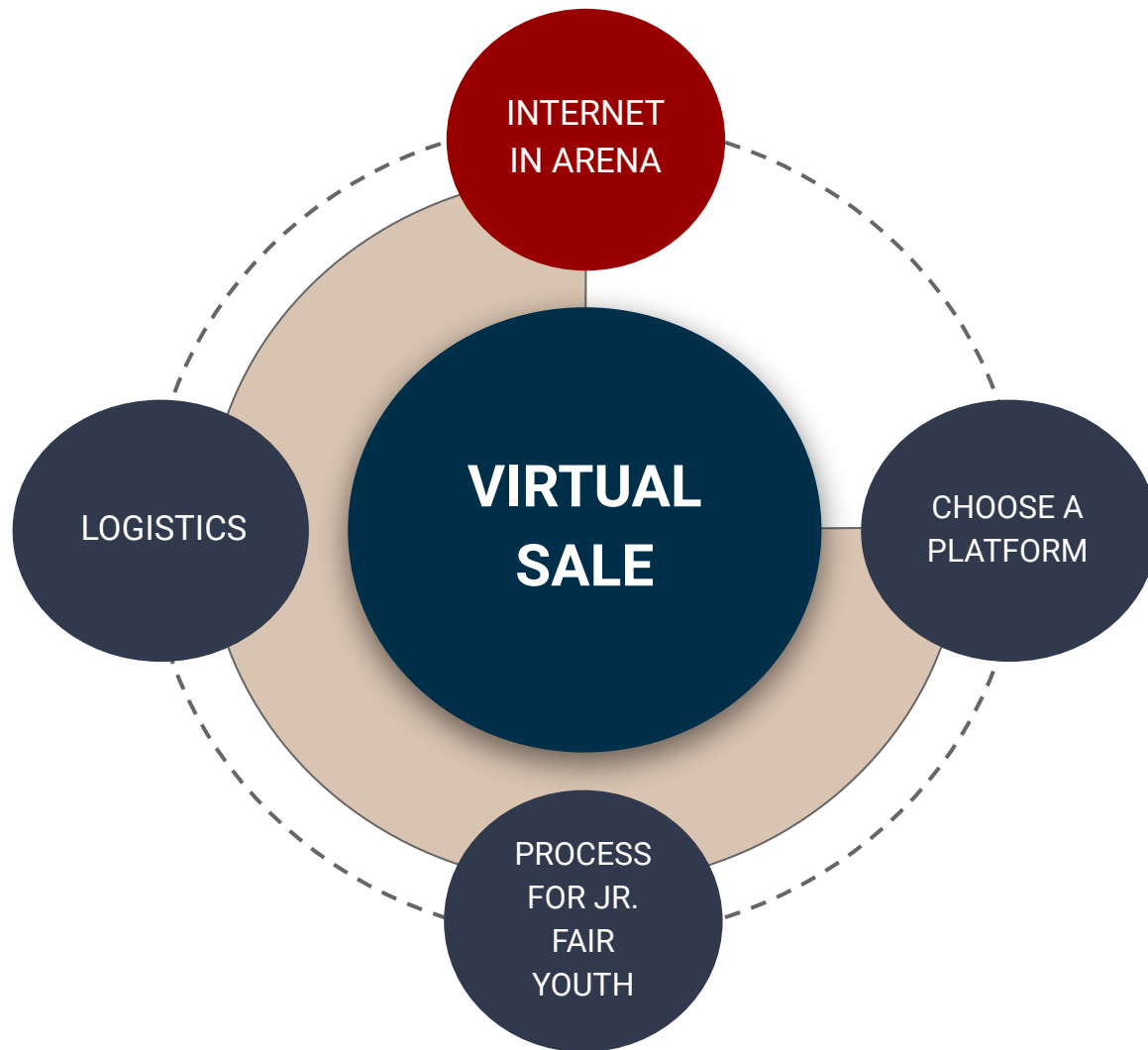


FORCED TO SCALE BACK FAIR

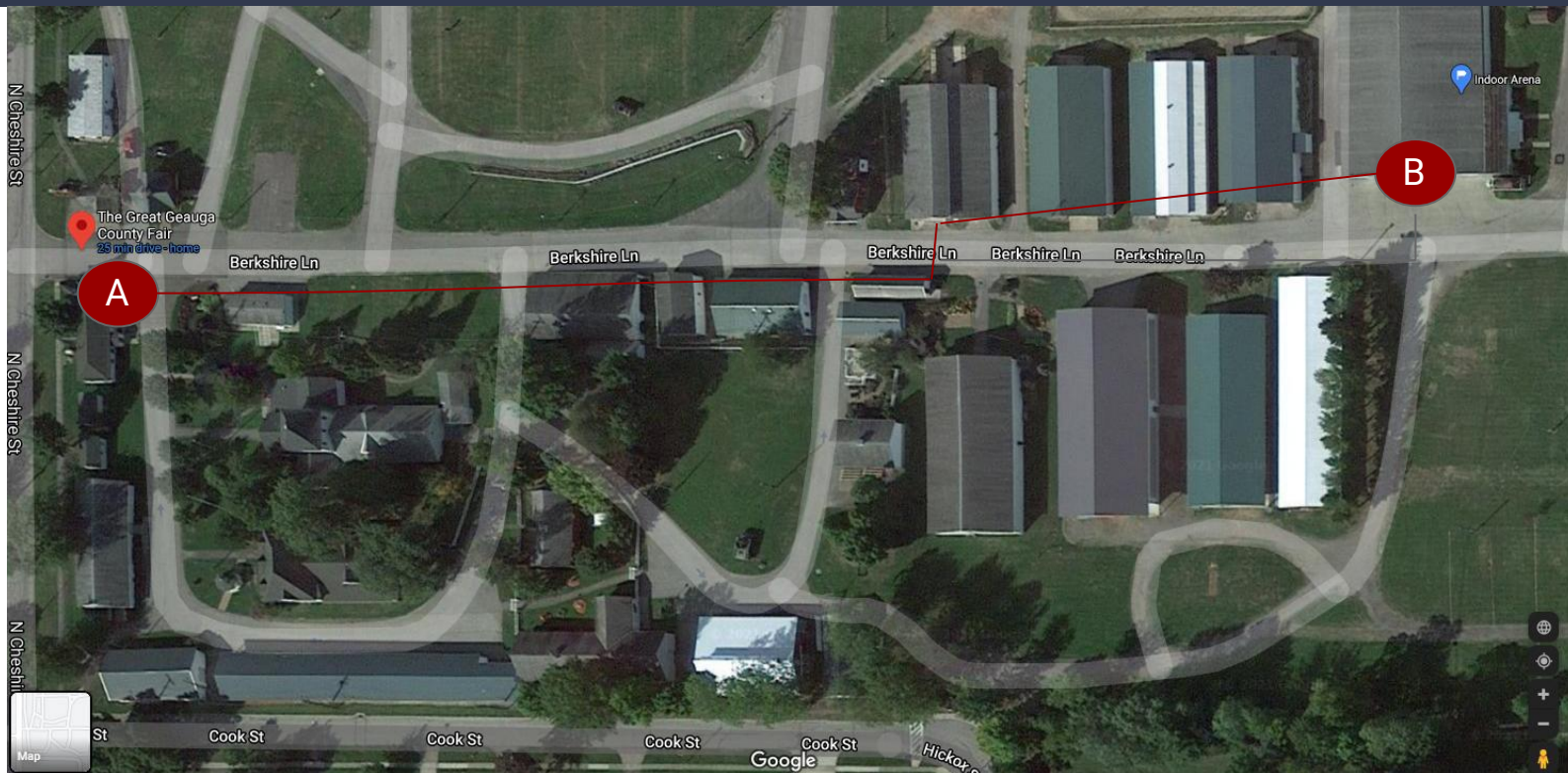
On July 31, 2020 ODH Director Amended Order Limiting County Fairs to Junior Fair Activities and Animal Exhibitions with Exceptions

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



Facebook post from The Great Geauga County Fair.

THANK YOU!

COMING SOON

Jr. Fair Live Stream

Junior Fair Style show

1.6K Views · 20 W

Facebook post from The Great Geauga County Fair.

Comment as The Great Geauga County Fair

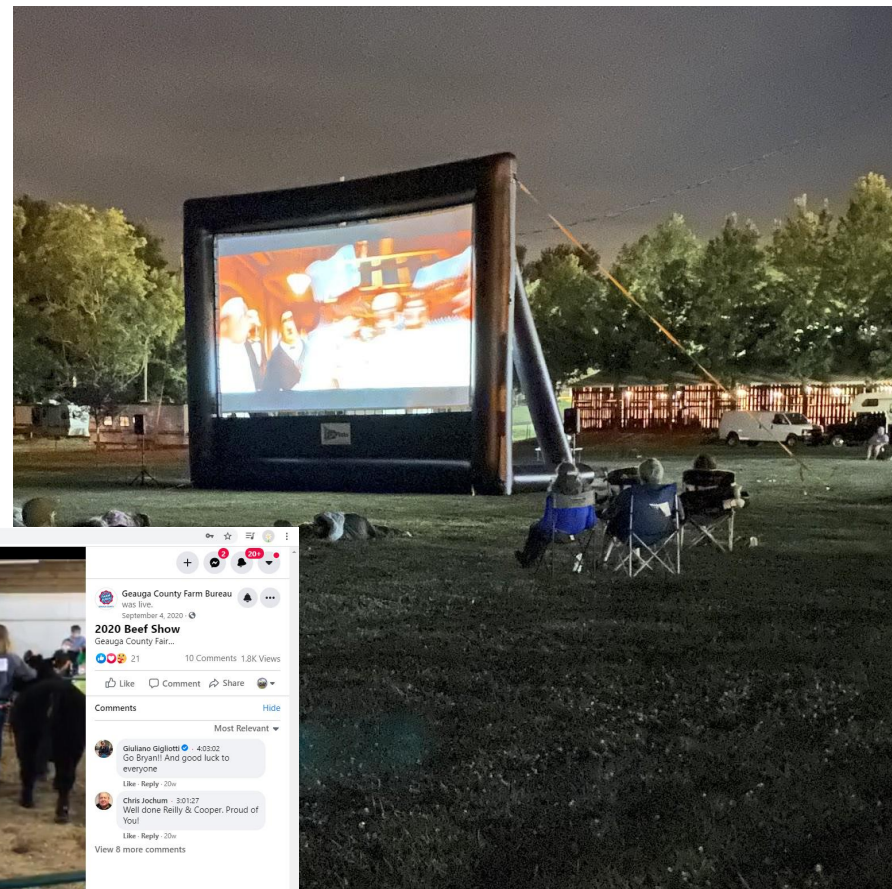
The Great Geauga County Fair

Published by Meg Noah · September 4, 2020 ·

OHIO FARM BUREAU

OHIO'S OLDEST FAIR

THE GREAT GEAUGA COUNTY FAIR



Facebook post from Geauga County Farm Bureau.

2020 Beef Show

10 Comments · 1.8K Views

Comments

Most Relevant

Giuliana Gigliotti · 4:23:02

Go Bryan! And good luck to everyone

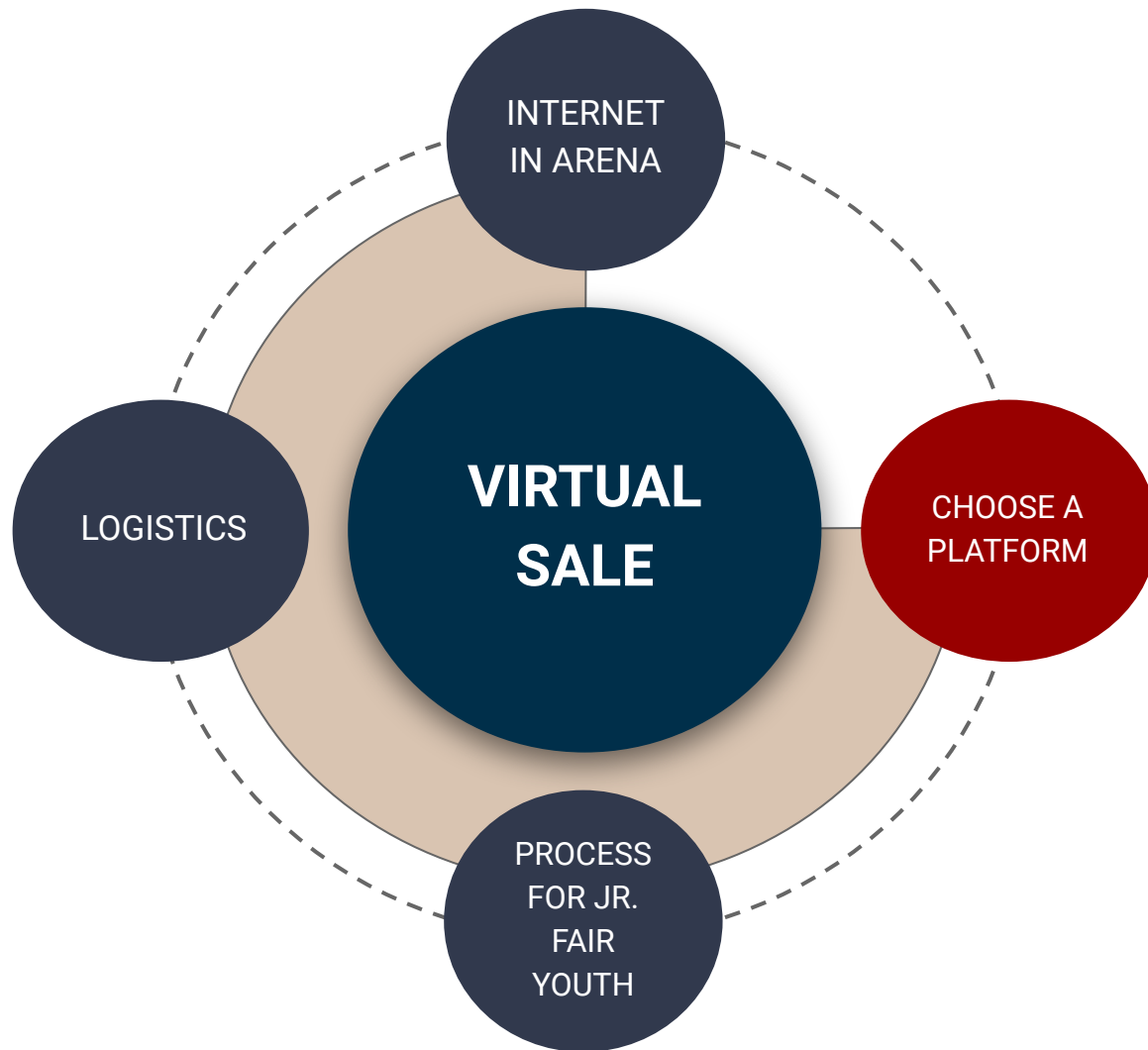
Like · Reply · 20w

Chris Jochum · 3:01:27

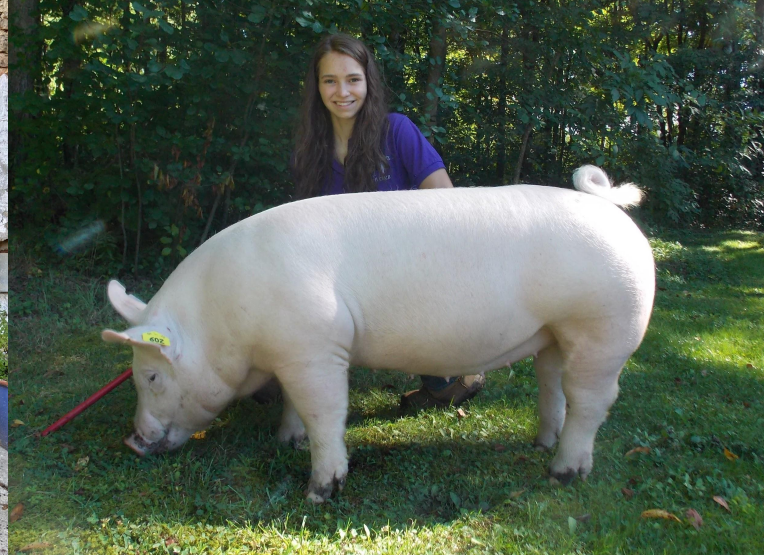
Well done Reilly & Cooper, Proud of You!

Like · Reply · 20w

View 8 more comments



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

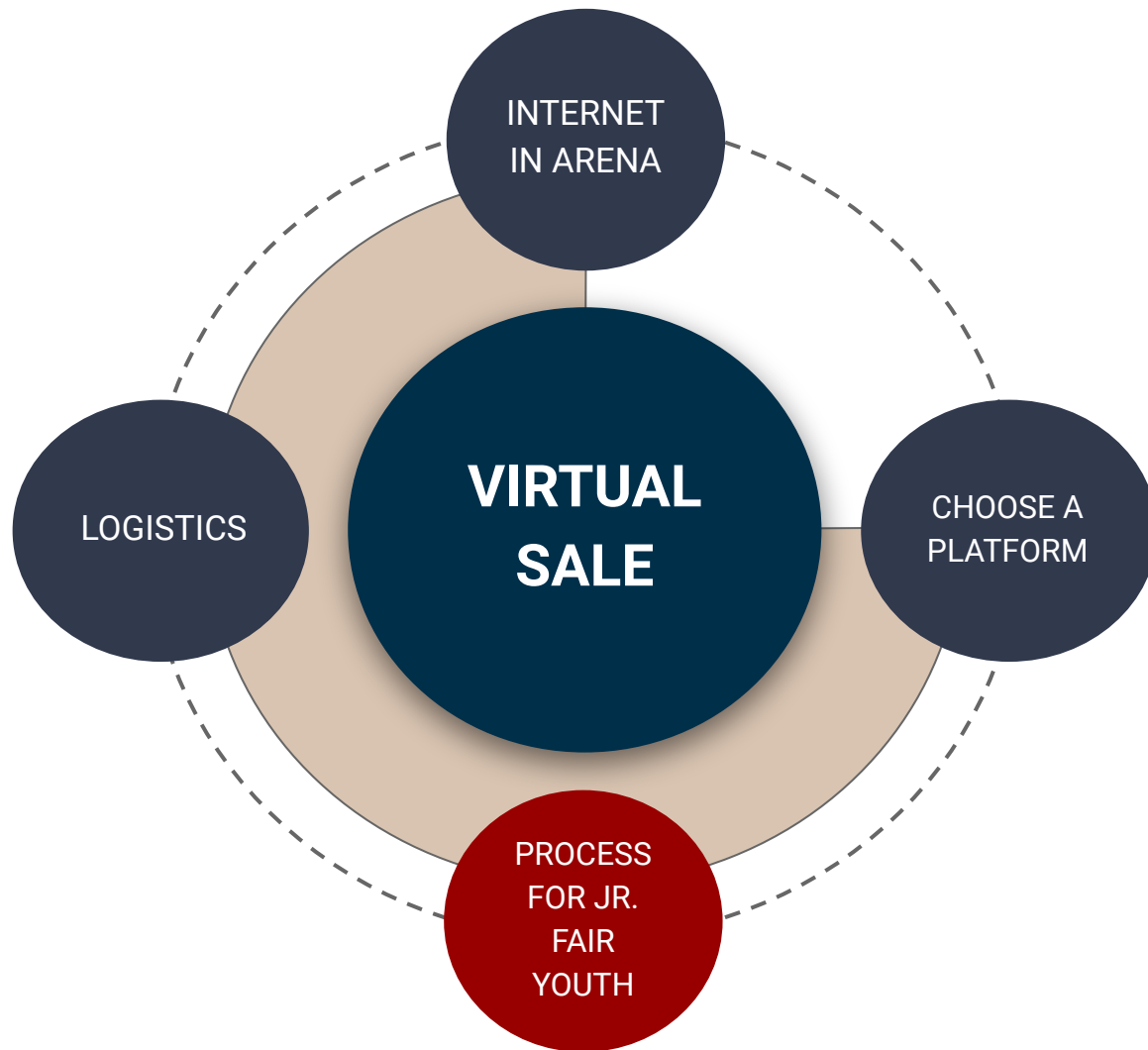
What added costs
are involved?

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](#)

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Geauga Fair Junior Livestock Auction - Ohio

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Auction Item Search

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 & 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 & 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

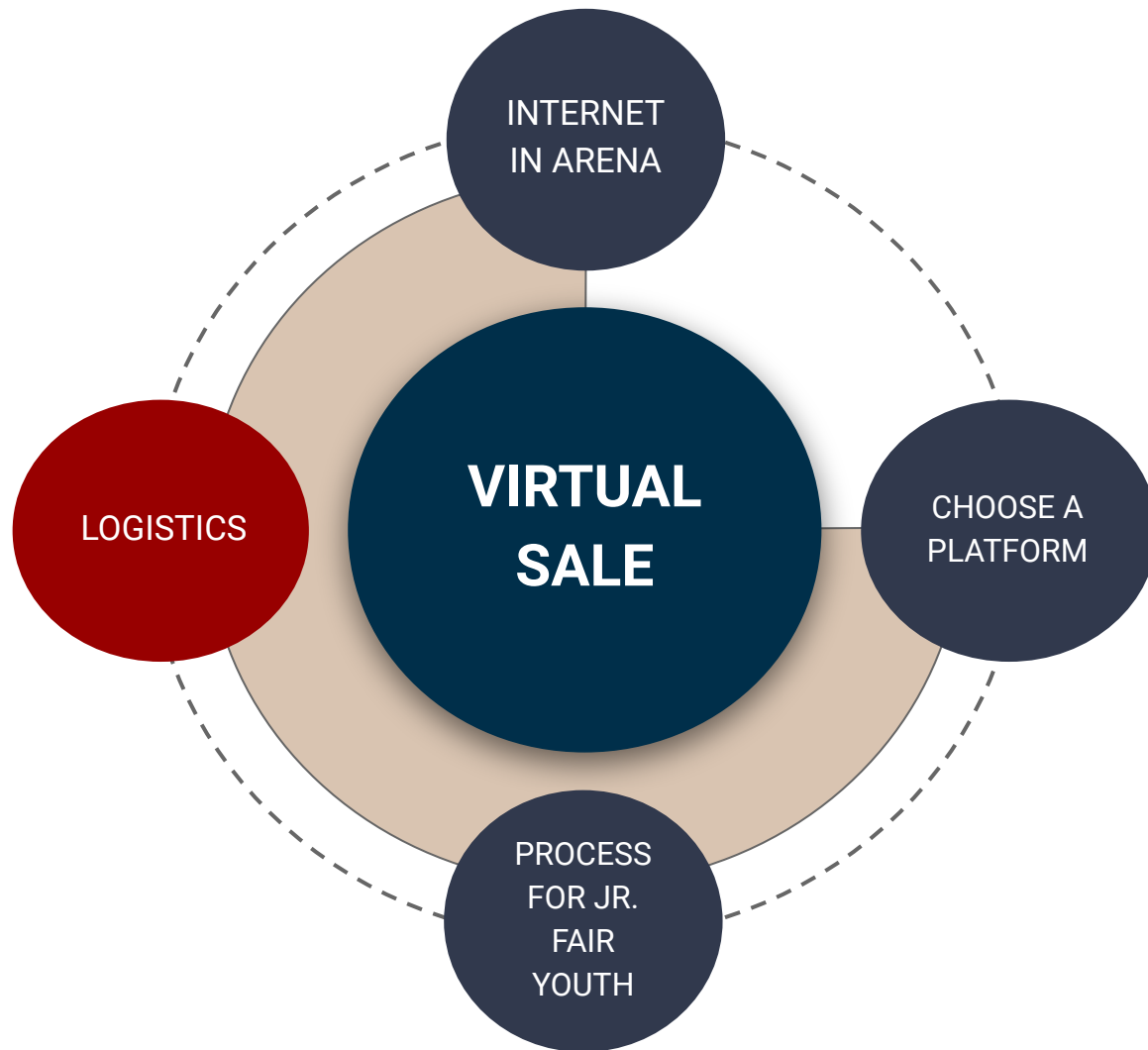
[VIEW LOT DETAILS](#)

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
HEILMAN

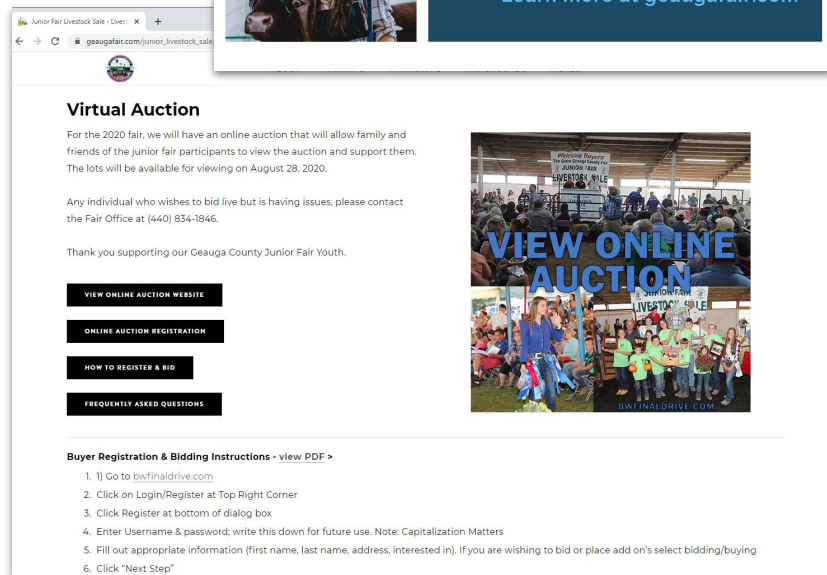
ounty
air
OCK

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



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

