

“Advertising Only Program”

A Great Way to Support the Kids!

The Advertising Only Program gives the buyer an opportunity to support the Junior Fair, FFA and/or 4H Program without having to take possession of a market animal. The program is designed to make it as simple as possible for the buyer.

At the auction, the buyer is required to pay only the difference between the fair market value of the animal and the price that he bids.

The fair market value of each animal is determined during the week of the Fair and prior to the auction by qualified cattle buyers and livestock traders. This market value reflects the actual price that could b

e expected at a local auction or trade center. Those animals that are purchased through this program will then be sold at the fair market price to a prearranged livestock dealer who assumes all responsibility for the animal.

The example below outlines the process:

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| 1. At the auction, a buyer bids \$.85 per pound for a 1200-pound steer for the total purchase price of
(this is the amount the Junior Fair participant will receive) | \$1020.00 |
| 2. The predetermined fair market value of this animal is \$.60 per pound for the 1200 pound steer | \$720.00 |
| 3. The difference that the purchaser will pay at the end of the livestock sale
(this amount can be totally considered as advertising expense) | \$300.00 |

Don't miss out on the opportunity of the 'Advertising Only Program'.

For additional information, please contact your Junior Fair participant or Junior Fair Committee Representative.