

How to Write a Buyer Letter

As part of your market livestock project you get to participate in the OC Fair's annual Junior Livestock Auction. In order to put on an auction, you need buyers, so be sure to send out letters to potential buyers advertising your animal at auction. Here are some helpful tips on how to create a buyer letter:

- The more fun your letter, the better. Use paper with a design on it, perhaps a letterhead with a clipart of the type of animal you are showing, or include an appropriate picture of you AND your animal.
- A strong letter includes the following:
 - Letterhead with your information
 - Date
 - Introduction
 - Body then closing
 - Signature
 - Picture of you and your animal
- Check with your leader/advisor on what personal information you should use in your letter (i.e. return address).
- Always ask your advisor, a parent, or someone you know who is good at reviewing written documents to review your letter for possible spelling or grammar errors.
- Get ALL of your buyer letters mailed by JULY 1!!!

Addressing an envelope:

Your Name Address City, State, Zip Code	Stamp
Mr./Ms./Mrs. Buyer Name c/o Business Name (if applicable) Address City, State, Zip Code	

*Only list the business name if one is available.

SAMPLE LETTER

Your Name

Club/Chapter Name

City, State

Dear [Buyer Name],

My name is Alex Zappulla. I am 16 years old and I just finished my junior year at Trabuco Hills High School. This is my fifth year in the Trabuco Trailblazers 4H Club. I am currently the Vice President of our club and next year I will be President. The projects I am in are rifle shooting, auto repair, leadership, cooking, market turkeys, chickens, rabbits, market steer and market lambs. I have 4 rabbits, 2 turkeys, a lamb, a steer, 8 chickens, and a whole bunch of baby chicks (a common result when you put two chickens together!). I will be showing all of these animals at the OC Fair this year.



My market lamb is named Basil. I bought him from the Mt. SAC auction in April. I walk him every day even though sometimes it seems to be more of me dragging him. In the past few weeks he started to get a little pudgy, so we have been running and walking 3 miles a day. This has helped him get in shape for the Fair and it has helped me get in shape for beach season – it's a win-win situation. Every Sunday, all of our project members have a weekly meeting to weigh our lambs and to practice showmanship so we are super ready for a super Fair. Although my lamb never seems to cooperate when walking, he struts his stuff in the ring.

My steer is named Syndrome after the super-villain in "The Incredibles." When I first got my steer in February he wanted nothing to do with me. He mooed, he kicked, he ran ... he did whatever he could to get me to go away. I decided I had to catch him with kindness and be as patient as I could. He started to come around and realized I wasn't going to hurt him, and after our first show at Imaginology, he figured out that I'm not so bad after all. Now instead of me having to chase him he comes right to me. He likes to lick and he loves to run around and play. He's kind of like a dog except for the fact that he is 1,000 pounds.



As with every year, the excitement and thrill of the OC Fair is approaching quickly. It is the perfect ending to every 4H season and I would love to see you there. The lamb judging will be on July 10 at 1 p.m., and Showmanship will be July 11 at the same time. The steer judging will be on July 15 at noon and Showmanship will follow right after.

I will be auctioning off one of my market animals at the Junior Livestock Auction and selling the others to private buyers. The auction will be on Saturday, July 21, at 10:30 a.m. If you are interested, please find me at the Fair!

Thank you,

[Hand sign your name]

Your Name

Your Club/Chapter