



BROWN COUNTY FAIR
LIVESTOCK & DAIRY AUCTION COMMITTEE

Dear Interested Auction Participant,

We are excited to hear you/your student has expressed interest in participating in the Brown County Fair Livestock & Dairy Auction at this year's Brown County Fair. The Livestock & Dairy Auction Committee hopes to provide assurance and guidance as you/your student chooses to embark on this unique and special learning opportunity.

Commitment to raising an auction animal at county fair is a remarkable experience that many professionals and industry leaders value. As anything with value, qualifying for auction requires a large amount of dedication, hard work and support.

Students interested in participating in the Brown County Fair Animal Auction must meet a list of requirements developed by the Brown County Fair Livestock & Dairy Auction Committee. Requirements and directions needed to be auction eligible are located in the Auction Portal, located on the Brown County Fair Website Exhibitor Page and in this informational booklet.

The Auction Portal serves as the informational hub for auction qualification status. The Student/Parent can log in to the portal to view the checklist of requirements, instructions on completing the requirements, submit requirements, and view the requirement status. Students must complete and meet approval for 100% of the items on the checklist to be auction eligible. Students must also meet species specific requirements listed in this informational booklet.

Knowing that this experience can be new/overwhelming/intimidating for many, we are here to help your student along this journey. In order to help the initial planning process, we have created this helpful booklet. Upon reading the booklet, we hope that you see the educational value in which you/your student have/has found interest.

This booklet should help answer some of the most popular questions about qualifying for the Brown County Fair Animal Auction. If your question is not in this manual, we encourage you to ask questions!

We are here to help,

Brown County Livestock & Dairy Auction Committee
BrownCountyAuction@gmail.com

AUCTION PORTAL

***Each student/parent must register to see requirements**

REGISTER FOR AN ACCOUNT

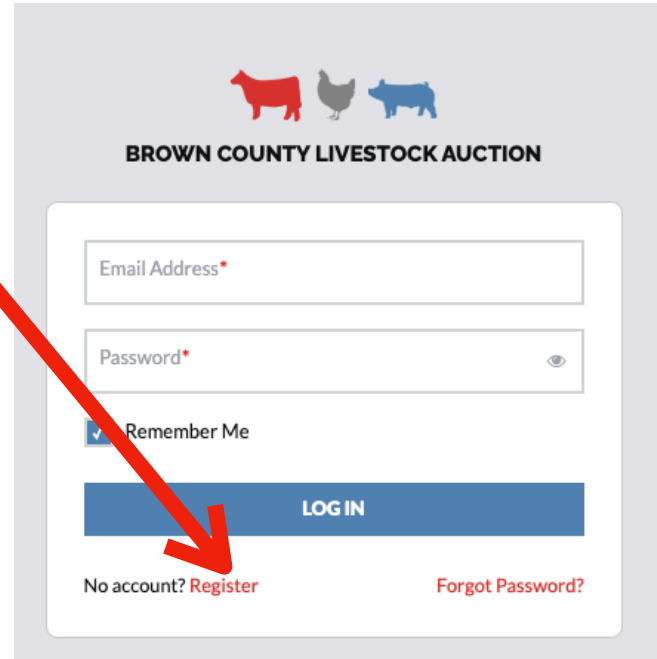
New Participant:

Register for an account by choosing the register button at the bottom of the prompt.

Previous Participant:

If you have previously registered, you can log in with registered username and password.

***Be sure to register with an email that you have access to through **September of the auction year**. You can change email in the settings portion later. Brown County Auction Committee is not responsible for Emails not updated.



A screenshot of the login/register page for the Brown County Livestock Auction. At the top, there are icons for a cow, a chicken, and a pig, followed by the text "BROWN COUNTY LIVESTOCK AUCTION". Below this is a form with two input fields: "Email Address*" and "Password*" (with an eye icon for toggling visibility). There is a "Remember Me" checkbox with a checkmark. A large blue button labeled "LOG IN" is positioned below the form. At the bottom of the form, there are two links: "No account? Register" and "Forgot Password?". A red arrow points from the "REGISTER FOR AN ACCOUNT" section header to the "Register" link.

CHOOSE STUDENT OR PARENT

New Participant:

When registering for an account, you will be prompted for the type of account you are creating. You can choose parent or student account.

Student Accounts:

If signing up for student account, student is responsible for requirements, parent will not receive notification emails.

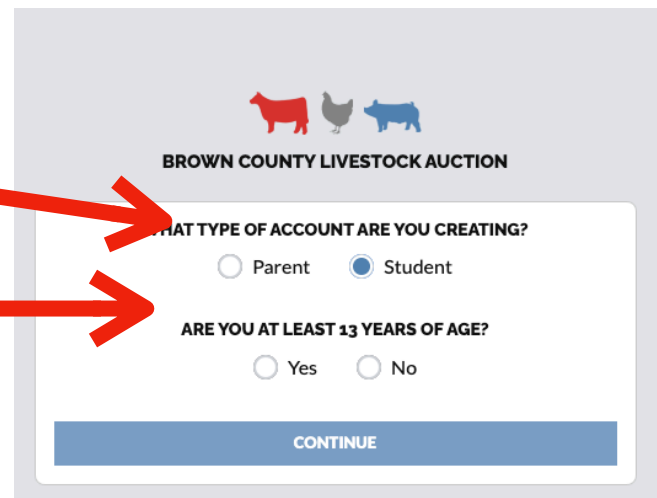
*You cannot register for a student account if you are younger than 13 years of age.

Parent Accounts:

A parent can create one account for all children. Parent will receive notifications via email registered. Once child turns 13 years old, parent can approve and transfer child to student account if they choose, when they choose.

Previous Participant:

Skip this step



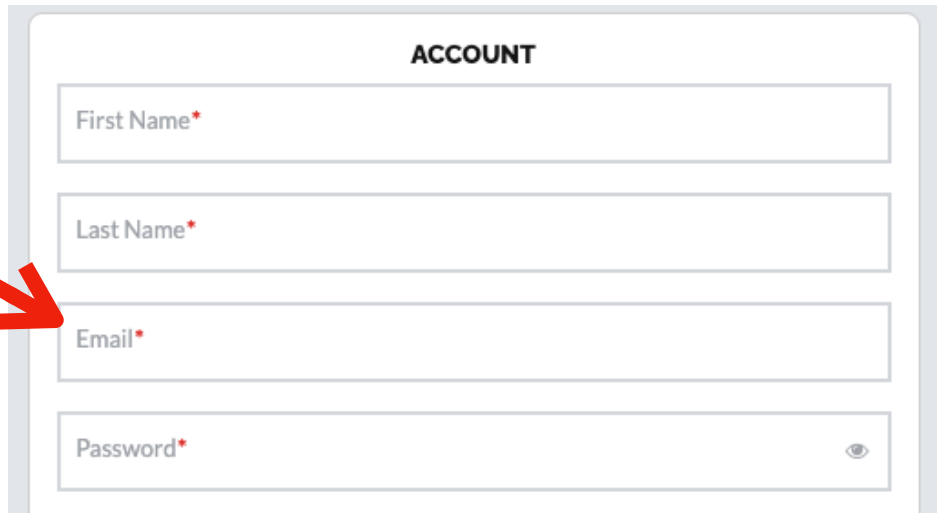
A screenshot of the account type selection page for the Brown County Livestock Auction. At the top, there are icons for a cow, a chicken, and a pig, followed by the text "BROWN COUNTY LIVESTOCK AUCTION". Below this is a form with the question "WHAT TYPE OF ACCOUNT ARE YOU CREATING?" and two radio button options: "Parent" and "Student". Below this is another question: "ARE YOU AT LEAST 13 YEARS OF AGE?" with two radio button options: "Yes" and "No". A large blue button labeled "CONTINUE" is positioned at the bottom of the form. Two red arrows point from the "CHOOSE STUDENT OR PARENT" section header to the "Parent" and "Student" radio buttons.

ACCOUNT INFORMATION

When filling in account information, be sure to use an Email address you can access through September of the auction year.

*You can change your email address in settings later, however, you are responsible for doing this.

*Notifications will be sent about incomplete requirements 7 days prior, and 1 day prior to due date



ACCOUNT

First Name*

Last Name*

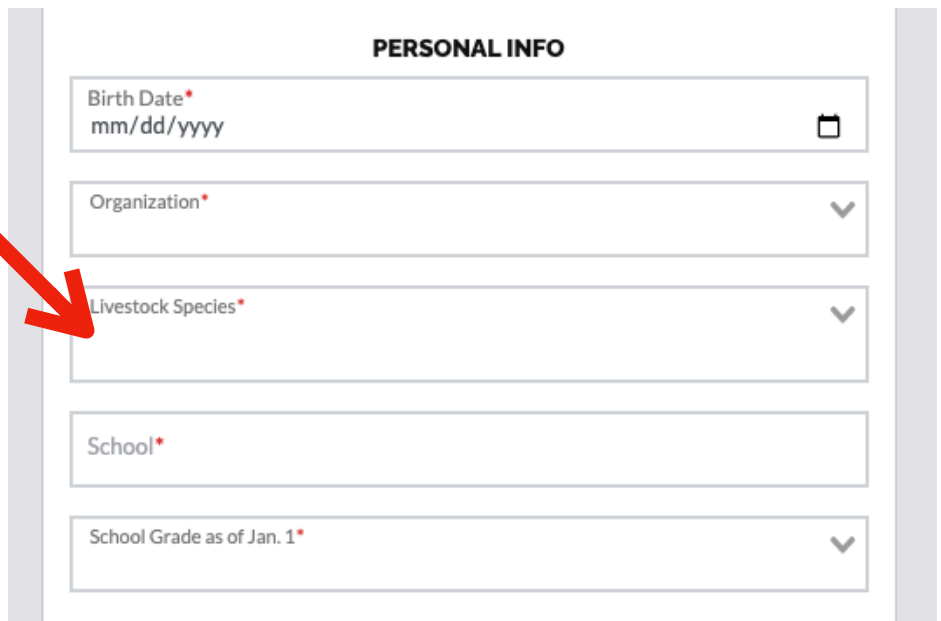
Email*

Password*

CHOOSING YOUR SPECIES

When choosing your species, you must select the animals in which you are interested in selling at the auction. You CAN select more than one species, however, only animal can be sold.

If selecting more than one species, you will be expected to submit requirements for all species selected in order for the committee to mark specific requirements approved.



PERSONAL INFO

Birth Date*
mm/dd/yyyy

Organization*

Livestock Species*

School*

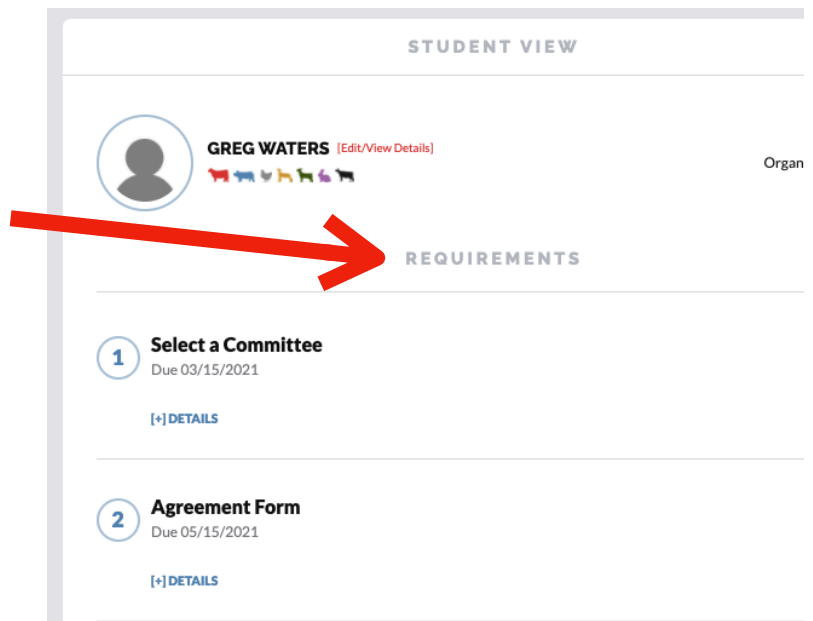
School Grade as of Jan. 1*

SCHOOL GRADE


Students must input grade level as of January 1st. Students must be under 20 years of age on January 1 of the current fair year and at least age 9 by January 1 of the fair year.

VIEWING REQUIREMENTS

Students can view the requirements list on the requirements page under their account.



STUDENT VIEW

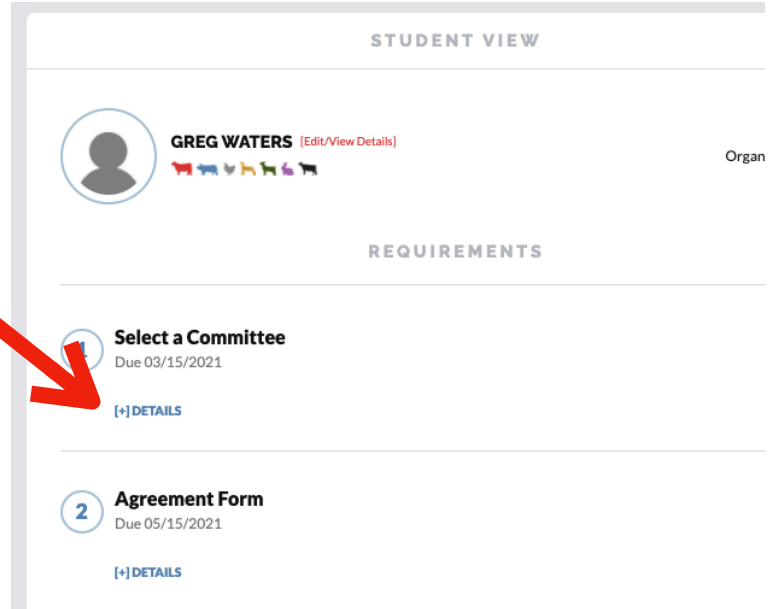
 **GREG WATERS** [\[Edit/View Details\]](#) Organ

REQUIREMENTS

- 1 Select a Committee**
Due 03/15/2021
[\[+\] DETAILS](#)
- 2 Agreement Form**
Due 05/15/2021
[\[+\] DETAILS](#)

COMPLETING REQUIREMENTS

Students can click the Details Button and learn more about the requirement

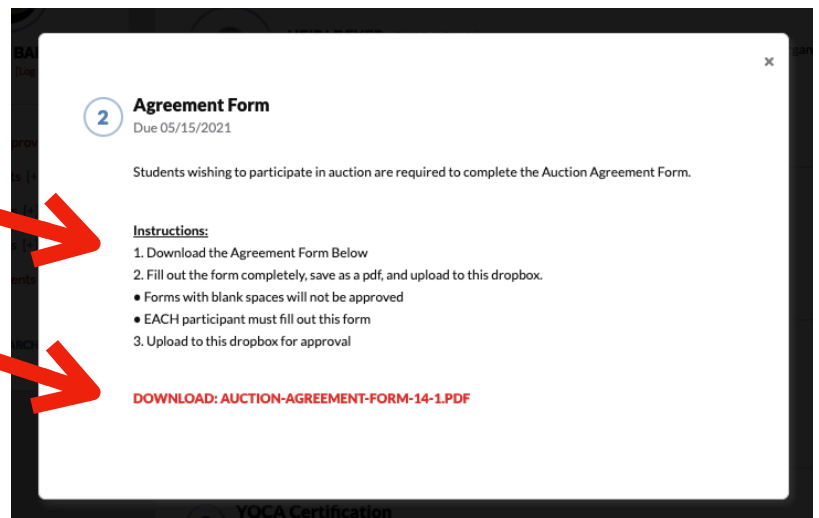


The screenshot shows a 'STUDENT VIEW' page for a user named 'GREG WATERS'. The page lists two requirements: '1. Select a Committee' (due 03/15/2021) and '2. Agreement Form' (due 05/15/2021). A red arrow points from the text 'Students can click the Details Button...' to the '[+] DETAILS' link for the 'Select a Committee' requirement.

SUBMITTING A REQUIREMENT FOR APPROVAL

Read the Instructions

Download specified items, and submit requirement for committee approval.



The screenshot shows the '2. Agreement Form' page with instructions for submission. A red arrow points from the text 'Read the Instructions' to the 'Instructions:' section. Another red arrow points from the text 'Download specified items...' to the 'DOWNLOAD: AUCTION-AGREEMENT-FORM-14-1.PDF' link.

*A few requirements do not require electronic submission of paperwork, will rather be checked off by the committee member at the time of an event. Examples of this include but are not limited to Showmanship, Market/Dairy Class, Committee Participation, Fair Weigh in, Attending the Livestock and Dairy Auction Meeting

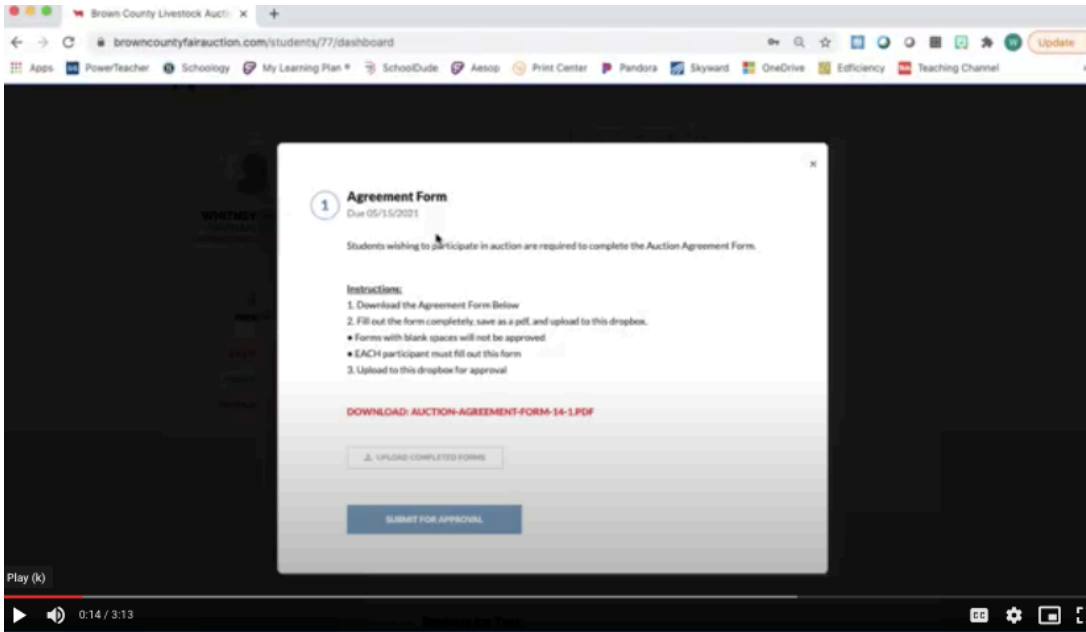
PLEASE NOTE

- STUDENTS/FAMILIES ARE RESPONSIBLE FOR MEETING ALL REQUIREMENTS BY THE DEADLINE
- FAILURE TO MEET THE DEADLINES ON THE PORTAL MAKES A STUDENT INELIGIBLE FOR AUCTION
- SUBMISSIONS MUST BE MARKED AS **APPROVED** TO BE ELIGIBLE
- EMAIL NOTIFICATIONS ARE SENT WHEN SUBMITTED ITEM IS NOT APPROVED WITH SUGGESTION
- IF THE REQUIREMENT STATUS IS PENDING BY MIDNIGHT OF THE DEADLINE DATE AND IS DENIED AFTER THE DEADLINE, THE STUDENT HAS THE OPPORTUNITY TO SUBMIT ONE MORE SUBMISSION WITHIN 1 WEEK OF NOTIFICATION. IF STUDENT FAILS TO RESPOND, STUDENT IS MARKED AS INELIGIBLE.

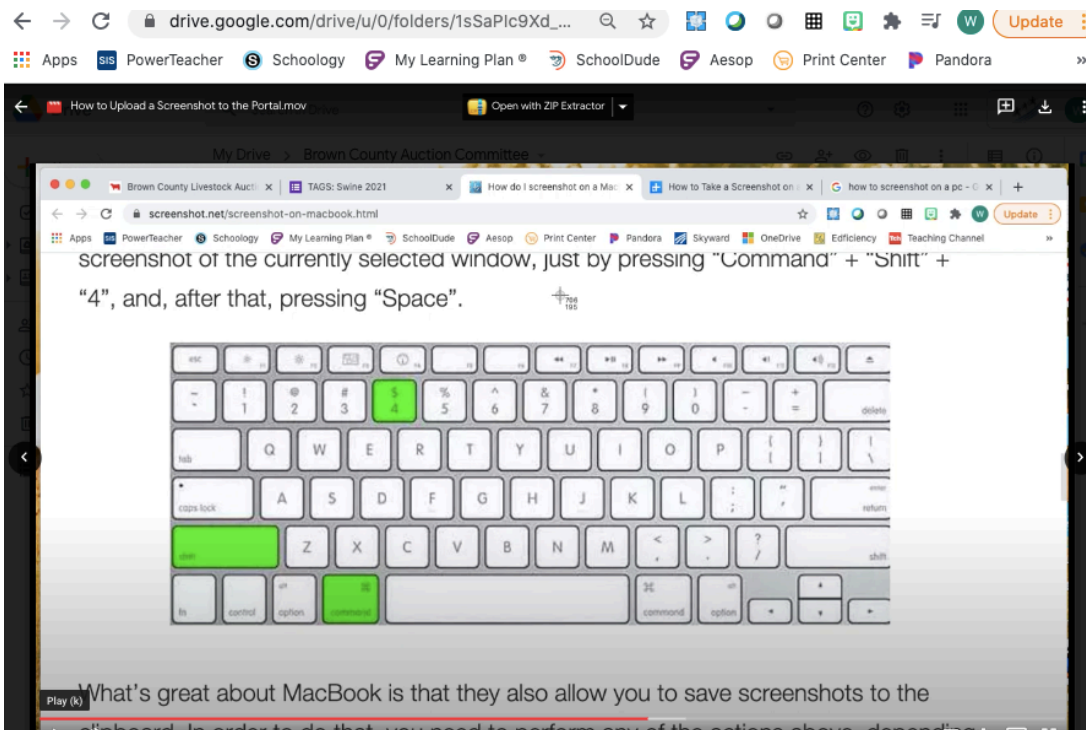
AUCTION PORTAL

“HOW DO I UPLOAD?”

The Brown County Fair Livestock & Dairy Auction Committee has created helpful instructional videos to assist students/ families. If any problems arise, please reach out to browncountyauction@gmail.com



[CLICK HERE TO LEARN HOW TO UPLOAD A PDF TO THE PORTAL](#)



[CLICK HERE TO LEARN HOW TO TAKE/UPLOAD A SCREENSHOT TO THE PORTAL](#)

**SPECIES SPECIFIC REQUIREMENTS
(IN ADDITION TO AUCTION PORTAL LISTING)**

BEEF	<p>Jersey, Guernsey, Ayrshire: both parents Dairy 900# Minimum Holstein, Brown Swiss, Shorthorn: both parents Dairy 1200# Minimum</p> <p>One parent dairy/one parent beef 1100# Minimum Both Parent Beef 1100# Minimum 1600# Max Payout</p>
DAIRY CATTLE / GOAT	1st Blue in Class/Showmanship or Dairy Proficiency Winner
MEAT GOAT	50# Minimum, 130# Max Payout
RABBIT	<p>BLUE OR RED RIBBON IN CLASS</p> <p>Roasters 70–180 days old, 5# Minimum Fryers are not over 69 days old 5# Max Stewers are over 6 months old and 8# Minimum Meat Pen(3): Less than 70 days old, 3# Minimum, 4.9# Max</p> <p>*4 AUCTION SLOT MAX</p>
SHEEP	100# Minimum, 170# Max Payout
SWINE	<p>BLUE/RED/ or WHITE RIBBON IN CLASS OR SHOWMANSHIP</p> <p>230# Minimum, 310# Max Payout</p>
POULTRY (Turkeys, Roasters, Boilers)	<p>*UP TO 12 POULTRY SLOTS WILL BE AUCTION ELIGIBLE JUDGE WILL DETERMINE TOP 12 POULTRY AUCTION ENTRIES Slots could include showmanship winners GRAND CHAMPION AND RESERVE CHAMPION GUARANTEE</p> <p>Roasters are 5# Minimum Broilers are 2½ # Minimum Turkeys 15# minimum</p>

FREQUENTLY ASKED QUESTIONS

CAN I SHOW MORE THAN ONE ANIMAL IN THE AUCTION?

A student can show multiple auction eligible animals, but after the fair show is complete, only 1 animal/basket per exhibitor is allowed in the auction. Students are able to select the animal upon completion of the show on the consignment form in the auction portal.

I HAVE 2 ANIMALS THAT WOULD BE GREAT FOR AUCTION. WHEN DO I HAVE TO DECIDE WHICH ANIMAL I WANT TO SELL AT THE AUCTION?

Students can sell only one animal in the auction. Students can decide the specific animal after the completion of the species show. All students wishing to participate in auction must fill out a Consignment Form. The Consignment form signifies which animal the exhibitor would like to sell in the auction.

ARE THERE OTHER REQUIREMENTS BESIDES THE CHECKLIST?

Yes. Students must also complete species specific requirements, listed on page 6 of this booklet.

WHAT % PROFIT EARNED BY THE COMMITTEE FROM THE AUCTION?

13% Dairy Basket

8% Livestock Species above market price

8% Poultry/Rabbit Sales

2% of gross sales Brown County Fair Livestock & Dairy Auction less items below:

0% for State Fair Trucking

0% Scholarship Fund

WHAT DO I WEAR ON AUCTION DAY?

We suggest students dress to impress in SMART CASUAL (No holes in jeans, no screen printed shirts, etc). Show clothes are appropriate. Students representing dairy do not need to wear whites.

WHAT CAN I BRING INTO THE AUCTION RING WITH MY ANIMAL?

We suggest blue ribbons or higher, show or showmanship trophies/awards earned during the current fair year.

HOW DO I RECRUIT BIDDERS TO INCREASE MY SALE PRICE?

Think about your personal network - who do you know that could be a potential bidder?

Someone your parents work with, someone from your church, etc..

-personal meeting/drop off

-letters to leave after the personal meeting or send in mail

Spend time with bidders during the luncheon / meet and greet.

-Sell yourself, explain the work you've done, things you've learned along the way and what your plans the future are.

Dress Nice and Smile in the ring.

Thank your contacts for attending the auction with a handshake

Thank bidders personally after purchasing your animal

WHERE ARE THE ANIMALS SOLD IN THE AUCTION PROCESSED?

Beef/Swine/Sheep/Meat Goat: Roskom Meats

Rabbits/Poultry-Students are responsible for delivering animal processed

Dairy Cow/Goat: Animals Return Home

Resale: Equity

IS THERE A PLACE THAT I CAN TAKE MY POULTRY TO BE PROCESSED?

Many students the sell poultry in the auction choose to process their own poultry, but a few choose to have their animal processed by Small Beginnings Poultry in Gillett, WI. If the student chooses to not process the animal themselves, the student must make their own arrangements to have the animal processed.

Small Beginnings Poultry

9907 Rose Road

Gillett, WI 54124

920-680-7400

denisehowe@gmail.com

WHAT IS THE MINIMUM/MAXIMUM AGE TO BE AUCTION ELIGIBLE?

Minimum: Age 9 by January 1st of current fair year (summer after 3rd grade)

Maximum: Under 20 years of age on January 1st of current fair year

**If student is eligible for the junior show at Brown County Fair, they are auction eligible*

I SHOW DAIRY CATTLE/DAIRY GOATS, HOW CAN I STILL PARTICIPATE IN AUCTION?

When exhibiting a Dairy animal (Goat, Heifer or Cow), a Dairy Basket is sold in place of the animal and the participant keeps their animal. Baskets are compiled and provided by the committee at a value of \$75-\$100.

Any student exhibiting Dairy that earns 1st Blue in Class, 1st in Showmanship, 1st place for Dairy Proficiency are auction eligible if they have completed the list of auction requirements in the portal.

CAN I SEND ALL MY ANIMALS TO BE PROCESSED AT THE END OF FAIR?

*Only animals sold in the auction will be sent to our partnering processor(s). Animals not sold in auction will be sent home with the exhibitor. Exhibitors are responsible for scheduling processing with a processing facility for their livestock that is not sold in the auction. *Poultry and Rabbits do not have a partnering processor and are responsible for finding their own processing process/location.*

HOW DOES RESALE WORK?

Several of our generous supporters who purchase animals at the auction sale choose not to have them all processed for their freezer. The purchaser will, when they pay the cashier for the animal(s) purchased, fill out a form to either process the animal at our partnering processor(s) OR they can choose to send their animal for resale at either an Equity livestock market or American Foods Group where the animal will be resold at auction/market price and the purchaser will receive a check from the resale market