2014 NAE4-HA Communicator Awards
Promotional Piece – Team Abstract
Submitted by Holly Harwood and Nathan Smith
401 North Main Street, Warsaw NY 14569

**Objectives:** This brochure was created to promote the 45th Annual Wyoming County 4-H Meat Animal Auction held on August 14, 2013.

**Target Audience:** Our target audience included the general population of Wyoming County and surrounding towns. Youth participants specifically targeted potential buyers for their 4-H meat animal projects including local businesses, friends and family.

**Current Population:** The brochure was distributed to approximately 200 buyers from previous auctions by the Wyoming County 4-H office. 185 Youth participants each received brochures to give to potential buyers. In total - approximately 700 brochures were printed and distributed.

**Publisher’s Requirement:** The 2013 Wyoming County 4-H Meat Animal Auction brochure was created with Adobe Illustrator.

**Methods Used:** The 2013 Wyoming County 4-H Meat Animal Auction brochure was created with Adobe Illustrator by the 4-H graphic designer, using information gathered from the 4-H livestock program educator. It was available in print copy as well as on our website.

**Production Costs:** Tangible production costs included $.04 per copy, for a total of $28.00.

**Impact Results:** The 2013 Wyoming County 4-H Meat Animal Auction had a total of 166 youth participants, auction off 178 meat animal projects for a gross sales total of $242,507.00. Youth received the proceeds from their auction animals minus a 5% commission to defray program expenses. The brochure plays a key role in providing auction details to potential buyers and encourage their participation.

**Role of the Applicants:** Holly Harwood is the 4-H Youth Community Educator responsible for the meat animal auction program, provided content for the brochure and coordinated brochure distribution. Nathan Smith is the Community Educator responsible for design, layout and development of the brochure.
2013 MEAT ANIMAL PROGRAM DETAILS

- Meat animal beef, hogs and lambs will all arrive at the Wyoming County Fair on Saturday, August 10th.
- All meat animals will be shown live on Monday, August 12th at the fairgrounds.
- Meat animal project final awards are based on a point system. Points are earned using results from the animal’s rate of gain, type and condition, showmanship and fitting, and ultrasound scan. Points are also accumulated by meeting paperwork deadlines throughout the year.

2013 MEAT ANIMAL AUCTION DETAILS

- All meat animal projects eligible for sale will be auctioned off on Wednesday, August 14th beginning at 5:00pm.
- Sale order: Hogs, Lambs, Dairy Beef Steers, and Beef Breed Steers
- Auction buyers may send purchased animals to a packing plant, resell them to a third party, donate them back to 4-H for resale, or take them home.
- Warsaw Meat Packing, W.G. Meat Packing Co., Grizzly’s Custom Cutting, Falconer Meats, M&M Meats, and R&M Meat Cutting will be present at the auction to receive your processing instructions.
- Buyers need to make arrangements with the processor of their choice immediately following the auction.

★ The buyer will pay all slaughtering and processing charges.
★ Trucking of animals to our designated packing facilities is provided free of charge, courtesy of the 4-H Livestock Advisory Committee.
★ Due to the great success and size of our auction, some animals may need to be held offsite until our local processors can accommodate them. We appreciate your understanding in this matter.

VOLUNTEER AUCTIONEERS

Mike Almeter, Strykersville
William Kent Inc., Stafford

4-H LIVESTOCK ADVISORY COMMITTEE

Wayne Sage, Chairman
Robin Swartz, Lamb-Fair Superintendent
Steve Snider, Beef-Fair Superintendent
Cindy Starr, Beef-Fair Superintendent
Kelly Pettigrew, Hog-Fair Superintendent
Gabor Bertalan, Hog-Fair Superintendent
Ted Wolf
Paul Keem
Joe Neamon
Dean DeGroff
Kirk Reisdorf
Pete Broughton
Karen Duboy

Youth Members:
Lauren Bertalan
Kyle Dutton
Meredith Bell
Drew Wiseley
Evan Reisdorf

Thank you to the countless volunteers and supporters of the Wyoming County 4-H Meat Animal Program!

This year’s auction is dedicated to the memory of Dave Tracy, a longtime supporter and volunteer for the Wyoming County 4-H Program.

SUPPORT YOUR LOCAL 4-H MEAT ANIMAL AUCTION!

Skills learned while raising a 4-H livestock project carry over into other aspects of life:

★ Independence
★ Belonging
★ Generosity
★ Mastery
★ Self Confidence
★ Responsibility
★ Personal Growth
★ Time & Money Management

2013 TROPHY DONORS

Don & Sue Clark, Perry
Empire Livestock Inc., Pavilion
Locust Lane Limousin, Perry
John & Gloria Stenson, Warsaw

FOR MORE INFORMATION

Wyoming County 4-H Program
P. 585-786-2251
401 North Main Street
Warsaw, NY 14569

140 HOGS
25 LAMBS
20 DAIRY STEERS
20 BEEF STEERS
THANK YOU 2012 BUYERS!

ALDEN
- Foss Livestock
- ALEXANDER
- Z & M Ag and Turf
ANDOVER
- Country Crossroads Feed and Seeds
ARCADIA
- Bank of Castile - Arcade
- Bob Salzler Construction
- Co-Vista Holsteins
- Crabb Oil and Propane Inc.
- Falconer Meat Processing
- David Hoggren
- Kent Nutrition Group Inc.
- Larry Romance & Son, Inc.
- Maple Grove Corp.
- Nickerson Hoof Trimming
- Dennis O’Hare
- Roadside BBQ and Pizza
- Wilson Transport
ATTICA
- 77 Construction
- Attica Auto and Ace Hardware
- Attica Veterinary Association
- B & B Kehl Custom Service
- Faithview Farms
- James Hardie
- HLV Acres
- Tompkins Insurance Agencies
- AVON
- Crop Production Service

BATAVIA
- Baskin Livestock
- Cargill Animal Nutrition
- M & M Meats
- Othlaus Farms Inc.
- Bliss
- Rob Bliss
- R.S. Maher and Son Inc.
BOWMANSVILLE
- E. Kelley, Inc.
- CALEDONIA
- Land O’ Lakes Purina Feed LLC
CASTILE
- Castile Ag Service LLC
- DeGroff’s Hoof Trimming
- Delaval
- Farmer to Farmer, LLC
- Hamilton Oil
- James VanArsdale
- CHAFFEE
- Waste Management - Chaffee Landfill
CHEEKERTOWAGA
- Kolsor Amwing
- CLARENCE
- Mary Sage
COWLESVILLE
- Ironwood Golf Course
DALTON
- Spring Falls Farm
DANSVILLE
- Graceland Dairies LLC
DELEVAN
- Pam Bradford
- Haley Concrete
- EAST BETHANY
- HowBar Acres
- FILLMORE
- Daniel Miller
- R.G. Mason Auctions
- FREEDOM
- ABS Global
- Edelweiss Farms & Edel- Rock Gravel
GAINESVILLE
- Dragson, Inc.
- Mammoth Construction
- GENESSEO
- Jessica Bush
HAMBURG
- APEX
- David Homes Inc.
HOLLAND
- Churchill Farm
- JAVA CENTER
- Royal Flush Portable Toilets and Smks
- JAVA VILLAGE
- K.S. Limousine Cattle
LEICESTER
- Gerald Dodge
LINWOOD
- Linwood Commodities
MACHIAS
- Abram Brother’s Concrete
MILLPORT
- Merck Animal Health - Dan Rosam Eff Farm LLC
- NORTH JAY
- Buffalo Molasses
- Dave Reisford, Inc.
- Java Farm Supply, Inc.
- King Brothers
- Lamb & Webster, Inc.
- Reisford Brothers, Inc.
- NUNDA
- Woodylyn Hills Golf Course
- ORCHARD PARK
- David Reimers
- PAVILION
- Agri-Fab
- Cottonwood Farms LLC
- Dekalb Agrow
- George & Swede
- Logwell Acres Inc.
- M & T Trucking
- Progressive Dairy Solutions
- Sweede Farms
- PERRY
- Burr’s Lumber & Bldg Supply
- CANADIAN BUTCHER BLOCK LLC
- Creative Food Ingredients
- Donald G. Butler Construction
- Emlerling Farms
- M & T Trucking, both of Pavilion
- Ashley Logsdon

2012 CHAMPION MARKET HOG
Shown by Kelsey O’Hare, Arcade.
Purchased by Five Star Bank, Warsaw

2012 CHAMPION DAIRY STEER
Shown by Derek Pingrey
Purchased by Progressive Dairy Solutions

2012 CHAMPION BEEF BREED STEER
Shown by Anthony True, Warsaw
Purchased by Gardeau Crest Farms, Perry

2012 CHAMPION MARKET LAMB
Shown by Kelsey O’Hare, Arcade.
Purchased by Five Star Bank, Warsaw

2012 CHAMPION DAIRY STEER
Shown by Tyler Emerling
Purchased by Waste Management, West Seneca

2012 CHAMPION BEEF BREED STEER
Shown by Anthony True, Warsaw
Purchased by Progressive Dairy Solutions and M & T Trucking, both of Pavilion