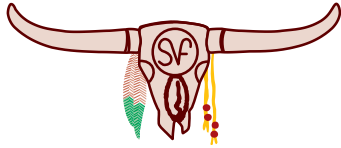


# SALINAS VALLEY FAIR



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JUNE 19, 2020  
**FOR IMMEDIATE RELEASE**

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## **ONLINE AUCTION TO SUPPORT 4-H AND FFA YOUTH THIS SATURDAY, JUNE 20**

**King City, CA** – In early April, the Salinas Valley Fair announced the cancellation of the annual Salinas Valley Fair and Livestock Show as a result of the COVID-19 pandemic. In spite of the fair’s cancellation, organizers are set to hold an online charity auction on Saturday, June 20th where they hope over \$815,000 will be raised for the 613 4-H and FFA youth that raised livestock projects for the 2020 Salinas Valley Fair.

The June 20<sup>th</sup> online auction will generate funds to help off-set the costs 4-H and FFA youth have invested in the agricultural education projects raised for the canceled fair. As part of their agricultural learning experiences in 4-H and FFA youth participate in the raising of goats, lambs, hogs, steers and replacement heifers. Each project can cost as much as \$730 (to raise a market goat) to over \$4,500 (to raise a market steer). “When a buyer makes a donation in our auction, they’re not just helping pay for the kid’s expenses such as feed, bedding and the animal; it’s the hours of time each young person puts into caring for their animals,” explains John Orradre, Junior Livestock Committee Chair.

The Online Auction will be streamed live starting at 8 AM on June 20<sup>th</sup> at [OverlandStockyard.com](http://OverlandStockyard.com). A photo of the youth and their animal will be displayed on the screen. When the auctioneer begins calling out bids, donors with buyer credentials can place their bids from their smartphone, tablet or computer! The supporter with the highest bid will be recognized online and after the event by the fair. To help organizations that may want to place multiple bids, [OverlandStockyard.com](http://OverlandStockyard.com) will open the Salinas Valley Fair Sale for pre-bidding on Thursday, June 18, 3 PM.

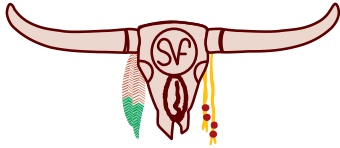
Not only is this year’s auction different in that it will be held completely online but it is different a few other ways, too. During a typical year a buyer could choose to have the animal processed for personal consumption. This option is not available at this year’s fair auction. Buyers cannot choose ‘custom’ in any of the market animal products from their purchase at the auction. All sales of market livestock will be marked ‘resale’ since all livestock were harvested in mid-May when they were intended to be market ready for the annual Salinas Valley Fair. The Salinas Valley Fair 4-H and FFA youth produced 138,000 lbs. of locally sourced meat for retail distribution.

New for this year’s auction is a donor pool for businesses or individuals to make a donation to the Junior Livestock Auction Cooperative Fund. The Cooperative Fund will be distributed equally to all 4-H and FFA

### **MISSION STATEMENT**

**To showcase the annual fair, promote the talent and education of our youth, and provide a year-round setting for community services.**

# SALINAS VALLEY FAIR



sellers. To date the Cooperative Fund has raised over \$90,000 for youth participating in the sale. Major Cooperative Fund Donors include Mike & Mary Orradre, Braga Fresh Family Farms, Jim & Michelle Orradre, Bassetti Farms, RDO Equipment/RDO Water, David & Susan Gill, Monterey County Regional Fire Volunteers, Mechanics Bank, Pacific Ag Rentals, Oak Shores Realty and Nunhems, USA.

“We understand that times are difficult for everyone,” says Cody Bassetti Chair of the Livestock Auction Committee. “We hope we’ve done enough to provide giving options to accommodate our buyers with multiple ways to support 4-H and FFA youth ”.

“The youth involved in raising livestock in 4-H and FFA learn life skills that benefit them in the future. I often recognize the kids that have gone through our auction since they’re likely to become leaders in our Salinas Valley community. As a donor, you will recognize these kids for their time, effort and potential”.

The auction begins promptly at 8AM on June 20<sup>th</sup> hosted by OverlandStockyard.com or listen live on KRKC. For more information about donating or becoming a buyer in the June 20<sup>th</sup> Online Auction visit the fair’s webstie [www.SalinasValleyFair.Com/JLA](http://www.SalinasValleyFair.Com/JLA) or email [SVF@SalinasValleyFair.com](mailto:SVF@SalinasValleyFair.com) or call 831-385-3521.

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## **About Salinas Valley Fair**

Since 1941 the Salinas Valley Fair, a non-profit 501 c 3, has provided a venue for showcasing the agriculture in the area and given youth an opportunity to show and auction animals through 4-H and FFA. It has grown to be one of the largest Junior Livestock Auctions in the state and attracts young people from throughout Monterey, Santa Cruz, San Luis Obispo and San Benito Counties. The Fair is designed to be a safe, accessible venue for education, community engagement, and fun in a wholesome, family-friendly environment. It offers opportunities for people to gather through entertainment, interactive educational activities, agricultural competition and recognition programs, food and drink, and cultural events.

For more information: [www.salinasvalleyfair.com](http://www.salinasvalleyfair.com).