



## FOR IMMEDIATE RELEASE

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### Junior Livestock Auction Rewards Hard-Working Youth

**King City, CA** - Months of effort for young, aspiring ranchers and farmers culminates at the Salinas Valley Fair's Junior Livestock Auction on Saturday, May 18<sup>th</sup> in King City. Over 900 4-H and FFA members have selected, purchased, fed, and groomed livestock to be judged, graded and sold at the Fair.

A few seconds in the ring concludes months of hard work for these young livestock exhibitors, who have raised market hogs, sheep, beef, replacement heifers, rabbits or poultry. Thanks to the buyers, the animals bring a good return to the exhibitors who have spent time in the show ring having their animals examined by the judges. The auction starts out with market hogs, followed by champion livestock, bred heifers, beef, goats and lambs.

The Junior Livestock Auction brings together the efforts of volunteers and the generosity of many businesses. "Learning to produce food for my table and how to be in business for myself are valuable lessons I learned as a 4-H and FFA member," said Fair Auction Director, Cody Bassetti, "Today our volunteers and auction buyers all doing our part to ensure these lessons continue for kids in our community." Bassetti is a volunteer director of the fair's Junior Livestock Auction and oversees the 75 plus volunteers that help to sell the livestock raised by the 4-H and FFA members.

Rabobank volunteers are ringside to help operate the video projections which display lot numbers, seller information and sale price. Breakfast is sponsored by Hayashi & Wayland, and American Ag Credit sponsors the buyers' lunch. Industrial Pump Shop, Mike and Mary Orradre and Rosa Pacheco's Catering sponsor the Buyers' Reception on the Directors' Patio at the conclusion of the auction.

In the barn area, volunteers work closely with project leaders and exhibitors to make sure the animals are brought into the ring in a timely manner.

The ringmen watch closely to catch every bid—begging and cajoling when necessary, to get the best price for each animal. The auctioneers, in their measured cadence, keep the auction moving to make sure the seller and buyer each get their due.

"Our volunteers, donors and buyers really make the difference," said John Orradre, Livestock Committee Chair. "Every year something special, surprising, takes place to remind me we have a good thing going in King City."

The Salinas Valley Fair Livestock Committee and the Junior Livestock Auction Committee are open to assist you to ease the purchasing of livestock or for supporting a easy for the buyer. Staff and volunteers will be on hand to answer questions before and day of sale to explain purchasing options to new or potential buyers. For more information, call 831-385-3521 or e-mail SVF@SalinasValleyFair.com.

Come down to the Junior Livestock Auction Saturday—take in the action and if you want to support the exhibitors, buy an animal too.

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### **About Salinas Valley Fair**

Celebrating the 75th Fair in 2019 (with a four-year hiatus during WWII), the Salinas Valley Fair was started in 1941 to provide a venue for showcasing the agriculture in the area and give 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, Santa Clara, 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).

### **Cutline**

The Junior Livestock Auction in the Rava Arena attracts thousands of buyers and supporters all day Saturday. Approximately 900 4-H and FFA members from 5 counties will bring their animals through the ring.