

SATURDAY NIGHT LIVE LAMBSALE

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INTRODUCTION

"Competition is said to be the backbone of the stock show industry," (Davis, 1998). A statement spoken in a 1998 thesis paper on the junior livestock industry still holds water in today's world. Youth livestock exhibition, especially in California, continues to grow in the number of youth participants and the number of livestock entries at shows (Switzer, 2019). It is the responsibility of livestock breeders to breed, raise, and sell their livestock to maximize the opportunity for youth to acquire livestock to show. In his research, Wendt discusses the capabilities of purchasing livestock through online platforms. He speaks to the wide variety of livestock outside of Oklahoma, where the study was conducted, and how much easier it was to find stock on the internet for his agricultural students (Wendt, 2014). Although technology has advanced to market and sell livestock in a digital era, the practicality of modern day live auctions will remain intact. Livestock exhibition and youth livestock sales promote improvement in life skills. Future education goals in youths were reported to be positively impacted around those who are involved in the livestock industry (Evans, 2019). The industry only exists if it is continually feed by consumers. There are hundreds of live and online sales each year, so it was only fitting to bring one to the Central Valley of California. Consigners from across the United States have already shown interest in the sale and the author noted providing another opportunity for youth to purchase show quality livestock exists. The author will establish a youth livestock sale called the Saturday Night Live Sale and it will be hosted in Modesto, California.

BACKGROUND

The Saturday Night Live Sale stems from the competitive market fueling the show lamb and show goat industry. Livestock sales have been a tremendous resource for decades and by enabling consumers to invest in quality livestock for exhibition. An example of a successful and established sale is the BNS Sale hosted by the Beam, Nicewonger, and Sampson families in Modesto, California. Another example is the Grand Drive Sale hosted by the Warntjes family also in Modesto, California. The Grand Drive Sale is well known amongst the sheep and goat communities. In the last five years, the cost to have competitive livestock has skyrocketed, with show wethers ranging from \$500 to \$35,000 (Perkins, 2019). The concept of the Saturday Night Live Sale mimics the need to fulfill the demand for show stock, but at a more affordable price range for consumers. The Saturday Night Live Sale will be similar to the Cal Poly's Western Bonanza, Best in the West Livestock Auction (Montague, 2018). Carl Montague and Tatum Holdener, both heavily involved in the livestock industry, focused on an evening sale, utilizing crowds already in attendance at Western Bonanza to catapult their sale. A component The Best in the West did not have in an online platform. The Saturday Night Live Sale will use resources from Kazumori's Journal of Industrial Economics, to capitalize on the power of online platforms in sales. Kazumori emphasizes in using social media to hone in on a particular demographic in which your product fits (Kazumori, 2005). The online perspective provided by SC Online Sales, gives folks from across the United States the opportunity to bid on prospective livestock projects. Although a youth-driven industry, the parents, advisors, and supporters assist in funding these projects. In her dissertation, Purdue University Doctoral Student Abby Johnson, described the importance of youth and adult interactions. More specifically, Johnson concluded how competition in youth livestock projects can impact the skills learned or developed (Johnson, 2017). The Saturday Night Live Sale will encourage interaction between junior exhibitors and livestock industry veterans. It is the hope that advice given from senior mentors will assist in the thought processes around decision making when purchasing livestock. Overall, the Saturday Night Live sale will launch itself into a prominent position within the California livestock industry. The marketing and branding will align with today's trends, the consigners are hauling in top-tier livestock for purchase, and the team behind the scenes are experts the author respects from within the livestock world.

METHODOLOGY

The Saturday Night Live Sale will be a sheep sale geared towards youth ages 9-20. The sale will be held in Modesto, California, at Modesto Junior College (MJC) on the evening of January 18, 2020. Facilities, sound equipment, pens, and supplies will be donated by MJC. The three sheep consigners will be marketed through social media platforms such as Facebook and Instagram. To draw more attention to the sale, weekly giveaways and sale credits will be promoted on the platforms to those who like, comment, and share the page. Thirty-five sheep will be entered into the sale by the three breeders who have collaborated on the sales creation. The sale will be live fed though SC Online Sales to maximize the potential audience. A contract was made with an individual sales representative at SC Online Sales to bring its team to California to assist with the sale. The auctioneer and bid spotters are provided with the SC Team. SC Online Sales also has the capability of allowing online bidders or people on the phone to bid simultaneously with the live auction. The online component aligns with Evans ideology found within his article, Life Skill Development and Financial Impact Associated With a Youth Livestock Sales Program, on the value of online livestock auctions. The money accumulated through the sale will be ran through Quickbooks. Quickbooks is an inexpensive and easy to use program that allows the individual lots to be entered as services provided by the company (SNL Sale). Once the lot sells, enter the sale price as the going rate for the service. It allows for easy and efficient checkout at the conclusion of the sale. The prospective buyers will be pre-entered as vendors so as sheep go across the sale block, tracking the sale will be well-organized. Quickbooks enables custom receipts to be created allowing on the spot bills of sales for buyers.

RESULTS

The Saturday Night Live Club Lamb Sale accumulated a variety of buzz across the California livestock industry by the conclusion of the event. The sale reached close to 1,300 likes on Facebook allowing reach across the entire United States. The creative idea to host a sale in the evening produced positive feedback from the public. Buyers from across the state arrived in Modesto on Saturday evening. The buyers ranged from those seeking average county fair sheep, to those searching for a great one to run at a national level show were in attendance. Approximately 120 people attended the Saturday Night Live Club Lamb Sale. The Saturday Night Live Sale grossed \$80, 620. For an average of \$2,303.42 per head. The high selling sheep sold for \$7,600 and the lowest at \$500.

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CONCLUSION

The Saturday Night Live Sale was an absolute success. The marketing brought attention to the event in more ways than planned. The quality of livestock did not disappoint, nor did the prices each individual lot brought. Although a livestock sale is not a new idea to the industry, it was apparent the Saturday Night Live Sale brought a new perspective and atmosphere to the traditional sale setting.