

Santa Maria FFA Swine Buyer's Letter Information 2021

TIPS & TOOLS FOR THE PERFECT BUYER'S LETTER FROM OUR TOP BUYERS

Handwritten

Hand Signed

Personalize

Make sure you personally address each letter "Dear Mr. Smith" not Dear Buyer

"Prefer letter to be mailed or hand delivered in uniform not an email."

Include Pictures

"Tell your parents you got this!" Buyers can tell if the letter is written by a parent.

List your parents' names.

Punctuation/Spelling

Neatness

Be CREATIVE



We are in this together.

HOW TO WRITE THE PERFECT "BUYERS LETTER"

Today we know that Woods-Claeysens Foundation will not be attending this year's Fair so at this point, buyer outreach is critically important.

Please create a professionally written buyer letter and send to potential buyers. Below is a sample format you can utilize to craft your letter:

Dear Mr./Mrs./Ms. _____,

Paragraph One: In this paragraph, introduce yourself, your family and identify the organization you are affiliated with. Explain that you will be exhibiting your Supervised Agricultural Experience Project at the California Mid-State Fair.

Paragraph Two: In this paragraph, describe your project, i.e. what you raised, how many hours you have invested in your project, special facts about your project (examples: type of feed, exercise program, breeding information.) Share with the reader what you have learned from undertaking this project and how their support will help you in your future endeavors.

Paragraph Three: In this paragraph, describe for the reader what you get out of being an FFA member. Inform the reader of other FFA activities you participate in.

Paragraph Four: In this paragraph, thank the reader for his/her consideration. Let the reader know how he/she can reach you for more information about the fair and/or your project.

Sincerely,

Your Signature



California Mid-State Fair 2198 Riverside Avenue, Paso Robles CA 93446
Mailing: PO Box 8, Paso Robles CA 93447 (805) 239-0655 Fax (805) 238-5308
www.midstatefair.com

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Website with SBCF information: [Click Here](#)



Please join us in participating in the 2021 Santa Barbara
County Fair Virtual Junior Livestock Auction

Register as a buyer at

<https://stbarb.fairwire.com/buyerlogon.aspx>

Help support the hard working members of the 4-H, FFA
Grange, and Independent Livestock Exhibitors!

The Junior Livestock Auction will take place on

July 15th & 16th, 2021

Any questions? Please email

entries@santamariafairpark.com

