



Junior Livestock Auction

2020 Buyers Guide

Welcome Buyers! 2020 has brought many changes to how we do so many things, including the Santa Cruz County Fair Junior Livestock Auction - we're going Virtual!

Saturday, September 19th, beginning at 10:00 AM

**Pre-auction bids and add-ons may be made beginning
Friday, September 18th, at 1:00 PM.**

Add-ons can be made until Saturday, September 26.

Buyer Registration

To participate in the auction, you first need to register as a Buyer by clicking on the link below:

<https://santacruzcountyfair.com>

and then click on the Livestock Auction Registration button.

Buyers who have participated in our auction in 2018 and/or 2019 should locate your buyer name in the Choose a Buyer drop down list and use your buyer number as your password. If you do not know your buyer number, please call (831) 227-4577, or message us here on Facebook or reach out to us via email at santacruzlivestockcommittee@gmail.com and we'll be happy to give you your buyer number.

Your Buyer Information **MUST INCLUDE** a cell phone number which is **REQUIRED** to participate in the auction.

Auction Schedule & Process

Wednesday, September 16th at 1:00 PM - the Auction link will open for previews only.

Friday, September 18th at 1:00 PM - the Auction link will open for pre-bids and add-ons with the following opening bids and incremental increases:

\$2,000 Beef with \$500 increase increments
\$550 Hogs with \$100 increase increments
\$400 Lambs with \$100 increase increments
\$300 Goats with \$100 increase increments
\$25 Add-on increments

Saturday, September 19th at 10:00 AM - our LIVE Virtual Auction will begin.

During the live auction, the increase increments will drop to \$250 for beef and \$50 for hogs, lambs and goats. Add-ons will continue to have \$25 increments.

Sale Order will be Hogs, Beef, Lambs, Goats, Heritage Hog

Our Auctioneer, Justin Trick, will start taking bids online for Lot #1 and continue until we see no other bids coming in. He'll then hit the gavel and the animal will be sold to the highest bidder. **Please note, once that animal is sold, bidding for that animal is closed** (Add-ons can still be made until 9/26/20). The Auctioneer will then move on to Lot #2 and continue the process until all 56 animals have been sold. After the last animal is sold, the Auction will end.

Bidders will be notified via cell phone text message if they have been out-bid. Buyers can also place a maximum bid and the system will auto bid for them until that limit is reached.

Saturday, September 26th at 5:00 PM - Add-ons close

This year animals will be sold by the head, NOT by the pound! Our goal is that all exhibitors sell their animals for no less than the estimated average minimum price to raise them:

\$4,500 Beef
\$855 Hogs
\$780 Lambs
\$730 Goats

Buyer Log-In

1. Beginning on September 16, 2020, at 1:00 p.m., click on the link below:
<https://santacruzcountyfair.com>
and then click on the Livestock Auction Registration button.
2. Click on “Log In” in the upper right corner of the page and search your name in the “Select Buyer” drop-down list. Click on your name. If your name is not in the list, you can register as a new buyer by scrolling down to the “New Buyer? Register Here” button.
3. All registered buyers must click on the “Request Security Code” button to receive a 4-digit security code via text.
4. Enter that code in the box below your name titled “Enter Security Code”. This security code is unique to each registered Buyer. This security code is your bidding code for the auction, remaining the same each time you log in. You do not have to request a new security code each time.

When Placing a Bid:

1. When placing a bid, enter the amount you want to bid or use the “Bid” button to take advantage of the pre-set bid increments. You can also place a max bid which will allow the computer to bid automatically for you, up to the amount you specify. With each bid you will receive a text about your bid updates. **Max Bid Warning:** The max bid will place bids on your behalf, up to your max amount. If the minimum increment will put your bid amount over the max bid, the max bid will not place the next bid. This could potentially result in a buyer missing out on the lot even though the max bid was not met. (i.e., Max bid amount is \$4,000. Current bid is \$3,950. Minimum bid increment is \$100. The next automated bid would be \$4,050, which is over the buyer’s max bid of \$4,000. An automated bid would not be made and the buyer with the \$3,950 bid would win the lot if no further bids are made).
2. To increase your initial bid you can simply bid again. However if you set a max bid you will first need to remove your max bid then you will be allowed to bid again.
3. There will be a drop down selection to choose desired destination if you win the lot. This selection will remain the same for this lot if future bids are placed. You will be able to edit at any time prior to winning the bid.
4. If the lot is a split bid, please check the box when placing your first bid. This selection will remain the same for this lot if future bids are placed. You will be able to edit at any time prior to winning the bid.

Animal Disposition

With your initial bid, you must indicate the final disposition of the animal should you be the winning bidder **Custom Cut & Wrap, at one of our local butcher shops, or Resale**. Remember, this is a terminal sale – no live pickups.

Custom Cut & Wrap - the animal will be harvested and delivered to one of the following butcher shops specified by the Buyer:

*Freedom Meat Lockers
160 Hi Grade Lane
Freedom, CA 95019
(831) 724-4355*

*Corralitos Market & Sausage Co.
569 Corralitos Road
Corralitos, CA 95076
(831) 722-2633
* 6 Steer Limit*

The butcher shop will call the Buyer for cutting instructions. Do not worry, they will walk you through this process and answer any questions you may have. There are lots of choices and some of them will affect the total cost. Again, do not worry -- they are very helpful. They will then let you know approximately when the meat will be ready for pick up.

You can estimate the cost for cut and wrap to be approximately \$1.45 per pound of meat. Note, this fee is paid directly to the butcher at a later date, not the Santa Cruz County Fair. When you pick up your meat it will be frozen so plan accordingly to get it home. If you have questions about this, you can ask the butcher shop when you give cutting instructions.

Resale – the animal will be sent to the processing plant for resale at the current market price. The Buyer is responsible to pay the difference between their bid and the current market price, which changes daily, per species. NOTE: Buyers receive NO meat products with this option.

Associated Costs & Fees

Processing Fee - if you choose the Custom Cut & Wrap option, you will also be charged a processing fee. This fee covers the cost of the processing plant to harvest / slaughter each animal and deliver it to the specified butcher shop.

This year's processing fees, per head, are: Beef: \$275 and Hogs, Lambs, Goats: \$75

Auction Site Fee – 1% surcharge will be assessed on all sales and add-ons to defray auction site costs.

Credit Card Service Charge - 3% service charge will be applied when processing payment.

Auction Payment Process

We would appreciate payments for the winning bids to be made on Auction day. This will ensure seamless disbursement of the hard-earned funds to the youth. Buyers will be called starting Saturday after the end of the auction to verify their animal destination, at this time our staff will be able to take a credit card payment over the phone.

If you are unable to pay by credit card that day, an invoice will be emailed Monday, September 21st with payment due upon receipt.

Other payments options:

Checks - payable to the "Santa Cruz County Fair JLA" can be mailed to:
Santa Cruz County Fairgrounds Office, 2601 East Lake Avenue, Watsonville, CA 95076.

Cash - can be paid at the:
Santa Cruz County Fairgrounds Office, 2601 East Lake Avenue, Watsonville, CA 95076.
Please call (831) 724-5671 to arrange an appointment. All County health guidelines must be followed and a mask is required.

Add-on Payment Process

Invoices for add-ons will be emailed Monday, September 28th with payments due upon receipt.

Santa Cruz County Fair Terms of Payment

Placing a bid is a binding contract between you and the Owner/Seller, and the bid cannot be retracted. Once a Bidder places a bid, and the bid is the high/winning bid, the Bidder will be obligated to buy the lot at the said price indicated. Placing a bid on this online auction site, and winning, then not paying for the lot is illegal in most states, and criminal prosecution or civil litigation can result.

As a Bidder, you are responsible for any bids placed by you or a designated representative under your bidding number and password. The security of your Bidder information is your sole responsibility and the Bidder will be responsible for any and all bids placed under the assigned number. If you feel that your Bidder number or passwords have been compromised, notify Cynthia at (831) 227-4577 immediately. There are no bid retractions. **ALL BIDS ARE NON-CANCELLABLE ONCE SUBMITTED.** Should a lot be removed from the sale, all bids and add-ons will be nullified.

Questions

Email us at santacruzlivestockcommittee@gmail.com

Or call Cynthia (831) 227-4577 or Jessica (831) 227-1680 or the Fair Office at (831) 724-5671