



## Junior Livestock Auction

# 2021 Buyers Guide

Welcome Buyers! The 2021 Santa Cruz County Fair Junior Livestock Auction is less than two weeks away. We hope you will join us in supporting our youth!

The auction will be both live and online. Attend in person or participate online.

**Saturday, September 18th, beginning at 10:00 AM**

**Pre-auction bids and add-ons may be made beginning  
Friday, September 17th, at 1:00 PM.**

**Add-ons can be made until Monday, September 20 at 5:00 PM.**



# Buyer Registration

To participate in the auction, you need to be registered as a Buyer. If you participated in one or more of our last three auctions, you are already in our system. If you are new to our auction, you can register by visiting our webpage at:

<https://santacruzcountyfair.com>

then click on

JR. LIVESTOCK AUCTION

You'll find information about the auction as well as links to our Buyer Registration and Auction sites (as we get closer to the auction). Bookmark this page – it will be your guide to all things related to our auction.

## Review Buyer Information

Previous buyers should find your buyer name in the “Choose a Buyer” drop down list. Buyers are listed in alphabetical order either by Business Name or by First Name and Last Name for individual buyers. Your buyer number is your temporary password unless you changed your password during a previous auction. If you do not know your buyer number, check your email – we sent out buyer numbers on September 7. If you changed your password last year and have forgotten it, click on the “Forgot password”. An email message with password reset link will be sent to the email address we have on file. If the email address that is displayed is incorrect or if you have no email address, please reach out to us via email at [santacruzlivestockcommittee@gmail.com](mailto:santacruzlivestockcommittee@gmail.com) and we'll be happy to make any changes you need. Your Buyer information **MUST INCLUDE** a cell phone number which is **REQUIRED** to participate in the online auction or do add-ons.

If you can't find your name in the buyer list, you are a ...

## New Buyer

Fill in your contact information, making sure to include a valid email address and cell phone number. You will be asked to enter a password. Passwords that you enter are private. Please keep your password safe. We will not be able to tell you what it is. Once you've filled out your information, you are set. Watch for more announcements about the auction via email.

# Auction Schedule & Process

This year animals will be sold by the pound. Our goal is that all exhibitors sell their animals for no less than the estimated average minimum price to raise them.

Beef: \$4,500 or \$3.46/pound	Hogs: \$855 or \$3.62/pound
Lambs: \$780 or \$5.82/pound	Goats: \$730 or \$8.29/pound

## Auction Schedule:

**Thursday, September 16<sup>th</sup> at 1:00 PM** - the Auction link will open for previews only.

**Friday, September 17<sup>th</sup> at 1:00 PM** - the Auction link will open for pre-bids and add-ons with the following opening bids and incremental increases:

Hogs	\$3.50/pound	with \$1.00 increase increments
Beef	\$3.00/pound	with \$1.00 increase increments
Lambs	\$5.00/pound	with \$1.00 increase increments
Goats	\$5.00/pound	with \$1.00 increase increments
Add-ons	\$25 minimum	with \$25 increments

**Saturday, September 18<sup>th</sup> at 10:00 AM** - our LIVE Virtual Auction will begin.

During the live auction, the increase increments will remain in effect unless the auctioneer feels we should drop them. 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 from the bids from both in-person and online bidders for Lot #1 and continue until we see no other bids coming in online or the high bid is in the arena. 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 9/20/21). The Auctioneer will then move on to Lot #2 and continue the process until all animals have been sold. After the last animal is sold, the Auction will end.

On-line 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.

**Monday, September 20<sup>th</sup> at 5:00 PM** - Add-ons close.

# Online Auction Instructions

## Buyer Log-In

1. Beginning on September 16, 2021, at 1:00 p.m., click on the link below:  
<https://santacruzcountyfair.com>  
and then click on the Jr. Livestock Auction button  
and then click the Auction and Buyer 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.
5. The security code is not the same as your buyer password. You will need your buyer password after the auction if you pay your bill online, beginning September 21.

## 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, Resale or Live Pick Up (no beef or champions).**

**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 \$1.60 per pound of meat, with minimums of \$100 for goats and lambs at Corralitos Market and a minimum of \$165 at Freedom Meat Lockers. 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.

**Live Pick Up** – you will be picking up the animal and taking it home. Live pick-ups must happen on Sunday, September 19, between 5:30 and 7:30 p.m. Please note: No beef animals may be purchased for live pick up. Grand Champion and Reserve Champion, 4-H Champion and 4-H Reserve Champion, and FFA Champion and FFA Reserve Champion animals may not be purchased for live pick up.

## 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, custom process fees 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 Tuesday, September 21<sup>st</sup> with payment due upon receipt.

Other payments options:

**Credit Cards** – may be used to pay bills through the online system September 21 through September 30. A 3% processing fee will be applied. Go to <https://santacruzcountyfair.com/> and click on the Jr. Livestock Auction button. Then proceed to View/Pay Auction Bill. You'll need the password (not security code) that you set up when you registered as a buyer.

**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 may be required.

## Add-on Payment Process

Invoices for add-ons will be emailed Tuesday, September 21, 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 or in the arena, 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 Kathryn (831) 345-6775 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](mailto:santacruzlivestockcommittee@gmail.com)  
Or call Kathryn (831) 345-6775