

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## **Chapter 15 - Lesson 3**

### **Marketing Animals**

#### **Activities**

1. Look in the local newspaper to see if it prints a local livestock market report. Find out what the descriptions mean and whether or not the price is rising or falling.
2. Visit a local livestock auction barn on sale day, arrive early and look at all the animals for sale, then watch them sell.
  - a. Record the weight, class, kind or breed, and price of several animal.
  - b. Graph the prices of similar animals of different weights.
  - c. What do you see happening to price per pound as weight increases?
3. Attend a breed consignment sale or a special consignment sale in the area or at the local livestock show.
  - a. Record the prices of different animals.
  - b. Average the prices by breed and sex.
  - c. Which breed or sex brought the most money per head? Why?
4. Write or call a video marketing company to find out when their next sale is and try to watch it.
  - a. Look at different lots and record their price.
  - b. What factors affect price?