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?