



Manitoba 4-H Council Inc.  
1129 Queens Avenue  
Brandon MB R7A 1L9

## Alternative 2020 4-H Beef Achievement Options - Manitoba (listed in no particular order)

- **Postpone** – if you have a later achievement date already the possibility of postponing may be an option if it is convenient for your club and your buyers and it has been declared socially safe to hold a group event
- **Social Media Sale** - utilize a social media platform to promote the sale of steers/meat
- **Online Sales** – as many of you know, online sale options have been used successfully in the purebred and commercial world for several years now. This spring they have become a lifeline to bull sales across the country. I have reached out to two companies that have representatives located in Manitoba, both parties are happy to discuss online sale options with each club should you wish to go that route
  - DLMS – Melissa McRae 204-573-9903 or [prairiepistoldesigns@gmail.com](mailto:prairiepistoldesigns@gmail.com)
  - Live Auctions – Jessy Milne-Smith 613-229-1073 or [jessy40311@hotmail.com](mailto:jessy40311@hotmail.com)
  - If you have another online option, you are more than welcome to reach out to them
- **Private Sales** - each member sources their own buyer and negotiates the private sale of animal to an individual or group in their community
- **Carcass Competition** - If you have a processing plant in your community that can handle your clubs calves you could have a carcass competition
- **Open Market** – take your steers to an auction mart
  - With the fluctuations in the marketplace you could make the decision to sell now into the feeder market or wait until your steers are finished and sell them on the fat market.
- **Process** – process your steer and sell BBQ meat packs.
- **Achievement Status** – each member and leader will be recognized for their year in 4-H regardless of what you choose.

For those wishing to have some form of show, there are some virtual options. Until further notice no clubs will be authorized to have an in-person show. Some clubs have already talked about having each member do video marketing and have a judge evaluate that as opposed to judging the animal. There are a fair number of online Facebook shows happening right now across the prairie provinces as well. If you feel comfortable setting something like that up, we would support that option.

Please keep in mind this is something that we as an organization have not had to navigate before. We would like you to discuss options as a club, however the best choice may vary for each family. We ask that you allow each member to make the final decision of what the best marketing practice will be for them.

Please be mindful that businesses and individuals in your community may be experiencing financial duress during the COVID 19 Pandemic.

If you have any questions, please reach out to your respective Club Support Coordinators  
Lynn Silver 204-573-4308 [lsilver@4h.mb.ca](mailto:lsilver@4h.mb.ca)  
Shannon Carvey 204-573-4829 [scarvey@4h.mb.ca](mailto:scarvey@4h.mb.ca)

## Learn To Do By Doing