CANADA
4-H Nova Scotia

Market

Virtual Guide

Activity Ideas

Activity #1: Get Ready for Sale Day

Divide members into small groups of 2-4. Challenge the group to make a plan to sell their assigned cattle, herd or farm (create profiles to provide information to members). They should cover how and where they would market their animal, create an advertisement and create a short pitch. This activity could be done during a meeting in breakout rooms or independently outside of the meeting time.

Activity #2: Cooking with product from Market Animal

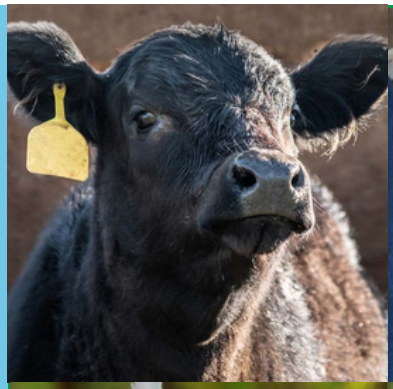
Prior to the meeting, provide members with a shopping list of supplies needed for your recipe(s). Together prepare an entree where the market animal product is the main event.

Activity #3: Comes from Market Animal

The purpose of this activity is to quiz and inform members on items that are biproducts of their market animals. We recommend creating a slideshow with photos of the items and having members guess if it comes from the animals or not.

Guest Speaker Ideas

- Processing Plant
- Local producer of market animals
- Hoof Trimmer
- Sheep shearer
- Local Farm Market
- Auctioneer
- Veterinarian

Resources

1. Characteristics of an Ideal Market Steer
2. Market Analysis (Canadian Cattlemen's Association)
3. Turkey Industry – Supply Management
4. Turkey Farm Tour – How to raise and care for turkeys
5. Choosing Breeds for Producing Profitable Market Lambs
6. Parasite Control – Sheep
7. What to look for in a Market goat
8. Marketing of Meat Goats