

Peace Country Sheep Sale
c/o Nancy Peterson
Box 143
Farmington, BC VOC 1N0
October 20, 1999

Peace River Agriculture Development Fund
P.O. Box 6641
Fort St. John, BC V1J 4J1

Gentlemen:

The Sixth Annual Peace Country Sheep Sale was held September 18, 1999 with 4459 sheep on offer plus a few guardian dogs, one handling dog, one guardian llama, and a few various pieces of used sheep equipment. Although it was second to last year's sale in number of head on offer, it was the largest sale we have ever had for gross revenue--\$368,289.

Prices were good, particularly for feeder lambs which averaged \$.10 to \$.15 per pound higher than the Alberta price for that week. We had 152 contributors from the Peace River area and also as far distant as Maple Ridge, Vanderhoof, and Prince George, BC; Lloydminster, Saskatchewan; and Ponoka, Alberta. Buyers were represented from Vancouver Island; Williams Lake; Brandon, Manitoba; and central Alberta. A large number of breeding animals were purchased by Peace Country producers.

The competition pens were very popular again this year with 27 pens entered in the two competitions. This seems to be a popular exchange of breeding animals with prices going up to \$200 each for some of the ewe lambs. Producers like to get a chance to add a few of "the best" to their flocks, and beginners seem to appreciate the pen of five mature ewes as a chance to get a good start with experienced ewes. The cash prizes are drawing some of the best--interestingly four different Hutterite colonies with very large flocks in BC and Alberta competed this year with pens of five each. It is a good educational tool displaying breeds not commonly available and also a chance to compare what was judged best.

Three hundred lambs were successfully sold by video for the first time. We thought that this might be attractive to more producers this year because it offered the advantage of an auction situation yet retained a right of refusal because the lambs were still at home. Surprising to us, producers were shy to try it until they had seen it once. The producer who contracted to set up the video sale, sold 300 of his own lambs. He had been offered \$.8750 and \$.90 per pound for his lambs by private contract before the sale, but he got \$1.06 per pound on video sale. He was pleased, and since then a couple other producers have mentioned that they should have listed theirs. We hired Systems by Trail to set up a 12 by 12 foot screen in the auction ring on which they projected the video in almost life size--it was a first class set up. There was standing room only in the auction mart for the video sale as everyone was interested to see this first time endeavor. The buyers were receptive--two buyers in the ring were bidding on this particular lot plus one on the phone from Foam Lake, Saskatchewan. The buyer who purchased the lambs was from

Westlock, Alberta. He phoned back the day they were delivered and asked if we could send 1000 more just like them.

Even though participation was less than we had expected for the first year, 300 head sold successfully were enough of a demonstration to generate interest and show that it could be a viable marketing tool for large numbers of lambs. We will offer the option again next year, and we thank you for your help in getting it started.

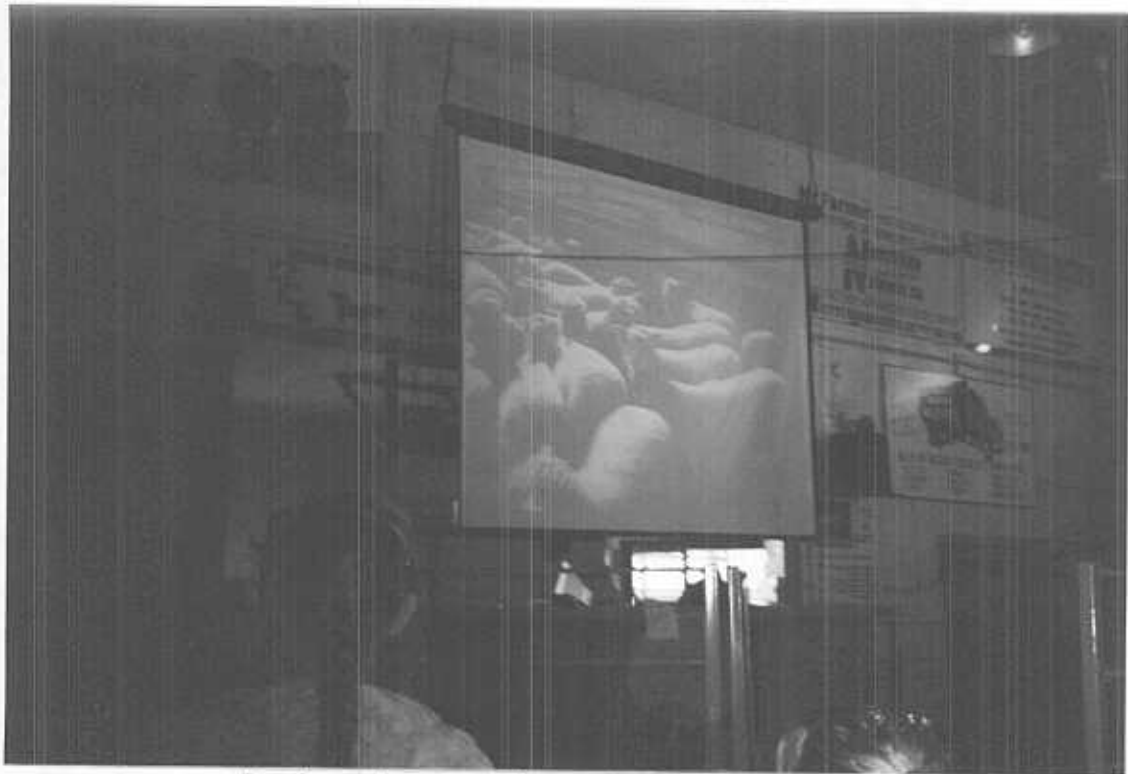
As with each of our sales, the heart of the whole matter lies with volunteers who work so very hard to put on a quality sale at a reasonable price. All of the organizing, set up, weigh in, sheep handling, and load out were done by more than 60 volunteers--some put in more than 60 hours each during sheep sale week. There is a feeling of pride among local sheep producers that it is "our sale"--one which has gained a reputation for quality and organization and now the largest in Western Canada.

A financial statement is enclosed for your review. If all meets with your approval, could you please remit the final 10% holdback (\$400) of our allocated funds to the Peace Country Sheep Sale; c/o Nancy Peterson; Box 143; Farmington, BC V0C 1N0.

With thanks,



Nancy Peterson, Chairperson
Peace Country Sheep Sale



Lambs projected on 12 x 12 foot screen during video sale.

Peace Country Sheep Sale - 1999

INCOME

Commercial Sales Fees	\$7687.75	
Purebred Sales Fees	440.00	
Competition Pen Entry Fees	270.00	
Sponsor Payment for Competition Pens	100.00	
Initial Payment From PRAD	<u>3600.00</u>	\$12,097.75

EXPENSES

Facility and Set Up:

Rental of Auction Mart for Sale (Auctioneer fees deducted directly from contributors--not run through sheep sale account)	\$2000.00	
Hay and Straw	\$1275.00	
Wire & Cable ties for pen set up	<u>\$ 47.45</u>	\$3322.45

Advertising and Administration:

Video contract and honorarium	\$1700.00	
Ad in Shepherd's Journal	\$ 363.80	
Ads in Northern Horizon	\$ 272.85	
Ad in BC Sheep Federation N'Ewes	\$ 100.00	
Motel Rooms for Main Buyers	\$ 206.97	
Paper supplies & photocopy of letters & posters	\$ 137.68	
Postage	\$ 204.37	
Telephone	\$ 94.20	
Clerical & Pen marking supplies	\$ 111.36	
Purebred sale photocopy, postage, telephone	\$ 285.30	
Sheep marking paint	\$ 59.62	
Door Prize	\$ 84.14	
Two Way Radio Rental	\$ 34.20	
Safety Arm Bands	\$ 65.00	
Liability & Panel Insurance	\$ 100.62	
Meeting Hall Rental (2 meetings)	\$ 135.00	
Refreshments (1 meeting, 1 pot luck supper)	\$ 33.67	
Video Screen and Projection Set Up	\$ 264.83	
Refreshments for buyer video preview	<u>\$ 14.16</u>	\$4267.77

Competition Pen Prizes	<u>\$1600.00</u>	
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Total Expenses		<u>\$ 9,190.22</u>
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Net Profit on Sale		\$ 2,907.53
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SIXTH ANNUAL PEACE COUNTRY SHEEP SALE

SEPTEMBER 18, 1999 10:00 A.M. (B.C. TIME)

**Location: Peace Country Livestock Auction Mart
Dawson Creek, B.C.**

On Offer: 4-H Lambs

**Feeder Lambs, Fat Lambs, Ewe Lambs
Commercial Breeding Stock
Registered Breeding Stock
Cull Ewes and Rams
Sheep Guard Dogs and Handling Dogs
Sheep Equipment
Guardian Llamas (If Available)**

New Feature: Video Sale of Large Lots of Lambs

**Again Featuring: Competition Pens of Five Breeding Ewes
Competition Pens of Five Breeding Ewe Lambs**

Before sale each category of competition pens will be judged for cash prizes

FOR FURTHER SALE INFORMATION, PLEASE PHONE THE FOLLOWING:
NANCY PETERSON (250) 789-3135 (COMMERCIAL SALE)
RACHEL FELL (250) 787-7708 OR (250) 262-9510 (REGISTERED SALE)
ANNA HOFFMAN (250) 827-3257 (COMPETITION PENS)
TREVOR JONES (780) 835-4797 (VIDEO SALE)

Registered stock consignment deadline: September 1, 1999

Commercial stock and competition consignment deadline: September 12, 1999

**Sale jointly sponsored by: Dawson Creek Sheep Breeders Association
& North Peace Sheep Producers**

Assistance from Peace River Agriculture Development Fund

**TERMS OF SALE: ALL SALES FINAL. ALL PURCHASES PAID FOR DAY OF SALE. NO EXCEPTIONS.
CASH, CERTIFIED CHEQUE OR LETTER FROM BANK GUARANTEEING PAYMENT.**

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Anna Hoffman (250) 827-3257 (Competition pens)

Trevor Jones (780) 835-4797 (Video sale)

REGISTERED STOCK CONSIGNMENT DEADLINE: SEPTEMBER 11, 1999

COMMERCIAL STOCK AND COMPETITION CONSIGNMENT DEADLINE: SEPTEMBER 12, 1999

**Sale jointly sponsored by: Dawson Creek Sheep
Breeders Association & North Peace Sheep Producers**

Assistance from Peace River Agriculture Development Fund

Terms of Sale: All sales final. All purchases paid for day of sale. No exceptions. Cash, certified cheque or letter from bank guaranteeing payment.

FORT ST. JOHN FARMERS MARKET ASKS TO RUN ALL YEAR

By Kate O'Neil

Expansion is on the minds of the Fort St. John Farmers' Market. Recently the organization asked the city of Fort St. John for permission to hold the market right through the year, except for the month between mid December and mid January.

Times have changed. Traditionally farmers' markets are a promotion of agriculture and an opportunity to sell homemade jams, breads, and farm produce in the city. Today the 45 members are both rural and urban and they bring a broad variety of food, crafts and produce to the tables in the lobby of the North Peace Arena.

"I would like to see 30-35 tables," said Lorita Ostergaard President of the market. Home based businesses have used the Farmers' Market as a test market for their products and Ostergaard said this fits with the Market's desire to draw more people each Saturday and to encourage more people to rent tables and sell their products.

The market offers a selection of homemade chocolates jams, baking, knitted goods, baked goods for diabetics and native crafts.

SIXTH ANNUAL FALL SHEEP SALE SEPTEMBER 18TH

By Kate O'Neil

Peace region sheep producers are gearing up for their annual fall sale. Last year's record sale of 5,200 sheep was the biggest sale in western Canada, so local producers have their work cut out for them.

This sale is the time to support local 4-H clubs and buy a nice succulent lamb. As a result of last year's numbers there will be a video sale for large lots of lambs that won't actually be at the sale. This process saves on congestion at the auction, it saves shipping costs for producers who are further away and it eases the demand for trucking. Well known Alberta sheep specialist Trevor Jones will be filming and weighing these lambs.

Another new event at the sale will be a competition pen of 5 ewe lambs. These are first time lambers and meant for the experienced breeder. Another pen of 5 mature ewes will provide an opportunity for beginners interested in raising lambs for the first time. The rule is they have to be sold. First prize is \$500, 2nd prize is \$200 and third prize is \$100.

Several sponsors assist with the success of this important marketing effort: they include PRAD, The Peace River Lamb Association and Peace River Building and Feed Store. Another \$500 in sponsorship is needed.

Nancy Peterson is organizing the event and says there's no doubt the industry has been growing. It used to be that producers didn't have a market for everything and now the numbers have increased. A large portion of the BC Peace sheep is being sold to buyers who take them and fatten them for sale to other markets.

"In my opinion you need to be where buyers and processors are in order to access the market directly," she said. "We're still a long way from the markets and freight is expensive, a lot of the buyers have markets we don't."

The fall sheep sale was started to provide small producers with a market for their lambs. Depending on each producer's lambing schedule there are many who will have sold their lambs before September and the larger producers with 500-700 head contact the buyers directly.

Last year's sale drew buyers from Saskatchewan, Alberta and Manitoba and Peterson says more buyers makes competition even keener.

Peterson is particularly proud of this sale and the way it is run because the local producers volunteer at the sale to do everything except the auction itself. This puts a considerable amount of money back into the region instead of paying it in commissions. The producers are working hard for the success of the event.

Remember the biggest sheep sale in western Canada is September 18. Come and support the 4-H producers and the Peace region's lamb producers.

