

## Swine Show Sales Talk

The Sales Talk Contest is an opportunity for youth to sell breeding swine or swine genetics to a judge, who will be serving as the buyer. This contest is an interaction or discussion with the judge rather than a “speech”. Youth will meet individually with the judge/buyer.

### Youth will compete in the typical divisions for the State Swine Show:

- Explorer – Grade 4
- Junior – Grades 5-6
- Junior High – Grades 7-8
- Senior Level 1 – Grades 9-10
- Senior Level 2 – Grades 11-12

**Date:** Thursday, January 12, 2023

### Time Limits:

- Explorer and Junior: 3-5 minutes
- Junior High, Senior Level 1 and Senior Level 2: 5-7 minutes

**Awards:** Cash prizes for winners provided by the Developing Champion Youth Endowment.

**Summary:** The Sales Talk must include the selling of breeding swine (gilt, sow or boar) or any type of swine genetics. This could be your entry in Swine Show, but this is not required. Animal exhibition in the state swine show is not required to participate in this contest.

Due to facility and schedule, live animals should not be brought to the sales talk. Youth may bring pictures or a 1-minute video clip. The video must be on tablet or computer and cannot have any words or background music.

Youth will want to bring the registration paper for registered swine that they are selling and be prepared to discuss the pedigree as well as performance and genetic data. For unregistered swine, youth may bring performance records for the animal.

The sales talk should include a discussion of physical conformation of the animal, performance data, genetic evaluation data and show-ring success if applicable. It is also important to be prepared to answer questions from the judge about your animal/genetics.

Youth should be prepared to dress professionally for their sales talk. This likely includes nice dress shirt, clean and hole-free jeans and boots. As a competitor, youth will want to present themselves as professionally as possible.

Contact Aaron Fisher ([afisher3@utk.edu](mailto:afisher3@utk.edu); 865-974-7260) with any questions.

**Swine Show Sales Talk  
Score Card**

**Name** \_\_\_\_\_

**Division** \_\_\_\_\_

Category	Points Possible	Points Received	Comments
<b>First Impressions</b> Was on-time for sales talk Was engaged, friendly and provided greeting Was prepared and organized	15		
<b>Appearance</b> Was attire professional Maintained good posture Seemed confident and poised	20		
<b>Animal Knowledge</b> Knowledge of pedigree, performance data Were comments about phenotype accurate	35		
<b>Poise and Delivery</b> Confident voice Adequate eye contact Was youth professional and pleasant Was presentation easy to understand	15		
<b>Final Impressions</b> How convincing was sales talk Answered questions adequately	15		