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State Swine Show Sales Talk

The Sales Talk Contest is an opportunity for youth to sell breeding swine 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. Typically, there will be 2 judges/buyers.

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 7, 2027

Pre-Register: By January 4 at https://utk.co1.qualtrics.com/jfe/form/SV_5BDVrj445mMHZ6m

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: Youth should select one of the below scenarios for their marketing strategy:

- *Scenario 1:* Purebred Breeding Boar sold to a swine producer who markets most of each pig crop following weaning to a large contract grower. The top 10% of gilts are retained as replacements.
- *Scenario 2:* Elite Purebred Gilt sold to a swine producer who markets high quality replacement stock to other swine producers in the area. The top 15% of gilts are either retained as replacements or sold along with a select number of top barrows to youth as 4-H/FFA swine projects.

Animal exhibition in the State Swine Show is not required to participate in this contest. You can "sell" any animal that fits one of these scenarios, you do not have to own the animal that you sell. Due to the facilities 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.

The sales talk should include a discussion of the physical conformation of the animal, pedigree, 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.

Youth should be prepared to dress professionally. This likely includes a 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; 865-974-7260) with any questions.

Swine Show Sales Talk
Score Card

Name _____

Division _____

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