



Santa Paula FFA Buyer's Letter Format

Buyer letters are the most essential tool in trying to find a potential buyer for your project. The letter will be the only impression someone gets until they arrive at the fair and meet you. **Some potential buyers will only read your letter so it is very important that the letter is professionally done!** Some tips in writing your letter:

- Plan on creating 5 – 10 letters
- Use the list of potential buyers attached
- Use proper grammar, titles, addresses, and professional type face format.
- Use the format provided to write your letter.
- Have someone check it (Mr. Flores/Ms. W).
- **ALWAYS handwrite your buyer letters and thank you letters/cards!**
- Be brief, sincere, professional, and get to the point.
- List of buyers <https://www.venturacountyfair.org/wp-content/uploads/2019/03/Buyers-List-for-Youth.pdf>

May 13, 2019

Buyer's Address
6785 Terrace St
Santa Paula, CA 93060

Dear _____:

Paragraph 1: Introduction. Introduce yourself. Tell them a little about yourself. My name is _____, I am a first year FFA Member and I am writing this letter to invite you to this year's Ventura County Fair on August 5th - 11th 2019. I am raising my 1st, 2nd, 3rd, market animal (include your specific species) and it has been one of the most valuable experiences in my high school agriculture program. (Very important to use your own words, many other students are using the same template and it would be very embarrassing for you and our chapter if it looks like your copying.)

Paragraph 2: Write about your experience raising an animal. Why do you have a livestock project? What do you do? What were some struggles? What were some achievements? What have you learned?

Paragraph 3: Write about any shows you have done. What are your goals for the fair? What do you hope to accomplish? What will you use your funds for next year? What type of project do you want to continue to do? What are your future plans? FFA? School? College? Career?

Paragraph 4: Conclusion. What do you want them to do? I am sending you a brochure for your review and mark down all the show dates on your calendar. The livestock auction is scheduled for Friday, August 9th at 9:00am and lunch will be provided for all buyers. If you would like further information, please contact the Ventura County Fair at (805) 643-3376 Ext. 105. Again thank you for your time and I hope to see you there.

Sincerely,

Andrew Arroyo
Santa Paula FFA Member