

How to Get Buyers to Buy in to You



By Savannah Schell

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Introduction

I remember the first time I participated in a market project. I was very diligent about taking care of my animals and making sure that they were market ready. However, I always neglected the business aspect of my project. I wouldn't send buyers letters until the very last two weeks before auction. I would get so stressed from all the searching from contacts and not really knowing the process of writing a formal business letter. I did this for two years. I knew there had to be a better way. So for my Emerald Star project I not only found that 'better way', but I turned it into a helpful guide for wonderful exhibitors (like you!) to become marketing pros. If anything, this guide will give you tips on how to make a little (or a lot) more cash over the summer (yay!). Good luck on your search for buyers, hope to see you at fair!

Yours truly,
Savannah Schell



The First Step



Proper Letter Format

- 1" Margins
- Times New Roman
- 12 pt. font
- Should be no longer than 1 page, but at least over half a page.
- Use formal, academic language
- But be personal! Make yourself likable to the buyer
- Single spaced with a space in between paragraphs

Name of Business
Address
Address line 2
Date

Dear Mr./Ms./Mrs. Last Name:

Hello, my name is _____ and I have been a dedicated _____ 4-H member for _____. [Describe your affiliation with 4-H. Ex: projects, leadership roles, etc.]

I am the teen leader of the sheep project for Sonoma Valley 4-H and joining me this year in the Sonoma County Fair Junior Livestock Auction are five other members from my 4-H Club [Write about your project and your role in that project]. This is also my first year in FFA and I chose to raise a market goat for my Supervised Agriculture Experience Project (SAEP) for Sonoma FFA. [If you are in both 4-H and FFA, write a little bit about both and explain why you are raising a market animal] I would like to invite you to the Sonoma County Fair Junior Livestock Market Lamb Auction on Saturday July 26, 2014 at 9:00 am for lambs and 1:00 pm for the goat sale. This will take place in the Wilford Ring on the fairgrounds [notice the word invite; very formal, you should never ask them to buy your animal].

I will be auctioning one market lamb named Cous Cous and one market goat named Vincent Van Goat. [Make it personal; add little details like the name of your animal(s)] I have put a lot of time, effort, and hard work in making sure that my livestock projects fair ready. I have given them quality care and I am very excited to be representing both FFA and 4-H this fair season. They have been fed, walked, groomed, watered, sheltered and loved. My livestock animals have been raised on high quality show feed and lush green pastures. Raising an animal has taught me responsibility, time management, and the importance of agriculture. [Write about your projects, buyers want to know how much you've interacted with your animal(s) and how you spent your time. Reference: fed, walked, groomed, etc. Also share what you have learned from your experiences.]

Come and enjoy a day at the Fair, participate in carnival festivities, check out the livestock barns, and stop by the auction ring. [Extend the invite once more, but DO NOT ASK THEM SPECIFICALLY TO BUY YOUR ANIMAL. Instead tell them what the fair has to offer.] Your support would not only be appreciated by Sonoma Valley 4-H and FFA, but by all of the clubs and chapters attending this auction. [Let them know your appreciation]. Thank you for your consideration! If anything else, please enjoy the fairgrounds and get some free Clover Stornetta Ice Cream! [Have a little humor! Everyone enjoys a good laugh.]

If you have any more questions or need more information regarding the Fair, please feel free to contact me at email@example.com and [phone number] or if you are interested in purchasing any livestock animal you can contact my local solicitor _____ at [Their contact info]. Thank you; your time is much appreciated! [Thank them once more]

Sincerely,

[Leave space for signature; adds personal touch]

Your name

Connors's Meats & Sausage
2700 Old Adobe Road
Petaluma, CA 94954

May 29, 2014

Dear Mr. Connors

Hello, my name is Savannah Schell and I have been a dedicated Sonoma Valley 4-H member for six years. I am the treasurer of my club and some of my projects include leadership, presentations, breeding and market sheep.

I am the teen leader of the sheep project for Sonoma Valley 4-H and joining me this year in the Sonoma County Fair Junior Livestock Auction are five other members from my 4-H Club. This is also my first year in FFA and I chose to raise a market goat for my Supervised Agriculture Experience Project (SAEP) for Sonoma FFA. I would like to invite you to the Sonoma County Fair Junior Livestock Market Lamb Sale on Saturday July 26, 2014 at 9:00 am for lambs and 1:00 pm for the goat sale. This will take place at Wilford Ring on the fairgrounds.

I will be auctioning one market lamb named Cous Cous and one market goat named Vincent Van Goat. I have put a lot of time, effort, and hard work in making sure that my livestock projects fair ready. I have given them quality care and I am very excited to be representing both FFA and 4-H this fair season. They have been fed, walked, groomed, watered, and sheltered. My livestock animals have been raised high quality show feed and lush green pastures. Raising an animal has taught me responsibility, time management, and the importance of agriculture.

Come and enjoy a day at the Fair, participate in carnival festivities, check out the livestock barns, and stop by the auction ring. Your support would not only be appreciated by Sonoma Valley 4-H and FFA, but by all of the clubs and chapters attending this auction. Thank you for your consideration! If anything else, please enjoy the fairgrounds and get some free Clover Stornetta Ice Cream!

If you have any more questions or need more information regarding the Fair, please feel free to contact me at alwaysavvy@gmail.com and (707) 364-2254 or if you are interested in purchasing any livestock animal you can contact my local solicitor at (707) 933-6755. Thank you; your time is much appreciated!

Sincerely,

Savannah Schell

Dos and Don'ts

Do:

- Include information about yourself:
 - Age
 - 4-H club and responsibilities
 - Your market project
 - Anything that makes you stand out as an individual
- Fair & Auction information
 - Invite your potential buyers to the fair
 - Inform them of the dates of the auction and important fair events
- Make the buyer's process as easy as possible (especially if they are new buyers)
 - Understand how the buyer's card works and be able to explain it to a new buyer during a follow up call or visit (Reference P. For card information)
- Include local solicitor contact information
 - This is important because new buyers will contact your local solicitor to become registered in the Fair contacts and buyers' lists.
 - Also, this is how they receive a buyers card and number
- Add a picture of you and your project!

- Personal touches to your letter go a long way and many buyers appreciated seeing the member and project they may be supporting.
- Send more than one letter out
 - There is no guarantee that the first buyer you send it to will buy your market animal, so send it to multiple buyers
- Bonus: after the fair is over and you have note of who your buyer(s) is, send a tasty recipe in your thank you letter.

Don't:

- Ask the buyer to specifically buy your animal
 - This is not courteous and depending on the buyer it could backfire.
 - It is also not a good way to do business
- Ask for a price
 - By asking for a price you are assuming that the buyer is actually going to do business with you. Assuming is inconsiderate especially since this is the first time you are contacting them.
- Ask for donation or support
 - At this point you are just asking for money, which is unattractive to the prospective buyer.
- Include hardships

- Buyers don't respond well to the pity card, it makes them think you're trying to make them feel obligated.
- Also, family, financial, or educational hardships should stay between you and your family
- Disclose where the money will go
 - This goes with the point of assuming the person of business will buy your animal.
 - Buyers care more about your project than where you plan to invest your profits.
 - Although you can include where you plan to spend the money in the thank you letter(s) after the auction. However, this is only okay if you plan to invest your money in something meaningful such as the future/continuation of your project or college. Not that you plan to spend your money on a new iPod.
- Threaten them
 - Buyers respond negatively to this and most likely you will lose them as a connection
- Send the exact same letter to every buyer
 - "Dear Buyer" sounds effortless and impersonal. Correct form: "Dear Mr./Mrs./Ms. Last name"
 - A photocopied signature or no signature at all is also impersonal. Be sure to sign every letter you send
 - If you have a connection to the buyer, be sure to include it!

The following three letters are good examples of how you might consider formatting/wording your letter.

Cool Waters Inc.
22345 Main St.
Sonoma, CA, 94576
11 July 2006

Dear Mr. Cool:

This is my seventh year in 4-H. I am a member of the Big Clovers 4-H Club. I am involved in the market hog project for five years. This will be my fourth auction and I am looking forward to it. I am a junior at Trinity High School and I am studying to be a veterinarian.

I would like to invite you to the Trinity County Fair Junior Livestock Market Hog Auction on Saturday July 26, 2014. This will take place in the Johnson Ring on the fairgrounds

I have spent a lot of hours on feeding, watering, walking, and grooming Butch, my Hampshire market hog, for show and sale at the Trinity County Fair. I hope you will be able to attend one or more of this year's sale to support 4-H project animals.

Come enjoy a day at the Fair, see all the 4-H animals and spend some time in the auction barn. Your support will make a difference not just to my project, but also to everyone who participates in the auction this year.

If you need a buyer's packet, please contact the Trinity County Fair Livestock Auction Committee at 555-1111.

Sincerely,

Diana Jones

Mystique Theatre Co.
34571 Petaluma Ave.
Petaluma, CA 96435
16 May 2013

Dear Mr. Stonewell:

My name is Cory Hack and this is my second year in 4-H. I am taking a market lamb project to the fair. My lamb is a wether and his name is Duke. I have spent a lot of time with Duke this summer. I have walked him, fed him, and even given him a bath. Through my 4-H club I have learned how to groom Duke and properly train him to be Fair ready.

I will be showing and selling Duke at the 2013 Sonoma County Fair. Duke is a Hampshire lamb weighing at 150 pounds. I would like to invite you to the Sonoma County Fair Market Lamb Sale on Wednesday, August 27, at the Lamb Showmanship Arena.

I hope you will be able to come to the Fair to see all the 4-H lambs at the auction. There will also be auctions held for hogs, goats, steers, poultry, and rabbits over the course of the week.

My 4-H club adviser told me you can request a Buyer's Packet by calling the Livestock Sale Committee at 555-1111. I hope you have a chance to come to the Fair and see all the incredible livestock exhibits.

Sincerely,

Cory Hack

StarTrek Enterprises
21534 Command Center
Starfleet, Space 96732
11 May 2012

Dear Captain Kirk:

Hello, my name is Samantha Thomas. I go to Adele Harrison Middle School, and I am 13 years old. Some of my extracurricular activities include being a C.I.T. (Counselor In Training) at the YMCA. I will be showing a market lamb as an independent junior, I am very excited to get this chance to show an animal for the first time.

I will be auctioning my lamb, and would like to invite you to the Sonoma County Fair Market Lamb Sale on Friday, August 2nd, 2013 at 9:00 am. The auction will be taking place at the Wilford Ring. With the money I earn I plan to save up for college.

I have put a lot of time, effort, and hard work in to my lamb, Sizzle, making sure he is fair ready. Sizzle is a crossbreed of Babydoll Southdown and Shropshire. My breeder is a relative of mine who has been in 4-H for over five years now. I am proud and excited to show Sizzle at this coming fair! He has been fed, walked, groomed, watered, and sheltered.

Please come and spend a little time at the fair. Whether it be fair rides, festivities, or free Clover Stornetta ice cream, don't forget to stop by the auction ring. Your support will not only be appreciated by myself, but by all those who wish to sell a lamb. Thank you for your consideration and time.

If you have any more questions or need more information regarding the fair, please feel free to contact me at sam@gmail.com or if you are interested in purchasing a lamb you can contact my local solicitor at (707) 933-6755. Thanks!

Sincerely,

Samantha Thomas

The following three letters are examples of poor choices in formatting/wording. See if you can figure out why!

July 9, 2006

Dear Ms. Jane Doe:

This is my last year showing at the Sonoma County Fair. I have been taking 4-H and FFA projects for 14 years. The money I have gotten for my livestock projects I have used to buy a truck and put gas in the gas tank.

This year I will be showing a market lamb and a market steer. I really need to make a lot of money on these projects, since it is my last year. I need for you to come to the Market Lamb Auction on August 26 and the Market Steer Auction on same day.

If you can't come to the sale, you could send a bid to one of my parents. One of them would bid for you- I was thinking maybe \$20/lb for the market lamb and \$10/lb for my market steer. My market lamb weighs 180 lbs. and my market steer weighs 1250 pounds. I thought you would want these weights so you could figure out the amount of money you would be spending on my animals.

Thanks for helping to make my last year at the Sonoma County Fair a profitable and memorable one. I will be looking for you at the sales.

Sincerely,

John Doe

June 27, 2006

New Age Trucking 210 Larkspur Lane Redding, CA. 96001

Dear Mr. York,

My name is Bob. I live on a farm in Lewiston with my parents and sister. I am going to be showing my market pig. My sister is showing a market lamb.

We will be showing are animals at the Sonoma county fair augest 2nd. come and buy our project animals. We need them to sell for a good price, so that we may pay for the feed and still have money for us to spend.

If you can't come to the Auction, that's okay you can send us \$50 or more. We can use this money towards purchasing our animals for the fair.

Thanks for helping me, and my sister. Sincerely,
Bob Running

July 15, 2006

Loin Eye Feeds

154 Show Hog Lane New Castle, ID. 45678

Dear Mrs. Shire,

I know that you have been buying livestock at the Trinity County Fair for a long time. I would like you to buy my prize market steer "Tri Tip" at this year's Sonoma County Fair Market Steer Auction, Saturday August 26 in the Showmanship arena, Sonoma County Fairgrounds.

You can buy my steer by yourself or you may ask friends and other businesses to join you to buy my steer. You can learn how to buy my steer with other people by requesting a Buyer's Packet by calling the Sale Committee at 241-1177.

If you can't come to the Steer Sale you can send me a donation towards my steer project. I can add your donation to my steer's price. Just send your check to Joey Hamp Jr., 444 Rural Road Weaverville, 96093.

Thanks for helping me out with my steer project.

Sincerely,

Joey Hamp Jr.

Where to go From Here



Forming Business Connections

1. Write an excellent buyer's letter. Be sure to make it interesting and detailed. The letter should be courteous and open to the idea of further discussion. (Reference: The First Step pg. 2).
2. Make follow up calls approximately a week and a half after buyers letters are sent (note: letters should be sent at least a month before fair. Reference: Timeline pg.). Set up a time to meet your prospective buyer in person or if their schedule is too hectic have a discussion over phone.
3. Last step would be to meet your interested buyer in person. Go in uniform to stand out. Have an informative conversation with them. If you are too nervous to speak with them one on one, bring a friend or another member.

Tips:

- Keep track of your contacts for future business prospects.
- You can also streamline the process by delivering your letters in person, however it is recommended that you call to make sure of office hours and when that prospective buyer is available.
- Send letters to businesses, family members, friends, teachers, and previous auction buyers.

Develop a Good Reputation

Once you have diligently worked on your letters it's important to put yourself out there! When it comes to marketing your project think of the little details that will make all the difference to the prospective buyer. For instance:

- Visit them in uniform. Not only does it make you look sharp and stand out as an individual, it sets a good reputation for the club that you are representing. It's an added bonus if several of members from the same club or chapter do this.
- Be very informative and helpful. Looking poised and knowledgeable aids your reputation greatly.
- Send out as many letters as possible. The more you get your name out there, the more familiar in the community you become and the more likely you are to attract a great price for your project

Timeline

***May 1st:** Start gathering contacts of buyers. If you are showing 2 animals for market you should have a minimum of six prospective buyers. Then start drafting your buyers' letters.

May 20th: Have your letters proofread by parents, teachers, project leaders, etc. Once proof read, make any necessary corrections for a generic final draft.

June 1st: Send all letters.

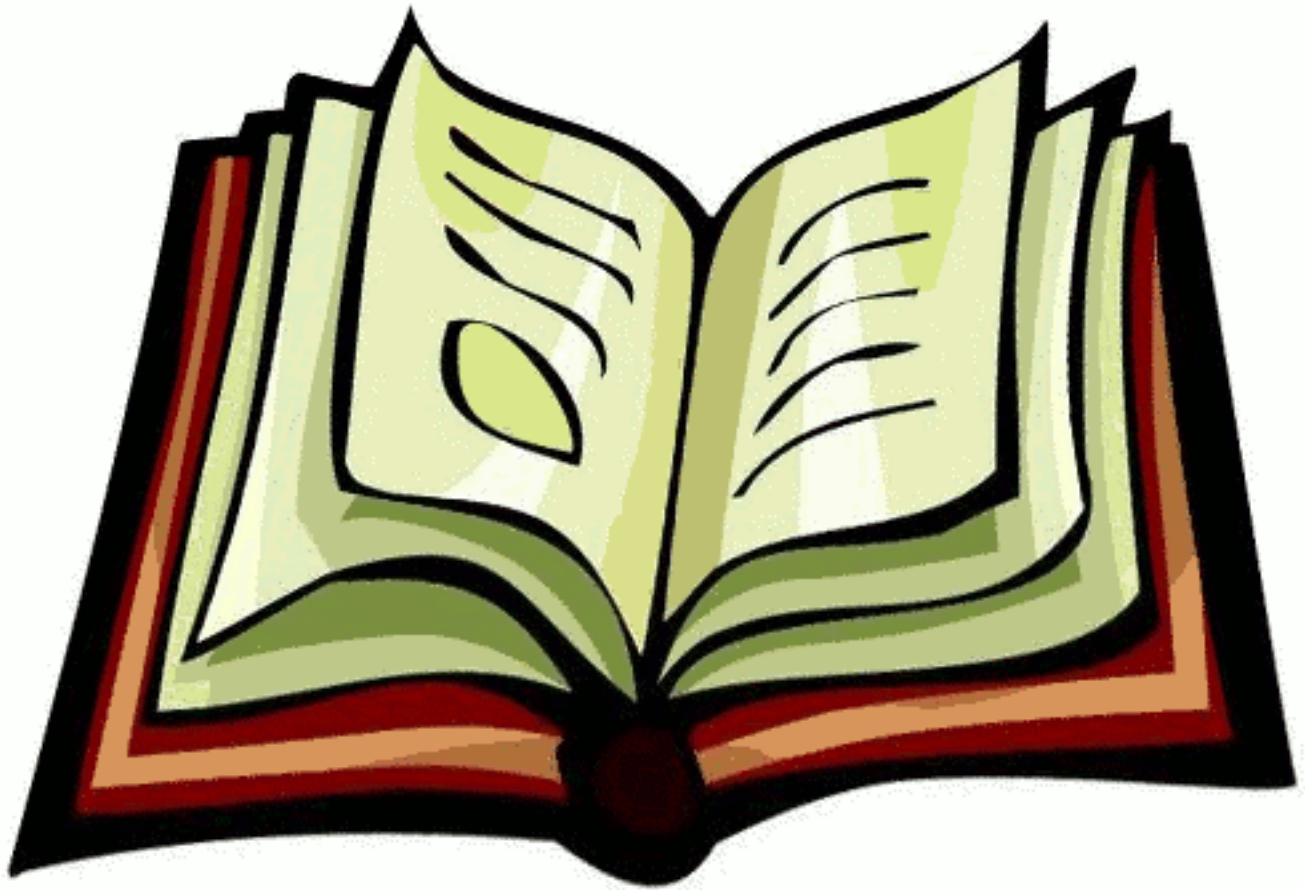
June 14th: Make follow up calls. Either set up a discussion date in person or do all business over phone.

**** July to auction day:** Visit your top prospective buyers. Be sure to be in uniform!

***Note:** This is just a rough outline of approximately when you should be proactive in finding a buyer. Not everyone can follow this schedule exactly due to outside circumstances. This is a reference to help you stay on track.

**** You are responsible for how you conduct business with these prospective buyers. If you do not send buyers letters there is no complaining about fair price!**

Appendix



Other Contacts

Savannah Schell

When to contact: If you have any more questions about buyers' letters or if you need help

Phone: (707) 364-2254

Email: alwaysavvy@gmail.com

Sonoma County Fair Entry Office

When to contact: Any questions you have about your entries in the fair or fair requirements

Phone: (707) 545-4203

Your Local Solicitors

When to contact: for setting up new buyers to be registered in the Sonoma County Fair system and to receive a buyers' card

Phone: John Amaral: (707) 996-1798

Robert Clark: (707) 996-3647

Gerald Marino: (707) 996-8146

Emily Schiffman: (707) 933-6755

Sources

Tips for Writing Buyer's Letters- Sonoma Valley High School

Appendix Fair Information- Sonoma County Fair Entry Office

Outline For Buyers' Letters- UC Cooperative Extension

Buyer ID	Buyer	Solicitor
53	Balletto Vineyards & Winery	Al Gerhardt
103	Kosta Browne Wines	Al Gerhardt
634	Sebastopol Hardware	Al Gerhardt
924	Harris, Ann & Rocky	Al Gerhardt
1213	Fulton 500/Al Gerhardt	Al Gerhardt
674	Stevens, Lee & Shirlene	Amy Brennan
684	Swango, Natalie	Amy Brennan
747	Weger, George	Amy Brennan
175	Dempel Farming	Annette O'Kelley
16	Alexander, Pat and Frank	Annette O'Kelley
73	Ben Terry Durocs	Annette O'Kelley
139	Clawson, Carleen	Annette O'Kelley
153	Crane, Tom & Cynthia	Annette O'Kelley
248	Fritz Brand Memorial Trust	Annette O'Kelley
297	Hall, Austin	Annette O'Kelley
297	Hall, Austin	Annette O'Kelley
383	Lawson, Carl	Annette O'Kelley
483	Norman W. Harmon Concrete	Annette O'Kelley
483	Norman W. Harmon Concrete	Annette O'Kelley
683	Sunshine Paint Company	Annette O'Kelley
708	Trabucco, Dave & Charlene	Annette O'Kelley
723	Uboldi Vineyards	Annette O'Kelley
1377	Coast Concrete	Annette O'Kelley
1389	Bruhn, Sierra & Chet	Annette O'Kelley
527	Petaluma Auto Parts	Art Azevedo
699	Thompson Builders INC	Art Azevedo
620	Santa Rosa Meat & Poultry	Bill Scarpete
767	Witt Hay Sales	Bill Scarpete
88	Bordessa Dairy	Bob Clark
242	Friedman's Home Improvement	Bob Clark
242	Friedman's Home Improvement	Bob Clark
242	Friedman's Home Improvement	Bob Clark
242	Friedman's Home Improvement	Bob Clark
242	Friedman's Home Improvement	Bob Clark
242	Friedman's Home Improvement	Bob Clark
345	Joe Kiser Construction	Bob Clark
428	Mazzetta Dairy	Bob Clark
431	McClellands Organic Products	Bob Clark
919	Sangiaco Family Vineyards	Bob Clark

19	Alten Construction	Charlie Hawkes
29	Andy's Produce	Charlie Hawkes
229	Fisch Bros Drilling	Charlie Hawkes
306	Hawkes, Charlie & Ella	Charlie Hawkes
360	Key Auto Body	Charlie Hawkes
691	Team Ghilotti	Charlie Hawkes
739	W.R. Forde Associates	Charlie Hawkes
746	Weeks Drilling & Pump Co.	Charlie Hawkes
950	Ahlborn Structure Steel	Charlie Hawkes
1126	Barber, John	Charlie Hawkes
1139	Cryo Genetics Inc.	Charlie Hawkes
1147	Murphy, Erin	Charlie Hawkes
1181	Court Galvanizing	Charlie Hawkes
59	Barlett, Dylan	Charlie Hawkes
1284	Leo, Josh	Charlie Hawkes
1291	Hit Care	Charlie Hawkes
1292	Hawkes, Khristofer	Charlie Hawkes
1365	Anderson, Harold	Charlie Hawkes
<hr/>		
132	Chris Baker Hay Sales	Charlie Wallin
455	Mike Brown Electric	Charlie Wallin
543	Pforsich, Andy	Charlie Wallin
732	Veterinary Service, Inc.	Charlie Wallin
789	Robert McClelland Dairy	Charlie Wallin
1035	Figone, Terry	Charlie Wallin
1035	Figone, Terry	Charlie Wallin
1179	Tombe Realty	Charlie Wallin
1179	Tombe Realty	Charlie Wallin
346	Joe Lunardi Electric, Inc	Charlie Wallin/Christine Bergue
<hr/>		
1324	City Electric Supply	Christina Bergue
1373	Bryson, Brett	Christina Bergue
849	Wells Fargo Insurance	Christine Berge
940	Lunardi, Ray & Tina	Christine Berge
1364	Durling Concrete Sawing	Christine Berge
58	Bardella, Frank & Barbara	Christine Bergue
113	Bush, Mark & Paula	Christine Bergue
129	Chan, Charlene R, DDS	Christine Bergue
189	Doyle, Travis	Christine Bergue
219	Farhart, Beth	Christine Bergue
309	Heartt, Eira	Christine Bergue
326	Independent Electric Supply-Santa Rosa	Christine Bergue
432	McClenahan, Gary	Christine Bergue
473	National Electrical Contractors Assoc	Christine Bergue
473	National Electrical Contractors Assoc	Christine Bergue
509	Pacific Erectors, Inc.	Christine Bergue

521	Pedersen, Paul	Christine Bergue
604	Romelli Bail Bonds/Get A Release, Inc.	Christine Bergue
604	Romelli Bail Bonds/Get A Release, Inc.	Christine Bergue
622	Santa Rosa Stainless Steel	Christine Bergue
652	Smother's Parts International	Christine Bergue
678	Strout, Linda	Christine Bergue
695	The Corcoran Family	Christine Bergue
695	The Corcoran Family	Christine Bergue
729	VanAnda, Rankine	Christine Bergue
730	VanAnda, Rich & Bonnie	Christine Bergue
765	Wine Country Rock Crawlers	Christine Bergue
1062	Morita, Ken	Christine Bergue
1066	Tucker Electrical	Christine Bergue
1118	Trinchero Family Estates - 2	Christine Bergue
1266	Intrinsic Transportation Inc.	Christine Bergue
1286	SR Police Officers Assn	Christine Bergue
1306	Engstrom, Marilyn	Christine Bergue
1356	K C Vineyard Management	Christine Bergue
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126	Cazadero General Store	Dave Lewers
276	Gevas Heavy Transport, Inc.	Dave Lewers
293	Guadagni Bros. Welding	Dave Lewers
501	Ovations Catering	Dave Lewers
514	Parmeter Vineyard	Dave Lewers
514	Parmeter Vineyard	Dave Lewers
712	Trione Vineyards & Winery	Dave Lewers
800	Saini Family	Dave Lewers
1318	Pat's Equipment Repair	Dave Lewers
<hr/>		
1160	Piersen, Kimberly	Dawn Stornetta
1219	Red Hawk Glass Inc	Dawn Stornetta
1220	Lone Tree Ridge Int	Dawn Stornetta
<hr/>		
31	Animal Hospital of Sebastopol	Dean & Shari DeGraffenreid
41	Atkinson Hay	Dean & Shari DeGraffenreid
55	Banner Enterprises	Dean & Shari DeGraffenreid
62	Bartley Pump, Inc.	Dean & Shari DeGraffenreid
69	Beels Soper LLP	Dean & Shari DeGraffenreid
80	Biagi Bros. Transportation	Dean & Shari DeGraffenreid
80	Biagi Bros. Transportation	Dean & Shari DeGraffenreid
84	Bischof, Carolyn	Dean & Shari DeGraffenreid
89	Boucher Harrison, Marlina	Dean & Shari DeGraffenreid
100	Brodie's Tire & Brake	Dean & Shari DeGraffenreid
106	Bud's Custom Meats	Dean & Shari DeGraffenreid
106	Bud's Custom Meats	Dean & Shari DeGraffenreid
107	Bulger, Elise	Dean & Shari DeGraffenreid

110	Burgess Lumber	Dean & Shari DeGraffenreid
171	DeBernardi Dairy	Dean & Shari DeGraffenreid
204	Eichner, Larry and Michele	Dean & Shari DeGraffenreid
207	Emery, Patrick Attorney at Law	Dean & Shari DeGraffenreid
207	Emery, Patrick Attorney at Law	Dean & Shari DeGraffenreid
207	Emery, Patrick Attorney at Law	Dean & Shari DeGraffenreid
213	Etix	Dean & Shari DeGraffenreid
223	Ferina Trucking	Dean & Shari DeGraffenreid
240	Freitas, Steve - Sheriff-Coroner	Dean & Shari DeGraffenreid
272	Geary, Shea, O'Donnell - Attorneys at Law	Dean & Shari DeGraffenreid
282	Goebel Paving	Dean & Shari DeGraffenreid
310	Helm & Sons Amusements	Dean & Shari DeGraffenreid
325	In Memory of David Pimental	Dean & Shari DeGraffenreid
340	Jensen Trucking	Dean & Shari DeGraffenreid
340	Jensen Trucking	Dean & Shari DeGraffenreid
340	Jensen Trucking	Dean & Shari DeGraffenreid
340	Jensen Trucking	Dean & Shari DeGraffenreid
358	Kelly Moore Paint Co. Inc.	Dean & Shari DeGraffenreid
380	Larsen's Feed & Pet Supply	Dean & Shari DeGraffenreid
448	Michalek, Joseph & Joan	Dean & Shari DeGraffenreid
468	Morrison Bros. Dairy	Dean & Shari DeGraffenreid
493	Oasis Laundramat	Dean & Shari DeGraffenreid
493	Oasis Laundramat	Dean & Shari DeGraffenreid
493	Oasis Laundramat	Dean & Shari DeGraffenreid
524	Penngrove Social Firemen	Dean & Shari DeGraffenreid
550	Plantation Farm Camp	Dean & Shari DeGraffenreid
565	Quince, Alan and Sheila	Dean & Shari DeGraffenreid
567	R.O. Shelling Grain & Feed	Dean & Shari DeGraffenreid
582	Redwood Empire Ice Arena	Dean & Shari DeGraffenreid
608	S.R. Allied Builders	Dean & Shari DeGraffenreid
640	Sharp, Carol	Dean & Shari DeGraffenreid
656	Sonoma County Board of Supervisors	Dean & Shari DeGraffenreid
658	Sonoma County Fair Directors	Dean & Shari DeGraffenreid
659	Sonoma County Fair Honorary Directors	Dean & Shari DeGraffenreid
659	Sonoma County Fair Honorary Directors	Dean & Shari DeGraffenreid
663	Spaghetti Palace	Dean & Shari DeGraffenreid
664	Spaletta Ranch	Dean & Shari DeGraffenreid
665	Speeda Sound	Dean & Shari DeGraffenreid
692	Tesconi, Tawny & Michael Wagner	Dean & Shari DeGraffenreid
718	Turer, L. Stephen Attorney	Dean & Shari DeGraffenreid
777	Machado, Cindy & Louie	Dean & Shari DeGraffenreid
815	Votava, Jennifer	Dean & Shari DeGraffenreid
815	Votava, Jennifer	Dean & Shari DeGraffenreid
820	Briggs, Preston & Nicole	Dean & Shari DeGraffenreid
157	Cushing, Bob	Dean & Shari DeGraffenreid
525	Perry/Johnson/Anderson/Miller/Moskowitz Attorneys	Dean & Shari DeGraffenreid
1003	Ridgeview Builders	Dean & Shari DeGraffenreid

3	Abbey, Weitzenberg, Warren & Emery	Dean & Shari DeGraffenreid
1133	Carrera, Dennis	Dean & Shari DeGraffenreid
1183	Vintage Enterprises	Dean & Shari DeGraffenreid
1209	Seely, Tray	Dean & Shari DeGraffenreid
1226	Absolute Restoration	Dean & Shari DeGraffenreid
1226	Absolute Restoration	Dean & Shari DeGraffenreid
1263	Hanshew, Jennifer & Jesse	Dean & Shari DeGraffenreid
1279	Lacerra, Carolyn	Dean & Shari DeGraffenreid
1280	Benjamin Cook & Family	Dean & Shari DeGraffenreid
1281	Mill Valley Refuge Service	Dean & Shari DeGraffenreid
1282	Achadonna Cheese Co. Inc.	Dean & Shari DeGraffenreid
1290	Creedence Corporation	Dean & Shari DeGraffenreid
1165	The Casino Bar & Grill	Dean & Shari DeGraffenreid
1166	Sandero, Barry & Lais	Dean & Shari DeGraffenreid
1182	Brodrick, Nick & Kristen	Dean & Shari DeGraffenreid
1184	The Correia Company	Dean & Shari DeGraffenreid
1208	Inde, Mark	Dean & Shari DeGraffenreid
1223	Trimyc Inc	Dean & Shari DeGraffenreid
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523	Pellegrini, Marco	Dennis Tesconi
721	Tuttle's Pharmacy	Dennis Tesconi
43	B & T Bartlett Farm Equipment	Dennis Tesconi/Teresa Bartlett
43	B & T Bartlett Farm Equipment	Dennis Tesconi/Teresa Bartlett
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230	Fisher, Steve	Doug Beretta
246	Friends of David Rabbitt	Doug Beretta
246	Friends of David Rabbitt	Doug Beretta
526	Petaluma KOA Camping Resort	Doug Beretta
526	Petaluma KOA Camping Resort	Doug Beretta
757	Wheeler-Zamaroni Landscape Supply	Doug Beretta
917	Beretta Dairy	Doug Beretta
918	Dolcini Jersey Dairy	Doug Beretta
1020	Terrilinda Dairy	Doug Beretta
1272	Legacy Roofing	Doug Beretta
1277	Wilson, Howard	Doug Beretta
1278	Tresh, Joe	Doug Beretta
1300	Creekway Homes	Doug Beretta
1301	Hlinka, Patty	Doug Beretta
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778	Westoby, John	Dr Fred Groverman
841	Donovan, Mike	Dr Fred Groverman
841	Donovan, Mike	Dr Fred Groverman
908	Meshoppen Stone Inc	Dr Fred Groverman
984	Kriegsman, Sandy & Jim	Dr Fred Groverman
985	Bertolini, Ernest R.	Dr Fred Groverman
1022	Fessler, John & Geralyn	Dr Fred Groverman

1313	JP Wines & Spirits Co	Dr Fred Groverman
71	Bellmer, Mike	Dr. Fred Groverman
754	Western Farm Center	Dr. Fred Groverman
769	Wright Contracting	Dr. Fred Groverman
30	Angelo's Meat	Dr. Fred Groverman
34	Arch's Glass	Dr. Fred Groverman
57	Bar Ale Feed Inc - Rivertown Feed	Dr. Fred Groverman
108	Bunker's Sonoma Mountain Winery	Dr. Fred Groverman
109	Dave Burbank	Dr. Fred Groverman
111	Burk, Bill	Dr. Fred Groverman
127	Century 21 Bundesen	Dr. Fred Groverman
154	Crikos Trucking	Dr. Fred Groverman
169	David McCarville Trust	Dr. Fred Groverman
170	De Haan DVM, Constance	Dr. Fred Groverman
170	De Haan DVM, Constance	Dr. Fred Groverman
174	DeMartin & Son	Dr. Fred Groverman
174	DeMartin & Son	Dr. Fred Groverman
194	Draper Enterprises	Dr. Fred Groverman
212	Erickson, Lee & Jane	Dr. Fred Groverman
231	Fishman Supply Company	Dr. Fred Groverman
266	Garton Tractor	Dr. Fred Groverman
266	Garton Tractor	Dr. Fred Groverman
266	Garton Tractor	Dr. Fred Groverman
312	Henris Supply, Inc.	Dr. Fred Groverman
330	Iron Horse Vineyards	Dr. Fred Groverman
336	Gilardi & Jacobsen Ag Services	Dr. Fred Groverman
337	Jay & Bill's Tire Shop	Dr. Fred Groverman
361	KML Angus	Dr. Fred Groverman
371	Lace House Linen Supply	Dr. Fred Groverman
374	Lakeside Vet Hospital	Dr. Fred Groverman
375	Lanatti, David	Dr. Fred Groverman
392	Lillund, Henriette	Dr. Fred Groverman
408	Mager, Bev	Dr. Fred Groverman
410	Mahrt, Boyd	Dr. Fred Groverman
414	Manna-Pro Corporation	Dr. Fred Groverman
425	Mathewson, Ann	Dr. Fred Groverman
430	McCarville Construction	Dr. Fred Groverman
476	Nielsen, Gail	Dr. Fred Groverman
477	Nommsen, Steve	Dr. Fred Groverman
504	Pacatte Properties LLC	Dr. Fred Groverman
511	Parent Sorensen Mortuary	Dr. Fred Groverman
518	Passarino, Gary & Lois	Dr. Fred Groverman
520	PCD	Dr. Fred Groverman
535	Petaluma Valley Hospital	Dr. Fred Groverman
538	Petersen Vineyards	Dr. Fred Groverman
540	Petersen, John & Susan	Dr. Fred Groverman
542	Peterson, Ray & Ettamarie	Dr. Fred Groverman

542	Peterson, Ray & Ettamarie	Dr. Fred Groverman
569	Rafter 4R Ranch	Dr. Fred Groverman
569	Rafter 4R Ranch	Dr. Fred Groverman
576	Rancho Valle Verde	Dr. Fred Groverman
608	S.R. Allied Builders	Dr. Fred Groverman
650	Sleepy Hollow Dairy	Dr. Fred Groverman
661	Sonoma State University President	Dr. Fred Groverman
662	Sorenson, Phebe	Dr. Fred Groverman
675	Sthymmel, Terry	Dr. Fred Groverman
675	Sthymmel, Terry	Dr. Fred Groverman
689	Taylor Mountain, Inc.	Dr. Fred Groverman
693	The Carle Family	Dr. Fred Groverman
713	Trione, Henry	Dr. Fred Groverman
713	Trione, Henry	Dr. Fred Groverman
728	Van Bebber Bros.	Dr. Fred Groverman
739	W.R. Forde Associates	Dr. Fred Groverman
745	Weber, Scott	Dr. Fred Groverman
768	Woodland Meats LLC	Dr. Fred Groverman
768	Woodland Meats LLC	Dr. Fred Groverman
1021	Luke, Daphne	Dr. Fred Groverman
1178	California Spinal Technologies	Dr. Fred Groverman
1225	Baswell Plumbing	Dr. Fred Groverman
369	La Prenda Vineyard Management	Emily Schiffman
369	La Prenda Vineyard Management	Emily Schiffman
548	Pitts, Vic & Robin	Emily Schiffman
548	Pitts, Vic & Robin	Emily Schiffman
579	Minniglen Ranch	Emily Schiffman
579	Minniglen Ranch	Emily Schiffman
1106	The Sweet Tangerine	Emily Schiffman
1231	Gordon Biersch Brewery	Emily Schiffman
1346	C Neles, P Stornetta, J Spencer, E Schiffman	Emily Schiffman
1348	Johnson Neles Dairy	Emily Schiffman
1381	Hardin, Dennise and Maria	Emily Schiffman
1383	Thomas, Janina & Dave	Emily Schiffman
37	ASB Steel	Ernie Nunes
66	Baxman Mechanical	Ernie Nunes
181	Diamond W Dairy	Ernie Nunes
181	Diamond W Dairy	Ernie Nunes
247	Friends of Two Rock 4-H	Ernie Nunes
491	Nunes Boer Goats & Club Lambs	Ernie Nunes
555	In Memory of Pompa	Ernie Nunes
559	Poz Trading	Ernie Nunes
584	Renati Dairy	Ernie Nunes
619	Sandborn Tree Service Inc.	Ernie Nunes

630	Schloetter, John	Ernie Nunes
649	Simon Brothers	Ernie Nunes
714	Triple C Ranch	Ernie Nunes
741	Wallaby Yogurt Co.	Ernie Nunes
756	Westgate Realty	Ernie Nunes
790	Clyde Shultz DDZ	Ernie Nunes
857	Mendoza, Will & Jackie	Ernie Nunes
1001	Palace Market	Ernie Nunes
1005	Moretti Family Dairy	Ernie Nunes
1154	EML HVAC	Ernie Nunes
1155	Adlite Crane	Ernie Nunes
1161	Valley View Dairy	Ernie Nunes
1177	Western Water Constructors	Ernie Nunes
1200	Rubenstein Supply Co.	Ernie Nunes
1201	Pete Wiederberger Construction	Ernie Nunes
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52	Balistreri, Jack & Kathy	Jack Balistreri
226	Fircrest Market	Jack Balistreri
226	Fircrest Market	Jack Balistreri
226	Fircrest Market	Jack Balistreri
399	Lombardi's BBQ Petaluma	Jack Balistreri
399	Lombardi's BBQ Petaluma	Jack Balistreri
399	Lombardi's BBQ Petaluma	Jack Balistreri
455	Mike Brown Electric	Jack Balistreri
455	Mike Brown Electric	Jack Balistreri
784	Pacific Market	Jack Balistreri
784	Pacific Market	Jack Balistreri
1352	Redhill Farms Rainbow Eggs - Pasture Raised	Jack Balistreri
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1076	Zeigler, Kirt	Jack DeMeo
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338	JDC Farms	Jackie Crawford
338	JDC Farms	Jackie Crawford
338	JDC Farms	Jackie Crawford
338	JDC Farms	Jackie Crawford
338	JDC Farms	Jackie Crawford
726	Uptick Vineyards	Jackie Crawford
868	Belkorp Ag	Jackie Crawford
905	Marcel & Judy Brochier	Jackie Crawford
971	Fletcher Fabrication	Jackie Crawford
1203	Smith, Robin	Jackie Crawford
1314	Jepson, Teresa	Jackie Crawford
1315	Bradley Real Estate	Jackie Crawford
1319	Boom Bei Hauling	Jackie Crawford
1320	Reyff Electric	Jackie Crawford
1320	Reyff Electric	Jackie Crawford

1354	United Forest Products	Jackie Crawford
191	Dr George Mallkemus	Jeff James
292	Gruener, Manfred	Jeff James
21	Amcor Flexibles Inc.	Jeff Kunde
23	American Ag Credit-3	Jeff Kunde
233	Fluid & Gage Co.	Jeff Kunde
365	Kunde Family Estate Winery	Jeff Kunde
365	Kunde Family Estate Winery	Jeff Kunde
366	Kunde Vineyards	Jeff Kunde
367	Kunde, Jeff & Roberta	Jeff Kunde
490	Nova Vine Inc	Jeff Kunde
581	Redwood Coast Petroleum	Jeff Kunde
734	Vineyard Industry Product	Jeff Kunde
738	Vintage Wine Estates	Jeff Kunde
738	Vintage Wine Estates	Jeff Kunde
758	Wilbur Ellis Company	Jeff Kunde
1123	Ag Unlimited 2	Jeff Kunde
1392	Bergin Glass Impression	Jeff Kunde
277	Ghilotti Construction	Jeff Petersen
417	Marcucci Farms	Jeff Petersen
507	Pace Supply Corp	Jeff Petersen
783	Gardini, Larry	Jeff Petersen
81	Bianchi, Susan and George	Jeff Peterson
215	Exchange Bank	Jeff Peterson
419	Mark Ciddio Woodworkers	Jeff Peterson
904	Christensen & Giannini Inc	Jeff Peterson
1135	BoDean Company INC.	Jeff Peterson
1338	Bisordi Family	Jeff Peterson
155	Cuneo Properties	Jerry Marino
182	Dierking, John & Lisa	Jerry Marino
280	Glen Ellen Village Market	Jerry Marino
348	John Benward Company	Jerry Marino
379	Larry Hillblom Foundation	Jerry Marino
379	Larry Hillblom Foundation	Jerry Marino
379	Larry Hillblom Foundation	Jerry Marino
379	Larry Hillblom Foundation	Jerry Marino
436	McDermott, Andrew & Mitsuyo	Jerry Marino
558	Powers, Karen & Jack	Jerry Marino
660	Sonoma Market	Jerry Marino
660	Sonoma Market	Jerry Marino
660	Sonoma Market	Jerry Marino
660	Sonoma Market	Jerry Marino

660	Sonoma Market	Jerry Marino
759	Willie Bird Turkeys	Jerry Marino
840	Walsh Vineyard Management	Jerry Marino
981	Razi, Bobak	Jerry Marino
1357	Wine Country Builders, Inc.	Jerry Marino
839	Jay's Appliance Service	Jerry Merino
278	Ghislà, Tony & Cheryl	Jim Mickelson
287	Gordon N Ball, Inc.	Jim Mickelson
311	The Hennessy Fund	Jim Mickelson
453	Mickelson, Gary & Stephanie	Jim Mickelson
463	Mongini DVM, Frank	Jim Mickelson
482	Noren & Sons Herefords	Jim Mickelson
552	Plus One Professionals	Jim Mickelson
950	Ahlborn Structure Steel	Jim Mickelson
1074	Nelson Brothers Painting	Jim Mickelson
1110	Collotype	Jim Mickelson
1293	Keith Giusto Bakery Supply	Jim Mickelson
1391	Kunde, Heidi	Jim Mickelson
1394	Leveroni Vineyards	Jim Mickelson
341	Jerry & Don's - Yager Pump & Well	Jim Mickelson/Charlie Hawkes
341	Jerry & Don's - Yager Pump & Well	Jim Mickelson/Charlie Hawkes
341	Jerry & Don's - Yager Pump & Well	Jim Mickelson/Charlie Hawkes
395	Linked Vineyards	Jim Neumiller
635	Seghesio Family Vineyard & Winery	Jim Neumiller
12	Ahern DVM, Peter C.	Joe Johnson
42	Atwood Ranch	Joe Johnson
42	Atwood Ranch	Joe Johnson
42	Atwood Ranch	Joe Johnson
86	Bonneau's Tire & Auto Center	Joe Johnson
99	Brocco's Old Barn	Joe Johnson
99	Brocco's Old Barn	Joe Johnson
378	Larbre Well & Pump, Inc.	Joe Johnson
403	M. Brocco & Sons, Inc.	Joe Johnson
416	Manzoni Trucking	Joe Johnson
422	Marshall's Body Shop	Joe Johnson
633	Sears Point Farming Company	Joe Johnson
666	Sonoma Raceway	Joe Johnson
679	Stu Lambert Inc.	Joe Johnson
772	Wyatt Irrigation Supply	Joe Johnson
1004	Tellier, Timber	Joe Johnson
1012	Barrett, Ed & Kate	Joe Johnson
323	Hunt & Behrens, Inc.	Joe Moreda

323	Hunt & Behrens, Inc.	Joe Moreda
323	Hunt & Behrens, Inc.	Joe Moreda
323	Hunt & Behrens, Inc.	Joe Moreda
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323	Hunt & Behrens, Inc.	Joe Moreda
323	Hunt & Behrens, Inc.	Joe Moreda
577	Randy Cheda Trucking	Joe Moreda
867	Camozzi, Joseph	Joe Moreda
429	McCambridge Enterprise	John Amaral
648	Silverado Contractors	John Amaral
1146	Pharo, Eileen & Rich	John Amaral
1174	Three Wine Company	John Amaral
1271	Sonoma Venture Fund	John Amaral
1287	McCambridge Livestock	John Amaral
1345	George & Margaret Gambonini	John Amaral
1384	West Marin Medical Center-Dr. Collin Hamblin	John Amaral
393	Lilly, Nancy	John Amaral
405	M.A.C. Wines LLC	John Amaral
176	Denkin, Matt & Stephen	John Blust
270	Gast, Terry & Charles	John Blust
785	Wine Country Shipping	John Blust
1273	Marquard, Mike	John Blust
1274	Aaric Trask	John Blust
1366	North Bay Restaurant Services	John Blust
90	Brandon Angus	John Brandon
90	Brandon Angus	John Brandon
202	East Bay Tire Company	John Brandon
227	First American Title	John Brandon
355	Kaehler, Steve	John Brandon
355	Kaehler, Steve	John Brandon
609	S2 Angus	John Brandon
690	TDS - Tire Distribution Systems	John Brandon
691	Team Ghilotti	John Brandon
215	Exchange Bank	Julie Davis
721	Tuttle's Pharmacy	Julie Davis
737	Vintage Frey Tree Care	Julie Davis
737	Vintage Frey Tree Care	Julie Davis
1055	Raymond, Sarah	Julie Davis
1393	George John Gruen/William Ramseyer	Julie Davis

49	Baldwin, McGaughey & Co CPA'S	Kim Jones
150	Cotati Large Animal Hospital	Kim Jones
263	Gamlake Dairy	Kim Jones
756	Westgate Realty	Kim Jones
880	Greg Bino Construction	Kim Jones
54	Balli, Alex	Kim Jones
54	Balli, Alex	Kim Jones
1233	Maselli, Paul	Kim Jones
1303	Dolcini Bros.	Kim Jones
1304	Tarrant, Maryann	Kim Jones
390	Leveroni, Joyce & Dave	Kim Jones
23	American Ag Credit-3	Kirk Lokka
36	Arolo Co. Inc.	Kirk Lokka
206	Emeritus Vineyards	Kirk Lokka
398	Lokka, Kirk & Debbie	Kirk Lokka
398	Lokka, Kirk & Debbie	Kirk Lokka
398	Lokka, Kirk & Debbie	Kirk Lokka
401	Lose, Dave	Kirk Lokka
401	Lose, Dave	Kirk Lokka
507	Pace Supply Corp	Kirk Lokka
513	Parkside Cafe, Mark Dierkhising	Kirk Lokka
707	Top of the Hill Boers & Downs	Kirk Lokka
734	Vineyard Industry Product	Kirk Lokka
734	Vineyard Industry Product	Kirk Lokka
758	Wilbur Ellis Company	Kirk Lokka
758	Wilbur Ellis Company	Kirk Lokka
758	Wilbur Ellis Company	Kirk Lokka
874	Robbins, Donna	Kirk Lokka
1009	Sanchiatti Ranch	Kirk Lokka
1014	Stevenson, Richard	Kirk Lokka
1029	Korbel Vineyards	Kirk Lokka
1045	Doughty, Joyce	Kirk Lokka
1132	Balletto Vineyards	Kirk Lokka
1132	Balletto Vineyards	Kirk Lokka
1132	Balletto Vineyards	Kirk Lokka
1132	Balletto Vineyards	Kirk Lokka
1189	Sonoma Ag Art	Kirk Lokka
362	Korbel Champagne	Kristi Gross
362	Korbel Champagne	Kristi Gross
362	Korbel Champagne	Kristi Gross
629	Schettler DDS, Darin	Kristi Gross
629	Schettler DDS, Darin	Kristi Gross

119	Canteen Services of Northern California	Larry Grove
273	George Medeiros Transportation	Larry Grove
301	Hardcastle, Vickie CPA	Larry Grove
836	GCR-TDS	Larry Grove
1268	Croft Roofing	Larry Grove
65	Bauer Vineyards	Lisa Bauer
203	EBA Engineering	Lisa Bauer
429	McCambridge Enterprise	Lisa Bauer
485	North Bay Portables	Lisa Bauer
252	Fruiht & Son Construction	Lisa Piehl
686	Sweet T's Restaurant and Bar	Lisa Piehl
721	Tuttle's Pharmacy	Lisa Piehl
766	Wine Industry Compliance Services LLC	Lisa Piehl
895	Cal Mart	Lisa Piehl
974	Kozenko, Brittney	Lisa Piehl
1245	Konnoff, Casey	Lisa Piehl
1246	Stuart, Marla & Peter	Lisa Piehl
1295	John H. Parker & Michele Hosley	Lisa Piehl
1336	Central Valley Enviro	Lisa Piehl
963	Jensen, Shawn	Lisa Piehl/Michelle Pendleton
23	American Ag Credit-3	Manuel Brazil
47	Baddeley, Olikier and Sartori Law Offices	Manuel Brazil
402	Lucky 7 Ranches	Manuel Brazil
466	Moreda Dairy	Manuel Brazil
528	Petaluma By-Products	Manuel Brazil
528	Petaluma By-Products	Manuel Brazil
530	Petaluma Livestock Auction	Manuel Brazil
402	Lucky 7 Ranches	Manuel Brazil
769	Wright Contracting	Mark Davis
19	Alten Construction	Mark Singleton
19	Alten Construction	Mark Singleton
87	Bonner, Jeff and Brenda	Mark Singleton
98	British European Motors	Mark Singleton
98	British European Motors	Mark Singleton
103	Kosta Browne Wines	Mark Singleton
110	Burgess Lumber	Mark Singleton
440	McLea's Tire & Downtown Autobody	Mark Singleton
488	Northern Electric Inc.	Mark Singleton
488	Northern Electric Inc.	Mark Singleton
488	Northern Electric Inc.	Mark Singleton
488	Northern Electric Inc.	Mark Singleton

497	Olufs Cattle Co	Mark Singleton
531	Petaluma Market	Mark Singleton
531	Petaluma Market	Mark Singleton
531	Petaluma Market	Mark Singleton
838	Hachmyer, Melanie	Mark Singleton
1130	SanFranStitchCo	Mark Singleton
1130	SanFranStitchCo	Mark Singleton
1224	Different Things LLC	Mark Singleton
1321	1st Responder Advocates	Mark Singleton
1322	Deike, Rebecka	Mark Singleton
1330	OB Health Care Corp	Mark Singleton
228	First Community Bank	Matt Casarotti
607	S C Barns	Matt Casarotti
607	S C Barns	Matt Casarotti
607	S C Barns	Matt Casarotti
607	S C Barns	Matt Casarotti
638	Shamrock Materials	Matt Casarotti
638	Shamrock Materials	Matt Casarotti
638	Shamrock Materials	Matt Casarotti
638	Shamrock Materials	Matt Casarotti
638	Shamrock Materials	Matt Casarotti
638	Shamrock Materials	Matt Casarotti
638	Shamrock Materials	Matt Casarotti
835	Palmaz Vineyards	Matt Casarotti
988	Paragon Controls Inc	Matt Casarotti
1149	Foszcz, Keith	Matt Casarotti
462	Money Movers, Inc.	Matt Cassarotti
672	Stemple Creek Ranch	Matt Cassarotti
489	Northstar Plumbing	Matt Schafer
1238	Austin Roy & Cynthia Hinde	Matt Schafer
626	Schafer, Matt and Kristi	Matt Schafer
636	Sequoia Wealth Management	Matt Schafer
636	Sequoia Wealth Management	Matt Schafer
192	Dr Leoni	Michelle Pendelton
443	Mead Clark Lumber Company	Michelle Pendelton
443	Mead Clark Lumber Company	Michelle Pendelton
443	Mead Clark Lumber Company	Michelle Pendelton
284	Golden Gate Meat Company	Michelle Pendleton
731	W. K. Mclellan Construction	Michelle Pendleton
733	Victorian Farmstead Meat Co.	Michelle Pendleton
784	Pacific Market	Michelle Pendleton
788	Conroy, Eleanore	Michelle Pendleton
1214	TM Ranches	Michelle Pendleton

1214	TM Ranches	Michelle Pendleton
133	Chris Maloney Crop Insurance/American Ag Credit	Mike Maloney
133	Chris Maloney Crop Insurance/American Ag Credit	Mike Maloney
449	Mickelsen, Max & Joni	Mike Maloney
982	Petaluma Host Lions	Mike Maloney
1046	Fallon Hills Ranch - Tomales	Mike Maloney
1351	Sweeney, Pat	Mike Maloney
162	Dairy Delivery	Mike Mickelson
162	Dairy Delivery	Mike Mickelson
198	Dunne, Robert	Mike Mickelson
215	Exchange Bank	Mike Mickelson
418	Marioni, Hank	Mike Mickelson
423	Martin Ranch Supply	Mike Mickelson
450	Mickelson Club Lambs	Mike Mickelson
450	Mickelson Club Lambs	Mike Mickelson
638	Shamrock Materials	Mike Mickelson
798	Diego Bros. Construction	Mike Mickelson
799	RCX, INC	Mike Mickelson
1054	Sonoma Marin Veterinary Service	Mike Mickelson
1156	Clymer Auto Parts	Mike Mickelson
1157	Nave Motors Inc.	Mike Mickelson
1176	Ferrava Fire Apparatus	Mike Mickelson
1211	Hanna Ag Advisory Committee	Mike Mickelson
1236	Morris Distributing Co	Mike Mickelson
1275	Coordinated Project Installations	Mike Mickelson
1287	McCambridge Livestock	Mike Mickelson
1358	Angeli & Bertlow Construction	Mike Mickelson
129	Chan, Charlene R, DDS	Mike Nonella
271	Gavriloff, Martin	Mike Nonella
271	Gavriloff, Martin	Mike Nonella
566	R. McClure Electric	Mike Nonella
889	Moore Uebel Architecture	Mike Nonella
1254	Schulz, Harold	Mike Nonella
1255	Tyko, Leonard	Mike Nonella
495	Olivers Market	Mike Runyan
495	Olivers Market	Mike Runyan
595	Rivers Aviation	Mike Runyan
687	Tamayo, Willie and Darlene	Mike Runyan
1196	Campway Truck World	Mike Runyan
3	Abbey, Weitzenberg, Warren & Emery	Pat Emery
3	Abbey, Weitzenberg, Warren & Emery	Pat Emery

3	Abbey, Weitzenberg, Warren & Emery	Pat Emery
3	Abbey, Weitzenberg, Warren & Emery	Pat Emery
207	Emery, Patrick Attorney at Law	Pat Emery
207	Emery, Patrick Attorney at Law	Pat Emery
610	Safeway Store #1562	Patrick Hickey
610	Safeway Store #1562	Patrick Hickey
611	Safeway Store #713	Patrick Hickey
614	Safeway Store #918	Patrick Hickey
614	Safeway Store #918	Patrick Hickey
614	Safeway Store #918	Patrick Hickey
208	Emis, Jon & Jessica Sheer	Ralph Worden
302	Harmony, Aaron & Danielle	Ralph Worden
357	Karinen, Pat	Ralph Worden
574	Ralph's Auto & Truck	Ralph Worden
574	Ralph's Auto & Truck	Ralph Worden
930	Kenneth E. Carr General Contractor	Ralph Worden
1128	Portal Architechtural Openings	Ralph Worden
1129	Carreiro Builders	Ralph Worden
40	Atech Distribution	Randy Jackson
500	Opperman Truck Sales	Randy Jackson
500	Opperman Truck Sales	Randy Jackson
562	Precision Crane	Randy Jackson
647	Silver Oak Winery	Randy Jackson
647	Silver Oak Winery	Randy Jackson
669	Stafford, Lance	Randy Jackson
669	Stafford, Lance	Randy Jackson
736	Vino Farms LLC	Randy Jackson
736	Vino Farms LLC	Randy Jackson
753	Westec Tank	Randy Jackson
753	Westec Tank	Randy Jackson
753	Westec Tank	Randy Jackson
875	Aquarium Lunch Group	Randy Jackson
1010	Engelke Construction	Randy Jackson
1193	Superior Supplies	Randy Jackson
299	Hansel Auto Group--Petaluma & Santa Rosa	Richard Franceschi
508	Pacific Construction	Richard Franceschi
890	R & R Farm	Richard Franceschi
1034	Francheschi Ranch	Richard Franceschi
1034	Francheschi Ranch	Richard Franceschi
1056	Buckhorn Construction	Richard Franceschi
159	D/B Ranch	Richard Murphy

373	Lagunitas Brewing Co.	Richard Murphy
124	Carson Manufacturing, Inc.	Richard Murphy
124	Carson Manufacturing, Inc.	Richard Murphy
472	Murphy, Richard & Kim	Richard Murphy
472	Murphy, Richard & Kim	Richard Murphy
568	RA Murphy Construction	Richard Murphy
36	Arolo Co. Inc.	Roger Horick
128	Ceresa, Jeff & Tracy	Roger Horick
166	Dan's Automotive	Roger Horick
205	Electrical Equipment Co	Roger Horick
205	Electrical Equipment Co	Roger Horick
205	Electrical Equipment Co	Roger Horick
232	Flocchini, Nick	Roger Horick
249	Frizelle Enos Co.- Penngrove / Darrel Freitas	Roger Horick
250	Froneberger, Henry	Roger Horick
281	Glenn, Mark and Lori	Roger Horick
319	Hoffman, Roger	Roger Horick
320	Hog Island Oyster Co.	Roger Horick
373	Lagunitas Brewing Co.	Roger Horick
433	McClure Dairy	Roger Horick
458	Minute Man Press	Roger Horick
484	North Bay Hay & Grain	Roger Horick
556	Poncia Fertilizer Spreading	Roger Horick
688	In Memory Of Silvio Tarca	Roger Horick
703	2 F Ranches	Roger Horick
703	2 F Ranches	Roger Horick
704	Tim McCloskey Electric	Roger Horick
1125	Judd/Avalos	Roger Horick
1222	City Sewer Pumping Inc	Roger Horick
1307	Armagh Vineyards	Roger Horick
1332	Ernest Spaletta Dairy	Roger Horick
5	Accurate Fork Lift	Roger Horrick
72	Bellucci Properties	Roger Horrick
560	Pozzi Hay	Roger Horrick
1028	Hard Grade Construction	Roger Horrick
551	Plum Electric	Roger Park
551	Plum Electric	Roger Park
807	McConnell Chevrolet	Roger Park
808	Eddies Quality Concrete	Roger Park
822	Dry Creek Excavating	Roger Park
828	Alpha Fire	Roger Park
1331	Record Builders	Roger Park
123	Carli Cattle Company	Ron Carli

441	McMillan, Margaret	Ron Carli
442	McMillan, Sam & Rita	Ron Carli
743	Wasem & Coombs	Ron Carli
744	Wayside Gardens Mobile Home Park	Ron Carli
763	Windsor Rotary	Ron Carli
1162	Ironbark Arborists	Ron Carli
77	Bernstein Orthodontics	Steve & Diana Stornetta
858	Craig Davis DDS	Steve & Diana Stornetta
1217	Iron Wheel Wool	Steve & Diana Stornetta
120	Canyon Rock Company, Inc.	Steve & Diana Stornetta
200	DW Enterprise	Steve & Diana Stornetta
652	Smother's Parts International	Steve & Diana Stornetta
677	Stripe 'N' Seal, Inc.	Steve & Diana Stornetta
677	Stripe 'N' Seal, Inc.	Steve & Diana Stornetta
751	West County 4-H/FFA Boosters	Steve & Diana Stornetta
751	West County 4-H/FFA Boosters	Steve & Diana Stornetta
751	West County 4-H/FFA Boosters	Steve & Diana Stornetta
751	West County 4-H/FFA Boosters	Steve & Diana Stornetta
751	West County 4-H/FFA Boosters	Steve & Diana Stornetta
277	Ghilotti Construction	Susan Maners
277	Ghilotti Construction	Susan Maners
1087	Maners Family	Susan Maners
1087	Maners Family	Susan Maners
1185	Constellation Brands	Susan Maners
512	Park Ave Turf Inc.	Tami Landucci
512	Park Ave Turf Inc.	Tami Landucci
805	Daniel J. Bowen Construction, Inc	Tami Landucci
805	Daniel J. Bowen Construction, Inc	Tami Landucci
902	Dave Bianchi Inc	Tami Landucci
997	The Boat House	Tami Landucci
1142	Zelco Cabinets INC.	Tami Landucci
1143	Landucci, Tami	Tami Landucci
1227	Toly Genov	Tami Landucci
1343	Kevin Archer Tractor Supply	Tami Landucci
1347	TerraCon Constructors	Tami Landucci
455	Mike Brown Electric	Tami Landucci
1163	Castino/Meier	Taylor/Heidi Darling
256	G&G Market & The Press Democrat	Teejay Lowe
258	G&G Supermarket/Petaluma Creamery	Teejay Lowe
258	G&G Supermarket/Petaluma Creamery	Teejay Lowe



JUNIOR LIVESTOCK AUCTIONS

Featuring prize winning

Beef, Lamb, Goat, Pork, Rabbits & Poultry

Lamb: Saturday, July 26 - 9:00 a.m.

Rabbit: Saturday, July 26 - 1:00 p.m.

Goat: Saturday, July 26 - 1:30 p.m.

Swine: Friday, August 1 - 9:00 a.m.

Poultry: Friday, August 1 - 1:00 p.m.

Beef: Saturday, August 2 - 6:00 p.m.

AUCTIONEERS

Tony Brazil, Petaluma

Bruce Campbell, Healdsburg

Charlie Hawkes, Sebastopol

Drew McElfrish, Gridley

Jake Parnell, West Sacramento

Louie Ricci, Santa Rosa

Rex Williams, Sebastopol

ANNOUNCERS

Pete Albers, Santa Rosa

Pat Emery, Santa Rosa

Bev Palm, Petaluma

THANK YOU

The consignors and the Junior Livestock Auction Committee appreciate the wonderful support and dedication of the:

Auctioneers, Announcers, Area Committee Solicitors, and all other Businesses and Individuals who support the Auction.

JUNIOR LIVESTOCK AUCTION STATISTICS

Year	# of Exhibitors	# of Buyers	Total Livestock	Total Amount
1965	400	383	519	70,527.06
1966	436	404	653	72,936.61
1967	459	524	672	83,164.78
1968	458	528	678	86,813.01
1969	527	587	829	103,280.22
1970	626	678	849	118,661.46
1971	649	754	959	121,991.07
1972	612	752	920	162,096.76
1973	658	767	971	193,030.21
1974	704	801	1006	217,138.64
1975	711	814	1097	253,571.98
1976	858	935	1177	270,467.65
1977	706	840	1040	283,203.40
1978	742	867	1073	320,121.66
1979	790	824	1011	377,666.95
1980	798	903	1147	420,890.83
1981	818	988	1236	468,664.05
1982	797	995	1179	460,865.12
1983	782	1055	1152	462,884.25
1984	788	1103	1047	469,069.19
1985	897	1007	1109	470,256.31
1986	859	1057	989	440,365.47
1987	618	926	968	478,361.76
1988	603	1009	1019	511,274.23
1989	593	936	998	463,992.40
1990	498	927	940	482,099.56
1991	634	959	1017	490,756.68
1992	604	938	949	515,439.25
1993	612	923	967	502,389.65
1994	625	833	850	478,974.14
1995	560	812	869	554,721.37
1996	509	779	738	481,319.88
1997	577	922	931	574,141.00
1998	600	866	877	612,658.00
1999	595	825	748	624,469.90
2000	559	907	881	696,131.80
2001	432	672	643	662,932.64
2002	501	900	845	774,292.20
2003	473	876	780	767,441.70
2004	498	906	830	880,336.75
2005	530	920	860	975,217.12
2006	526	859	853	976,624.80
2007	556	931	908	1,068,725.00
2008	560	906	932	1,142,056.50
2009	571	908	950	1,026,974.40
2010	494	857	814	1,013,138.72
2011	483	747	778	1,039,783.20
2012	496	797	840	1,097,838.08
2013	438	730	723	1,149,158.00

AREA COMMITTEE "SOLICITORS"

BODEGA BAY

Richard Franceschi, 861-9025
Randy Mantua, 876-3195
Richard Murphy, 876-3364

CLOVERDALE

Stephanie Wright, 849-7828

COTATI

Jeff James, 575-6370
Bill Scarpete, 795-2697

FORESTVILLE

Jackie Crawford, 953-7714
Kristie Gross, 887-1245
Jeff Petersen, 546-0354

FULTON

Tom Parsons, 573-3887

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Johanna Vanoni, 857-3513

GLEN ELLEN

Joe Johnson, 996-2474

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Randy Jackson, 975-5983
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Roger Park, 478-8006

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Lisa Bauer, 217-0403
Jeff Kunde, 833-5501 x311

OCCIDENTAL

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PENNGROVE

Mark Davis, 794-0202

PETALUMA

Art Azevedo, 762-1579
Manuel Brazil, 763-0893
Dr. Fred Groverman,
795-3694 & 763-3132
Roger Horick, 763-0815
Kim Jones, 527-9635
Teejay Lowe, 849-1147
Mike Mickelson, 696-9107
Joe Moreda, 795-6261
Ernie Nunes, 762-7135
Mark Singleton, 953-3136

ROHNERT PARK

Patrick Hickey, 584-8842

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Amy Brennan, 526-1803
Doug Beretta, 584-5262
John Blust, 396-2381
John Brandon, 585-0578
Ron Carli, 545-1200
Julie Davis, 538-7046
Dean & Shari DeGraffenreid,
585-2351
John F. DeMeo, 545-3232
Tony Ghisla, 524-3000
Larry Grove, 523-3982
Janet Leisen, 528-2085
Susan Maners, 486-1209
Jim Mickelson, 762-1473
Mike Nonella, 523-2307
Annette O'Kelley, 529-4033
Lisa Piehl, 495-8971
Mike Runyan, 484-3663
Dawn Stornetta, 217-5808
Dennis Tesconi, 584-5258
Ralph Worden, 584-7806

SEBASTOPOL

Jack Balistreri, 874-2599
Christine Bergue, 823-5988
Matt Casarotti, 695-6784
Charlie Hawkes, 823-0551
Tami Landucci, 322-3555
Kirk Lokka, 481-6038
Michelle Pendleton, 827-3220
Steve & Diana Stornetta,
823-7516
Charlie Wallin, 823-5135

SONOMA

John M. Amaral, 996-3647
Robert "Bob" Clark, 996-1798
Gerald Marino, 996-8146
Emily Schiffman, 933-6755

TOMALES

Mike Maloney, 484-5811

**For further
information
contact:
Sonoma County Fair
Entry Office
(707) 545 - 4203**

HOW THE AUCTION WORKS...

When you arrive at the Auction –

1. Check in at the registration table and pick up your buyer's card. (You will need to have this in order to bid on an animal.) All new buyers need to provide a credit card number to secure any purchases made at the auction.
2. Pick up a sale book which lists all the animals in order of sale, their weights and owners.
3. As each animal enters the ring, the Auctioneer will ask for bids in cents per pound. If you wish to bid on an animal, just raise your hand. Whether you buy or not, your bidding will help the sale. If you need help in bidding, ask one of the ring men to assist you.
4. The bidding will continue until a high bid is reached. If you are the highest bidder, the auctioneer will ask you to hold up your buyer card so he can read the number.

All animals sold through the Auction must be processed (no live pick-ups). Fair arrangements with packer, no other arrangements are allowed.

Steers: Can have up to 8 buyers per animal with following limits:

WHOLE PURCHASE - custom or resale

½ PURCHASE - custom or resale – each half must be the same disposition, same locker

¼ PURCHASE - custom or resale – must be same disposition same locker

1/6 to 1/8 PURCHASE - resale only

Hogs: Can have up to 4 buyers per animal:

WHOLE PURCHASE - custom or resale

½ PURCHASE - custom or resale - each half must be the same disposition, same locker

¼ PURCHASE – resale only

Lambs/Goats: Can have up to 2 buyers per animal:

WHOLE PURCHASE - custom or resale.

½ PURCHASE – resale only

Rabbits/Poultry: Can have only 1 buyer and must be custom.

Add-on Money: "Add-on money" is money added on top of the sale price, not built into the price. Add-ons are limited to a minimum of \$50 and a maximum of \$250. **ONLY two** add-ons are permitted per lamb/goat or hog and are limited to those exhibitors who are showing a breeding project of the same species (i.e. breeding sheep, open boer goat or breeding swine) at the current Sonoma County Fair. Add-ons for steers are limited to **four** per steer with no other restrictions.

Add-ons must be paid at the auction by check, credit card or money order. (no cash) No invoice will be generated for add-on purchases.

AFTER BUYING FOR YOUR CONVENIENCE:

If you are the high bidder, a runner will present you with a sale invoice for your signature. At that time you must indicate the disposition of the animal as follows:

1. Resale - at market price and be billed for the difference.
2. Custom Process and Return - you must indicate on the green purchase agreement card the name of the locker where you wish your meat delivered. (Sonoma County only, restrictions apply, list is located in the back of this booklet.) You must call the locker for cut & wrap instructions and you will pay the locker directly for cut & wrap charges. The Fair is not involved in the arrangements made between the locker and the buyer.

PAYING FOR YOUR PURCHASE:

***Note:** All new buyers are required to provide a credit card number on the purchase agreement to secure the sale. If you do not pay at the close of the auction, your credit card will be processed unless buyer asks to be billed and pay with a check. (Please indicate your preference when filling out the card.)*

The Sonoma County Fair Junior Livestock Auction will act as cashier for the sale. **You may pay by cash, check, Visa, MasterCard or Discover on the day of the auction.**

If you choose to purchase a (Custom) Process and Return animal, **a process charge will be added to your sale invoice.**

If you do not pay on the day of the auction, you will receive a bill in the mail following the sale. Cut and wrap charges are additional and are billed separately by the butcher.

Your checks should be made payable to:

Sonoma County Fair Junior Livestock Auction

TO ATTEND THE AUCTION:

In the event you are unable to attend the Auction, members of the Solicitor Committee are listed in this brochure. Contact one of them or the Entry Office and we will have a solicitor contact you to make the necessary arrangements.

WHEN YOU BUY HOW TO USE YOUR PURCHASE

Here are a few ideas from regular auction patrons on making use of the animal you purchase.

- ◆ **INDIVIDUALS:** Provide quality meat throughout the year
- ◆ **SERVICE CLUBS, LODGES, UNIONS:** Host a club BBQ or Donate meat to your favorite organization or charity
- ◆ **RESTAURANTS AND MARKETS:** Serve local high quality meat

TWO WAYS YOU CAN SUPPORT OUR YOUTH!

1. Resale Purchase

Purchase an animal and choose to sell it back to the Sonoma County Fair for the current market price. You will be billed for the amount over market price. (Some examples listed below.)

Steer:	1,150 lbs. - bid \$3.75/lb*		
	(resale price: \$1.05/lb*)		
	Bill - 1,150 lbs. x \$2.70	=	\$3,105.00
Hog:	250 lbs. - bid \$6.00/lb*		
	(resale price: \$1.00/lb*)		
	Bill - 250 lbs. x \$5.30	=	\$1,325.00
Lamb:	135 lbs. - bid \$8.00/lb*		
	(resale price: \$1.00/lb*)		
	Bill - 135 lbs. x \$7.00	=	\$ 945.00
Goat:	90 lbs. - bid \$10.00/lb*		
	(resale price: \$1.40/lb*)		
	Bill - 90 lbs. x \$8.60	=	\$ 774.00

2. Custom Purchase

Fill your freezer with high quality meat! Pay for your purchase and processing costs and invite your friends over for dinner! (Offal is not included)

Amount paid over market price may be an IRS approved deduction (check with your accountant)

Example: 250 lb Hog – bid \$6.00*/lb;
market price: \$.70*/lb
Donation: 250 lbs. x \$5.30 = \$1,325.00

* These are sample prices

Sonoma County Fair Non-Profit #94-6003236

REMINDER

- Contact your local locker/butcher shop right after the sale regarding cut and wrap instructions for the animal you purchase. If you do not call within 48 hours of the auction, the butchers will cut the meat packaged for 2 in order to have room in their lockers.
- Buyers may be assessed an additional charge if their meat is not picked up within 10 working days. Butcher shops may dispose of any meat (donate or resell) within 30 days of the completion of cut & wrap. Buyer is still responsible for the purchase of the animal, as well as the cut & wrap charges.

Note: Some custom butcher shops do not accept credit cards.
Please be prepared to pay for cut/wrap with cash or check.

SALES FUND...

All exhibitors contribute six percent of the sale price of each animal to a Sales Fund.

This fund pays for:

- ✓ Advertising
- ✓ Sales Brochure
- ✓ Finance Auction
- ✓ Uncollected debts

WHAT IS IT?

The Sonoma County Fair Junior Livestock auction is the climax of a year's work and activities for the Special Junior, 4-H, FFA and Independent Junior exhibitors.

As a learning and business venture, these young men and women have selected, fed and groomed a steer, lamb, goat, hog, pen of rabbits, or poultry. They have brought their project to the Fair to be judged, graded, and sold.

Only top quality grain fed steers, lambs, goats, hogs rabbits and chickens will be sold. The judges at the Sonoma County Fair will select only the top quality animals to sell at the Junior Livestock Auction. Such quality demands a premium price.

The Sonoma County Fair Junior Livestock Auction is their market place... and you...their prospective buyer.

WHY SUPPORT THE SALE?

Your purchase will help support an educational program. These youth are learning to produce food for your table. They are also learning how to be in business for themselves. At their age, their business is on a small scale and their costs are higher than the commercial producer. Help them achieve success and insure continued food production by supporting them now. The price you pay today encourages youth participation and is a small investment in the future of America. Profits from the sale of these animals are usually reinvested in better animals or set aside for future educational expenses.

WON'T YOU HELP?

Remember: you will encourage free enterprise, receive high quality meat and poultry and good, inexpensive advertising, plus the personal satisfaction of investing in our local youth.

LAMB SALE - SATURDAY, JULY 26

2013 LAMB SALE SUMMARY

276 lambs were sold for a sale gross of \$353,826.76, which averaged \$9.19 per lb. Of the 276 lambs sold: 91 were resold at the market price of \$1.00 per lb.; 185 were processed and returned to the buyers.

RECORD PRICE PAID

Record price paid for a market lamb in the Sonoma County Fair Junior Livestock Auction was set in 2012. The lamb was exhibited by Lauren Murnin of Live Oak 4-H and bought by G&G Market & Velasam, for \$55.00 per pound.

2013 Supreme Champion Lamb



Exhibited and sold by Davey Dorr, Healdsburg 4-H
Purchased by G&G Market & Press Democrat for
\$19.00 per lb. = \$2,679.00

2013 FFA Grand Champion Lamb



Exhibited and sold by Cole Pruett, Petaluma FFA
Purchased by Joe Fuller for \$26.00 per lb. = \$3,900.00

All process and return lambs will be delivered to the designated locker/butcher shop listed in back of brochure.

LAMB SALE - SATURDAY JULY 26

2013 4-H Reserve Grand Champion Lamb



Exhibited and sold by Paige Nonella, Forestville 4-H
Purchased by Northern Electric INC. for
\$23.00 per lb. = \$3,151.00

2013 FFA Reserve Grand Champion Lamb



Exhibited and sold by Dominic Leventini, Santa Rosa FFA
Purchased by Ovations Catering for
\$19.00 per lb. = \$2,850.00

Lambs weigh between 100-150 lbs. live.
Cut and wrap lamb will average yield: 60 lbs.
processed meat which will consist of approximately:

- ✓ legs of lamb
- ✓ lamb shanks
- ✓ lamb steaks
- ✓ lamb chops
- ✓ lamb stew

*Fleece and offal not included.

Approximate cost of a prize-winning lamb:

Price of a live lamb:
135 lbs. @ 9.19..... \$1,240.65
(based on 2013 Sonoma County Fair average price)
Process charge..... \$ 36.00
Cut and wrap charge..... \$ 75.00
(approximate, check with your butcher)
TOTAL..... \$1,351.65

SWINE SALE - FRIDAY, AUGUST 1

2013 SWINE SALE SUMMARY

277 hogs were sold for a sale gross of \$418,407.27 which averaged \$5.80 per lb. Of the 277 hogs sold: 69 were resold at the market price of \$.71 per lb.; 207 were processed and returned to the buyers.

RECORD PRICE PAID

Sonoma County Fair Junior Livestock Auction record price paid for a market hog was set in 2013. The hog was exhibited by Davis Crawford of Forestville FFA and bought by Team Ghilotti of Petaluma, for \$34.00 per pound.

2013 Supreme Champion Hog



Exhibited and sold by Gianna Ricci, Live Oak 4-H
Purchased by La Prenda Vineyard Management, The Cliff House, Wilbur Ellis Company and Ricci Vineyards for
\$14.50 per lb. = \$3,697.50

2013 FFA Grand Champion Hog



Exhibited and sold by Angie Ruffoni, Santa Rosa FFA
Purchased by Emeritus Vineyards for
\$11.00 per lb. = \$2,805.00

Process and return hogs will be delivered to the designated butcher shops listed in back of brochure.

SWINE SALE - FRIDAY, AUGUST 1

2013 4-H Reserve Grand Champion Hog



Exhibited and sold by Lee Menini, Live Oak 4-H
Purchased by Les Schwab Tires of Sonoma County for
\$6.00 per lb. = \$1,530.00

2013 FFA Reserve Grand Champion Hog



Exhibited and sold by Nick Pruett, Petaluma FFA
Purchased by Spaletta Ranch for \$9.50 per lb. = \$2,422.50

Hogs weigh between 220-280 lbs. live.

*Cut and wrap Hog will average yield: 150 lbs.

processed meat, which will consist of approximately:

- | | |
|-------------------|-------------|
| ✓ Chops | ✓ Ribs |
| ✓ Bacon | ✓ Sausage |
| ✓ Shoulder roasts | ✓ Ham Hocks |
| ✓ Hams | |

*Offal not included

APPROXIMATE COST OF A PRIZE WINNING HOG:

Price of a live Hog

250 lbs. @ 5.80..... \$1,450.00

(based on 2013 Sonoma County Fair average price)

Process charge..... \$ 44.00

Cut and wrap charge..... \$180.00

(approximate, check with your butcher)

TOTAL.....\$1,674.00

STEER SALE - SATURDAY, AUGUST 2

2013 BEEF SALE SUMMARY

72 steers were sold for a sale gross of \$361,234.24, which averaged \$3.78 per lb. Of the 72 steers sold: 24 were resold at the market price of \$ 1.13 per lb.; 48 were processed and returned to the buyers.

RECORD PRICE PAID

Record price paid for a market steer at the Sonoma County Fair Junior Livestock Auction was set in 2001.

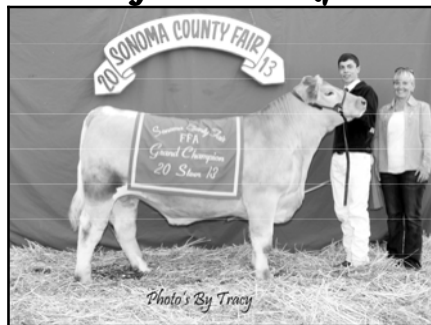
The market steer was exhibited by Jimmy Griffith, bought by Stu Lambert & Family, Sonoma and John & Bea Brandon, Santa Rosa, for \$12.50 per lb.

2013 Supreme Champion Steer



Exhibited and sold by Gianna Ricci, Live Oak 4-H purchased by Ferronato Stainless Tank and Precision Crane for \$5.00 per lb. = \$6,722.98

2013 FFA Grand Champion Steer



Exhibited and sold by Steven Pozzi, Petaluma FFA purchased by Farmstand West for \$7.25 per lb. = \$9,567.13

Process and return steers will be delivered to the designated locker/butcher shop listed in back of brochure.

STEER SALE - SATURDAY, AUGUST 2

2013 4-H Reserve Grand Champion Steer



Exhibited and sold by Davey Dorr, Healdsburg FFA
Purchased by A. Rafanelli Winery and Les Schwab Tires of
Sonoma County for \$7.00 per lb. = \$9,450.00

2013 FFA Reserve Grand Champion Steer



Exhibited and sold by Siena Byrd, Sonoma FFA
Purchased by Atwood Ranch, Innerstave LLC., Columbini
Construction, Bartolomei Scale, Amercian Ag Credit and
Jeff and Roberta Kunde for \$5.20 per lb. = \$6,890.00

Steers weigh between 1000-1350 lbs. live. Cut
and wrap Steer will average yield: 600 lbs.
processed meat which will consist of approximately:

- ✓ steaks
- ✓ roasts
- ✓ ground beef
- ✓ stew, briskets, short ribs, shanks, misc.

*Hides and offal are not included.

APPROXIMATE COST OF A PRIZE WINNING STEER:

PRICE OF A LIVE STEER

1250 lbs. @ 3.78	\$4,725.00
(based on 2013 Sonoma County Fair average price)	
Process charge.....	\$ 90.00
Cut and wrap charge.....	\$ 500.00
(approximate, check with your butcher)	
TOTAL	\$5,315.00

GOAT SALE - SAURDAY JULY 26

2013 GOAT SALE SUMMARY

42 goats were sold for a sale gross of \$36,067.00, which averaged \$10.07 per lb. Of the 42 goats sold: 18 were resold at the market price of \$1.50 per lb.; 24 were processed and returned to the buyers.

RECORD PRICE PAID

Record price paid for a market goat at the Sonoma County Fair Junior Livestock Auction was set in 2010. The market goat was raised & exhibited by Tye Lokka of Green Valley 4-H bought by Cameron & Cameron, Inc. for \$34.00 per lb.

2013 Supreme Champion Goat



**Exhibited and sold by Owen Clark, Green Valley 4-H
Purchased by Animal Hospital of Sebastopol
for \$8.00 per lb. = \$840.00**

2013 FFA Champion Goat



**Exhibited and sold by Angie Law of Santa Rosa FFA
Purchased by Roger Hoffman for \$8.00 per lb. = \$672.00**

Please refer to the lamb section for specifics. Cut & wrap goat will average yield: 48 lbs.

APPROXIMATE COST OF A PRIZE-WINNING GOAT:

90 lbs. @ 10.07	\$906.30
(based on 2013 Sonoma County Fair average price)	
Process charge	\$ 36.00
Cut & wrap charge (apprx, check with butcher)	\$
55.00	
TOTAL	\$997.30

POULTRY SALE - FRIDAY, AUGUST 1

2013 POULTRY SALE SUMMARY

26 pens (of two chickens each) were sold for a sale gross of \$11,675.00 an average price per pen of \$422.22.

RECORD PRICE PAID

Record price paid for a poultry meat pen at the Sonoma County Fair Junior Livestock Auction was set in 2012. The poultry meat pen was raised and exhibited by Maddison Vernon and bought by Frizelle Enos Co. and Roger Hoffman for \$1,700.00

2013 Champion Poultry Meat Pen



Exhibited and sold by Madison Shelley, Santa Rosa FFA
Purchased by Frizelle Enos Co. and McClure Dairy
Sold for \$1,400.00

2013 Reserve Champion Poultry Meat Pen



Exhibited and sold by Angie Law, Santa Rosa FFA
Purchased by Lombardi's BBQ Petaluma and Jack and Kathy Balistreri. Sold for \$1,100.00

- ✓ Poultry must go custom or be donated, no resale value available.

APPROXIMATE COST OF A PRIZE WINNING POULTRY PEN:

PRICE OF A LIVE POULTRY PEN

1 pen (2 birds) @ 422.22.....	\$422.22
(based on 2013 Sonoma County Fair average price)	
Process charge (\$8.25 each)	\$16.50
TOTAL.....	\$438.72

RABBIT SALE SATURDAY JULY 26

2013 RABBIT SALE SUMMARY

29 pens (of three rabbits each) were sold for a sale gross of \$11,202.00 an average price per pen of \$378.00.

RECORD PRICE PAID

Record price paid for a rabbit meat pen at the Sonoma County Fair Junior Livestock Auction was set in 2011. The Rabbit meat pen was raised and exhibited by Corey Sceales, Harvest 4-H and purchased by Sequoia Wealth Management for \$1,800.00.

2013 Champion Rabbit Meat Pen



Exhibited and sold by Taylor Mills, Forestville 4-H
purchased by Friends of David Rabbitt
Sold for \$850.00

2013 Reserve Champion Rabbit Pen



Exhibited and sold by Cole Schafer, Sequoia 4-H
Purchased by Northstar Plumbing
Sold for \$1,000.00

APPROXIMATE COST OF A PRIZE WINNING RABBIT PEN:

PRICE OF A LIVE RABBIT PEN	
1 pen (3 animals) @ 378.00	\$378.00
(based on 2013 Sonoma County Fair average price)	
Process charge (\$8.25 each)	\$ 24.75
TOTAL	\$402.75

We would like to express appreciation to the following:

16500 Lighting	Barry, Warren
3 L Backhoe Service	Bartley Pump, Inc.
4 B Ranches	Bartolomei Scale
4B Medical	Bass Equip.
A & N Accounting	Bassignani, Annette
A. Rafanelli Winery	Bauer Vineyards
Abbey, Weitzenberg, Warren & Emery	Baxman Mechanical
Abbott, Jerry	Beels Soper LLP
Able Tire & Brake #1	Belcorp Ag
Accurate Fork Lift	Bellmer, Mike
Ace Storage	Ben Terry Durocs
Acme Surplus Store	Beretta Dairy
Active 20/30 Club of the North Bay	Berger Concrete
Adams & Assoc	Bermingham, Michael
Affordable Sweeping Inc	Bertoli, Jim
Ag Unlimited	Bertolini, Ernie
Ag Unlimited 2	Bettinelli Family in Memory of
Ahern DVM, Peter C.	Ralph & Connie Bett
Ahlborn Structure Steel	Bevill Vineyard Management
Albanese, Tom	Beyond the Glory
Alexander, Pat and Frank	Biagi Bros. Transportation
All Fence Co, Inc.	Bibbero Systems
Alta Vista Vineyards	Big Shot Screen Printing
Alten Construction	Bischof, Carolyn
Ancor Flexibles Inc.	Bisordi, Henry
American Ag Credit - 1	Bob & Terry Fistolera
American Ag Credit-3	Bob Harris Tree Service
American Legion of So. Co.	Bobak Razi
American Tile	Bobby Corda
Anchor Electric	Bohen & Canelis General Engineering
Andrews, William Attorney at Law	Bonneau's Tire & Auto Center
Andy's Produce	Bonner, Jeff and Brenda
Angela DeCarli	Booth, Robin
Angelo's Meat	Bordessa Dairy
Animal Hospital of Sebastopol	Boucher Harrison, Marlina
Antoinette Brazil	Brandon Angus
Apostle, Greg DDS	Brandon, JR & Denise
Arch's Glass	Briggs Ranch
Arolo Co. Inc.	Briggs, Preston & Nicole
ASB Steel	British European Motors
Aslan Insurance Inc.	British European
Associated Air Balance & Certification	Motors/Downtown Autobody
Associated lighting Rep/Joe	Brocco's Old Barn
Lunard Electric Inc	Brodie's Tire & Brake
Atech Distribution	Brosnan, James & Pam
Atkinson Hay	Buckhorn Construction
Atwood Ranch	Bulger, Elise
Avilla, Mat	Bunker's Sonoma Mountain Winery
B & T Bartlett Farm Equipment	Burbank & Conquest
B. Montini Water Trucking	Burgess Lumber
Back to Golf Performance Fitness	Burk, Bill
Baddeley, Oliker and Sartori Law Office	Cal Mart
Baker, Tom	Cal West Rentals
Baldwin, McGaughey & Co CPA'S	Cameron & Cameron, Inc.
Bales, Thomas D.D.S., Inc.	Canteen Services of Northern CA
Balistreri, Jack & Kathy	Canyon Rock Company, Inc.
Balistreri, Kellin & August	Capriano Engineering Co
Balletto Vineyards & Winery	Carli Cattle Company
Bank of the West	Carson Manufacturing, Inc.
Banner Enterprises	Cassidy and Rachel Carroll
Bar Ale Feed Inc - Rivertown Feed	Catie's Corner Vineyard
Bardella, Frank & Barbara	Cazadero General Store
Barlett, Dylan	Century 21 Bundesen
Barn Diva Restaraunt	Ceresa, Jeff & Tracy

Charlotte Barbieri	Ed & Kate Barrett
Chau Tai, M.D.	Eddies Quality Concrete
Chenoweth Vineyard, Inc.	Eichner, Larry and Michele
Chovick, Robert	Electrical Equipment Co
Chris Baker Hay Sales	Emeritus Vineyards
Chris Maloney Crop Insurance	Emery, Patrick Attorney at Law
Christensen & Giannini Inc	Emis, Jon & Jessica Sheer
Clawson, Carleen	Empire Automotive, Inc.
Clyde Shultz DDZ	Empire Towing
Coastal Products	Energy Plus Lighting
Colo Type	Erickson, Lee & Jane
Colombini Construction	Etix
Competition Touring Cars	Excel Roofing
Cooley, Crawford & Jess	Exchange Bank
Cooperages 1912, Inc.	Faggioli, Justin
Correia, Karen	Falk, Lois
Cotati Large Animal Hospital	Fallon Hills Ranch - Tomales
Craig Davis DDS	Farhart, Beth
Crikos Trucking	Farmstand West
Crossfit Healdsburg	Fedrick, Shirley
Cuneo Properties	Fellowship of Christian Athletes
Cunningham & Zipperle Family	Ferronato Properties
Cunningham Dairy	Ferronato Stainless Tank
Cushing, Bob	Ferronato, Mark
CVR Buckhorn	Figone, Terry
D G Pools	Fircrest Market
D. Spaletta Equipment Repair Inc	First American Title
D'Acquisto, Rodney	First Community Bank
Dairy Delivery	Fisch Bros. Drilling
Dairy Dell Canine	Fishing Vessel Sea Farmer
Daniel J. Bowen Construction, Inc	Fishman Supply Company
Daniel O. Davis, Inc.	Fletcher Fabrication
Dannewitz DVM, Daryl	Flocchini, Nick
Darling Farm	Fluid & Gauge Co
Dave Bianchi Inc	Fowler, JoAnn
Daveiro, Janet	Francheschi Ranch
David McCarville Trust	Francis, Charlie
Davis, Julie	Franklin Construction
De Haan DVM, Constance	Fraser DDS, Eric
Dean Joyner	Frazee, Caren
DeBernardi Dairy	Fred Campigli Trucking
DeGraffenreid, Dean & Shari	Fredrick, Robert
DeMartin & Son	Freitas, Steve - Sheriff-Coroner
Denkin, Matt & Stephen	Friedman's Home Improvement
Diamond W Dairy	Friend of the Fair
Diego, Jim & Susan	Friendly Feed & Supply
Dierking, John & Lisa	Friends of David Rabbitt
Dolcini Jersey Dairy	Friends of Two Rock 4-H
Dolinsek, Jim &	Fritz Brand Memorial Trust
Kathleen/Dolinsek Ranch	Frizelle Enos Co.- Penngrove
Don Clark Ins	Froneberger, Henry
Donna Robbins	Fruiht & Son Construction
Doyle, Travis	Fuller, Joe
Dr. George Mallkemus	Furlong & Sons Landscape
Dr. Leoni	G&G Market/Springhill Cheese
Drakes Bay Oyster Farm	G&G Supermarket/Press
Draper Enterprises	Democrat/Petaluma Creamery
Drive Thru Tree Park	G&G Supermarket/Sunrise Farms
Dry Creek Excavating	G3 Enterprises
Duncans Mills General Store	Gamlake Dairy
Dunne, Robert	Garbarino Family
Dutton Ranch, Corp.	Gardini, Larry
Dwight & Karen Pierson	Garrett Medeiros Construction
East Bay Tire Company	Garton Tractor

Gary Petersen Family Vineyards	Jay's Appliance Service
Gast, Terry & Charles	JDC Farms
Gavriloff, Martin	Jean Barnier
GCR-TDS	Jeffers DDS, Kevin
Geary, Shea, O'Donnell -	Jensen Trucking
Attorneys at Law	Jensen, Shawn
George Medeiros Transportation	Jerry & Don's - Yager Pump & Well
Gerhardt, Al	J'Neil Laikin
German Motors	Joe Chambers Trucking
Ghilotti Construction	Joe Hunt Magnetos
Ghisla, Tony & Cheryl	Joe Kiser Construction
Glen Ellen Village Market	Joe's Freight Service
Glenn, Mark and Lori	Joey Corda
Goebel Paving Goldberg,	John & GERALYN Fessler
Rick	John Benward Company
Golden Gate Meat Company	John Hooker's Gourmet Salads
Gomme, John & Mary Ann	John Jordan Foundation
Gossett Farms	John's Dairy Supply
Greg Bino	Jones, Kim and Jeff
Greg Wong	Joseph Camozzi
Grossi, Jim & Michelle	Joyce Doughty
Grove Jr., Robert	K & S Spreading & Hauling
Gruener, Manfred	Kaehler, Steve
Guadagni Bros. Welding	Kelly Moore Paint Co. Inc.
Gustafson, Bill	Ken McNair
Hachmyer, Melanie Hall,	Kendall Jackson
Austin	Kendell Brook Builders
Hamann, John	Key Auto Body
Hansel Auto Group—Pet. & SR	KML Angus
Hansen, Susan & Craig	Korbel Champagne
Hanson, Randy	Korbel Vineyards
Hard Grade Construction	Kosta Browne Wines
Hardcastle, Vickie CPA	Kozenko, Brittney
Harmony, Aaron & Danielle	Kriegsman, Sandy & Jim
Harris, Ann & Rocky	Kristi Corda
Hawkes Photography	Kunde Family Estate Winery
Hawkes, Charlie & Ella	Kunde Vineyards
Hawley's Paint Store	Kunde, Jeff & Roberta
Heartt, Eira	La Prenda Vineyard Management
Heidi Dieffenbach-Carle	Lace House Linen Supply
Helm & Sons Amusements	LaFranchi, Barbara
Hennessy Fund, The	Lagunitas Brewing Co.
Henris Supply, Inc.	Lakeside Vet Hospital
Herrerias, Ron	Lamb, Ken & Linda
Hicks, Richard	Lanatti, David
Hinretch, Annette	Lanatti, Jim & Sarah
Hoch, Dave	Landry, Chris/Catrina
Hoffman, Roger	Langer, Dennis
Hog Island Oyster Co.	Larbre Well & Pump, Inc.
Hunt & Behrens, Inc.	Larry Hillblom Foundation
Hunter, Kim	Larsen's Feed & Pet Supply
Ielmornini, Doug and Cathy	Larson Family Winery
IMH General Construction	Lavender Bee Farm
In Honor of Ralph Bettinelli	Lawson, Carl
In Memory of David Pimental	Lawson, Janet
In Memory of Pompa	Lawson, Kathleen
Independent Electric Supply-SR	Lehr Insurance
Innerstave LLC	Les Schwab Tires of Sonoma County
Iron Horse Vineyards	Leventini, Bella
J D Strand Trucking	Leventini, Mike
Jack Dei Dairy	Leveroni, Joyce & Dave
Jackson Family Wines	Lillund, Henriette
Jacobsen Ranches, Inc.	Lilly, Nancy
Jay & Bill's Tire Shop	Lindley Cattle Company

Linked Vineyards
 Little, Rich and Joan
 LMG Farms
 Lokka, Kirk & Debbie
 Lombardi's BBQ Petaluma
 Lose, Dave
 Louie Ricci
 Low Voltage Security
 Lucky 7 Ranches
 Lucy Diggs
 Luke, Daphne
 Lunardi, Ray & Tina
 M. Brocco & Sons, Inc.
 M.A.C Wines LLC
 M.V. Masonry
 Machado, Cindy & Louie
 Mache, Anthony
 Mager, Bev
 Mahrt, Boyd
 Major Alarm, INC.
 Maners Family
 Manna-Pro Corporation
 Manson Construction
 Manzoni Trucking
 Marcel & Judy Brochier
 Marcucci Farms
 Marilyn Can Travel
 Marioni, Hank
 Mark & Pat Stornetta
 Marshall Ranch
 Marshall's Body Shop
 Martin Ranch Supply
 Martinez Orchard
 Mathewson, Ann
 Matos Cheese Factory
 Matthew's Station Vineyard
 Mazzetta Dairy
 McCambridge Enterprise
 McCarville Construction
 McClellands Organic Products
 McClure Dairy
 McConnell Chevrolet
 McCormick & Company
 McDermott, Andrew & Mitsuyo
 McDermott, Will & Emery, Attorneys
 McDonald, Aaron & Clarette
 McMillan, Margaret
 McMillan, Sam & Rita
 MCS Rick Holliday
 Mead Clark Lumber Company
 Medeiros, Tony & Nicole
 Mendocino Forest Products
 Merrill Lynch - Santa Rosa
 Meshoppen Stone Inc
 Michalek, Joseph & Joan
 Micheli Fabrication
 Mickelsen, Max & Joni
 Mickelson Club Lambs
 Mickelson, Gary
 Mickelson, Kristy
 Mickelson, Mike & Carolyn
 Mike Brown Electric
 Mike Donovan
 Miller, Zoe
 Millhouse Glass
 Minniglen Ranch
 Minute Man Press
 Molik, Jeff
 Money Movers, Inc.
 Mongini DVM, Frank
 Mononi Ranches
 Montecito Development Corp
 Mora-Smith, Gina
 Moreda Dairy
 Moreda, Doug & Leslie
 Mulas Dairy Company
 Murnin, Keith
 Murphy, Richard & Kim
 National Electrical Contractors Assoc
 Nelson Brothers Printing
 Nick Prokopakis Excavating
 Nick's Cove
 Nielsen, Gail
 Nommsen, Steve
 Nor Bay Iron Crafts
 Nor Cal Transmissions
 Noren & Sons Herefords
 Norman W. Harmon Concrete
 North Bay Hay & Grain
 North Bay Portables
 North Bay Pressure Washing
 North Bay Tire & Auto
 Northern Electric Inc.
 Northern Pacific Roofing
 Northstar Plumbing
 Nova Vine Inc
 Nunes Boer Goats & Club Lambs
 Oasis Laundramat
 O'Brien, Davis & Waters LLP
 O'Kelley, Annette
 Olivers Market
 Olufs Cattle Co
 Opperman Truck Sales
 Ovations Catering
 Pacatte Construction
 Pacatte Construction Co., Inc.
 Pacatte Properties LLC
 Pace Supply Corp
 Pacific Construction
 Pacific Erectors, Inc.
 Pacific Market
 Palmaz Vineyards
 Paragon Controls Inc
 Parent Sorensen Mortuary
 Park Ave Turf Inc.
 Parkside Cafe, Mark Dierkhising
 Parmeter Vineyard
 Parsons Construction
 Parsons, Dean & Denise
 Parsons, Tom & Kelly
 Passalacqua, Tom
 Passarino, Gary & Lois
 PCD
 Pellegrini, Marco
 Penngrove Social Firemen
 Petaluma KOA Camping Resort
 Petaluma Auto Parts
 Petaluma By-Products

Petaluma Creamery	Ryan, Dave & Penny
Petaluma Host Lions	S C Barns
Petaluma Livestock Auction	S.R. Allied Builders
Petaluma Market	S2 Angus
Petaluma Poultry Processors	Safeway Store #1562
Petaluma Rotary Club	Safeway Store #713
Petaluma Valley Hospital	Safeway Store #918
Pete Codding Construction	Saini Family
Peter, Larry	Saint Gobain Containers
Petersen Vineyards	Sanchietti Farming LLC
Petersen, John & Susan	Sandborn Tree Service Inc.
Peterson, Ray & Ettamarie	Sandy Erikson
Pforsich, Andy	Sangiaco Family Vineyards
Phoenix Irish Bar LLC - Kate	Santa Rosa High School Booster Club
O'Brien's, Inc	Santa Rosa Meat & Poultry
Piehl, Riley and Colbie	Santa Rosa Stainless Steel
Pitts, Vic & Robin	Sarah Raymond
Pitzen, Roger Dr.	SBI Materials
Plantation Farm Camp	Sceales Vineyards LLC
Plum Electric	Schaefer Engineering, Inc.
Plus One Professionals	Schettler DDS, Darin
Pomi, Mark & Cindy	Schloetter, John
Poncica Fertilizer Spreading	Sears Point Farming Company
Powder Room, The	Sebastopol Hardware
Powers, Karen & Jack	Seghesio Family Vineyard & Winery
Poz Trading	Sequoia Wealth Management
Pozzi Hay	Servisoft
Precision Crane	Sevall, Thwaites & Soper
Pruett Fence Co	Insurance Co.
Quince, Alan and Sheila	Shamrock Materials
R & R Farm	Sharp, Carol
R. McClure Electric	Sharp, Dr Linda
R.G. Fine Finishing	Shawn Widick DDS
R.O. Shelling Grain & Feed	Shula, Tom
RA Murphy Construction	Sierra Organics
Radtkey, Terry	Silveira Pontiac,Buick GMC
Rafter 4R Ranch Raley's	Silverado Contractors
Superstore #329	Simon Brothers
Raley's Superstores #313	Skips Rotovating
Ralph's Auto & Truck	Sleepy Hollow Dairy
Ramatici Insurance Inc.	Smother's Parts International
Rancho Valle Verde	So.Co Law Enforcement Assoc.
Randy Cheda Trucking	Sobel Communications
Randy Parker	Sonoma County 40 & 8
RCX, INC	Sonoma County Board of Supervisors
Reardon, Frank	Sonoma County Fair Directors
Redwood Coast Petroleum	Sonoma County Fair Honorary
Redwood Empire Ice Arena	Directors
Renati Dairy	So. Co. Young Farmers & Ranchers
Renner, Mary	Sonoma Marin Veterinary Service
Repetto, Michele	Sonoma Market
Ricci Vineyards	Sonoma Media Group
Ridgeview Builders	Sonoma Raceway
River Ready Mix Company	Sonoma State University President
Rivers Aviation	Soper, Ray and Patty
River's End Inn	Sorenson, Phoebe
Riverside Farms	Spaghetti Palace
Rivertown Feed	Spaletta Ranch
Roades Hog Farm	Spaulding, McCulough & Tansil LLP
Robert & Nancy Hines	Speeda Sound
Robert McClelland	Spencer, Jeff & Jeni
Rodriguez, Monica & Russ	Springhill Cheese
Ronald J Burgess	Stacy Gevas Consulting
Rotary Club of Santa Rosa	Stafford, Lance

Stavin, Inc.	Veterinary Service, Inc.
Stemple Creek Ranch	Victor & Margaret Close
Stephen Pellegrini & Sons	Victorian Farmstead Meat Co.
Steve Davidson	Vinepro Vineyard Management
Stevens, Lee & Shirlene	Vineyard Industry Product
Stevenson, Richard	Vino Farms LLC
Sthymmel, Terry	Vintage Frey Tree Care
Stripe 'N' Seal, Inc.	Vintage Wine Estates
Stu Lambert Inc.	Votava, Jennifer
Sunrise Farms, LLC	W. K. Mclellan Construction
Sunshine Paint Company	W.R. Forde Associates
Swango, Natalie	Walker Apples
Sweet T's Restaurant and Bar	Wallaby Yogurt Co.
Tarca, Silvio, In Memory Of	Walsh Vineyard Management
Taylor Mountain, Inc.	Wasem & Coombs
TDS - Tire Distribution Systems	Wayside Gardens Mobile Home
Team Ghilotti	Park
Tellier Timber	Weber, Scott
Terrilinda Dairy	Weeks Drilling & Pump Co.
Tesconi, Tawny & Michael Wagner	Weger, George
The Boat House	Wells Fargo Insurance
The Boswell Company	West County 4-H/FFA Boosters
The Carle Family	West County Net, Inc
The Cliff House	West Side Mechanical
The Corcoran Family	Westec Tank
The Mosaic Company	Westgate Realty
The Sweet Tangerine	Westoby, John
Tim McCloskey Electric	Westside Optometry
Tim Menini Heating & Air Conditioning	Wheeler-Zamaroni Landscape
Toby's Trucking	Supply
Tomales Bay Foods	Wilbur Ellis Company
Top of the Hill Boers & Downs	Will & Jackie Mendoza
Tourady Ranch Inc	Willie Bird Turkeys
Trabucco, Dave & Charlene	Willow Creek Jerseys
Tran, Ken	Wilmar Properties
Trattore Estate Wines/ TastingRoom.com	Windsor Fuel Company
Travis Flowers	Windsor Rotary
Trinchero Family Estates - 1	Wine Country Pools
Trinchero Family Estates - 2	Wine Country Radio
Trione Vineyards & Winery	Wine Country Rock Crawlers
Triple C Ranch	Wine Country Shipping
Tunzi Ranch	Wine Industry Compliance
Turer, L. Stephen Attorney	Services LLC
Tuttle's Pharmacy	Witt Hay Sales
Twin Oaks Garage	Woodland Meats LLC
Two Rock Farms	Wright Contracting
Uboldi Vineyards	Wyatt Irrigation Supply
Uptick Vineyards	Young Verification Services
V Dolan Trucking	Zeigler, Kirt
V.M. & W.H. Hendren	Zeigler, Steve
Van Bebber Bros.	
VanAnda, Rankine	
VanAnda, Rich & Bonnie	

NOTE: SELECTIONS ARE RESTRICTED TO THE FOLLOWING BUTCHER SHOPS:

LAMBS & GOATS

Bud's Custom Meats	Sonoma County Meat Co.
Carolina Wild	Sonoma Market
G&G Market	Willowside Meats **
Ibleto's Meats	

LAMBS (no goats)

Glen Ellen Village Mkt.

HOGS

Bud's Custom Meats	Ibleto's Meats
Carolina Wild	Sonoma County Meat Co.
G&G Market	Sonoma Market
Glen Ellen Village Mkt.	Willowside Meats **

STEERS

Bud's Custom Meats	Ibleto's Meats
Carolina Wild	Sonoma County Meat Co.
G&G Market	

(** Willowside Meats locker space **is limited**. They will only accept up to 60 hogs and approximately 50 lambs/goats)

COMPLETE LISTING OF BUTCHER SHOPS:

BUD'S CUSTOM MEATS

Matthew Gamba795-8402
7750 Petaluma Hill Road Fax 795-0329
Penngrove, CA 94951
*(smoke available - vacuum packing – credit cards accepted
– offering delivery to local customers)*

CAROLINA WILD

Dominic Bickford.....526-7038
5280 Aero Drive Fax 526-7086
Santa Rosa, CA 95403
(smoke available - vacuum packing - credit cards accepted)

G&G MARKET

Matt Landucci546-3071
1211 West College Fax 575-5921
Santa Rosa, CA 95401
(vacuum packing - credit cards accepted)

GLEN ELLEN VILLAGE MARKET

Berry Shone.....996-6728 x 23
13750 Arnold Drive Fax 935-2184
Glen Ellen, CA 95442
(vacuum packing - credit cards accepted)

IBLETO'S MEATS
Vicki Ibleto 545-1054
1492 Lowell Avenue Fax 664-0954
Cotati, CA 94931
(smoke available, paper wrapped)

SONOMA COUNTY MEAT COMPANY
Jenine or Rian Alexander 521-0121
35 Sebastopol Ave.
Santa Rosa, CA 95407
(smoke available – vacuum packing – checks and credit cards accepted)

SONOMA MARKET
Scott Meroney996-3411 (x14)
520 W Napa Street Fax 935-0824
Sonoma, CA 95476
(smoke available- credit cards accepted)

WILLOWSIDE MEATS **
Don Alberigi546-8404
3421 Guerneville Road Fax 578-9074
Santa Rosa, CA 95401
(smoke available – credit card accepted)
*(**Locker space is limited to the first 60 hogs; and approximately first 50 lambs/goats)*

REMINDERS:

- Please contact your local locker/butcher shop after the sale regarding cut and wrap instructions for the animal that you purchase. If you do not call within 48 hours of the auction the butchers will cut the meat packaged for 2 in order to have room in their lockers.
- Buyers may be assessed an additional charge if their meat is not picked up within 10 working days.

Note: some of the butcher shops do not accept credit cards. Please be prepared to pay for cut/wrap with cash or check, unless credit cards accepted is noted above.