



Class 97: LIFE SKILLS MARKET COMPETITION

Objectives of this competition are:

- To teach 4-H members how to evaluate input costs and market value in order to estimate profitability.
- To teach 4-H members various marketing techniques to sell their products.

Criteria for Competition:

- Open to any 4-H Nova Scotia Life Skills project member.
- The 4-H member must exhibit their brief, accurate, and concise marketing report which includes the following:
 - Description and photo of the product.
 - Include details that would make the product attractive to consumers. Members are encouraged to use this section to produce a marketing piece such as a print advertisement or social media post.
 - Explain the steps you would take to sell the product.
 - Where? Online or in person
 - When? Seasonal or year round
 - Promotion? Social media, advertising, word of mouth
 - Profitability analysis.
 - Include a complete list of expenses including labour, promotion, costs of selling, tools, and materials to produce the product.
 - Include samples of comparable products and establish the selling price.
 - Evaluate the profit or loss of the project. Members are encouraged to expand on this section to evaluate if producing a larger quantity would be more profitable.

Submit your entry to 4-H Nova Scotia by 01 September 2022.

Email: info@4hnovascotia.ca **Fax:** 902-843-3990

Mail: 4-H Nova Scotia, PO Box 30066, Robie PO, Truro, NS B2N 7J1

Members will be notified by 4-H Nova Scotia by 15 September if their project item will be accepted at Nova Scotia Provincial Show for the Life Skills Market Display & Silent Auction. (Non-perishable items only.) The number of items will be determined by 4-H Nova Scotia staff based on space available and the size of items. Items to be dropped off 1:00-5:00 P.M. in Life Skills area. The Silent Auction will take place Saturday 8:00 A.M. until 6:00 P.M. High bidders can pay for and collect their item Saturday Night 6:00 – 7:00 P.M.