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The 2020 Alameda County Fair Livestock Show and Auction Goes on…Virtually

Pleasanton, Calif. – The Alameda County Fair will host its first virtual Jr. Livestock Show and Auction to support 4H and FFA students who each year raise animals, show them at the Fair, and sell them during the Livestock Auction. When the 2020 Fair was canceled in May due to the Covid-19 pandemic, the Fair began working on plans to continue to plan the Livestock Show and Auction with local 4H and FFA leaders.

4H and FFA exhibitors of large market animals (sheep, goats, pigs, and steer) were able to upload pictures and videos of their animals to the Fair website. The animals are put in classes/categories by weight before virtual judging begins.

The Virtual Auction pre-bidding and add-ons begins this Friday, July 10, at 5pm and runs through Sunday, July 12, at 8:59am. Pre-bidding allows a bidder to place a minimum bid and then receive a text message when they are outbid. An add-on is when a bidder is sponsoring an exhibitor's animal for a flat rate or fee per pound, thus adding on to exhibitor's overall sale. On July 12, from 9am to 4pm (approximately) the virtual auction will run by highlighting each lot for sale for a minimum of 90 seconds. Currently, 700 bidders have registered, an increase of 40% over 2019.

"The Fair team is thrilled to offer the virtual auction to 4H and FFA exhibitors. Agriculture is the foundation of County Fairs across the nation, the virtual auction helps exhibitors complete their projects," stated Fair CEO, Jerome Hoban.

Auction bidders can register by clicking here: alamedacountyfair.com

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The Fairgrounds is successfully operated by the Alameda County Agricultural Fair Association, a 501(c) 3, nonprofit organization, with no tax funding from the state or county. Venues Today ranked the Alameda County Fair among the Top 50 Fairs in North America and International Association of fairs and Exposition (IAFE) named Alameda County Fair a top 100 Fair.