



2025 Florida State Fair Pullet Project Show and Silent Auction

- **FFA Chapter, 4-H Club or YLPA Club Entries Only**
- **One entry per chapter or club**
- **Entry Fee: \$40.00 per entry**
 - **6 chicks**
 - **1 pound bag of chick starter**



**For questions, please
call or email:

(813) 627-4229
Ag@FloridaStateFair.com**

IMPORTANT DATES

**Entry Deadline
June 28, 2024**

**MANDATORY
Pullet Project Clinic
August 3, 2024**

**Pullet Project Video
Submission
January 10, 2025**

**Arrival
February 11, 2025
1:00 PM – 9:00 PM**

**Judging
February 12, 2025**

**Silent Auction
February 12 – February 15**

**Awards
February 16, 2025
4:30 PM**

**Release to Buyer
February 16, 2025
5:00 PM – 8:00 PM**

**FLORIDA
STATE FAIR**



**February 6 – 17,
2025**

RULES & REGULATIONS

1. Entries must be made as a chapter or club project. The online registration form must be completed by June 28, 2024. The online registration form is located on the Florida State Fair Agribusiness website – www.floridastatefairag.com. Paper or emailed entries are not accepted.
2. FFA Chapters, 4-H Clubs, and YLPA Clubs must be valid clubs and in good standing with their local and state organizations.
3. The Pullet Project will be limited to 25 entries on a first-come, first-served basis.
4. A \$40.00 entry fee will be required at the time of online entry. Entry fees are non-refundable. The fee includes 6 chicks, a 1-pound bag of chick starter, and a take-home box.
5. Only pullets purchased from the Florida State Fair are eligible to return for the show and silent auction.
6. A **MANDATORY CLINIC** will be held on Saturday, August 3, 2024, at the Florida State Fairgrounds. Check-in will begin at 9:30 a.m., and the clinic will conclude by 12 p.m. Information on chick care will be provided, and project requirements will be discussed. At least 1 adult and 1 youth are required to attend. Chapters/clubs will be picking up their chicks at the end of the clinic.
7. Entries in the Pullet Project must consist of three pullets as purchased through the Florida State Fair.
8. Chapters/Clubs must complete the Pullet Project Marketing Video to participate in the show and silent auction. Videos must be uploaded to YouTube, and the registration form must be submitted to the Agribusiness Office on or before January 10, 2025.
9. Poultry must be brought to the Fair in a ventilated container. A State Poultry Inspector will be present to test birds, and a visual inspection will be conducted to check for external parasites. Birds must stay in their container until inspection begins. The Florida State Fair Authority reserves the right to refuse entry to any fowl that appears to be sick, diseased, or infected with lice or mites.
10. No signs or unauthorized cards are to be placed on the cage except by the Youth Poultry Committee.
11. All eggs laid during the fair will become the property of the Florida State Fair Authority and will be displayed and judged for egg production quality.
12. The Youth Poultry Committee will feed and water pullets during the fair.
13. The owner or custodian of property of any kind brought to the Fairgrounds, either for exhibitor or for other purposes, assumes as a condition of its admission to the grounds all risk and/or responsibility for its loss, damage, or theft.
14. The Fair, its officers, and its employees cannot and will not accept responsibility and liability for any damage or injury resulting from theft, fire, the elements, accidents, or other conditions or causes, whether to exhibits, property of the exhibitor, vehicles on the grounds and articles left therein or any other property of any nature whatsoever.

15. The management of the Florida State Fair reserves the right to revise the dollar amount of the premiums.

JUDGING

1. A modified Danish System of judging will be used. The decision of the judge will be final, and no appeal will be considered.
2. Any exhibitor who interferes with the judging will cause the chapters/club's exhibit to be promptly excluded from the show, silent auction and premium monies will be withheld.
3. All animals must be present in the coop to be evaluated by the judge to receive premiums.
4. Chapters will be provided with 6 tickets for use by members involved in the project. Tickets will be used for arrival and announcement of awards.
5. Judging Criteria:
 - 50% - Quality of Pullets
 - 25% - Egg Production
 - 25% - Pullet Project Marketing Video

SILENT AUCTION

1. Chapters/Clubs are HIGHLY encouraged to send letters to potential buyers. The information in the letter should include chapter information, invite them to the fair, tell them about your project, and ask them to consider bidding on or purchasing your pullet pen.
2. An online bidding platform will be utilized for the silent auction. More information will be available soon.
3. Bidding will begin at 11:00 AM on February 12, 2025, and will run through 7:00 PM on February 15, 2025.
43. The Youth Poultry Committee will notify the winning bidder on February 15, 2025.
5. The winning bidder will be responsible for picking up their birds on February 16, 2025, from 5:00 PM to 8:00 PM. Payment is required at pickup. Cash or credit cards will be accepted only.
6. The winning bidder will be provided with 2 tickets to enter the fair to pick up their birds. Tickets, a map, and instructions will be emailed. The winning bidder will need to supply a well-ventilated container for removing the pullets.
7. The chapter or club will receive 100% of the silent auction's proceeds. The Florida State Fair will not withhold any money from the sale.

BUYER THANK YOU LETTERS

1. Buyer information will be emailed to the advisor listed on the registration form no later than February 24, 2025.
2. A copy of the thank you letter to the buyer is due to the Agribusiness Office by June 30, 2025.

3. Check for premiums and sale monies will be issued once a copy of the thank you letter is received. Checks will be void after 6 months from the date on the check. Replacement checks will not be issued.
4. No checks will be issued after June 30, 2025.

PULLET PROJECT MARKETING VIDEO

1. Chapters/Clubs are required to upload a marketing video to YouTube. Videos must be 2-3 minutes in length. See pages 5 and 6 for instructions and the judging rubric.
2. Videos should include details, pictures, videos, creative elements, etc., showcasing the duration of the project and why people should come to the Fair to purchase the pullets. Be creative!
3. Tutorials on how to edit videos and upload them can be found on YouTube.
4. The submission deadline is January 10, 2025.

AWARDS

Grand Champion	\$250 + Banner
Reserve Grand Champion	\$200 + Banner
3 rd Overall	\$150 + Banner
4 th Overall	\$100 + Banner
5 th Overall	\$75 + Banner

**This project is not associated with the Champion of Champions Program. Events and activities will not qualify for Achievement Points in the Youth Poultry Show.*

Florida State Fair

Pullet Project Marketing Video Instructions

Step 1: Define Your Audience

You should plan your video to market your project to potential buyers and share your experience with fair patrons. Your video needs to be 2-3 minutes long.

Step 2: Set Up

Team up with your chapter or club and set up your background, props, and lighting for your video. Take practice clips to work out the shot - don't be so far away that you cannot be seen or clearly heard. Remember that background noise, movement and wind will distract from your video presentation.

Step 3: Practice

Shoot a couple of long practice clips and share them with your friends or family to critique. Maybe even involve your school's TV Production class.

Step 4: Final Video

Now create your final video. Read the rubric to understand how your video will be graded.

Step 5: Submitting Your Video and Registration Form

Video Submission: YouTube.com

- *Upload as Unlisted so that only you and the Florida State Fair have access.
- *File Format must be .MP4 or WMV
- *Length of any video is 2-3 minutes long
- *Instructions are available at <https://www.youtube.com/watch?v=VtF2AgFSLAw>

Entry Form with Video Submission

- * Registration Forms are located under the *Specialty Events* tab on the Ag website <http://www.floridastatefairag.com>
- *Open the Event & Show Information page – Pullet Project
- *Click on the Online Video Registration Form. Fill out the form electronically and submit the form.
- *Make sure all required information is included – especially the *unlisted link* to your YouTube video.

Deadline January 10, 2025

Pullet Project Marketing Video Rubric

Chapter or Club Name: _____

Points Earned	Possible Points	Criteria	Remarks
	5	<u>Greeting/Introduction</u> -Formal greeting by chapter spokesperson -Well groomed -Professional Appearance -Introduction includes chapter name -Courteous and Friendly	
	5	<u>Content</u> -Conveys key concepts of marketing to potential buyers and educational aspects of the project. -Covers challenges and successes during the project -Covers duration of project	
	5	<u>Video/Audio/Editing</u> -Avoid distracting background or wind noise -Avoid visual background distractions -Speakers are heard clearly -Final video has been viewed on YouTube -Includes a variety of media (video, pictures, Title pages, music-must not violate copyrights or trademarks).	
	5	<u>Follows Directions</u> -Video of appropriate length -Correct grammar and sentence structure -Clear closing, not sudden stop at the end	
	5	<u>Creativity</u> -Video was unique and memorable -Contained creative elements -Draws in the viewer -Captivating	
	25	Total Score	