University of Maryland Extension
4-H Youth Development Program

Virtual Showcase Toolkit

A Resource for 4-H Programs and Partners

University of Maryland Extension
4-H Youth Development Program
Maryland 4-H Center
College Park, MD

Maryland 4-H Youth Development Program Virtual Showcase Toolkit
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INTRODUCTION TO THE TOOLKIT

The fair has traditionally played an important part in the lives of 4-H youth across Maryland. The opportunity for 4-H youth to share what they have learned and to demonstrate mastery of skills related to their 4-H project work is an important part of both the fair experience and the 4-H experience. The current pandemic has challenged fair organizers with regards to the feasibility of conducting fairs in the traditional way. Concerns about the safety and well-being of fair participants and attendees have led organizers to modify or cancel some fairs, leading to the loss of fair-related exhibit opportunities for some members of the 4-H community. 4-H professionals, youth, volunteers, and partners now have an opportunity to change and adapt, as we remain committed, yet flexible, to meeting the needs of our communities.

Public, county/city and state fairs and expositions are often venues for youth to have unique 4-H learning experiences as they showcase and demonstrate what they learned throughout the year. In the absence of in-person fairs, the 4-H community can work together with our partners to provide alternative opportunities for youth to demonstrate what they have learned and have their project exhibits evaluated. Virtual showcases are being considered by many groups. Fairs will have varying abilities to partner with Maryland 4-H on alternative opportunities due to their own unique situations in relation to funding, resources, facilities, and policies. It is critical to be mindful of the unique reality of each fair and to maintain open communication during the process to determine what the virtual showcase partnership may look like.

4-H Member Exhibits at Fairs Serve Several Purposes:
- Provides opportunities for 4-H members to share or demonstrate what was learned.
- Measures individual progress and skills learned against goals and standards.
- Allows 4-H members to receive feedback on their projects from a caring adult.
- Provides recognition of 4-H members' accomplishments.
- Offers opportunities for the public to see 4-H in action.

To support this valuable experience for our youth and to continue to serve the purposes of 4-H member exhibits at fairs, this toolkit is for 4-H professionals, volunteers, members, and partners to utilize in the event the in-person fair is canceled, and the 4-H community organizes a virtual showcase. The virtual showcase may look like a "fun show" where all youth participate in a non-competitive, unjudged setting, or it could be a judged event with awards and placings.

Ideally, the evaluation and feedback experience should continue to include a form of interaction between members and judges. Offering individual feedback helps 4-H members continue their skill development and gain personal satisfaction.

This toolkit offers recommendations for how county/city and state virtual showcases can continue to serve 4-H members, families, and communities while remaining responsive to the current conditions and keeping our communities safe. The toolkit offers best practices for completely virtual/online showcases and hybrid events combining virtual and in-person components. It provides considerations for adapting the judging experience for most exhibit areas to potential online platforms. Conducting a virtual showcase is a new experience for many of us; these recommendations can serve as a starting point for discussions with county/city and state fair boards, county/city Extension, volunteer groups, and other local decisionmakers.

All events and activities should be conducted in a way that protects the health and safety of staff, volunteers, participants, and communities. Consideration must be given to guidance provided by the Governor's office, UMD College Park, public health officials, and the Maryland Department of Agriculture. Maryland 4-H events must also follow guidance and directives from University of Maryland Extension. It is important to consult with appropriate local and state government and agency officials as groups make decisions on how best to provide quality educational experiences for our youth.

Under the leadership of Extension staff, volunteers, fair boards, and community partners, we are confident we will continue to provide important educational experiences for Maryland 4-H youth. The experiences gained from exploration and delivery of virtual showcases will remain in our 4-H programming toolbox well beyond the current pandemic.

VIRTUAL SHOWCASE RECOMMENDATIONS

This toolkit is provided to assist county and city 4-H programs which are working with partners to make difficult decisions regarding fairs in order to comply with pandemic-related guidelines. This toolkit will help groups address some common questions they may have: "Will our county/city 4-H program need to adopt a virtual showcase format?," "What time frames are important as we make various decisions?," "What technical options exist to conduct a virtual showcase?" and "What are the key considerations for conducting a virtual showcase?"

Communication between the local fair board, fair manager, county/city commissioners and UME Extension staff is critical to the process/decision to move forward with a virtual showcase. Remember that each county/city situation is different, and will determine what a virtual showcase looks like for their 4-H community. The local 4-H faculty and staff are responsible for ensuring UME 4-H policies are followed.

General Considerations:

- What systems (online entry systems, Google docs and forms, YouTube Channel, etc.) do you have in place or would you need to put in place? Do you have expertise using these systems? How will you work with volunteers to implement them? With which systems may your families be familiar and experienced?

- How will youth show what they have learned? Will there be an opportunity for youth to receive feedback about the project? If so, how will that happen? Even with a virtual format, animal ownership/management guidelines, and other specific project guidelines should be met.

- Is there a need to conduct interview judging or other interactive elements?

- Exhibit Format - What type of format will satisfactorily display and represent participants' exhibits? Will a photo be sufficient? Or will a video of their project exhibits be necessary? Could static exhibits be collected at a central location and have judges evaluate them?

- Do you need to modify any classes? Do you need to reduce the number of classes offered? Will you need to limit the number of exhibits that a participant can enter in a class in some project areas or for the total show? What requirements are necessary for adjusting classes to align with different Maryland 4-H age divisions (i.e. Clovers, Juniors, Intermediates, and Seniors)?

- Which judging system will be used? 4-H typically uses either the Danish or American System.
  - Danish System—exhibits are judged against a standard, and not each other—blue (excellent, meets high standards), red (good), and white (meets minimum standards, but only of fair quality).
  - American System—exhibits are judged against a standard and compared to each other—the class is ranked (1st, 2nd, 3rd, etc.).
  Consider which system would work best in the virtual setting. What standards will be followed? What is the criteria for placing the class? Is there a scorecard for the respective projects?

- For animal science project exhibits, what is the primary showcase priority? Is the purpose for showmanship, type, performance, obedience, etc.?

- Will the participant be included in the photo/video? What are the privacy and safety guidelines to consider? What is the appropriate dress for safety, especially for animal project exhibitors, and for representation of the 4-H program?

- Is the virtual opportunity equitable, does it provide equal access, and is itADA compliant? What can you reasonably do to ensure equitability for program participants? What technology do your 4-H members have access to and what can you do to help them if access is a concern?

- How will the health and safety of youth participants and others be addressed? These are a concern, both in the physical and virtual settings. Follow Maryland 4-H policies and procedures regarding adult and youth interactions and privacy.

- How can the virtual showcase be kept simple and manageable, while keeping the essential elements of youth development the priority?

- What resources will be available, and what could your county/city fair support (e.g., board, manager, management systems, ribbons, judges, staff, etc.)? Other supporters?

County/City Extension Office Responsibilities
This will vary depending on the unique situations of each county/city 4-H program.

Preparation:

1. Decide on a platform or virtual system to collect submissions.
2. Determine whether exhibit submissions will be conducted using live or recorded video, and/or photo submissions.
3. Determine what events or classes can be offered virtually. Prepare the final class list.
4. Plan the necessary types of communication with exhibitors. Establish a timeline.
5. Publish and distribute the entry guide and schedule as soon as possible. Create these in collaboration with the responsible council/board and assist with distribution to 4-H youth and volunteers.
6. Develop and plan distribution of marketing materials such as fliers for email and promotional posts for social media that might be used before and during the event, and for announcing winners afterwards. Draw upon the skills of volunteers. The Extension office must give final approval of marketing materials.
7. Communicate with judges and familiarize them with the online processes. Set up contracts with judges and make a point to contact them on the phone to ensure your dates are still available. Provide judges with evaluation guidelines if they are different than posted in the fair book. Provide an expectation of when judging needs to be completed. Depending on the project, email project requirements a few days before the event to help save time.
8. Set up reminders for participants regarding the schedule and deadlines.
9. Determine and share evaluation criteria with exhibitors and judges for each project and class as appropriate.
10. Provide judging rubrics, guidelines, and information/training on using the American/Danish system of judging for exhibitors and judges.
11. If used, create a plan for interview-type judging. Interview judging could be conducted via a web conferencing (Zoom, WebEx, etc.) meeting. Send the link ahead of time along with meeting date and time to the exhibiting youth and judges. Judges would complete an evaluation to be emailed to the county office. Keep in mind two adult volunteers/staff/faculty must be present on all web conferencing events (virtual sessions should not be recorded; however, if recording is necessary, parental consent should be obtained prior to recording).
12. Create a plan for demonstrations and public presentations. Demonstrations and public presentation contests can be conducted web conferencing (Zoom, WebEx, etc.) like interview judging, or youth can submit a video.

Judging and Feedback:

1. Prepare final class lists with exhibitors listed by exhibitor number. You can prepare class lists using Excel or the current fair program being used.
2. Sort the projects by class and organize all links from county/city youth.
   - Try to keep the class size small enough so a judge can logically and efficiently evaluate them.
3. For recorded video and photo submissions:
   - Entries need to be reviewed by a 4-H professional, a volunteer serving as a fair superintendent, or a designated UME certified 4-H volunteer.
   - Label files and folders consistently so they are easy to navigate (e.g., by project, class, exhibitor name, age, and club name).
   - Check links to make sure the videos work and were uploaded properly. If a link doesn't work, contact the participant so they can resubmit.
   - Check that each exhibitor has a completed and approved media release form if media submitted with youths' image and/or name will be viewable by the public.
4. Once classes are filled, send class lists to the judge. Provide links and/or access to photo/video files for judges. Be sure to limit access to electronic folders/files to assigned judges to protect the privacy of participants and ensure confidentiality.
5. Share judges' results (and comments) with the exhibitors.
6. Provide instructions for distribution or pick up of any awards, materials or static exhibits which need to be returned to the member.

Participant Responsibilities

This will vary depending on the unique situations of each county/city 4-H program.

1. Be aware of entry requirements and expectations.
2. Submit any required registration paperwork by the given deadline.
3. Be prepared to upload a video or photo of the project exhibit and ensure all settings are "private" or "unlisted." Be sure to complete and submit the publicity release form to allow for public exhibition.
4. Make sure the project is prepared as it would be presented to the judge for in-person judging.
5. Wear appropriate attire if footage of the exhibitor with the project exhibit is required (refer to the exhibitor guide).
6. Video and photo submissions:
   - Most video recorders, tablets, and cell phones can be used to record videos and take photos.

- Read instructions carefully ahead of time and watch the sample video if one is provided. Focus on the project and capture all required views and angles of the project.
- Make sure to include footage of the exhibitor with the exhibitor's face visible with the project (if required).

7. Videos should be appropriate in length (typically ranges between 45-90 seconds) and submitted in the horizontal / landscape mode.
8. Submit required materials (any documents, photos, and/or videos) and project details via email or the platform made available for the virtual show. Refer to the county/city guidelines.

Judge Responsibilities
This will vary depending on the unique situations of each county/city 4-H program.

Be prepared with information about the project assigned for judging (project materials, rubric, and guidelines).

1. Attend any required judge's trainings.
2. Understand the judging system (American or Danish) prior to judging.
3. Judges should receive the class list from the county/city Extension office, including relevant class information and the links to the videos or pictures.
4. View the videos or pictures. Make official placings or awards determinations.
5. List the scores/rankings of the projects. Identify the ribbon color of each project.
6. Provide a brief (20-30 word) reason for the score/ranking or ribbon color (positive and constructive feedback) or conduct individual or group interviews with exhibitors as requested.
7. Submit the ranking and information to the county/city 4-H professional.

Submission Considerations:

- Establish an entry deadline for making entries. Can adjustments be made after entry submission?

- Exhibit Format – Will you require photos or videos? Length? Views? Patterns? No editing? Timeline for allowable recording period (i.e. within 10 days of submission deadline)?

- Establish a process and deadline for submitting photos/videos. Is the deadline for submission the same as the entry deadline? Where should families upload submissions?

- How/where will staff transfer photos and videos for the judging process?

ANIMAL EXHIBIT SUBMISSIONS

- Determine what classes will be offered. Are all classes feasible? Are some not doable in a virtual format? Are you having market classes? Breeding classes? Showmanship? How will those classes be split?

- Breed/registered classes consider photo of tattoo or PDF upload of registration papers.

- Determine weight requirements. How will you handle not having a fair weight on animals? If exhibitors self-submit a weight, do you need a photo/video, or scale verification ticket confirming? Consider options to obtain weights:
  - Co-op, other business scale, etc.
  - Can estimated weights using calculations derived from body length and heart girth be sufficient?
  - Without a fair check in weight, can market animals be judged virtually by physical traits such as body width, length, depth, finish, structure and balance?

- Consider temporary revisions to class rules regarding things like required min/max weights or ADG (Average Daily Gain) for individual or pen market species.

- Can some classes that are time sensitive for the project, such as livestock breeding, dog, or horse, be offered at a later event?

- What new classes or competitions could be offered to replace classes that are determined as not feasible in the virtual format?"
  - Video log of housing, care and management, husbandry
  - A high-tech version of an educational poster describing the project
  - Video classes on fitting, setting up the animal?
  - Video classes with a list of knowledge-based questions from the judge that each member answers by video submission?

Considerations Regarding Judging and Awards:

JUDGING OF CLASSES

- Are judges available on your show dates? Do judges have internet access? What support would they need to utilize the technology/platform you are using?
- Does timeframe for evaluation and results need to be altered? If timeframe is extended, will there be additional costs? Who will pay for the additional costs?

RESULTS, RIBBONS, AWARDS

- How will you share the results of virtual classes/shows?
  - YouTube channel, social media, newspaper, email, mailed paper evaluation from judge (do you have publicity release?)
  - Placings only? Judge's comments and reasoning for class placings?
    - Consider Class or Breed Champions versus Overall Grand or Show Champions due to the limited scope of information available to the judge.
    - Is there an option to view? Live feed/recording of judging classes? Assembled video clips in class order with judges reasoning as a voice over that could be shared on YouTube or another platform?
- Consider what level of awards you may want to give.
  - Grand, Champion, Placing, Danish
  - Will you award trophies? Will past award sponsors still support?
  - How will awards be distributed?
  - Will you need to verify identity of the exhibit animals?
- Is the entity that typically supplies awards/premiums willing to do this for a virtual show? What alternatives could there be if not?
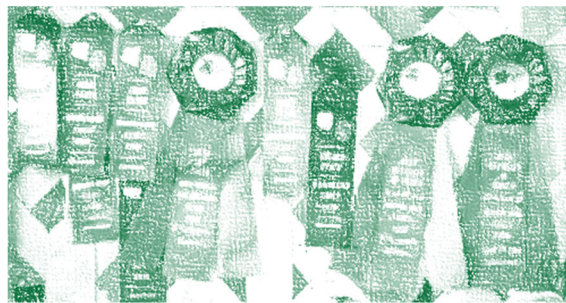
Guidelines for Equine

- Primary focus should be on positive youth development.
- Class list priority is showmanship, then equitation classes.
- Entries must follow state 4-H program policy; animal ownership/management guidelines; and the Maryland 4-H Horse Show Rule Book and Addendum.
- Focus on safety for the youth, both from a horse handling and riding standpoint and also virtual safety. Each county/city is different regarding where kids can ride. For example, is the riding location a pasture or small paddock, an arena, private or public facility?
  - Choose patterns that would accommodate very limited riding space such as a narrow paddock.
- Exhibitors should dress appropriately for safety and discipline—helmets, boots, long pants, long sleeve shirt/blouse.
- Appropriate use and fitting of tack and equipment.

Recommendations for Equine

- Keep it simple. Follow local guidelines such as rules/safety that are the usual part of the county/city program, but not less restrictive than state policy or Maryland 4-H Horse Show Rule Book and Addendum.
- Consider using the Danish system — Champion/Reserve Champion do not have to be awarded.
- Guidelines for doing a video:
  - Video length: Shorter patterns should run a recommended 2 to 3 minutes. Longer videos may be cumbersome for judges and impact their ability to provide feedback.
  - Indicate on all patterns/explanations of elements where the camera should be located.
  - Focus on safety.
  - Require audio to ensure there is no coaching.
- Provide a length of time (at least one week) for exhibitors to take and submit videos.
  - Consider offering one to two classes per week over a longer time span.

- If using patterns, keep them short and simple and based on skill level and age. Less is more and will provide ample opportunity for learning and horsemanship for all equine exhibitors.
- Adjacent counties may want to combine resources—for example, one county could do showmanship and another county do Hunt Seat Equitation Over Fences/Hunt Seat equitation/Dressage. A third county could do the other equitation classes.
- Limit class registration to encourage local participation rather than "going big" beyond your community.
- Think about adding other "showcase" items—such as knowledge questions, essays, artwork, public presentations, etc.
- Secure judges that understand positive youth development; 4-H; Danish system of judging; and horses and are comfortable judging in a virtual platform. Judges should understand the importance of equity, access, and safety of participants in a virtual judging context.

Guidelines for Livestock

Fair and exhibition closures may result in adjustments to offerings and how we evaluate the project areas and guidelines set in place. It is possible to evaluate showmanship and quality of the animal virtually with videos produced with a handler.

Refer to **Section 9: Animal Exhibit Tools for Success** for more considerations for the virtual livestock projects.

MEETING ONLINE WITH YOUTH

Virtual 4-H connections can help us all stay engaged in 4-H during periods of social distancing and may be a way to strengthen networking and sharing in the future. The Maryland 4-H *Virtual Connect: Engagement Opportunities and Expectations* document provides options and guidance for faculty, staff and volunteers to connect with 4-H clubs and groups, continue annual club plans, work and share 4-H project progress, conduct demonstrations, and continue learning.
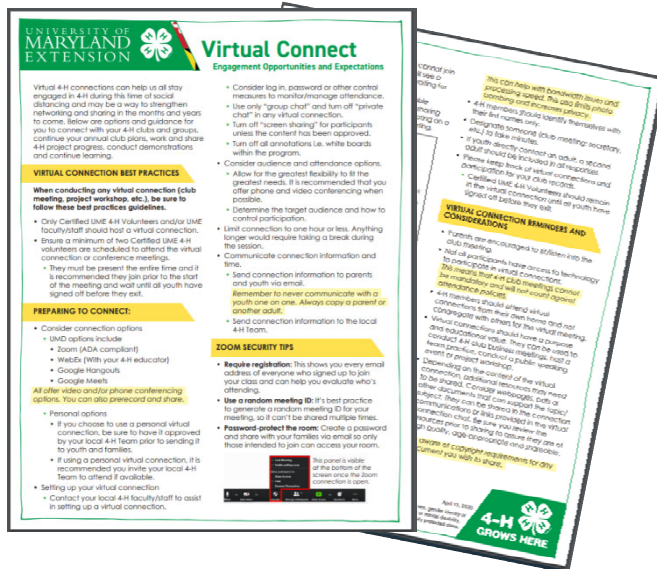
Virtual 4-H opportunities or connections can help keep 4-H members connected and on track with their 4-H projects. Keep in mind that not all 4-H members have access to technology to participate in virtual sessions or conference calls. Therefore, virtual sessions or conference call 4-H meetings *cannot* be mandatory and may serve as one option for participation.

The protection of members is of utmost importance in the 4-H Youth Development Program. Ensuring two-deep leadership by requiring two certified UME 4-H volunteers are present during any virtual connection or conference call, just like at an in-person club meeting, is a cornerstone of the 4-H youth development protection strategy. Please continue to ensure that Maryland 4-H policies & procedures are followed during all virtual 4-H activities.

Parents are encouraged to listen to the club meeting or virtual session. 4-H members should attend virtual connections from their own home and not congregate with others for the virtual meeting. Virtual connections should have a purpose and educational value. They can be used to conduct 4-H club business meetings, host a team practice, conduct a public speaking event, hold a project workshop, or used as a component of a virtual showcase.

Best Practices When Connecting Virtually with Youth:

Review the Maryland 4-H *Virtual Connect: Engagement Opportunities and Expectations* document for details. Here are a few key guidelines:

- When conducting any virtual connection (club meeting, project workshop, etc.), be sure to follow these best practices guidelines:
  - Only certified UME 4-H volunteers and/or UME faculty/staff should host a virtual connection.
  - Ensure a minimum of two certified UME 4-H volunteers and/or UME faculty/staff are scheduled to attend the virtual connection or conference meetings.
  - Certified UME 4-H volunteers must be present the entire time and it is recommended they join prior to the start of the meeting and wait until all youth have signed off before they exit.
- Do not record the meeting. Maryland law prohibits the recording of any conversation (by any means) without notice and affirmative consent of all affected parties.
- Mute upon entry or have participants mute unless speaking.
- Use waiting rooms to regulate the allowance of only approved individuals into a meeting.
- Turn session annotations and computer cameras off unless needed for visual aid. This can help with bandwidth issues and processing speed. This also limits photo bombing, inappropriate or distracting drawings, and increases privacy.
- 4-H members should be familiar with platform functionalities prior to connecting and should identify themselves with their first names only.
- Designate someone (club meeting: secretary, etc.) to take minutes or notes from the session.
- If youth directly contact an adult, a second adult should be included in all responses.
- Keep track of virtual connections and participation for your records.
- Contact your University of Maryland Extension County/City 4-H Program Office if you have any questions or need any assistance.

Originally adapted by WSU with permission from the University of California 4-H Youth Development Program. Contains content from Maryland 4-H Virtual Connect: Engagement Opportunities and Expectations.

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OVERVIEW OF ONLINE PLATFORMS

Any platform used should be secure to provide safety for our youth. County/city staff have oversight and final authority but can delegate to middle managers, superintendents, and/or key volunteers that understand technology and the importance of secure platforms.

There are different options for platforms that can be made available for families to submit entries, pictures, or videos. The more common platforms are YouTube, Vimeo, Google Drive/Forms, Qualtrics, Flipgrid, fair management programs such as Fair Entry and ShoWorks, social media platforms such as Facebook and Instagram, and email.

Staff Considerations:

- What are you experienced in?
- What are your families experienced with?
- What do you have access to?
- What are you permitted to use with youth audiences? Any restrictions?

YouTube

Commonly used by both youth and adults. Youth use it to upload videos for school and may already be familiar with it. It is simple to use.

How to…
How to upload to YouTube from iPhone, iPad and iPod
How to upload to YouTube from Android
How to upload to YouTube (general)

Youth/Families
- Record video of exhibit and save it to a computer or cellphone.
- Upload video to YouTube using the create button (looks like a video camera).
- Title your video like the example below:
  LastNameFirstNameDivisionClassTag(or tattoo)
  Example - "SmithMichaelMarketBeefAngusJJS1257"
- Click "Next" twice. (If on cellphone skip this step).
- Set your visibility setting for "Unlisted." This means only people with the link will be able to see or find the video. A link to the video will be automatically generated to share.
- Click save or upload. Copy the video link that appears.
- Paste this video link to the site that the Extension Office has shared.

Staff
- Make sure to think through how you will collect links and save them to a place that is easy to find.
- Be sure to instruct users to modify the privacy setting upon video upload. This can be done using the dropdown box and choosing "Unlisted" then choose save. This will automatically generate a video link that can be shared with anyone that the user chooses.

Vimeo

Similar to YouTube. May not be as familiar to families. For ease of uploading and access, videos will need to be accessible to the public.

How to…
[How to upload to Vimeo](#)

Youth/Families
- Record video of exhibit and save it to a computer or cellphone.
- Go to Vimeo.com and click "New Video."
- Upload your video.
- Title your video like the example below:
  LastNameFirstNameDivisionClassTag(or tattoo)
  Example - "SmithMichaelMarketBeefAngusJJS1257"
- Click "Next" twice. (If on cellphone skip this step).
- Set your Privacy Setting to "Anyone can see this video."
- Click save. Then click the green bar that says "Upload Complete! Go to video."
- Copy the video link from your web browser.
- Paste this video link to the site that the Extension Office has shared.

Staff
- Make sure to think through how you will collect links and save them to a place that is easy to find.
- Offer secure video sharing through advanced privacy settings.

Google Drive/Forms

Google Drive is an online files storage service that gives you 15GB of cloud storage for free; even more storage is available with a "*.umd" email address. Google Drive is Google's cloud service that enables you to store and synchronize your files for easy backup and access from multiple devices, such as your desktop computer, smartphone, and tablet.

How to…
[How to upload to Google Drive](#)

Youth/Families
- Record video of exhibit and save it to a computer or cellphone.
- <u>Click here</u> for steps to upload to Google Drive.
- Once uploaded to Google Drive, <u>use these steps</u> to share the link as directed by your Extension Office. It is important to share the link using these steps so that county/city staff have the right permission to access your content.

Staff
- Make sure to think through how you will collect links and save them to a place that is easy to find.

Qualtrics

Qualtrics is an online data collection tool licensed by the University for use in academic-related research and administrative projects. Qualtrics allows users to create and administer surveys and web forms, and provides quantitative analysis and reporting on collected data. Qualtrics accounts are available at no direct cost to UMD employees and students that have a valid UMD Network ID and password.

Qualtrics Basics: https://wiki.moo.umd.edu/display/umeanswers/Qualtrics+Basics

Flipgrid

Flipgrid is a video discussion platform used by PreK to PhD students, school educators, and families. Create an account in Flipgrid by clicking the "Educator SignUp" button in the top right. Educators will need to use either a Google or Microsoft account. To protect the identity of 4-H members, assign an exhibitor number to each member, just as would be done for a live show. There is a limit of 250 exhibitors. Co-pilots are others that have access to the grids. They could be other educators or leaders and Flipgrid will also be how you add the judge – they must have an Educator account.

See "How to record and submit a video"

https://help.flipgrid.com/hc/en-us/articles/360044723514-How-to-record-and-submit-a-video

ShoWorks Fair Management Program

If your county/city fair has ShoWorks in place to manage fair entries, this platform can be used to host both a virtual show and a virtual auction. ShoWorks can be used to process registrations, judging, premium payouts, and auctions for all types of entries, including creative & home arts, media, livestock, and more. There are variable pricing structures, depending on the size of your show. ShoWorks connects live to FairJudge allowing you to view digital photos that exhibitors have uploaded and livestock health papers uploaded to LivestockDocs.

ShoWorks sponsored Demos:
- http://www.fairsoftware.com/
- https://www.youtube.com/channel/UC9pnfMcAqFqBqejdHzROKZA/featured

FairEntry Fair Management Program

FairEntry has exclusive access to 4HOnline data and can easily import that data for use in registration. When set up correctly, exhibitors can upload photos of their exhibits. Video can't be uploaded directly into FairEntry, but links from other platforms can be uploaded and viewed by the judges. The following are recommendations for photo and/or video submissions.

Under either the Department, Division, Class or Sub-Class add:
- Custom Files for each photo angle that you want youth to submit. Make these required if you need youth to upload these for judging. Select all photo types for ease of uploading for youth.
- For video either: Create a custom field that says, "Put video hyperlink here" or instruct youth to add the hyperlink to the "Exhibit Description" field.
- For judging and all FairEntry Virtual Fair info, please view the FairEntry help video.

Blue Ribbon Fair Management Software

If your county/city fair has Blue Ribbon in place, exhibitors can upload registration certificates, health papers, photos or many other types of documents required, by the fair, for the exhibitor or individual entry. See www.martechsys.com/.

Other Familiar Social Media Platforms

Facebook

Using Facebook requires families to have a Facebook account and Facebook is not intended for youth under the age of 13. Facebook events are a way to keep 4-H families up to date on deadlines and virtual showcase events.

Instagram

Instagram is a free photo and video sharing app available on Apple iOS, Android and Windows Phone. People can upload photos or videos to our service and share them with their followers or a select group of friends. They can also view, comment and like posts shared by their friends on Instagram. Anyone 13 and older can create an account by registering an email address and selecting a username.

Email

Gmail

Gmail is a free email service developed by Google. Gmail accounts are available at no direct cost to UMD employees and students. Smaller fairs and shows might even consider receiving entries and exhibit photos or videos (video links) through email. The receiver would need to arrange entries into appropriate classes and distribute to judges. Classes could be compiled into PowerPoints or spreadsheets. Results could also be distributed via email or posted on a website.

NOTE: This listing provides examples of available virtual platforms. This list is not all inclusive. Listing of platforms here does not indicate endorsement. Some platforms may have associated costs.

Contains material adapted with permission from Washington State University 4-H Program, Iowa State University 4-H Youth Development Program, Penn State Extension, and Maryland 4-H.

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EXPECTATIONS: JUDGES OF VIRTUAL SHOWS

Tasks

- Attend judges training before the fair or showcase, if offered.
- Learn the goals, purposes, objectives, activities, required materials, rules, and regulations of the project area(s) to be judged.
- Review the fair or showcase book for additional rules and guidelines.
- Use a 4-H rubric for scoring each youth on their 4-H project if provided.
- Learn the expectations and rules for each age group (4-H Clovers: 5-7 yrs.; Juniors: 8-10 yrs.; Intermediates: 11-13 yrs.; Seniors: 13-19 yrs.).
- Understand the developmental stages of youth and the need to use positive and developmentally appropriate language during interactions with youth.
- Learn and understand the Danish system of judging.
- Learn the awards given for each project area.

Skills/Knowledge Needed

- Understand youth development and judging based on appropriate expectations of age and stage of 4-H member (4-H Clovers, Juniors, Intermediate, Senior). Note: 4-H Clovers do not participate in competitive judging processes; they are recognized for "participation" only.
- Ability to evaluate a variety of youth projects submitted for fairs or showcases may be necessary.
- Have ability to recognize all achievements of the youth, even the small ones.
- Be skilled at providing kind, constructive written and verbal feedback in a format that youth can understand and utilize.
- Practice patience when working with youth.
- Understand the need for reasonable accommodations for all youth.
- Be fair and consistent when judging youth presentations.
- Effectively communicate observations and the rubric sections/requirements to the youth. 4-H projects judged using the Danish system are to be judged against the standards/rubric and not against other projects.
- Be impartial when judging 4-H projects.
- Be able to use consistent standards when scoring the projects.

Time Commitment

- Will vary based on county/city and project areas being judged.

Benefits

- Supporting the growth of life skills in 4-H youth.

Judges and Required Certification as UME 4-H Volunteers

- A judge is not required to be certified UME 4-H volunteer.
- The county/city 4-H educator can appoint a certified UME 4-H volunteer as a fair judge as an official volunteer role with a position description. An episodic volunteer can also serve as a fair judge as an official volunteer role with a position description. These two options provide the volunteer personal liability protection under the Maryland Tort Claims Act. If an individual is appointed as a judge in an official Maryland 4-H volunteer capacity, they are required to be on-boarded prior to the start of the event as appropriate for their role (certified or episodic) as outlined on the Maryland 4-H Volunteer Roles (2018) found at: https://agnrgroups.umd.edu/sites/agnrgroups.umd.edu/files/groups/_docs/Maryland%204-H%20Volunteer%20Roles%202018.pdf .
- If a judge is not a certified UME 4-H volunteer, a minimum of two vertified UME 4-H volunteers and/or UME faculty/staff should be present at any 4-H show where youth will be present, either in-person or virtually.

University programs, activities, and facilities are available to all without regard to race, color, sex, gender identity or expression, sexual orientation, marital status, age, national origin, political affiliation, physical or mental disability, religion, protected veteran status, genetic information, personal appearance, or any other legally protected class.

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FINDING JUDGES FOR VIRTUAL SHOWS

Finding judges in the best of times can often be a challenge, but finding judges during a pandemic may be even more difficult. In-person or virtual, you should contact your judge as soon as possible. Entities that will still have a face-to-face event will likely employ the same process and methods they used in the past; however, the process for judging virtual shows will bring a few differences. It is important that we emphasize to judges that virtual showcases represent a learning environment and a mechanism where youth can showcase what they have learned throughout the year within their project area. We will all need to remain adaptable as we move through the virtual endeavor.

Virtual Fair Judges

Non-livestock (or Indoor) Exhibits

In many cases, a photo(s) of the project will be provided to the judge for non-livestock exhibits, such as photography, educational displays and posters, clothing, food and nutrition, arts and crafts, wood and metalworking, natural resource collections, flowers, and fruits and vegetables. The specifics for each project should be included in the Virtual Showcase exhibitor guide. The judge should be given access to all photos, including a judging rubric (if necessary).

Non-livestock Exhibit Judges - Arrangements & Conditions

Judging exhibits virtually requires a judge to be comfortable and willing to spend time on their computer, laptop, or tablet. This process also requires a judge to have access to sufficient internet capability and broadband capacity to access and view the exhibit photos.

While we may be accustomed to having judges who are certified in specific project areas, this may not always be possible in a virtual showcase. Securing judges who are both certified, or experts, in a specific project area and comfortable with the technological requirements of judging in a virtual environment may be challenging. However, as with in-person judging, we are responsible for vetting judges to ensure youth receive quality and age- appropriate feedback. As always, it is essential that judges contribute to providing youth exhibitors a safe, educational, and supportive judging process. Finally, most non-livestock exhibits are judged using the Danish system, so judges must be or become familiar with this system.

Virtual Fair Judges

Animal Exhibits

Selection of judges for animal exhibits, such as dogs, equine, cavies, rabbits, poultry, sheep, goats, camelids, swine, beef, and dairy, requires additional considerations. It may be difficult for judges to adequately evaluate animal exhibits or classes from a photo. Additionally, animal exhibitors are accustomed to judges talking through their official placings. Tools supporting live or recorded videos for animal exhibits may be necessary to provide additional flexibility in judging. Match the platform to the needs of the specific exhibits or classes, to provide feedback from the judges, and to share official results. Class differences such as between dog showmanship and obedience, or between livestock showmanship, market classes, and breeding classes, will likely impact photo/video requirements and the possible platforms used.

Animal Exhibit Judges – Arrangements and Conditions

Animal judges for a virtual environment will require many of the same arrangements and encounter the same conditions as non-livestock judges. However, because of the possible use of video for exhibits, and the potential requests for talking or recording their official class placings, the required technological skills may vary significantly. In some cases, judges may be asked to download 60-90 second videos to evaluate. In other cases, they may receive links to view the videos hosted on a variety of platforms, such as YouTube or Google Drive. The key factor is that judges must have the technical experience and expertise to handle the various formats available. Internet capacity and bandwidth are even more important. Judges must be vetted for their ability to judge the project area, have demonstrated that they have project expertise, and are willing to do a virtual show.

Fees for Judges

Fees will vary depending on the size of the show, the specific requirements for providing feedback, and any unique arrangements made with each judge. Many judges will judge from home and will not incur travel and lodging expenses. This may permit them to complete their task at a reduced rate. Keep in mind, the process of judging virtual shows may take as long, or longer, than judging an in-person event. Some fees may be based on a per-exhibit rate, while others may be based on a flat event fee or an estimated hourly range. This year may be an opportune time to try out judges who have recently graduated out of 4-H and are very knowledgeable with the species/project they spent years learning about.

Note: Unpaid Judges - Not all counties/cities have access to funds to pay judging fees. Consider having 4-H alums or other volunteers who have the background necessary for judging the content area and who are familiar with youth development.

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JUDGING STRATEGIES

Considerations for Virtual and Alternative Fairs

There are many options available for organizing virtual and alternative fairs. Below, you will find suggestions and considerations for judging an in-person, hybrid, and all-virtual event. Notes are also provided for more information under "Special Considerations."

Option 1: In-Person

Event Type	Exhibit Location	Judge Location	Youth Location	Communication Strategy
In-person Judging with Social Distancing	✅ Physically Present	✅ Physically Present	✅ Physically Present	Non-conference or Individual Conference
	Special Considerations: A minimum of two certified UME 4-H volunteers and/or UME faculty/staff should be at any 4-H show where youth will be present. **Social Distancing for Judge, Staff, and Youth** Social Distancing: Spread judges out throughout available space (may want to use additional buildings or tents). If space is limited, may choose to schedule judging across many days (for example, different project areas on different days). Minimize the number of people present by limiting parents (either allowing only one or directing parents to wait in vehicles). Institute social distancing measures. Follow approved biosecurity protocols for animal exhibits.				

Option 2: Hybrid

Event Type	Exhibit Location	Judge Location	Youth Location	Communication Strategy
Option A	✅ Physically Present	✅ Physically Present	❌ Not Present	Non-conference
	Special Considerations for Option A: **Social Distancing for Judge, Staff & Youth (at exhibit drop-off):** Schedule times for exhibit drop-offs prior to judging. Youth must complete write-up. On day of judging, judges are spread out throughout available space. VERY limited number of people present (judges, 4-H staff, and volunteers). Non-conference judging of exhibits. Institute social distancing measures. May create slideshow of exhibits with ribbons displayed and showcased via Facebook, county/city websites, or shared with families in other ways. Schedule pick up of items after fair. Follow approved biosecurity protocols for animal exhibits.			
Option B	✅ Physically Present	✅ Physically Present	💻 Virtual	Individual Conference
	Special Considerations for Option B: A minimum of two certified UME 4-H volunteers and/or UME faculty/staff should be present at any 4-H show where youth will be present virtually. **Social Distancing for Judge, Staff & Youth (at exhibit drop-off), Virtual Feedback Strategy:** Schedule times for exhibit drop offs prior to judging. On day of judging, judges are spread out throughout available space. VERY limited number of people present (judges, 4-H staff, and volunteers). Conference judging where judges view items in person, youth either phones in, or conferences in via ZOOM. Notetakers record comments. Institute social distancing measures. May create slideshow of exhibits with ribbons displayed and showcased via Facebook, county/city websites, or shared with families in other ways. Schedule pick up of items after fair. Follow approved biosecurity protocols for animal exhibits.			
Option C	💻 Virtual	✅ Physically Present	💻 Virtual	Individual or Group Conference
	Special Considerations for Option C: A minimum of two certified UME 4-H volunteers and/or UME faculty/staff should be present at any 4-H show where youth will be virtually present. **Social Distancing for Judge & Staff, Virtual Exhibit Submission Strategy:** Youth must submit photos and/or videos of exhibits, can include write-ups. County/city staff or volunteers may use various platforms to collect required information during registration (e.g. FairEntry, Google Forms, email). VERY limited number of people present (judges, 4-H staff, and volunteers). Individual conference judging where judges view photos and videos (with Extension staff present to aid and answer questions). May choose between INDIVIDUAL conference judging (youth phone in or conferences in via ZOOM for INDIVDUAL conference judging) and GROUP conference judging (youth phone in or conferences in via ZOOM for GROUP conference judging where youth may participate in each interview or may remain silent as an audience member while other youths are being judged). Notetakers record comments, moderator times each individual judging and transitions to next youth. May share screen so that all present can view exhibit being judged. Institute social distancing measures. May create slideshow of exhibits with ribbons displayed and showcased via Facebook, county/city websites, or shared with families in other ways. Schedule pick up of items after fair.			

Option 3: Virtual

Event Type	Exhibit Location	Judge Location	Youth Location	Communication Strategy
Option A	Virtual	Virtual	Virtual	Non-conference
	Special Considerations for Option A: A minimum of two certified UME 4-H volunteers and/or UME faculty/staff should be present at any 4-H show where youth will be present virtually. **Virtual Submission Strategy:** All-virtual Show - Youth must submit photos and/or videos of exhibits as well as written descriptions. County/city staff or volunteers can use various platforms to collect required information during registration (Fair Entry, Google Forms, email). Judges conduct non-conference judging virtually, distributing comments afterward (via jotform or email). May create slideshow of exhibits with ribbons identified and showcased via Facebook, county/city websites, or shared with families in other ways. Schedule pick up of items after fair.			
Option B	Virtual	Virtual	Virtual	Individual Conference
	Special Considerations for Option B: A minimum of two certified UME 4-H volunteers and/or UME faculty/staff should be present at any 4-H show where youth will be virtually present. **Virtual Submission Strategy:** All-virtual Show with Individual Conference - Youth must submit photos and/or videos of exhibits AS WELL AS write-ups. County/city staff or volunteers may use various platforms to collect required information during registration (Fair Entry, Google Forms, email). Conference judging takes place virtually, judges view photos/videos, youth phones in or conferences in via ZOOM. Notetakers record comments. May create slideshow of exhibits with ribbons identified and showcased via Facebook, county/city websites, or shared with families in other ways.			
Option C	Virtual	Virtual	Virtual	Group Conference
	Special Considerations for Option C: A minimum of two certified UME 4-H volunteers and/or UME faculty/staff should be present at any 4-H show where youth will be virtually present. **Virtual Submission Strategy:** All-virtual Show with Group Conference: 4-H members must submit photos and/or videos of exhibits AS WELL AS write-ups. County/city staff or volunteers can use various platforms to collect required information during registration (Fair Entry, Google Forms, email). Group conference judging conducted virtually where judge views photos/videos and conferences youth by phone or via ZOOM. Several youth are present together with judge, notetaker and moderator. May choose to have youth participate in each interview (same as MN model) or may direct youth to remain silent as an audience member while other youths are being judged. Notetakers record comments, moderator times each individual judging and transitions to next youth. May share screen so that all present can view exhibit being judged. May create slideshow of exhibits with ribbons identified and showcased via Facebook, county/city websites, or shared with families in other ways.			

Additional Considerations Not Addressed Above

4-H Clovers Virtual Options:

- Any virtual 4-H Clovers activities should be led by the 4-H Clovers leaders or volunteers that understand "judging" 4-H Clovers.
- May consider several strategies for virtual 4-H Clovers experience such as:
  - A virtual 4-H Clovers meeting for a "show and tell" opportunity on Zoom. Keep meetings short (under 20 minutes), in small groups, and structured and interactive to keep the attention of 4-H Clovers. A potential option could be reading a book about a stuffed animal and holding a "stuffed animal show." Staff/leaders would need to follow the risk management practices for virtual meetings.

Adapted with permission from the Washington State University 4-H Program and the Iowa State University 4-H Youth Development Program.

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EXHIBIT (PHOTO/VIDEO) RECOMMENDATIONS

Youth learn and develop life skills in the 4-H Youth Development Program throughout the 4-H year. The opportunity to showcase what they have learned is an important part of the 4-H program. Pictures and videos cannot fully replace live exhibits; however, the virtual showcase environment provides an alternative venue when in-person exhibitions are not possible. A virtual showcase can provide judges an opportunity to see and learn about the skills a 4-H member has developed as a result of their 4-H experiences. Contact your University of Maryland Extension County/City 4-H Office to learn more about additional projects supported within the county/city as well as deadlines to submit exhibit entries.

Keep in Mind

This list is intended as a resource for 4-H programs in developing the criteria for your county/city 4-H virtual showcase. The list is not all inclusive of every project or exhibit opportunity offered in the Maryland 4-H program and will need to be revised for your county/city program.

Photo Taking Tips

There will be less chance of glare or color blow out from a flash if you do NOT take your photo from straight on, try to be 20-45% from centered.

When photographing animals aim for the center of their bodies with your body. Don't just tilt the camera, bend over, or get down low, as it will distort the shape of your animal.

Animal Photo/Video Tips

All animals should be "labeled" verbally in video with youth name (age of youth for Fit & Show), breed, variety (if applicable), tag/tattoo/leg band, sex, and birthdate. This will help the judge identify the youth/animal quickly.

Youth could also give their height as this will give the judge an indication of the size of the animal. For small animals, rabbits, cavy, and poultry a 12" ruler or yardstick on the show table may be more appropriate.

Animal Science Exhibit Recommendations

Project	Exhibit	Suggestions
Livestock Showmanship (Dairy, Beef, Sheep, Swine, Goats)	Image, video (60-90 seconds), or PowerPoint presentation (5 slides or less) of youth setting animal up	Image, video, or presentation should show youth showing the animal. Purpose of the content is for the youth to share what they learned about their project and the industry represented.
Livestock Animal Evaluation (Beef and Dairy)	Image of front view, side view and rear view, Video (60-90 seconds)	Present animal as you would for the show ring. Take photos horizontally (landscape mode) and in a well-lit area outside. Try to reduce as many shadows and as much glare as possible. Make sure animal is not standing in tall grass or deep shavings etc. Do not alter or edit photos. The 4-H member should be in at least one image of the animal and should also be dressed appropriately for the show ring. For videos, please reference *Figure 5* on page 43 of this toolkit.
Livestock Animal Evaluation (Hogs)	Image of front view, side view and rear view, video (60-90 seconds)	Present animal as you would for the show ring. Take photos horizontally (landscape mode) and in a well-lit area outside. Try to reduce as many shadows and as much glare as possible. Make sure animal is not standing in tall grass or deep shavings etc. Do not alter or edit photos. The 4-H member should be in at least one image with the animal and should also be dressed appropriately for the show ring. For videos please reference *Figure 6* on page 43 of this toolkit.
Livestock Animal Evaluation (Sheep and Goats)	Image of front view, side view and rear view, video (60-90 seconds)	Present animal as you would for the show ring. Take photos horizontally (landscape mode) and in a well-lit area outside. Try to reduce as many shadows and as much glare as possible. Make sure animal is not standing in tall grass or deep shavings etc. Do not alter or edit photos. The 4-H member should be in at least one image with the animal and should also be dressed appropriately for the show ring. For videos please reference *Figure 7* on page 44 of this toolkit.
Horse Showmanship	Image, video (60-90 seconds), or PowerPoint presentation (5 slides or less) of youth setting animal up	Image, video, or presentation should show youth showing the animal. Purpose of the content is for the youth to share what they learned about their project and the industry represented.
Horse Equitation and Horsemanship	Image of front view, image of profile, image of rear view. Image, video (60-90 seconds)	Image, video (60-90 seconds), or presentation showing the 4-H youth riding their horse at walk, jog/trot; or, walk, jog/trot, and lope/canter both directions. Present your animal as you would for the show ring. With other disciplines, you may need to make adaptations (trail, dressage, hunt seat equitation over fences, harness driving, etc.) Take photos/video horizontally (landscape mode) and in a well-lit area. Try to reduce as many shadows and as much glare as possible.

Horse Equitation and Horsemanship (continued)		Do not alter photos/video. Purpose of the content is for the 4-H horse project member to share what they learned about their horse project and what is appropriate for the Maryland 4-H horse program guidelines and rules in the respective disciplines.
Poultry Animal Evaluation/ Type	Front view showing beak and comb; Up-close poultry head view (from side) showing eye; Side view in breed pose; Rear view; Bottom of feet view; Spread wing view	Present animal as you would for the show ring. Take photos horizontally (landscape mode) and in a well-lit area, outside preferred. Try to reduce as many shadows and as much glare as possible. Make sure animal is not standing in tall grass or deep shavings etc. Do not alter or edit photos. The 4-H member should be in at least one image with the animal and should also be dressed appropriately for the show. Please include the following information: Class, breed, variety, sex, age, and leg band number.
Eggs	Photos of proper carton placement/size/color comparison; Eggs lying flat to show symmetry; One egg broken out	Take the photo in a well-lit area. Try to reduce as many shadows and as much glare as possible. Be sure the entire display is visible in the photo. One photo to show the eggs (set of 3, 6, or 12 as per county requirements) in the proper carton placement, size, and color comparison. Second photo to show eggs lying flat to show symmetry. Third and fourth photos to show one broken-out egg up close on white plate, and one photo of the inside of the egg air cell.
Rabbit/Cavy Type	Image of side view of Cavy in pose; Image of rear view; Image of top view; Image of head	Properly posed pictures of side, rear, top, head, and all markings on marked breeds. Do not be alter or edit photos. Please include the following information: breed, variety, sex, age division, and tag number.
Rabbit Showmanship	Image, video (60-90 seconds), or PowerPoint presentation (5 slides or less) of youth setting animal up	Image, video, or presentation should show youth showing the animal. Purpose of the content is for the youth to share what they learned about their project and the industry represented.
Llama /Alpaca Obstacle	Design an obstacle course via 4-H member's choice of media (photo/video presentation)	Exhibit should define the purpose of the obstacle and include the details of what material would be used in replicating. Additional information should illustrate how to desensitize llama/ alpaca to objects in the obstacle.
Llama/Alpaca Showmanship	Image, video (60-90 seconds), or PowerPoint presentation (5 slides or less) of youth presenting animal	Image, video, or presentation should show youth showing the animal. Purpose of the content is for the youth to share what they learned about their project and the industry represented.

Dog	Fitting and Showing/Showmanship; Obedience; Rally	Take footage in a well-lit area. Try to reduce as many shadows and as much glare as possible. The 4-H member should be present in photo/video. Showmanship: Image, video (2-3 minutes), or PowerPoint presentation (5 slides or less) of youth presenting the animal. Obedience and Rally: Video or photo of 4-H member with dog demonstrating exercises from the Maryland State 4-H Dog Show classes, or an excerpt of what the 4-H member has learned about dogs.

Consumer and Family Science Recommendations

Project	Exhibit	Suggestions
Any Project with Poster/Display Board Option	Educational Poster	Take the photo in a well-lit area. Try to reduce as many shadows and as much glare as possible. Be sure the entire poster is visible in the photo.
Child Care, Home Environment	Display	Take the photo in a well-lit area. Try to reduce as many shadows and as much glare as possible. Be sure the entire display is visible in the photo. The activity card will be a second file upload for child care exhibits.
Clothing, Knitting and Crocheting	Exhibit Display	Take a photo of the front of the article showing its finished side. Take a second photo of the article turned inside out showing the article's back side, seams, hooks and zipper. Take a third photo of the zipper, hooks or fasteners (only one photo if more than one fastener). Be sure the article has been pressed and photos are taken in a well-lit area with the article lying flat, like on a bed. Try to reduce as many shadows and as much glare as possible. Be sure the entire article is visible in the photo.

Food Exhibit Recommendations

Project	Exhibit	Suggestions
Cake Decorating	Cake	Take the photo in a well-lit area. Try to reduce as many shadows and as much glare as possible. Be sure the entire cake, showing the top and side, is visible in the photo.
Foods, Baked	Cookies, Candy	Plate three baked goods: two right side up and the third upside-down and broken in half showing the inside and bottom. Take the photo in a well-lit area. Try to reduce as many shadows and as much glare as possible. Be sure the entire exhibit is visible in the photo. The recipe card will be a second upload.

Project	Exhibit	Suggestions
Foods, Baked	Cake	Plate the cake for display and remove one slice from the edge to the center. On a small dessert-type plate, place the removed slice upside down showing the bottom. Take the photo in a well-lit area of the plated cake and plated slice together in one photo. Try to reduce as many shadows and as much glare as possible. Be sure the entire exhibit is visible in the photo. The recipe card will be a second upload.
Foods, Baked	Yeast Bread Loaf	Slice the loaf of bread in half at its middle plating one-half right side up and the other half upside-down showing its middle and bottom crust. Take the photo in a well-lit area. Try to reduce as many shadows and as much glare as possible. Be sure the entire exhibit is visible in the photo. The recipe card will be a second upload.
Foods, Baked	Invented Healthy Snack	Take the photo showing the entire exhibit in a well-lit area. Try to reduce as many shadows and as much glare as possible. Be sure the entire exhibit is visible in the photo. The recipe card will be a second upload. Include a third upload of the entire notebook or presentation in a single electronic file using PDF, Word, PowerPoint, or Excel format.
Foods, Baked	Fruit Pie	Remove one slice of pie. On a small dessert-type plate, place the removed slice upside down showing the bottom crust. Take a photo in a well-lit area of the whole pie and plated slice together in one photo. Try to reduce as many shadows and as much glare as possible. Be sure the entire exhibit is visible in the photo. The recipe card will be a second upload.
Foods, Preserved	Canned Fruit, Vegetables, Pickles Jelly, Preserves and Jams	Take a photo of the canned product showing the label. Take the photo in a well-lit area. Try to reduce as many shadows and as much glare as possible. Be sure the entire exhibit is visible in the photo. The recipe card will be a second upload.
Foods, Preserved	Dried Foods	Take a photo of the entire packaged exhibit showing the label. If the exhibit is covered in aluminum foil or non-see-through plastic wrap, remove a corner of that covering so the product is visible. Take the photo in a well-lit area. Try to reduce as many shadows and as much glare as possible. Be sure the entire exhibit is visible in the photo. The recipe card will be a second upload.
Any Project with Poster Option	Healthy Lifestyle, Nutritional, Food Science Poster/Display	Take the photo in a well-lit area. Try to reduce as many shadows and as much glare as possible. Be sure the entire poster is visible in the photo.

Expressive Arts Exhibit Recommendations

Project	Exhibit	Suggestions
Arts and Crafts	All Arts and Craft Exhibits	Take the photo in a well-lit area. Try to reduce as many shadows and as much glare as possible. Be sure the entire exhibit is visible in the photo. If the craft has multiple asymmetrical sides, submit a photo for each perspective. The craft information card will be a second file upload.
Photography	Exhibition Print	Upload the photo file. The picture information card will be a second file upload. If exhibiting a Creative-Experimental Digital Exhibition Print, also include a document in PDF or Word format describing digital changes made to the photograph in a third file upload.

Mechanical Sciences Exhibit Recommendations

Project	Exhibit	Suggestions
Woodworking, Metalwork	Display	Take the photo in a well-lit area. Try to reduce as many shadows and as much glare as possible. Be sure the entire display is visible in the photo. Take a second photo showing a wood or metal joint. A third photo should show the exhibit's back side or underneath. Include the plans/blueprint/working sketches and intention of use statement as a fourth file upload.
Electric	All Electric Exhibits	Take the photo in a well-lit area. Try to reduce as many shadows and as much glare as possible. Light the bulb. Be sure the entire exhibit is visible in the photo. Upload a second photo showing at least one soldered connection. Ensure these photos are as clear as possible and devoid of glare. Upload your "wiring diagram and statement of intended use" as a single document in PDF or Word format.
Any Project with Poster Option	Bicycle and ATV Safety Poster	Take the photo in a well-lit area. Try to reduce as many shadows and as much glare as possible. Be sure the entire poster is visible in the photo.
Craftsmanship	Aerospace/Welding Craftsmanship	Take the photo in a well-lit area. Try to reduce as many shadows and as much glare as possible. Be sure the entire exhibit is visible in the photo. If exhibit has multiple asymmetrical sides, submit a photo for each perspective and indicate the side or face of the object primarily in view for each picture.

Environmental Sciences Recommendations

Project	Exhibit	Suggestions
Natural Resources	Collection Box	Take the photo in a well-lit area. Try to reduce as many shadows and as much glare as possible. You will likely need to remove the Plexiglas covering to eliminate glare. Be sure the entire collection box is visible in the photo. Upload one, two or three photos based on age division/level exhibit requirements.
Entomology	Collection Box	Take the photo in a well-lit area. Try to reduce as many shadows and as much glare as possible. You will likely need to remove the Plexiglas covering to eliminate glare. Be sure the entire collection box is visible in the photo. Upload one, two or three photos based on age division/level exhibit requirements. Identification cards are to be included as a fourth file upload.
Misc. Scientific Educational Displays	All Science Displays	Take the photo in a well-lit area. Try to reduce as many shadows and as much glare as possible. Be sure the entire display is visible in the photo. Upload summaries of your display as an additional file.

Floral Arrangement Recommendations

Project	Exhibit	Suggestions
Flowers	Cuttings and Arrangements	Take the photo in a well-lit area. Try to reduce as many shadows and as much glare as possible. Be sure the entire exhibit, showing the top and side, is visible in the photo.
Flowers	House plants, Dish Gardens and Terrariums	Take the photo in a well-lit area. Try to reduce as many shadows and as much glare as possible. Be sure the entire exhibit, showing the top and side, is visible in the photo. Upload card with variety names as an additional file.

Agricultural Sciences Recommendations

Project	Exhibit	Suggestions
Garden	Fruits, Vegetables, Herbs	Take a photo of your exhibit labeled according to exhibit requirements. Take the photo in a well-lit area. Try to reduce as many shadows and as much glare as possible. Be sure the entire exhibit is visible in the photo.
Grain	All Grain Exhibits	Take a photo of your exhibit in a clear glass jar labeled according to exhibit requirements. Take the photo in a well-lit area. Try to reduce as many shadows and as much glare as possible. Be sure the entire collection is visible in the photo. Upload information cards as an additional file.

Hay, Straw	Bundles	Take a photo of your hay bundle labeled according to exhibit requirements. Take the photo in a well-lit area. Try to reduce as many shadows and as much glare as possible. Be sure the entire collection is visible in the photo. Upload information cards as an additional file.
Wool/Fiber	Display	Take the photo in a well-lit area. Try to reduce as many shadows and as much glare as possible. Be sure the entire display is visible in the photo. A second photo should be included with a close-up view showing the crimp. Upload information cards as an additional file.

4-H/FFA Promotional Exhibit Recommendations

Project	Exhibit	Suggestions
Promotional Displays	Booths, Banners, Posters	Take the photo in a well-lit area. Try to reduce as many shadows and as much glare as possible. Be sure the entire display is visible in the photo. Be sure to label each display according to exhibit requirements.

Engineering and Robotics Event Recommendations

Project	Exhibit	Suggestions
Machinery Operator Skills	Videos for Small Engine, Tractor Driving, Bicycle Safety	Create a video according to exhibit requirements and upload it to YouTube or another video hosting site. Recording on a phone or similar device will work. Make sure the recording area is well lit with minimal background noises. Be sure to dress as if you were presenting live in front of the judge and audience. The recording settings should be on "only visible with a link." Provide that link when submitting the entry.
Robotics	Display	Take the photo in a well-lit area. Try to reduce as many shadows and as much glare as possible. Be sure the entire display is visible in the photo. Include the entire engineering notebook or presentation in a single electronic document file using PDF. Word, PowerPoint, or Excel format as a second file. Label all images appropriately. Include CAD drawings (if applicable) as part of this electronic document. Any handwritten/hand-drawn pieces must be easily readable, preferably done in ink, and included in the appropriate section(s) of this document.

Special 4-H Program Recommendations

| Project	Exhibit	Suggestions
Fashion Revue	Video	Create a video of you walking in your constructed or ready-to-wear garments and upload it to YouTube or another video hosting site. Recording on a phone or similar device will work. Make sure the recording area is well lit with minimal background noises. The recording settings should be on "only visible with a link." Provide that link when submitting the entry.
Demonstration	Videos for Top Chef, 4-H Presents	Create a video according to exhibit requirements and upload it to YouTube or another video hosting site. Recording on a phone or similar device will work. Make sure the recording area is well lit with minimal background noises. Be sure to dress as if you were presenting live in front of the judge and audience. The recording settings should be on "only visible with a link." Provide that link when submitting the entry.

ANIMAL EXHIBITS: TOOLS FOR SUCCESS

By: Paul S. Kuber, Mark Heitstuman, and Sarah Maki-Smith
Washington State University

When something happens and a fair or exhibition shuts down or has to limit its offerings, where does one turn for options? Virtual shows have begun to emerge as a possible option. For years, we have had virtual livestock and dairy judging contests in print media. Those have expanded to online virtual contests in some cases with a shift from still photos to video clips or a combination of the two media forms. Some of the organizations have begun to offer a platform for virtual shows yet these can come with a hefty price tag associated with them. Small fairs, exhibitions and/or livestock shows may not be able to afford the price of a commercially available virtual show if their fair/exhibition/livestock show is cancelled. The reality is, some fairs and exhibitions have already been cancelled due to the "Stay Home Stay Safe" order imposed by Washington State Government during the 2020 spring, summer and fall show season. Navigating "what to do" or "how to prepare for" an impending shutdown will help ease concerns for educators, volunteers, fairs, expositions, and livestock shows.

Regardless of the type of show, traditional fair exhibition or virtual, youth should present themselves and their animal appropriately. When the youth participates in virtual stock show, the same parameters for appropriate dress, sportsmanship, attitude, politeness, etc. should be met. The video and photo background and environment should be clean and presentable and free from distractions. With some practice, family members, friends, advisors, or a leader can serve as the media crew to successfully capture photos or videos to be submitted to a virtual show. Additionally, youth wouldn't go to a livestock show without a clean, properly groomed and appropriately show trained animal. They should approach the virtual show in the same manner, as it is paramount for success. The use of appropriate show equipment and tools will help an exhibitor present an animal in the best light. The same expectations for an in-person livestock event should be embraced in a virtual event and this should be communicated with a clear understanding.

The following are guidelines to offering a livestock show allowing the distribution of ribbons and premiums based on standards for either the American or Danish Judging system for quality and showmanship virtually.
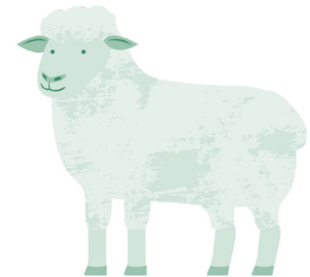
Measuring Quality of Livestock
Still Photography, Video and Combination

A high-quality photo or video allows for a better and more accurate evaluation of the animal or showmanship effort. We are not nor do we expect everyone to be professional photographers. But a few simple pointers can make a difference when an amateur photographer and/or videographer utilizes a few recommended steps. Regardless of whether you are submitting a photo or video, lighting is critical. Exhibitors should plan for a block of time once their animal is ready for the virtual show ring to capture their still shots and video. Once the initial photos or videos are taken, downloading and viewing them on a computer may prompt some exhibitors to capture a second round of images and video footage. Lighting may be one of the biggest challenges. Photo and video shoots held indoors may be dark. Alternatively, light creeping in from an open door or window can significant impact photos as well leaving them washed out or with a glare or halo effect. If you are outside on a sunny day, be sure the camera is facing with the direction of the sun rather than directly into it. There are plenty of examples online and in print media that can be targets of what a good photo should resemble. Quality of the photos can impact the evaluation of the animal and so it is important to be satisfied with your entry submission.

Still Photography with Handler

This form of documentation of the animal is limiting, as you lose the ability to access functional structure as the animal moves. Having said that, there is a significant amount of quality that can be determined from a properly taken photo. Still photography is designed to evaluate only the quality of the animal.

Guidelines for Still Photos with Handler:

- Still photos should be taken at eye level with animal or below with a full view of the animal (Figure 1),
- Still photos should be captured with the camera/phone in landscape or horizontal position (Figure 1), and
- Still photos should be taken for each view (front, side, and rear view) within 10-14 feet of the animal as the handler/exhibitor stages or sets them up as they would in the show ring (Figure 2).

Figure 1 - Still Photo and Video: Angle and Elevation

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Turn your phone to the horizontal position when shooting a photo or video. Both photo and video should be taken from eye level or below eye level position with animal. Try not to take photo above the animal in a downward position. The downward angle offers a skewed perspective in the actual size of the animal. Assure that lighting is appropriate. Avoid taking photos in low light, or where shadows or intensely bright light (such as directly into sun) may impact the quality of the photo.

10 − 14 feet distance

Figure 2 - Still Photo and Video: Handler in Full View with Front, Side and Rear Positioning

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10 − 14 feet distance
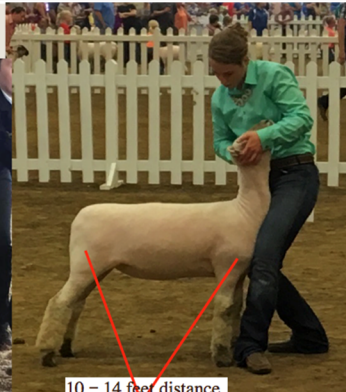
These are images with the exhibitor in full view and in control, through contact. Capture a front view, side view and a rear view. Judges can evaluate three dimensionally with the views provided.

Note: Hogs may need to be fed in an elevated feed pan or waterer in order to distract them long enough to capture good still shots.

Still Photography without a Handler in View

This evaluation serves three purposes: 1) evaluation of the quality of the animal without the exhibitor altering the natural appearance animal; 2) anonymity to reduce face recognition and favoritism; 3) anonymity as a result of not offering descriptors (such as face, name, etc.) to protect the youth. The parameters listed above for still photography still exist with some minor alterations in display of the animal.

Guidelines for Still Photos without a Handler in View:

- Still photos should be taken at eye level with animal or below with a full view of the animal (Figure 1),
- Still photos should be captured with the camera/phone in landscape or horizontal position (Figure 1), and
- Still photos should be taken for each view (front, side, and rear view) within 10-14 feet of the animal loose (Figure 3), or restrained (stanchion, haltered, blocking chute, trimming stand, etc. - Figure 4) without the presence or control of a handler.

Figure 3 - Still Photo and Video: Handler Not Present/ In Control for True Quality and Anonymity

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10 – 14 feet distance

Animals on the loose, captured with a front view, side view and a rear view. These may not be as direct (front, side or rear) of a view, as you read animal movement. Judges can evaluate three dimensionally with the views provided.

Figure 4 - Still Photo and Video: Handler Not Present, Animals Restrained for True Quality

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10 – 14 feet distance
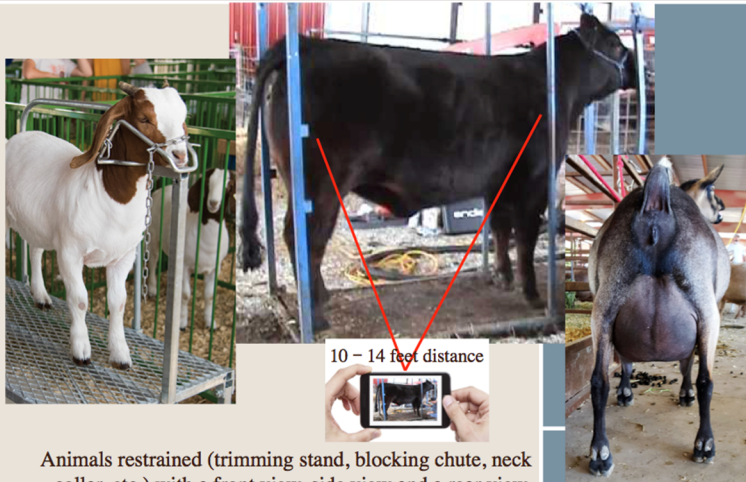
Animals restrained (trimming stand, blocking chute, neck collar, etc.) with a front view, side view and a rear view. Animals may be positioned (set-up) but handler is not in control or in photo. Judges can evaluate three dimensionally with the views provided.

Video Presentation with No Handler

30-45 seconds

This form of assessment will allow for an evaluation of functional structure as the animal moves. A loose animal, on the move, is the truest way to evaluate structure/soundness, muscling and finish/fat, in a virtual platform. This a short view for each animal but without the exhibitor in control as in the still photos. The video is designed for evaluation of quality of the animal only.

The Videographer Should:
- Capture the video with the camera/phone in landscape or horizontal position just as we recommend with still photography (Figure 1),
- At eye level with animal or below with a full view of the animal,
- Capture the animal on the move in a pen within 10-14' of distance,
- The videographer should capture the animal walking toward them, away from them and on the side view similar to the views in the still shot evaluation (figure 3),
- Handlers can help to move animals but in this case should not be in video frame. Aids to help animals move must be appropriate tools (rattle paddle, hog boards, feed bucket, feed pan, etc.) approved for animal movement,

- Make sure that pens are large enough for the animal to move freely but not so large to limit the exhibitor's ability to control the animal,
- If using feed pan treats in different locations of pen, be sure feed is located at eye level for the animal so that the head is in the natural head carrying position. Small handfuls of grain or hay in pans hung on a panel can encourage an animal to move to new locations or between locations.

Combining Video & Still Photography
As Mentioned Above for Quality Evaluation

A combination of media types allows the judge to view a still shot which can be printed or uploaded in one file for direct comparisons and a rapid assessment. Videos then can be accessed for quality of the animal on the move for close placings, but a judge may not need to use all videos once an initial assessment has been placed. This will speed the judging process up. Using both medias also will allow a judge to provide a more accurate opinion on the placing within their skillset.
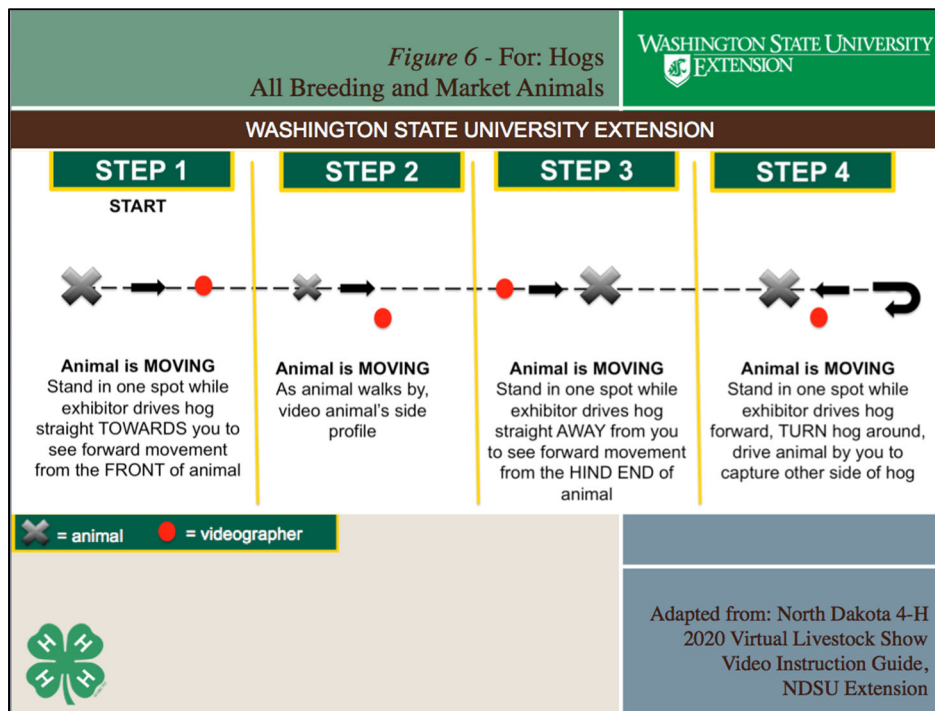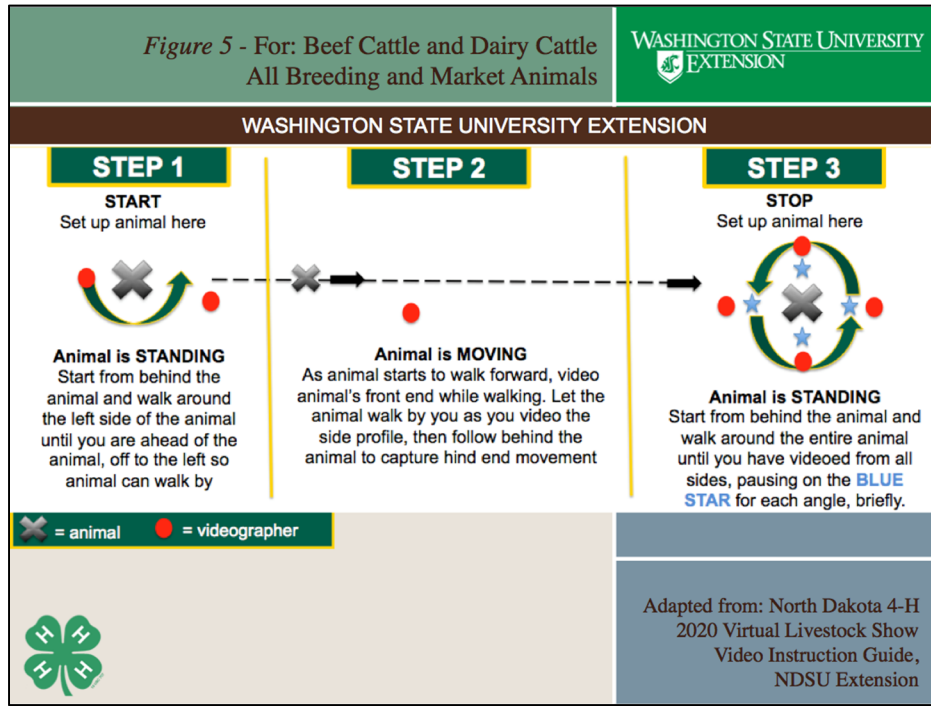
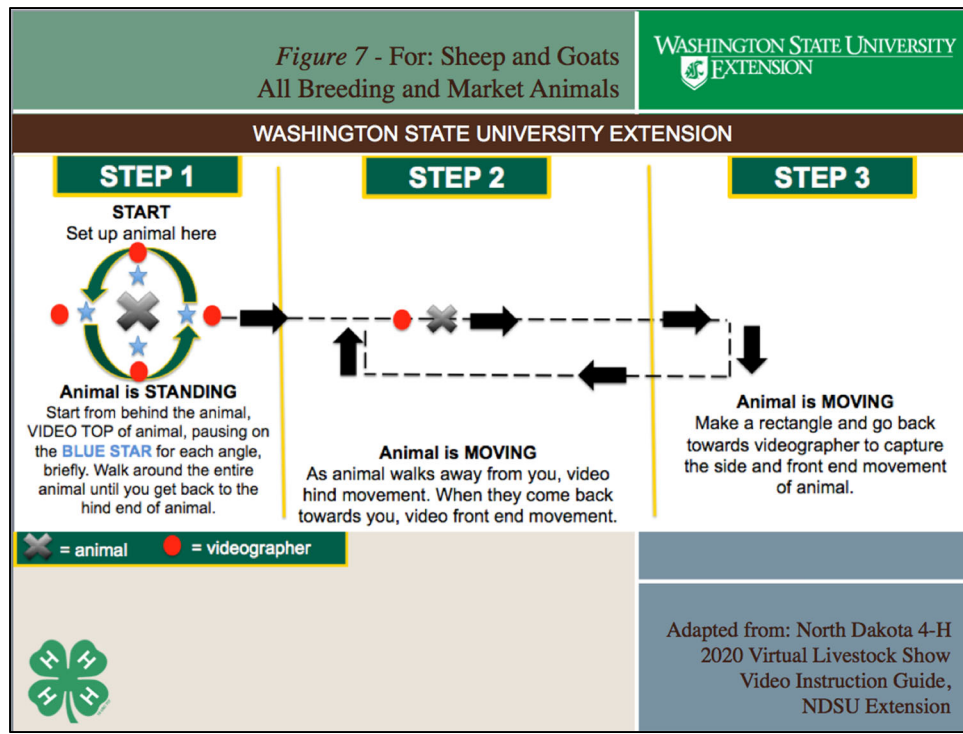# Measuring Quality and Showmanship of Livestock
By Using Video with Handler

An alternative to a video and photo shoot for quality evaluation is to look at options to evaluate both quality and showmanship with the handler present. Combining still photography with a longer (60-90 second) video clip (following video recommendations listed above), where the exhibitor is handling the animal as if they were in the show-ring offers the judge a glimpse into an exhibitor's ability to execute showmanship. In addition to animal quality evaluation, a judge can make an assessment on the exhibitors showmanship skill set. It may be a challenge with outstanding exhibitors to discern differences in their ability with a short video. But to capture the truest form of fair evaluation in the livestock barn, this would be an option. Offering a showmanship class in addition to quality gives you the opportunity to recognize youth exhibitors for the same class distinctions that we have during the fair.

Note: Showmanship may be a state or organizational requirement that in order for youth to sell their animal they have to complete. It is always important to verify requirements when altering your exhibition or livestock show event. If an exhibitor cannot sell an animal by doing a quality class alone, it may be necessary for you to determine the best way to meet the requirements historically set in place.

Videoing the exhibitors as if they were in the show-ring, it is key to have them follow a structured pattern for movement, and in that pattern established points where exhibitors will stop for still evaluation are identified (Figures 5, 6, and 7 - Adapted from *"A Guide to Livestock Patterns"*, 2020 NDSU Extension).

Figure 5 - For: Beef Cattle and Dairy Cattle All Breeding and Market Animals

Figure 6 - For: Hogs All Breeding and Market Animals

Figure 7 - For: Sheep and Goats
All Breeding and Market Animals

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STEP 1

START
Set up animal here

Animal is STANDING
Start from behind the animal, VIDEO TOP of animal, pausing on the BLUE STAR for each angle, briefly. Walk around the entire animal until you get back to the hind end of animal.

⊗ = animal   ● = videographer

STEP 2

Animal is MOVING
As animal walks away from you, video hind movement. When they come back towards you, video front end movement.

STEP 3

Animal is MOVING
Make a rectangle and go back towards videographer to capture the side and front end movement of animal.

Adapted from: North Dakota 4-H 2020 Virtual Livestock Show Video Instruction Guide, NDSU Extension

Ideas for Optional Showmanship Evaluation

Fair and exhibition closures may result in adjustments to what Washington offers to youth and how we evaluate the project areas and guidelines that are set in place. We realize in a normal showmanship class there maybe more time that a judge will see the animal and the exhibitor. It was mentioned that in the virtual format above that most showmanship skills can be assessed in the videos produced with a handler. However, it may not be ideal. Some fairs and exhibitions may want to look at options for additional evaluation other than or in addition to the short showmanship evaluation that we receive from still photos and video. If showmanship is a desired or mandated class to judge virtually, realizing that the time youth are in the virtual ring is limited, adding an additional component to their entry may be necessary or desired.

Suggested ideas that can be entered with a video and still photos include:
- A written essay detailing the steps that the exhibitor has gone through to prepare their animal for show, or
- A marketing campaign (2-3 minutes in video and/or print media) identifying key points that will and can be used to sell their animal or products from their animal, or
- An elevator speech (2-3 minute) about the industry that they are contributing to and represent,

- Or a podcast that highlights "The Project", "The Animal" and "The Industry they Represent," etc.

So many options can be afforded to the youth and we are sure the challenge will be met. Be creative as youth engagement thrives in creativity. This is a time where we have the opportunity to allow youth to design, create and lead by example. Not only may we develop future new classes or shows, these youth may help us discover better ways to communicate with today's and tomorrow's youth and consumers.

Entry Submission

Requested entry information needs to be clear and concise and ask for the pertinent information. Most fairs, shows and exhibitions have entry programs and procedures in place and there is no need to change the system, with the following exceptions:
- You will need to define the type of media presentations you want (as mentioned above)--video with or with/out handler, photos with or without handler, or any combination of those two media sources for your evaluation,
- You will need to share how and when you would like to collect the photos and/or videos at the time of entry or uploaded after entries are received and confirmation is sent with instructions (Sample entry form: see figure 8 and 9),
- You will want to identify how many days before your virtual event that the pictures must be taken to ensure an accurate current evaluation of the animal or showmanship skill with the animal. Recommend that pictures be taken within 10 days of the show deadline,
- Each livestock show or exhibition will have to identify specific parameters for photo and video submissions, file collection as well as management and sharing with superintendents as well as judges. Tracking methods will be necessary. Most video formats will have some time of time and date on them, but still photos may not so determining a unified way of enforcement that works within your chosen system will be paramount, and
- You will have to share that ownership verification will be accomplished by an additional still photo(s) taken with a clear view of the ear tag or any other method of identification with the handler present and included in the entry packet (Figure 10). *Note:* This may require two photos in the case of tattoo identification, as a result of the close shot needed to read a clear tattoo.

Figure 8   Front

Electronic Evaluation Animal Submission Form

SHOW INFORMATION: _____

Show/Fair: _____Date: _____

EXHIBITOR INFORMATION: _____

Name (first, mi, last): _____

Address: _____City, ST, Zip _____

Email: _____ Phone: _____

Age: _____ Division: _____ Organization Affiliation: *4-H FFA Youth Open*

ANIMAL INFORMATION: _____

Animal Official ID (s): _____

Date of Birth: _____ Sex: _____ Breed: _____

Class: _____ Weight: _____ Date of Wt.:_____

FAIR ENTRY INFORMATION: to be completed by fair/show personnel _____

Exhibitor #: _____ Entry #:_____Video ID: _____

BOX 1 (Required) - Insert picture/image (.jpg) of animal and exhibitor with clear view of tag or other identification. Resize and crop to fit.

.

BOX 2 (Optional) Insert picture/image (.jpg) of alternate id of animal pictured in box 1 if it is not visible, such as an ear or web tattoo. A full side profile picture of color pattern. Resize and crop to fit into specified box.
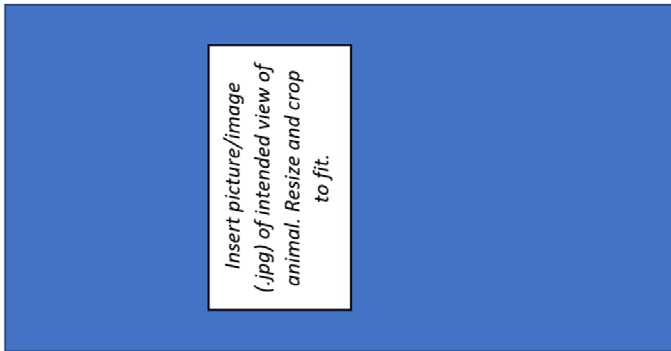
.

FAIR ENTRY INFORMATION: to be completed by fair/show personnel
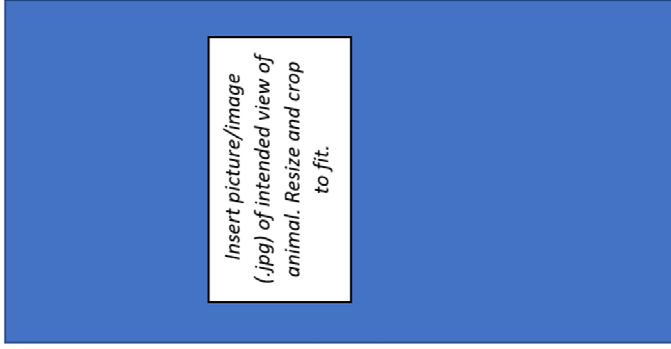
Exhibitor #: _____   Entry #: _____   Video ID: _____

Rear View:

Insert picture/image (.jpg) of intended view of animal. Resize and crop to fit.

Side View:

Insert picture/image (.jpg) of intended view of animal. Resize and crop to fit.

Front View:

Insert picture/image (.jpg) of intended view of animal. Resize and crop to fit.

EVALUATION INFORMATION: to be completed by evaluator

Evaluator Initials: _____   Ribbon Color: _____   Class Ranking: _____

Figure 10 - Still Photo and Video: Identification of Animal and Exhibitor for Show Management

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Verify Ownership and ID:

Capture a clear photo of the animal's identification. If the animal has more than one form of identification, record both.

Pictures of tattoos as identification require a clean ear or web and a close-up shot for reading the numbers. You may have to request an additional photo with a tattooed animal that shows the animal with the exhibitor for verification of ownership.
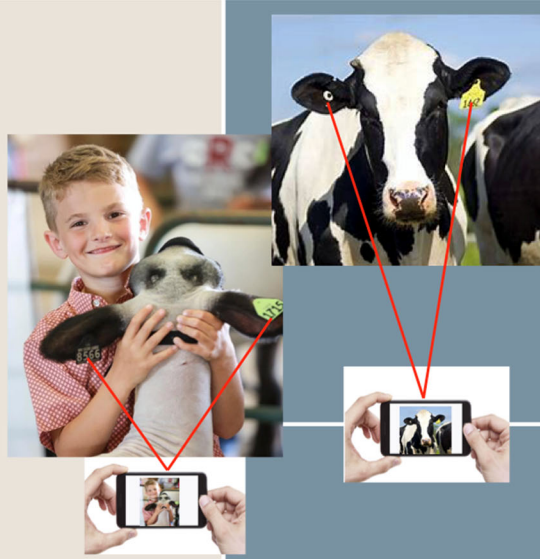
Capturing Your Video for Upload & Entry

Two of the platforms that seem to be fairly recognizable, assessable, and useable are YouTube and Vimeo. Both have specific ways to upload and offer privacy settings.

YouTube:

The following link will direct you to a general YouTube "How to upload your video to YouTube" tutorial – How to Load a Video on YouTube.

YouTube information that is important to share with exhibitors and families:

- Record the video and save,
- Upload video using the create button,
- Provide them with a "title" format so you can track videos when you receive with entry,
- Instruct exhibitors and families to set their visibility setting to unlisted (so only people with the link will see)
- After uploading, choose to "Copy Video URL." This is the link that you'll use to enter.
- Videos should be submitted following this YouTube URL format example: "**https://youtu.be/nJu78GZ_VBk**"

Vimeo:
Another option and for ease of uploading is straightforward. The following link will direct you to an instructional YouTube video on "How to Upload a Video to Vimeo" tutorial – How to Upload Video on Vimeo.

After uploading:
- Click share and then copy the link
- Advise the exhibitors to paste link into the entry
- Videos should be submitted following this Vimeo URL format example: **"https://vimeo.com/403839309"**
- Vimeo has no viewing restrictions in place, so uploaded videos may be seen by anyone. So if you prefer that videos are not seen by the general public, this may not be the program for you to use.

These are just a few platforms and other upload options exist. A simple option that may work for a smaller show might include offering a group data sharing option, such as Dropbox. Exhibitors who enter the virtual show can be invited to access and upload. They then can use the link you provide to access the file and upload from their phone or a personal computer. Fair and show management or anyone that is hosting a virtual show will have to determine what works within their resources. Again, prior planning will be your trusted friend in this case for receiving the video clips, tracking, maintaining and distribution for evaluation.

Data management of videos may have issues as a result of file size, operating systems and viewing options. Using some of the tools provided for virtual uploads that are already in existence is helpful but should be thought through so there is no confusion prior to the entry deadline.

Judges

Evaluating a virtual show is a new learning experience for many judges, so be sure to contact them ahead of time your expectations. Judges that are asked to provide their expertise should be compensated. Depending on who is running or operating the show or exhibition funds may already be in place to cover these expenses.   If funds do not exist, some options listed below may be a way to approach judging. Some options for judges:
- In the traditional sense, individuals that you planned on for the event prior to cancelation can be asked if they are willing to engage in a new form of evaluation and proceed with the agreed contract price minus the travel expenses. This might be an opportunity to utilize a judge that you typically would not have been able to utilize because of travel and lodging cost.

- Ask local individuals that have expertise and will not play favorites with exhibitors (this may require a handler-free option mentioned above) if funds do not exist or are reduced.
- Ask a group of individuals to judge and average the placing's across all of their results, etc. There are many excellent skilled livestock evaluators that may not feel comfortable speaking over a microphone or are physically unable to get through the rigors of judging a traditional two days of youth shows, but would be excellent candidates to evaluate a virtual livestock show platform.

Most importantly offer some different ways for judges to comment on the animals and their reasoning for placing the class the way they did. The insight that is shared from a thoughtful judge can result in a positive lifelong memory and experience. Encourage judges and provide with methods to share their placings verbally (voice recording, video presentation or a podcast, etc.) or communicate them in writing in this virtual format. We may lose the person-to-person interaction, but we don't have to lose the impact that those interactions have through education.
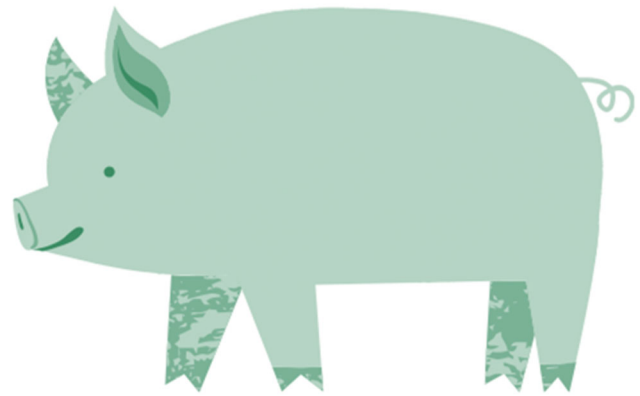
Closing Remarks

As indicated early in this support material, these are unchartered times and there are unknowns. The one thing that we know is that we can create a positive youth development experience with whatever form of interaction we choose in the virtual show. Clearly, it is not tradition, but it is a viable alternative that will engage youth and may surprise us.

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VIRTUAL SALES AND AUCTIONS

Alternative Sale Options

There are many different options to conduct virtual alternatives to a live, in-person fair sale or auction of youth projects. Here are a few of the more common methods:

A. Virtual Auctions
   i.   Online Live Auction vs. Online-only Bidding Period
      a. Online Live Auction – real time auction using streamed video or pictures of sale lots with live bidding. Both auctioneer and buyers are participating virtually, but in real time.
      b. Online-only Bidding Period - Video or pictures of sale lots are posted and an established bidding period over number of days is pre-determined. Buyers may place and raise bids until the pre-determined closing of the auction.
   ii. Sell "By the pound" vs. "By the head"
      a. Sell by the pound - must have certified weights to sell sale lots by the pound. The Packers and Stockyards Act requires that transactions made by weight are based on the actual weight from the ticket of a scale that is properly maintained and certified for accuracy. See:
         • https://www.ams.usda.gov/rules-regulations/packers-and-stockyards-act
         • https://www.ams.usda.gov/sites/default/files/media/PSDLivestockScales.pdf
      b. Sell by the head – may use when you do not have certified weights necessary to sell the sale lots by the pound. You can provide an estimated weight as additional information for buyers, but must clearly state that weights are estimated and not actual weights.
   iii. Terminal Sale vs. Non-terminal Sale
      a. Terminal sale – no live animals are transferred from the sellers to the buyers. Sale terms might include:
         1) All sales are resale only. Delivered by sellers for resale to local stockyards. No live pick-up or custom harvest.
         2) All sales are for custom harvest only. Delivered by sellers to local packer(s) for processing. No live pick-up or resale.
         3) Choice of resale or custom harvest. No live-pick-up.

    b. Non-terminal sale – ownership of live animals may be transferred from the seller to the buyer.
       1) If the time to transfer possession is delayed because of CDC's recommendations, identify who is responsible for the animal between the time of sale and animal transfer from the sellers to the buyers.
       2) Determine a reasonable time period to transfer possession after purchase.
       3) Consider potential financial risks to sellers and buyers.

B. Add-on Bids / Bump Bids
    i. An "Add-on" is an additional contribution to a sale lot by secondary buyers; they are in addition to the purchase price paid by the actual buyer during an Online Live Auction or Online-only Bidding Period.
       a. Add-on contributions for sale lots could be made online during the auctions.
       b. Add-on contributions could be made upon or after completion of the auctions with a pre-determined deadline.

C. Premium Sale / Ribbon Sale / Online Support Sale
    i. Member retains animal ownership; ownership is not transferred. Member markets animal as they choose, i.e. sell privately for freezer or to stockyard. A floor buyer could be arranged.
    ii. This is not a competitive bidding system. You are asking supporting businesses and individuals for a donation to help members with their project.
    iii. Monetary donation is made by local supporters for each individual participating member and/or specific lot in the auction.
    iv. Monetary donations are made by local supporters to a group fund to be divided up equally or systematically among members based on number of exhibits, placings, ribbons, etc. This may need to correlate with the approach used towards show awards and levels of recognition.

D. Direct Sale Assistance
    i. If a virtual sale cannot be offered as an alternative to an in-person fair auction, consider if direct sale assistance could be offered to members.
    ii. Additional information is provided later in this document.

Communicate with Local Lockers / Meat Processors

Sale organizers should communicate with local lockers and meat processors regarding processing capacity and market access. There may be reduced meat processing capacity due to the coronavirus pandemic. Make sure local lockers have the time, staff, and storage space to process locally purchased animals; this could impact ability / willingness to take the animals from your sale. Other possible considerations include:

- Do you need to adjust or implement a limit on the number of animals that may be sold by an individual?
- Does the timeframe for available processing fit within the market-readiness windows for sale animals?

Communicate with Previous and Potential Buyers

Communicate with businesses and previous buyers to assess their ability and willingness to continue support of the auction due to pandemic impact. Determine their willingness to support alternative sale formats. Other possible considerations include:

- Are buyers interested in purchasing an animal for custom meat processing?
  - Gather a list of local lockers/meat processors that are willing to process animals by appointment. Obtain permission from the locker to send their information to buyers/sellers.
- How will you promote the sale and its alternative format?
- What resources are needed by previous buyers to participate in the sale in its alternative format? By new potential buyers?
  - FAQ?
  - Sellers list? How far in advance can this be made available to buyers?
- What arrangements need to be made for care of sale animals after purchase prior to the point of acquisition by the buyer or delivery to local packer?
  - What is needed to protect the seller from risks during care and transport between the time of sale and the time of transfer of possession of animal to the buyer, local packer, or point of resale? Is this clearly stated in the contract wording from the sale management to show a clear line of responsibility?
  - What is needed to protect the buyer if something happens to the animal when not in their care after they have purchased?

Communicate with Families and Members

Communicate with families and members to allow adequate time for planning and forethought about marketing. Determine their interest in participating in alternative sale formats. You will need to share the:

- details for participating in the alternative format as soon as available;
- member and animal eligibility requirements once established (see *Member Eligibility* and *Validation of 4-H Project Animal Eligibility and Identification* sections below);
- registration procedures for participation;
- supporting information that will be required about the member and the project, along with information about the supporting photos and videos required.

Direct Marketing / Direct Sales

In some situations, an alternative to an in-person fair auction may not be feasible, and members and their families may have to be responsible for marketing their animals. Possible considerations for direct marketing include:

- What resources or guidance for members is needed regarding market-readiness or degree of finish?
- Do you need to gather a list of local lockers/meat processors willing to process animals by appointment? Obtain permission from the locker to provide their contact information to buyers/exhibitors. Will the locker agree to include the fees for their services in your communication to individuals interested in direct sales from members? This information may be useful to members and families that wish to have custom processing for their own freezers as well.
- Consider sending a survey to past auction buyers to determine their interest in purchasing an animal (list species for them choose from). Also ask permission to share their contact information with members with animals to sell matching their species interest. Consider using a Google Form to collect this information. Once the survey is complete, share this information with youth members seeking buyers. **Do not provide youth contact information to the public.**
- Promote the opportunity to purchase directly from members to the public (potential new buyers). Interested buyers could contact the sale coordinator, who would pass buyer information on directly to sellers (youth members). **Again, do not distribute or post seller (youth members) contact information.**
- When the social distancing guidelines permit, consider arranging for "direct buying day." The livestock buyer who normally works with the sale committee or fair to set the floor price for all animals would come to a central location to purchase animals directly from the youth all at one time. Determine and

communicate the allowable weights (minimum and maximum) for participation or to receive top market prices. Communicate the necessary Maryland Department of Agriculture Animal Health Guidelines that must be followed.

Online Hosting of Auctions – Commercial Services

There are many commercial services that can host virtual sales for your group. There are a wide variety of services and sale terms across the commercial platforms. Some of the more common providers are listed below, but this is not a complete list and no endorsement of any platform is implied by being included or omitted below. There are many factors to consider when selecting a commercial service provider. Here are just a few to help you begin your exploration:

- Does the commercial service provider have an established reputation? Do you have a local contact with prior experience with the provider?
- What type(s) of sale(s) is the commercial service provider able to accommodate (i.e. Online Live Auction, Online-only Bidding Period)?
- Is the provider able to accommodate the event date(s) that work for your group?
- Is the provider able to accommodate Add-on bids?
- How is buyer registration handled? Is it managed by the provider? Do buyers need to create an account with the provider? How far in advance or how close to the start of the sale can buyers register?
- Is the auction platform user friendly:
  o For the member/seller? Ease of uploading sale lot information? Does it support videos or photos?
  o For the buyer? Ease of registering? Ease of bidding? Are notifications included on activity of sale lots of interest to the buyer? What advanced bid features are provided? Is there effective buyer support during the sale?
- Is the auction platform mobile friendly?
- What marketing services are available?
- Can sale minimums be set to assure reaching market value of the animals?
- Who handles settlement of transactions? Does this impact tax benefits to buyers? What types of payments are accepted? What types of reports are provided?
- What is the cost? Base cost? Per-lot cost? Transaction processing fees? Is there a minimum fee for smaller sales?
- If you are conducting a virtual show option with a commercial service provider, does that provider also conduct virtual sales? Does your fair's entry system provider host virtual shows and sales? Is there a benefit to using the same provider for multiple services?

Commercial Service Provider	Commercial Service Provider Website and/or Example
Contact your local auctioneer	Your local auctioneer may offer or recommend a commercially provided service.
Breeders World	Website: https://www.breedersworld.com
FairEntry (4-H Online)	Website: https://fairentry.com
Online Livestock Auction Software	Website: https://onlinelivestockauctions.com/
Show Circuit Online	Website: SCOnlineSales.com Example: https://www.marketanimalshow.org/virtual-show-sale-info
ShoWorks	Website: http://www.fairsoftware.com/ Website: https://auction.showorks.cloud/
Stock Show Auctions	Website: www.StockShowAuctions.com
Walden Webcasting	Website: https://www.waltonwebcasting.com
Wendt Group, Inc.	Website: www.juniorfairauctions.com

NOTE: This listing provides examples of available virtual platforms. This list is not all-inclusive. Listing of platforms here does not indicate endorsement. Some platforms may have associated costs.

Online Hosting of Auctions/Sales – Self-hosting Using Available Software/Platforms

Self-hosting a virtual sale option may offer a substantial cost savings; however, you should consider many factors in your planning, including those previously identified in the *Online Hosting of Auctions – Commercial Services* section above. Items to consider include ease of use for sellers and buyers, anticipated costs, method of buyer registration, method of settlement of transactions, and risk management. Other considerations about self-hosting a virtual sale option include:

- Does the size of your sale influence your decision to self-host a virtual sale?
- What type of sale would your group like to host (i.e. Online Live Auction, Online Only Bidding Period, Add-ons, Premium / Support)?

- What platforms does your group have access to? Are there individuals in your group with the expertise needed to effectively host, support, and trouble-shoot a virtual sale on the platform selected? Do these individuals have sufficient time available to support a virtual sale? Is there a clear vision of how the type of sale your group would like to host can be conducted on the platform of interest?
- Are there individuals in your group with previous experience hosting a virtual sale? Do these individuals have sufficient time available to support a virtual sale?
- Is the platform open to the public or only made available to registered buyers?

Platform	Website / Example
Facebook Live	
Facebook MarketPlace	https://about.fb.com/news/2016/10/introducing-marketplace-buy-and-sell-with-your-local-community/
Word Press Auction Plugin	https://wordpress.org/plugins/ultimate-auction/

NOTE: This listing provides examples of available virtual platforms. This list is not all-inclusive. Listing of platforms here does not indicate endorsement. Some platforms may have associated costs.

Member Eligibility

- What are the eligibility requirements for participation? Must members have exhibited their sale animal in your virtual show, if one was held?
- What rules and guidelines from your originally planned in-person fair auction transfer to the alternative virtual auction?
- What additional rules and guidelines are needed?
- What type(s) of promotion activities to buyers are members expected to conduct or assist with?

Validation of 4-H Project Animal Eligibility and Identification

Maryland 4-H implemented adjusted protocol for 2020 spring weighing and tagging processes due to the pandemic. The adjusted protocol were listed in the document titled, *Maryland 4-H: 2020 Weighing, Identification, and Registration Procedures for Goats, Sheep, Swine, & Dairy Feeders (4/30/2020)*. You may need to consider the following protocol highlights from that document and their potential implication on virtual sales:

A. **4-H Project Animal Ownership Dates:** Previously established 4-H project animal ownership/leasing deadlines remain in effect. See *4-H Animal Ownership Dates* at https://extension.umd.edu/programs/4-h-youth-development/program-areas/animal-sciences.

B. **4-H Project Animal Registration Paperwork:** 4-H members must register their project animals with the Maryland 4-H Program using the correct registration form. Completed 4-H Livestock Registration Forms for Market animals are due June 1st. Animals must have at least one form of identification. Do not remove any additional tags or identification until instructed. NOTE: Purebred animals must be registered with their respective breed association in the name of the exhibiting 4-H member.

C. **Spring Weighing of Market Goats, Sheep, and Swine, and Dairy Feeder Calves:** There will be NO spring weighing of market goats, sheep, swine, or dairy feeder calves for purposes of establishing eligibility for 2020 Maryland 4-H shows and classes.

D. **Animal Identification – Maryland 4-H Issued Tags:** Animal identification is an important step in validating ownership of 4-H project market animals. NO 4-H tagging will occur while 4-H gatherings are prohibited.

   i. **If pandemic response restrictions do not permit on-trailer tagging or tagging at a scheduled 4-H show** (*per Maryland 4-H: 2020 Weighing, Identification, and Registration Procedures for Goats, Sheep, Swine, & Dairy Feeders*) **but a virtual or alternative 4-H show is conducted:** The USDA Official 840 Tag or Scrapie Tag AND all other forms of identification on the animal (i.e. barn tags, tattoos, etc.) as recorded on the Maryland 4-H Livestock Registration Forms submitted by the member shall be used to identify 4-H market animals. Animals must have at least one form of identification. Do not remove any additional tags or identification until instructed.

Recommendations for Sale Photos/Videos

- Should both the member and the sale animal be included in the photo/video?
  - Members should dress in official 4-H Fair show attire to show professional pride.
  - Animal should be in show condition/show ready.
- Should photo/video submitted be a show-type photo?
  - Right side of the animal in the proper set up for that species and a clear shot of the 4-H member's face.
  - Make sure no part of the animal is cut off in photo/video.
- Should photo/video be in horizontal, landscape profile? What level of quality should photos/videos be at (i.e. photos should be in 16x9 ratio, videos should be 60 seconds in length and recorded in 1080p (not 4K) format, file size should not exceed 2GB)?
- What file types are supported by the platform for photos (i.e. *.jpg) and videos (i.e. *.mp4)? What file naming guidelines should be provided (i.e. LastName_FirstName_Club_Tag#)?

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