

## **AUGUSTA COOPERATIVE SUPPORTS 4-H/FFA MARKET ANIMAL SHOW'S VIRTUAL SALE**

Staunton, VA – May 13, 2020

One of the largest events in Augusta County, The Augusta County 4-H/FFA Market Animal Show, works to encourage youth development through 4-H and FFA livestock projects, focusing on skills like working with others, accepting responsibility, developing a strong work ethic and exhibiting good character. This year, the Board of Directors worked to continue that mission through their annual Market Animal Show & Sale, despite the challenges brought on by COVID-19.

This year marked the 75th anniversary of the Augusta County 4-H/FFA Market Animal Show & Sale, an exhibition that gives local 4-H and FFA members the opportunity to showcase their livestock — including cattle, hogs and sheep. This year, juggling the spread of COVID-19, the show and sale were held virtually from April 30–May 2. After months of feeding and caring for their animals, more than 200 kids participated in the online show that was followed by the online sale. The Online Support Sale had a total of \$117,250 and the results from the completion will be posted on the Augusta County 4-H/FFA Market Animal Show & Sale Facebook page later this month.

Since the event's beginning in 1945, Augusta Cooperative has been directly involved with the 4-H/FFA Market Animal Show & Sale. "The Augusta Cooperative has a strong tradition of community involvement, particularly with agriculture events and food donation centers," said Kevin McLaren, General Manager of Augusta Cooperative. In addition, Augusta Co-op offers a 4-H/FFA Livestock Feed Program that allows exhibitors to charge feed, animal health and tack items to a charge account interest free for up to 30 days after their livestock is sold.

This year, Augusta Cooperative purchased two hogs and donated monies to the Online Support Sale in an effort to support agriculture and the youth in our community. Of the two hogs purchased during the sale, 125 pounds of pork was donated to Valley Mission Food Pantry (1513 West Beverley Street, Staunton, Virginia 24401) and 95 pounds were donated to the Verona Community Food Pantry (68 Dick Huff Lane, Verona, Virginia 24482).

XXX

### **About the Augusta Cooperative Farm Bureau, Inc.**

Founded in 1929 and headquartered in the Shenandoah Valley, with five branch stores in Virginia, the Augusta Cooperative is a leading supplier of agriculture and rural lifestyle products. Our diversified platform is the foundation for a variety of items such as feed, seed, livestock equipment, fertilizer, hardware, pet food & pet supplies, animal health, lawn & garden, clothing and much more. The Augusta Cooperative proudly serves over 25 counties in VA and WV.

For additional information, visit [www. AugustaCoop.com](http://www.AugustaCoop.com).

### **About the Verona Community Food Pantry**

The Verona Community Food Pantry (VCFP) is 150+ volunteers drawn together by their commitment to provide food to those in need in Augusta County, Staunton, and Waynesboro, Virginia. The VCFP is an independent all-volunteer, 501c3 nonprofit corporation.

For additional information, visit [www. VeronaFoodPantry.org](http://www.VeronaFoodPantry.org).

### **About the Valley Mission Food Pantry**

The Shenandoah Valley's longest operating private homeless shelter, Valley Mission has provided shelter, support, and hopes to the local community's most vulnerable constituents since 1971. Their history is rooted in a love of Christ and a commitment to share that love with others, at a time when they need love the most.

For additional information, visit [www.ValleyMission.net](http://www.ValleyMission.net).