

Lesson 5: Management of Sheep for Profit Name: _____

Electronic Marketing

Objective: Observe how electronic marketing is used in the sheep industry.

Directions: Visit the following sites or seek out others and find three different producers who have sheep for sale on the Internet. Fill in the chart on the next page. Answer the questions listed below.

<http://www.bandanasheep.com/isc.html>

<http://www.breedersworld.com/sheep/index.html>

<http://www.ranchmagazine.com/>

<http://www.elitegenetics.com/eg2/catalog/list.html>

1. How would you feel about buying sheep or other animals online? Do you think this is a good way to market animals? Why?

2. Do you believe you were given enough information to make a good decision?

3. Did the sellers provide any other information about their operation (e.g., comments from other producers who have bought sheep from them)?

Sheep Production
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AS 2 (continued)

Producer's Name	Address	Number of Sheep	Breed	Price	Web Site