BEST PRACTICES FOR BUYING & SELLING GOTLAND SHEEP

GSBANA Education Committee

July 2023

Gotland

Photo from: Dr. Polly Matzinger, Amblingbrook Farm

Topics:

Prerequisites

Types of Buyers

Where to sell

Best practices for the sale

For Buyers

Paperwork and Examples

Transportation

After the sale

Additional Resources

Prerequisites

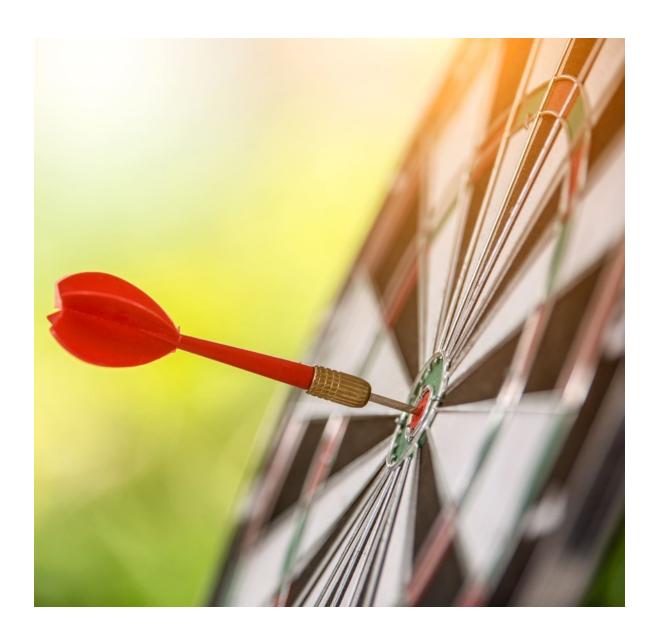
In case you missed these prerequisite presentations on evaluating Gotland sheep and lambs, these will help provide a deeper level of detail on each of the evaluation topics shown in this presentation.

Herd Metrics

Evaluating
Conformation
and Structure of
Gotland Sheep

Evaluating
Gotland Curls
and Fiber

Evaluating
Gotland Color



Tips for selling

- Many people only have one or two sheep to sell while others may have a dozen or dozens. Regardless of the scale of your operation, the following slides will highlight a list of tips pulled from many breeders:
 - Where to find buyers
 - Messaging
 - Types of sheep buyers
 - Farm Visits
 - Flock Health
 - Tips for Buyers
 - Paperwork

Where to find buyers

Some places to find buyers:

- Word of mouth
- Shows / Fair
- Relevant Facebook groups
- Bulletin board posting at local farm/yarn store
- Traditional media
- Local sheep association marketing opportunities
- GSBANA marketing website member listing, farm page, sale post
- o Online marketplaces: Craigslist, Kijiji, etc.
- Auction
- Online livestock listing sites: Open Herd, etc.





Advertising

The more you can tell a potential buyer about your stock, the better informed their decision will be. Everyone wants the transaction to be a success, so provide buyers with as much information as possible to make their decision.

- Great photos and/or videos
- Pedigree
- The good, the bad, the ugly = asking price
- Background information on the values you bring to your flock
- Why someone should consider the Gotland breed

Share with buyers the strong points about your animals. Many buyers might just be getting started; others are looking for animals that will help them improve their own flocks. By sharing your successes and knowledge, you'll build a relationship that may foster more sales.

Types of Sheep Buyers

Your buyer can have one or any combination of the following goals:

- Breeding stock
- Fiber
- Pelts
- Meat
- Fair
- Pet
- Grazing/Landscape

Ensure that you ask something like "Can you tell me what your goals are?" or "What attracted you to the Gotland breed?" to determine what stock you have that might be the best fit for your buyer.

Their answer will tell you what to focus on as you describe available stock that might best fit their ideal sheep and goals.

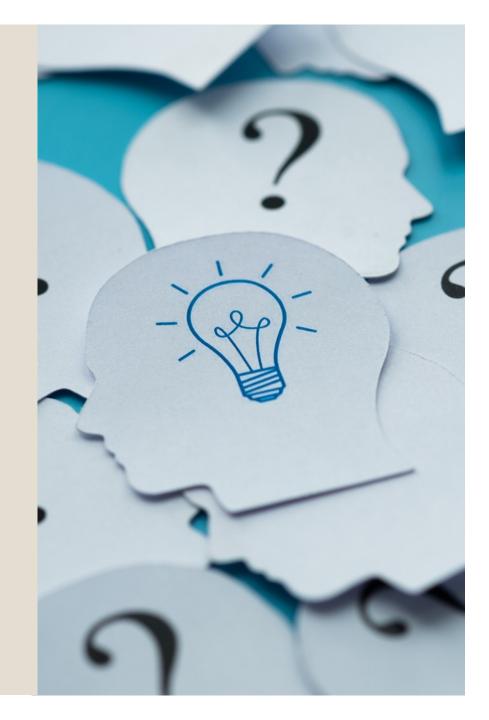
If you don't have the ideal sheep, connect your buyer with someone who does.



Be transparent

Your prospective buyer may have questions about your sheep and herd practices. You can proactively share the following:

- Why are you selling?
- What disease or biosecurity testing results do you have?
- What health issues have you had in your herd?
- When was the sheep last sheared? Wormed (and with what?)? Vetted? Hooves trimmed? Vaccinated? Antibiotics? Coccidiosis treatment?
- What have they been eating?
- What do you do when (X) situation happens?
- If they are looking for a sheep to graze down blackberry bushes, be a companion to a camelid, horse, donkey, etc., be clear that the buyer may be happier with other livestock.



Farm Visits

A prospective local buyer will want to see the sheep and how they are being raised. You can prepare for a great farm visit experience with your visitors and ensure that expectations are met if you communicate well before they arrive.

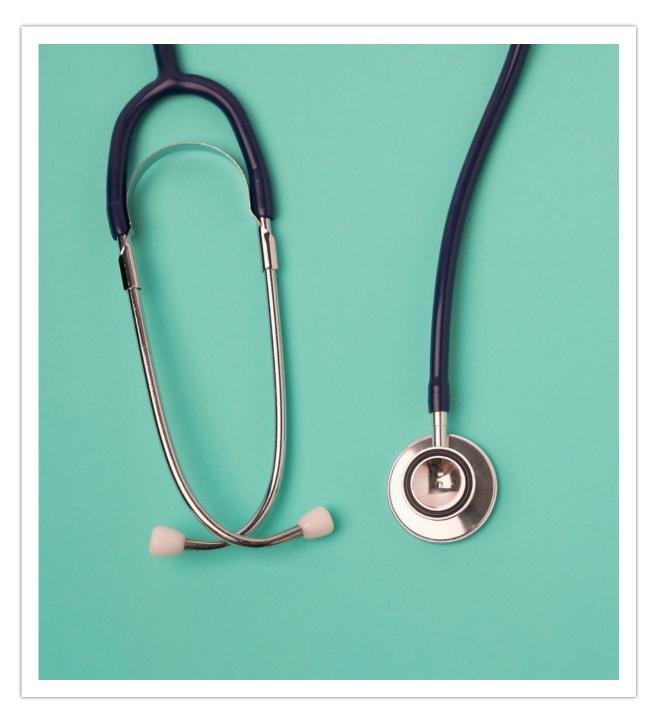
- Provide clear directions to where you and the sheep are
- Have your phone handy in case they get lost
- Be up front about any rules you have for biosecurity
- Have the sheep gathered up in a convenient location so buyers can look at them and get hands on each sheep they are interested in.
- Set up a catch pen so that a buyer can inspect the animal.
- Invite them to do a thorough, hands-on examination.



Farm Visits

- Have your records handy: pedigrees, health check history, lambing history, and any other information about the animal's background that might be helpful, and basic sheep information such as age, % Gotland, quality of fiber, mothering ability, # of times Al'd, fertility, any extra care needed.
- In the event of a sale, be sure you have a plan for capturing and loading the animal. You don't want to have the merchandise running down the road!
- Have a blank bill of sale ready to go.





Flock Health

A major concern for buyers is bringing home an animal that will affect the home flock.

- Consider testing your entire flock for OPP, CL, and Johnes. While taking these steps might cost you some money and hassle, it provides reassurance to buyers that you're monitoring your own flock and that their purchase won't cause a headache once the new sheep joins their stock.
- Disclose health history. Has your flock had ORF, pink-eye, or ringworm? Have you recently dealt with hoof issues? Have you battled internal (barberpole, etc.) or external parasites (mites or lice, etc.)? These are common diseases and issues that are very transmissible. Once the animals have moved to their new flock, the diseases they carry are likely to show up or sooner or later. If you've been upfront about the history, the buyer can feel informed and respected.

Vital signs: what's normal?

Things we can measure.

SOURCE: Sheep and Goat Specialist Susan Schoenian with Western Maryland Research and Education Center

	Sheep
Rectal temperature	101.5-104°F
Heart beat	70 to 80 beats per minute
Breaths	12 to 20 breaths per minute
Ruminations	1 to 3 per minute
Packed cell volume	27 to 45 percent
FAMACHA© score	<u><</u> 3
Body condition (1-5)	2 to 4

For Buyers: A Healthy Sheep

OBSERVE THE HERD:

- Bright and alert
- Clean nose
- Respiration 12-20 breaths per minute
- · Calm
- Chewing cud
- Clean bottom

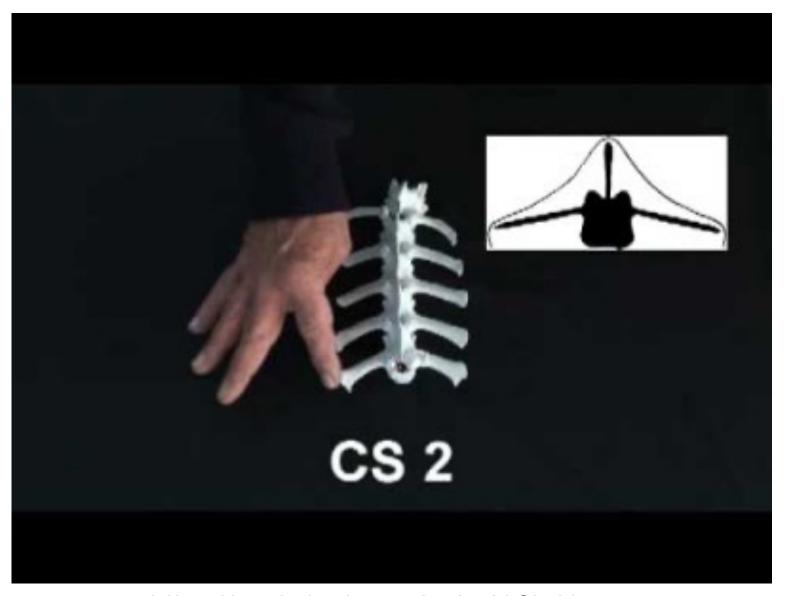
GET HANDS ON:

- Normal temperature 100.9-103.8 (Merck)
- Feet and joints should also be normal temp
- Famacha score eyelids should be darker pink/red
- Feel for lumps and bumps in CL spots



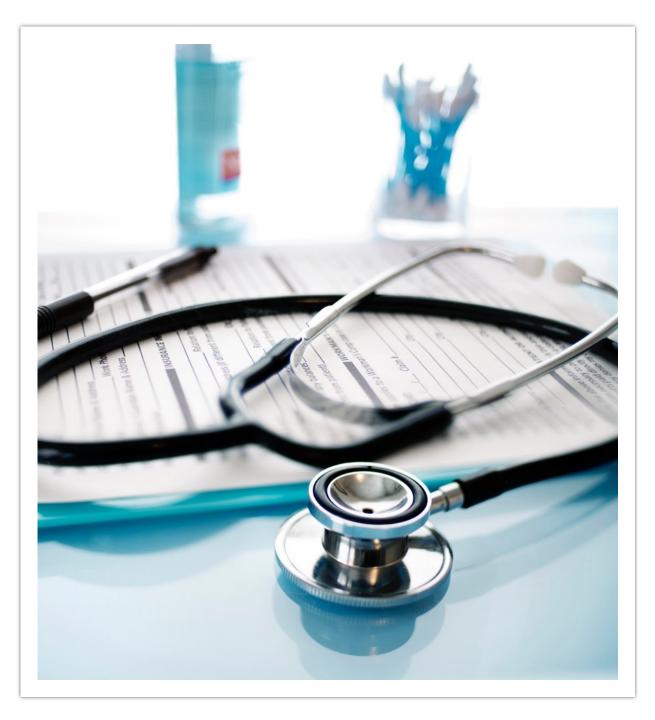
https://youtu.be/tmeZkqGQnMg

How to Famacha Score your sheep



https://youtu.be/1F5V-GcG1Qk?t=29

How to Condition Score your Sheep



Buyers ABCs

- Ask good questions
- Buy the best you can afford
 - Be careful buying projects
- Check and treat:
 - Internal parasites
 - External parasites
 - Feet
 - Vaccinations if needed
- Bring up to the same level as your current flock. Until then, isolate upon arrival – 3 weeks to a month at minimum.
- Only send sheep into your existing flock AFTER they have passed the above.

Minimum paperwork

They say the job is not done until the paperwork is done. Ensure you have the following at a minimum:

- Bill of sale or receipt of sale (example shown)
 - Provide an invoice that lists the terms of the sale. If payments are being offered, clear contract terms in writing
 - Consider how much responsibility you want to take. If a ram or ewe turns out not be capable of breeding, will you offer the buyer anything in return?
- Registration paperwork
 - Certificate signed by seller OR
 - Copy of certificate if seller is sending in to transfer, or if certificates are held pending full payment. Make it clear on the invoice when the papers will be submitted to the registry.
 - If sheep is not registered and being sold as registered, provide a signed registration request form and other supporting forms as needed depending on the situation
- Ear tag scrapies ID tag and/or farm tag

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BILL OF SALE FOR LIVESTOCK

Other Paperwork

If available/requested, also provide:

- Biosecurity test results of sheep over 6 months of age, or for parents of lambs provided digitally or hard copy
- Health records at a minimum, provide:
 - Date wormed and with what
 - Information about any extra care that sheep has needed
- If the animals were seen by a vet, have the travel certificate AKA Certificate of Veterinary Inspection (CVI) ready at the pickup date. Any additional biosecurity test result reports and vet records pertaining to the specific animal should be provided, also.

River Birch Farms 268 B Tennessee Road Case#: 2022-9305 Report Date: 06/23/22

Winlock, WA 98596

Submittal Date: 06/17/22 Species: Domestic Sheep Age:
Owner: Simons, Kirsten Breed: Gotland sheep Sex: Female

Final Report:

Serology- Reported on 06/23/22 Authorized by Claire Burbick, Section Head

Please see Serology test interpretation comments at end of report

Sample	Animal	Caseous
1 A Serum	Blysse	Neg
2 A Serum	Jetta	Neg
3 A Serum	Alyssa	Neg
4 A Serum	Katt	Neg
5 A Serum	Tatra	Neg
6 A Serum	Ingrid	Neg
7 A Serum	Zastava	Neg
8 A Serum	Savannah	Neg
9 A Serum	Rose	Neg
10 A Serum	Moose	Neg

Johne's Disease by ELISA

Specimen	Animal	SP ratio	Result
1 A Blood, Clotted	Blysse	0.011	Negative
2 A Blood, Clotted	Jetta	0.011	Negative
3 A Blood, Clotted	Alyssa	0.004	Negative
4 A Blood, Clotted	Katt	0.003	Negative
5 A Blood, Clotted	Tatra	0.009	Negative
6 A Blood, Clotted	Ingrid	0.009	Negative
7 A Blood, Clotted	Zastava	0.017	Negative
8 A Blood, Clotted	Savannah	0.006	Negative

Clotted Zastava 0.017 Negative
Clotted Savannah 0.006 Negative
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Row	Species	# Head	Breed	Official ID / Other ID	Sex	Age	Tests / Vaccinations / Tre	atments			
1	Sheep	1		WARBF 510	м	1 Year(s)					
2	Sheep	1	Gotland	WARBF #412	F	1 Year(s)					
3	Sheep	1	Gotland	WA3849 #0090 [SWF #90]	F	2 Year(s)					
AGR	Form 402-3007	E (Rev.	5/2019)			91LA-1	162549r1	Page 1			

BILL OF SALE FOR LIVESTOCK

SELLER'S INFO	DRMATION										
Kirsten Simons	River Birch Fa	rms									
268B Tennesse	e Road										
Winlock			WA						98596		
BUYER'S INFO	RMATION										
FIRST NAME											
ADDRESS									•		
CITY			STATE	<u> </u>					ZIP CODE		
NUMBER OF LIVESTOCK	TYPE	BREE	D	C	OLOR		SEX	IDEN	TIFICATION	PRICE	AMOUNT PAID
9	Sheep	Gotlan	d	V	arious		Various	VAF	RIOUS – See below		
Proposed list availa	ıble first weekend i	n June 2023:							below	Delivery available	
\$ Ewe 2/15/18 E \$ Ewe 2/2/20 F \$ Ewe 4/22/19 O \$ Ram 3/15/23 R	BG Rose 4767 615 FC Ingrid #75 75 R Honey 9014 9014 BF Irving2 (Hiltrud ram) 513	4 92.97 1 94.73 2 92.97 > 96.09	% Grey % Grey	Solid Solid Solid Solid	None None None	QR - - Poss QR	RCF Gillis (Aron) RCF Gustav (Gannarve) Al-SWE Lindholmen OR Galahad	1516 R	CF Devyn 439 CF Daere 448 R Ellamae 6029 1776 R Hiltrud	TOTAL DUE AT PICKUP OR DELIVERY	
Si Ram 3/17/23 R Si Ram 3/19/23 S	rancine ram lamb 512 BF Iconic 523 onoma's ram lamb 520 onoma's ram lamb 521	2 96.50 2 94.14 2 94.41 2 94.41	%	Solid Solid Solid Solid	None None None		OR Jeremiah (Bla) OR Galahad (Skinnarve Alle RBF Karma (Bla/Amor) RBF Karma (Bla/Amor)	en) O	R Francine R Honey 9014 BF Sonoma BF Sonoma		
To the Seller's kn sheep appear norr overactive sebace a meat prospect d 2022 (all clean fo	ous/lanolin gland, ! ue to possible heig or CL/OPP/Johnes een administered. t Kirsten Simons s	l ewes proven ngrid and Hor htened susce i is available ir All sheep work	ealthy ar great m ey some otibility to n our Bio med with	others. what up parassecurity liverment	No udd inder-co ites). Re y folder ectin pri	der issue andition ecent w on the or to tra	es to report. Heal although gaining hole herd health River Birch Farm insport, unless bu	producti Ith statu , Benici testing t s Faceb uyer wis	s to note: Rose a is included as from November ook page. No hes different.		te. The livestock
SELLER'S SIGNA	TURE: MA	KE SURE ⁻	ro sic	GN		Е	SUYER'S SIGNA	TURE:	MAKE	SURE TO SIGN	

Sample Bill of Sale

 Create a templated bill of sale or written contract that details the rights and obligations for both parties.

GOTLAND SHEEP BREEDERS ASSOCIATION OF NORTH AMERICA WORK ORDER AND FEE SCHEDULE

Phone: 785-456-8500 • PO Box 231, 420A Lincoln - Wamego, KS 66547 • Fax: 785-456-8599 • Email: asregistry@gmail.com

Name			Membership#	
Address	Websi	te		
City, State, Zip			Date	
Phone # Fax #		E-mail		
Check one of the following: A. New Member Renewal B. Check Enclosed Paypal Payme	ent to gotland	dbreeders@gma	il.com	
A. Memberships	Quantity	Member Price	Please send Memberships with a Member Application to:	Total Cost
1. Junior (no voting privileges) (date of birth//		5.00	GSBANA Treasurer	
2. Active (one vote per farm)		15.00	Janella McCoy 87295 Green Hill Road	
3. Associate (no voting privileges)		10.00	Eugene, OR 97402	
B. Ewe/Ram Registrations		8.00		
C. Ewe/Ram Recording		5.00		
D. Transfer of Ownership		5.00		
E. FOUNDATION SHEEP		5.00		
C. DUPLICATE CERTIFICATE				
G. Changes to Animal				
Reprint with Name or Ear Tag # Changed		5.00		
2. Change Name or Ear Tag #		5.00		
(In accordance with general rules #7 & #8 on the GSBANA Instruction Sheet)				
I. Imported AI Rams & Imported ET Sheep		15.00		
. DUAL REGISTERED SHEEP		15.00		
(AGSS registered without parents in the GSBANA datebase)				
. Rush Fee (per each registration & transfer)				
K. EMERGENCY FAXES (per page - not including cover)		3.00	same	
2. SPECIAL HANDLING 1. UPS Overnight Delivery		Call to order provide credit card nu r direct payment to UI		
2. Postal Overnight, USPS (two-three day delivery)		26.00	same	
3. Priority Mail, USPS (four-five day delivery)		8.00	same	
A. Other Fees				
TOTAL FEES FROM ABOVE			\$	
Previous Balance Due (please return invoice)			\$	
Previous Credit Due (please return invoice)			\$	
TOTAL AMOUNT DUE			S	
PAYMENT BY CHECK # OR PAYMENT BY PA				
CREDIT CARD # OR TATIMENT BY TA		n		
Expiration Date on Card T	HREE DIGIT	CODE ON BACK	OF CARD	
III III III III III III III III III II	DIGII	CODE ON DACK	•	
ZIP CODE OF BILLING ADDRESS S		CIPPITOT		

Work Order

• MAKE SURE TO SIGN

Important 1. Type or Print L 2. Check your app 3. Proper fees mu Member #	lication for		GOTLAND SHEEP BREEDERS ASSOCIATION OF NORTH AMERICA REGISTRATION/RECORDATION APPLICATION Phone: 785-456-8500 • PO Box 231, 420A Lincoln - Wamego, KS 66547 • Fax: 785-456-8599 BREEDER (Owner of Dam at Time of Mating) Kirsten Simons, River Birch Farms ADDRESS 268B Tennessee Road CTTY Winlock ST WA ZIP 98											Please mail completed Registration Applications along with the Work Order form to: GSBANA, PO Box 231, Wamego, KS 66547 or email to ascretistry@gmail.com				
				OWNER (Owner of Dan ADDRESS St. or Rt	n at Time of B	_{irth)} S	AME AS	SAB	OVE				STZIP_		or ei	mail to asregistry@;	gmail.com	CSBAH P
Leave Blank For Office Use Only	Reg/ Rec/Fdn	2 xəs	3 Date of Birth	4 Sheep Name	Private Flock ID	5 Birth Type SgTwTr	6 % Gotland	7 Color	Appearar	Spots	8 Gene (Opti	otype ional) Color	9 Sire Name	ire Sire Registratic Private Floci	on # &	10 Dam Name	Dam Registration # &	Transfer Date of Sale If sold, To Whom, Address & Member # if known
Sample	Reg	F	4/21/18	Huter	0926	59	95.3125	Br	5	N	QQ	BB/Bt	Hampus	•	1861	Caroline	18257 1862	
	REG	R	1/30/23	RBF Houston	503	SI	97.25%	G	s	N	QQ	Erva	alla New Zylvester	G3348		SWF #90	G2965	COMPLETE
	REG	R	1/27/23	RBF Kent	510	TW	98.29	G	s	N	QR		UK-David	G1036		FFC Jetta	G2750	THIS SECTION
	REG	E	1/27/23	RBF Killeen	416	TW	98.29	G	s	N	QR		UK-David	G1036		FFC Jetta	G2750	FOR
	REG	Е	1/29/23	RBF Iberia	421	SI	96.48	G	s	N	QR	Er	valla New Zylvester	G3348		EBG Rose	G1633	TRANSFERS
		L																
			ATTEN	TION				DATE_	June	4, 2023		_	Eve	NING PHONE 42	25-30	6-8560	E-MAIL_ riv	erbirchfarms@me.com
Must be a c	current mer	mber	CAN RECO	RD/REGISTE for any transac Gotland can be	tion.		1	DAYTIM	в Рно	NE4	25-306-85	60	FAX	Number				
to the GSB Fill in Colo Sheep trans transaction	ANA stand or, Pattern, sferred at the s.	lard. Spots he sar	& Genotype ne time as re	e columns from corded/register	lists on page	2.	both				R OF DAM			KE SUR	ЕТС	SIGN	Comments:	ADD COMMENTS
 Please Che 	ck Work fo	transactions. Please sign as Dam or Sire Owner or Both. Please Cheek Work for Accuracy. After Completion, Please Keep a Copy of this Form in Your File.									d by partn	ership mu	IF NEEDED					

Sample Registration Request Form

Transportation

The deal is done. How do the sheep get to the new owner?

Buyers typically arrange for their own transport. In preferred order:

- 1. Buyer travels to pick up their sheep.
- 2. Seller delivers or meets buyer.
- 3. Transporter options:
 - Ask for recommendations from Seller
 - Monitor transport groups on Facebook
 - If needed, consider rideshare options with someone who would be willing and able to transport and posts on a site like Craigslist.



Sellers typically ensure the sheep are ready for the trip and can help to ease the transition:

- 1. Ensure the sheep are gathered and easy to access and load.
- 2. Be ready with paperwork.
- 3. Send enough feed for the trip and to transition them to the buyer's feed over the first few days.
- 4. Consider B Complex, Probios and electrolytes to help ease the stress of a trip.

After the sale

Continue to engage with your buyer:

- Check in to see that the sheep have arrived safe and sound.
- Mentor your buyers. Assist with questions as the sheep settle into their new home.
- If any issues arise after the sale, support your buyer.
 - Check what you have in writing.
 - Consider reputation.
- Bottom line: Do the right thing.

We want new Gotland sheep owners to have a great experience.



- Herd Metrics
- Evaluating Conformation and Structure in a Gotland Sheep
- Evaluating Gotland Curls
- Disease testing and Biosecurity (will link when available)
- And much more!

Don't miss all the latest in the Members Learning Library on GSBANA.org! Please contribute your perspective on these topics in the GSBANA Business Group!

Additional Content

Related to Selling your Gotland sheep Kirsten Simons, CPTD (Chair)

Nansi Castillo, GSBANA President

Dr. Polly Matzinger, Ph.D.

Dr. Paula Byrne RN, DNP

Lacy Dalton

GSBANA Education Committee Members

We welcome other members to contribute to education for GSBANA members! Together we are better!