



Georgia FFA Association

Agricultural Sales CDE

Product Information – 2018-2019

You work for Godfrey's Feed, and are a source for livestock and wildlife feed and supplements. You are the sales representative that is responsible for selling products associated with beef cattle feed, deer, goat, and equine.

J.E. Godfrey bought Godfrey's current location in Madison, Georgia, in the late 1870s. Originally a cotton warehouse that also sold fertilizer and coal, Godfrey's has changed their business over the years to reflect the changing needs of the agriculture industry. In the 1930s, they added feed, and in the late 1960s they stopped selling coal and warehousing cotton. Currently, Godfrey's produces their own feed at a state-of-the-art mill, and carry practically everything needed to run the farm.

Students will research the products from the website (<http://godfreysfeed.com/index.html>) that are associated with their particular sales scenario. Each scenario will inform the team member which types of products that they are trying to sell, who they are selling to and what type sale it is.

Sales Scenario #1

Salesperson at a local retail store gets a visit from a beef cattle farmer who has 100 head cow herd in which he plans to use 6 calves for his kids to show in the state livestock show. He will need winter feed for his cattle and show feed for his kids show projects.

Sales Scenario #2

Salesperson makes a cold call to a popular Deer Hunting Lodge. Customer is in charge of a newly constructed 1000-acre hunting lodge that hunts trophy whitetails and has free choice covered feeders. Customer would like to buy feed to supplement and help grow trophy whitetails on the property.

Sales Scenario #3

Salesperson is approached by a farmer that has 50 doe herd of boar goats. Farmer would like to also buy feed for his grandkids show goats that will be shown in the state breeding doe show in February.

Sales Scenario #4

Salesperson makes a cold call to a horse boarding and training farm. The owner of the farm boards approximately 60 horses at one time. They are looking for a good nutritional program that will meet the needs of the facility in training horses both young and old.