Show Me 4-H Wares 2019

Summary by:
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Web: 4h.missouri.edu
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Special thanks to our sponsors!
Program Goals

• Youth gain practical business experience selling items they have made at a commercial sales booth at the Missouri State Fair

• Youth make connections between 4-H project skills they have learned and producing things that other people value

• Youth practice social skills through preparing a sales pitch and interacting with customers

• Youth discover knowledge about themselves that reinforces entrepreneurial risk-taking

• Youth earn money for themselves (or for their 4-H club or charitable cause) in a positive, supportive environment
SHOW ME 4-H WARES
AT THE MISSOURI
STATE FAIR

AUGUST 8-18, 2019
Avonlea Bergthold, Liam Bergthold, Kalaa Clark, and Kinzee Clark
Webster County 4-H
4-H Greens
Biz Team – Senior Level
Zoe Engelbrecht
Lafayette County 4-H
Sew Into It!
Biz Individual – Intermediate Level
Delainey Guardiola-Ellis
Christian County 4-H
LooksArt
Biz Individual – Intermediate Level
Liam Henness
Boone County 4-H
Feline Fun Cat Toys
Biz Individual – Intermediate Level
Levi Johnson
Grundy County 4-H
Levi’s Lures
Biz Individual – Intermediate Level
Tori Jones
Livingston County 4-H
Tori’s Custom Paracord
Biz Individual – Intermediate Level
Salma Kamal
Platte County 4-H
Fresh
Biz Individual – Intermediate Level
Justin Luster
Cooper County 4-H
The Art Connection
Biz Individual – Senior Level
Marissa Roberts
Clay County 4-H
M’s Art Loft
Biz Individual – Intermediate Level
Natalie Tull
Macon County 4-H
Claire’s Creations
Biz Individual – Intermediate Level
Established in 2015, the 4-Hers Helping 4-Hers Fund was established to provide scholarships for less fortunate members to attend state events.

The Missouri State 4-H Council has made it their goal to raise the $20,000 needed to endow the fund by the 2020 State 4-H Congress.

T-Shirts were sold during two days of 4-H Show Me Wares, raising a total of $147.00 for the 4-Hers Helping 4-Hers Fund.
**Project and Life Skills**

• The most important thing youth say they gained from participating in Show Me 4-H Wares is...

  • “Public speaking”
  • “New sales skills”
  • “Entrepreneurship and better social skills”
  • “Selling experience”
  • “To make connections to other people who buy my wares”
  • “Improved people skills”
  • “Experience in working with people. I bettered my skills in being a business”
  • “Communication”
Outcomes

Goal-setting
• 85% “mostly” or “very much” identified with having a plan for reaching their goals.
• 77% indicated they “mostly” or “very much” agreed with the statement they set goals for themselves.

Persistence
• 80% “very much” or “mostly” identified with having persistence to attain goals they set for themselves

Confidence and Self-esteem
• 100% either “agreed” or “strongly agreed” with measures of personal confidence and positive self-esteem

Teamwork and Communication
• 95% identified consistent use of skills including customizing their message, ensuring others understand, and positively resolving differences
Goals and Aspirations

As a result of youth participating in Show Me 4-H Wares...

• 92% increased confidence in starting conversations, talking to people.

• 92% achieved a goal set for themselves and their business.

• 54% are interested in contests and events for young entrepreneurs.

• 54% want to develop a business plan for their business.

• 92% plan to continue selling at school, in their community, or online.
Results

• 13 youth sold as exhibitors at the State Fair over 5 days, collectively earning over $1,200.00 for their 4-H projects.

• Youth interacted with hundreds of prospective buyers, distributed literature, provided customer service, and handled all point-of-sale transactions independently.

• Findings indicate Show Me 4-H Wares as a program boosts youth confidence and strengthens skills for career readiness and workforce development.

• Program experiences hit the bullseye of what nationally surveyed teens say they need to reach their full leadership potential (National 4-H Youth Leadership Survey, 2016).