



# News Release

## For Immediate Release

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### **One Hundred steer sold in Festival's Mosaic Youth Steer Sale**

PLANT CITY, Fla. (March 30, 2023) – Exhibitors in the Mosaic Youth Steer Show sold their steer in the Mosaic Youth Steer Sale at the Patterson Companies Livestock Arena on Saturday, March 11th at the Festival grounds.

The grand champion steer, exhibited by Bella Ballard, was purchased for \$19 per pound by Astin Farms. The reserve grand champion steer, exhibited by Gillian Mattheson, was purchased by Dennis Carlton Jr. and the McClure Family and sold for \$5.64 per pound.

In total, one hundred exhibitors sold their steers in the sale where no exhibitor earned less than \$4 per pound.

“The future of our agriculture community is right here in this arena,” said Florida Strawberry Festival President Paul Davis. “The businesses in our town know the hard work and determination that goes into these livestock projects. The buyers find value in these exhibitors and we appreciate them for investing in their futures.”

The Florida Strawberry Festival hosts seven youth livestock shows in total: swine, steers, beef cattle, dairy cattle, lambs, chickens and rabbits. All livestock shows and the swine sale and steer sale take place in the Patterson Companies Livestock Arena.

### **About the Florida Strawberry Festival**

The Florida Strawberry Festival is an 11-day community event celebrating the strawberry harvest of Eastern Hillsborough County. Each year, over 500,000 visitors enjoy the festival's headline entertainment, youth livestock shows, exhibits of commerce and, of course, its strawberry shortcake. The 2024 Florida Strawberry Festival will take place February 29 through March 10 in Plant City, Fla. For more information, visit [www.flstrawberryfestival.com](http://www.flstrawberryfestival.com), Facebook, Instagram, TikTok and Twitter (#berryfest24).

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