



News Release

For Immediate Release

Jennifer L. Morgan
Media Contact
813-752-9194
jennifer@flstrawberryfestival.com

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

PLANT CITY, Fla. (March 23, 2026) – Exhibitors in the Mosaic Youth Steer Show sold their steer in the Mosaic Youth Steer Sale in the Patterson Companies Livestock Arena on Thursday, March 5th at the Festival grounds.

The grand champion steer, exhibited by Jenna Marvin, was purchased for \$20 per pound by Stingray Chevrolet. The reserve champion steer, exhibited by Mackenzie Paul, was purchased by Westcoast Enterprises, Gillman Farms and Fresh Pak and sold for \$15 per pound.

In total, one hundred three exhibitors sold their steers in the sale where no exhibitor earned less than \$10 per pound.

“The Youth Steer Sale is one of the most meaningful traditions of the Florida Strawberry Festival, and it’s a true reflection of the heart of this community,” said Florida Strawberry Festival President Kyle Robinson. “Our youth exhibitors dedicate countless hours to raising and caring for their livestock, learning responsibility, discipline, and the value of hard work along the way. We are incredibly grateful to the citizens of Plant City and the many generous buyers who show up year after year to support these students. While it may seem like a simple investment, the impact is far greater - helping shape bright futures for these young people and strengthening the future of agriculture right here in our community.”

The Florida Strawberry Festival hosts seven youth livestock shows in total: swine, steer, beef cattle, dairy cattle, lamb, chicken and rabbit. 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, nearly 600,000 visitors enjoy the festival’s headline entertainment, youth livestock shows, exhibits of commerce and, of course, its

-more-

strawberry shortcake. The 2027 Florida Strawberry Festival will take place March 4 through March 14 in Plant City, Fla. For more information, visit www.flstrawberryfestival.com, Facebook, Instagram, TikTok, X, and YouTube (#berryfest27).

###