

AuctionsPlus Bid the Grid

A Guide for Producers

AuctionsPlus Bid the Grid Sales are targeted at specific buyers and specific types of stock. Purchasers compete on stock based on the details provided in the assessment and their own grid specifications. The concept may be adapted for slaughter cattle, feeder cattle or live export cattle, as well as sheep and lambs.

Slaughter Cattle Sales

- Processor-only competition, with future potential to open to exporters and restockers
- Processors compete based on the specifications of the cattle and their own grids
- Forward contracting options – offer cattle commencing a feedlot program
- Stock are offered c/kg cwt and can be delivered on-farm or to the nominated plant

Benefits to Producers

- Transparency and auction competition on your cattle
- Cattle are offered through an agent who will market your stock and advise on drafting to suitable lines for maximum competition
- Access to buyers who will only purchase direct
- Take the guess work out of who is offering the best price – Bid the Grid auction pricing considers both the “Top of the Grid” bid price as well as the grid discounts that will be applied by each buyer to determine the best \$/head return
- Maintain control of your stock on farm until they reach a price you are satisfied with - you have the protection of your reserve
- Chance to promote your cattle with details on breeding history, management practices, grazing conditions or feedlot programs, health treatments and certifications/accreditations
- Use photos and videos to highlight the quality of your stock
- At time of sale, receive details of the purchaser, grid to be applied, and the top price
- Buyers not restricted to their current quoted grid prices – see what they are really willing to pay
- Ability to lock in prices on forward contracts - minimise risk exposure and lock a percentage of your herd in forward contracted - processors will pay for the security of doing so
- Flexible delivery arrangements – option to deliver to nominated locations, or buyer to arrange delivery on-farm

Future Development

- Opportunity for Live Exporters and Restockers to compete on cattle on a \$/head or c/kg Liveweight basis, competing on a price returned to the producer

If you would like to be part of an innovative system to offer maximise exposure to your livestock and increase competition, talk to AuctionsPlus about participating in Bid the Grid.

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