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Spring into AuctionsPlus Annual Store Lamb Sales

Aimed at generating high volumes and creating a competitive market for vendors and buyers encompassing all lamb producing areas of Australia,

AuctionsPlus is hosting our annual Spring Store Lamb Sales following the success of last years' sales. Back due to popular demand, store lamb sales will be running until early 2016 with enhanced market reports for all participants.

Sale Dates and Times

3rd September, 12pm AEST

24th September, 12pm AEST

15th October, 12pm AEDT

We would like to invite you to take advantage of the strong national market, great prices and deliver a better product to your customers by avoiding the freight and the stress of the yards. So join us in our Spring Store Lamb Sales.

The Eastern States Trade lamb indicator gained 15c this week to hit 594c/kg cwt on Thursday, rain has seen supply tighten- it's time to "Spring your lambs onto the box" and allow buyers access to detailed reports on lambs Australia wide without creating a glut in your local market.

Utilise the trusted AuctionsPlus brand to market you stock with Processors, Restockers and Feedlotters competing strongly in the past sales, sourcing stock from all over Australia. We expect similar activity, due to the low \$AU, full animal histories and the preference for stock that are delivered direct from farm, minus the stress or bruising.

Sales are booked in advance, for maximum exposure and marketing. Producers, assessors and agents can list their stock pre sale media and brief details before the catalogue is released.

MARKET YOUR STOCK ON AUCTIONSPLUS
With **48,000** users Australia wide & over **26,000** visitors to our website each month, advertise your lambs on AuctionsPlus!
At just **\$140/week** for an advert, AuctionsPlus is the ideal platform to market your lambs

Registered AuctionsPlus buyer Will Jeffrey from Delegate Station Pastoral Company says "AuctionsPlus is a great way to buy stock as you have a detailed description of the animals purchased including previous animal health and grazing conditions, plus you do not lose any animal performance as you are picking up direct off the farm, limiting time off feed for the stock"

www.auctionsplus.com.au



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Hints and Tips for Effective Marketing of Stock for The Spring Store Lamb Sales

Number in Lot / Delivery

- Lots sold in even deck or truck loads will attract more competition, as well as stock listed c/kg cwt.
- In more remote areas, full truckloads will aid potential buyers, or offer to deliver to a central location, like your local saleyard's the day after the sale.

Weight- Think about your target buyer, what are their specifications?

- Offer stock in tight weight ranges- even lines result in better feedlot performance.
Eg: 28-32kg, 32-35kg, 35+kg. Don't slip random animals in – they will result in a discount across the whole lot or give the choice to pull them out.
- Offer to draft lambs at delivery to ensure that lambs delivered are above a minimum weight to ensure feedlot competition.
- If the tops of the line have reached killable condition, consider offering these as separate lot to increase processor activity. Target weights include 14-20kg cwt for Middle East or 18+kg cwt for domestic lambs.

Breed

- Keep breed offered in each lot as consistent as possible.
- Keep lambs with any Dorper content in a separate lot.

Health Treatments

- Promote lambs with full health treatment programs completed.
- All stock should be listed with a Sheep Health Statement, this allows competition from the National market.
- Promote Russian & Saudi eligible lambs.

Wool & Grass Seed

- Ensure diligence when assessing skins (taking photos of wool), measurements are required for buyer confidence.
- Check fleeces and skins carefully for any evidence of grass seed contamination; assess pasture conditions making yourself aware of any risk. Promote lambs with little to no risk of carcase contamination.

For More Information Please [click here](#). Or Call AuctionsPlus on 02 9262 4222 or email mktops@auctionsplus.com.au

