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Level 6
64 Clarence Street
Sydney NSW 2000

GPO Box 2671
Sydney NSW 2001

Phone: (02) 9262 4222
Fax: (02) 9262 3244

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

