

3 April, 2020

Media release

Keeping buyers at the yards virtually during COVID-19

The current COVID-19 situation may be causing significant restrictions in buyers' access to saleyards but StockLive offers an innovative solution with its online auction and livestreaming platform. The platform allows buyers to view and bid on physical saleyard auctions from anywhere in the country.

StockLive Manager Libby Hufton sees huge potential for the platform to support a strong market despite restrictions keeping buyers away from the auction rail. "We are working with a number of saleyards in NSW, VIC and QLD to ensure that the buying public can engage with their sales without them needing to physically attend the sale."

Users of StockLive, whether they be farmers, meat buyers or agents, can on any device, from anywhere participate on any interfaced sale.

"Our platform is focussed on breaking down the physical barriers that have the potential to limit the agricultural industry. We believe that all vendors should have the opportunity to present their stock to the broadest array of buyers possible, which underpins a strong competitive market."

Physical auctions are critical to the industry and StockLive wants to make sure that they continue to assist producers in achieving a healthy return on their livestock by enabling online bidding by buyers in various saleyards across the country at the same time or on the same day.

Ms Hufton noted, "Being able to provide services that ensure saleyards remain open so that vendors can sell livestock to a full complement of buyers is extremely important to the industry and the nation's food supply during the uncertainty created by COVID-19."

The platform is already being utilised across the eight Regional Livestock Exchange facilities and there is strong interest from other saleyard operators and agents keen to see the system. Most recently the platform was launched at the Northern Rivers Livestock Exchange, Casino on 26th March for Day two of the 45th Annual Three Day Weaner Sale. The platform was used by 730 people with very positive feedback from agents, buyers and viewers.

Regular StockLive user, Damian Atkins from Caveside, Tasmania has purchased store cattle from central NSW and northern Victoria over the past 12 months via the StockLive platform. Mr Atkins who has participated in over 25 auctions through StockLive noted, "The platform enables me to easily and reliably purchase livestock from the mainland via my laptop without leaving the farm."

"I don't have any downtime and the platform is easy to use so I can buy with confidence through a live interface to the physical auction. The cattle we have purchased through StockLive have transported seamlessly and are among the best of any cattle we have brought from the mainland".

Continues next page



StockLive is 100% owned by the Australian independent and privately owned AAM Investment Group, not a corporation. AAM stands for Agricultural Asset Management (AAM) which is the core of what our business has always done and still does today.

Our founders' roots are firmly grounded in regional and rural Australia, and the Group operates a diverse range of agricultural enterprises across the supply chain; from our online auction platforms and saleyard operations stretching the length of eastern Australia, to our cattle operations at Legune Station in the Kimberley and mixed farming and livestock operation near Forbes in NSW, with the addition of cattle and sheep operations near Blackall in QLD to be added to our portfolio soon.

AAM's focus and mandate is to proactively develop businesses, systems and investment in agriculture that underpin a strong livestock sector now and for the future. We are proud of the fact that 100% of the investments made by our business across a whole range of industries to date including beef, sheep, cropping, broiler chickens and timber milling, have been wholly supported by Australian investors.

The StockLive platform has been in use for many years, including the Elite Livestock Auctions platform, and is extremely robust and secure. The team provides training, on-site and phone support and documentation to ensure that operators are supported in the set up of the platform.

“We know only too well the pressures of sale morning and the expectations on saleyard operators so we see the support we offer as crucial to making our platform work for everyone – from vendor and agent to operators and buyers,” said Ms Hufton.

- Ends-

Media Contact:

Dee Wilkes-Bowes: dee@saucecommunications.com.au; M: 0427 006 404

ENDS