

22 April 2020

South-West Victorian Livestock Exchange takes store sales online with StockLive

1,500 head of quality South-West Victorian Livestock will be offered online this week, expanding the number of buyers able to access sales at Warrnambool Saleyards and increasing viewing exposure of this market.

Paul White, Service Manager of the South-West Victorian Livestock Exchange (SWVLX), and all operating agents have expressed their excitement to be holding their first live interfaced sale with StockLive, this Friday 24 April.

With the challenges and restrictions on physical attendance presented by the current COVID-19 environment, the Warrnambool livestock agents are seeking to realise the benefits from increased exposure of the regions high quality livestock to the broadest array of buyers, both locally and interstate, through interfacing the live sales at SWVLX on the Stocklive online platform.

The StockLive platform ensures that vendors and agents have the opportunity to present and promote their livestock to an extensive buyer audience. The StockLive platform has achieved tremendous success over the past two years providing a platform for additional buyers to participate on commercial livestock sales creating a strong and competitive market.

Anthony Mahony WSAA President said: "Implementing the Stocklive platform increases the buyers' ability to participate in our monthly store sales, whilst also allowing vendors to watch their livestock be sold in real time. With the current market prices being achieved at the SWVLX facility, we felt this was a constructive step forward that will safeguard the strong market competition in the current climate."

Libby Hufton Stocklive Manager said: "SWVLX contacted StockLive on Friday last week, we committed that same day to make this happen and the collaboration with the Council and agents has been incredible. It is always a pleasure to work with agents and livestock exchange management who want the best outcomes for their clients and I am certain that this sale will be a resounding success at SWVLX. New users should not be concerned, it is a simple process, jump online, register your details and you will get straight into the sale."

The store sale will begin at 10:00am on Friday 24 April, with lot information and descriptions uploaded on Thursday evening onto the StockLive website.

Images of the livestock will be uploaded on the morning of the sale allowing interested parties to view and inspect livestock prior to the sale commencing. Vendors and buyers will have the option to watch the sale online in real time and bid on lots throughout the duration of the sale. Visit www.stocklive.com.au for sale listings and further information.

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