

Thursday 16 July 2020

Media release

Casino All Breeds Sale to offer online bidding

One of Casino's most recognised major bull sales, the Northern Rivers Livestock Exchange (NRLX) All Breeds Sale, will, for the first time in its 22 year history, offer online bidding via StockLive.

Juanita Trustum, Secretary for All Breeds Casino said the sale draws a significant crowd of large and small graziers and being able to offer online viewing and bidding via StockLive's platform will enable the sale to proceed despite tightening COVID-19 restrictions.

"We're pleased we can go ahead with a sale this year. We get a big crowd for the All Breeds and being able to offer online bidding provides another access point for all buyers, whether it's from home, their car or even those onsite, to ensure everyone can maintain physical distancing. We will have a screen set up onsite for buyers to view while they use StockLive on their mobile devices to bid."

NRLX Saleyard Manager Brad Willis said the integration of online bidding will allow vendors to reach a wider buyer market.

"This is the first time we have held a combined stud sale via StockLive. It is really going to open up the marketplace for vendors to a much broader buying audience than what the sale has traditionally attracted. There will be more competition, with more exposure for vendors' breeds and brands on a national platform and it's really hard to put a price on that.

"The catalogue is online now and buyers can start researching the stock ahead of the auction. Plus, they don't need to be here on the day if they have concerns regarding their health or if they're more comfortable bidding off-site they can do so from any location.

"We have a lot of support from our buyers and vendors (74% in a recent survey) to continue offering online bidding and we are working with agents to have StockLive in place as a regular and consistent service."

StockLive Manager Libby Hufton said: "We're very excited to be working with the Casino All Breeds Sale, which we recognise as a landmark event and the region's major bull sale. The process for anybody that wishes to Register to bid is simple. Head to www.stocklive.com.au and click on the Casino All Breeds Bull & Female Sale ad. This will take you to the Bidder Registration page, complete the information required, this includes your PIC number and nominated agent, our team will be in touch prior to the sale. We do encourage people to register 12 hours before the sale to ensure they are ready to go on sale day. Our platform allows buyers from anywhere to bid on the sale and ensures everyone can participate in a way that suits."

The combined agent's sale will be held on Saturday 25 July 2020 at the Northern Rivers Livestock Exchange with 11 different breeds of bulls and three different female breeds on offer.

ENDS



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.