

Friday 21 August 2020

## Media release

# Online pre-sale assessment data a success for CVLX Store Sale

2100 head of quality store cattle sold at today's Central Victoria Livestock Exchange (CVLX). The Store Sale drew strong online interest, with 27% of the lots in the sale bid online, following the first-time availability of third party pre-sale assessment information.

The data included in the pre-sale online catalogue provided prospective buyers with weights, breed, quantity, vendor information, agent details and additional data including fat score, muscle score, age and horned status, and where applicable, the pregnancy, weaned, grass fed and antibiotic free status.

CVLX agent representative Sean Simpson said having the pre-sale assessment available via StockLive had the desired outcome of bolstering external support from buyers for the live physical auction.

"We saw additional online interest with 305 people watching and \$325,000 transacted via StockLive. This is a significant increase on our previous online sales and we are hearing from the buyers that the quality of the data in the online catalogue was key to giving them confidence to bid and purchase online today.

'Given the tough physical restrictions we're having to implement with COVID-19, ensuring we maximise the buying pool wherever possible is critical to each sale's success.'

First time StockLive user Glenn Rea, from McKean McGregor, bid on 25 pens and purchased five for \$44,000.

"I haven't purchased using StockLive before, but given the quality of the information available, particularly the weight on the live video, it was brilliant. I knew what I was after, could clearly see the stock and felt confident in purchasing. It's definitely something I'll use again for sure."

StockLive Manager Libby Hufton said the independent pre-sale assessment data in the online catalogue was a first for StockLive.

"We were thrilled to have the opportunity to work with the operating agents and CVLX to make such detailed data available in the online catalogue. Any initiative, like this, that improves online buyer confidence and increases the competitive market for vendors, agents and saleyards we see as really important to be involved in and facilitate wherever possible.

The results today speak for themselves in terms of the success of having such data available ahead of the sale to increase buyer confidence and participation, particular with restrictions on visiting the yard pre-sale understandably so tight.



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.

“We look forward to working with CVLX to offer this level of information again.”

**ENDS**

Media contact: Lynn Semjaniv – [lynn@saucecommunications.com.au](mailto:lynn@saucecommunications.com.au) / 0481 004 797