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Media release

Record online buying at NVLX

Record online buying at today's Brian Unthank Rural, Corcoran Parker, Peter Ruaro Livestock, Schubert Boers Store Sale at the Northern Victoria Livestock Exchange (NVLX) has resulted in a new high for StockLive in the volume and dollars transacted for a single sale.

Over \$484k worth of livestock was sold via StockLive from 280 online bids which represented 35% of the overall sale.

Schubert Boers Director Craig Schubert said the strong online buying was a great sign of buyer confidence in using StockLive, which will be particularly important in the lead up to the annual January weaner sales.

"35 lots sold online at today's NVLX Store Sale and one commission buyer purchased 133 head via Stocklive. Overall, the market was very hot and delivered exceptional prices for vendors, which is reflecting the seasonal conditions we're experiencing across the eastern seaboard with strong prime markets.

"Online purchasing is something that's been evolving and strengthening with each sale while we've been in restricted conditions and it will certainly be something that will continue even after restrictions lift, which is great for opening the sale up to a broader buying market."

One of the sale's largest online purchasers, Peter Brooks from Berrima, bought 169 head valued at \$250k via StockLive.

"I've been using StockLive now for about three weeks. It is really important the industry embraces technology and I'm very happy to get behind it. For me personally, it's a significant time saver, I don't necessarily have to spend 12 hours in the car and that's time I can reinvest in the business, my family and personal activities. It also ensures greater price transparency and a competitive market and that's a good thing for the industry."

Week after week an increasing number of buyers are taking advantage of StockLive to purchase in sales outside their traditional yards. COVID-19 fast-tracked industry take-up of online buying through necessity, but the recognition that StockLive provides the opportunity to broaden the market for buyers and sellers is demonstrated in the numbers.

ENDS

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StockLive is 100% owned by the Australian independent and privately owned AAM Investment Group, not a corporation.

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.