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Media release

Online bids driving value for vendors

A record \$460K in cattle was sold via StockLive at today's Central Victoria Livestock Exchange (CVLX). The Store Sale once again drew strong online interest, with 24% of the lots bid online, creating a very competitive market.

Sean Simpson from Elders Ballarat said the growing interest in StockLive bidding for the monthly sale was driving additional value in prices.

"An additional \$80-\$100 per head was achieved in the sale price as a result of the additional competition from online bidders. We had 318 head sold online and almost 300 bids were taken on 109 lots. The competitive tension created between online bidders and those on the ground at the saleyard improved the price outcome and market transparency, and this is a great outcome for everyone involved."

CVLX Operations Manager Jarrod Koch said: "Working with the agents and StockLive ahead of the sale ensured we had the selling lots catalogued which included all the vendors' pre-sale information. This made it easier for buyers to do their research ahead of today's sale, so they were ready to bid on selected pens.

"The team at CVLX has just finished delivering some of the cattle purchased online this afternoon to the successful online bidders. That's the added convenience for online buyers using StockLive, CVLX can deliver the cattle straight after the sale making the whole process time saving and seamless."

The next CVLX Store Sale will be held on Friday 16 October.

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AAM Investment Group

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.