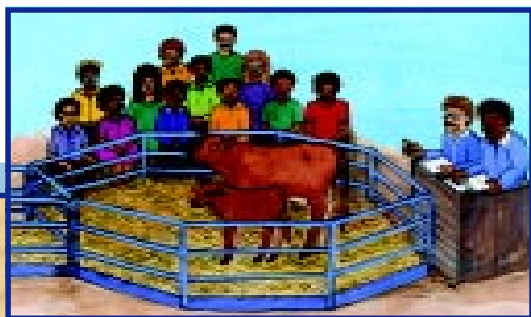


• Small-scale farmer marketing series •

The Livestock Auctioneering Process

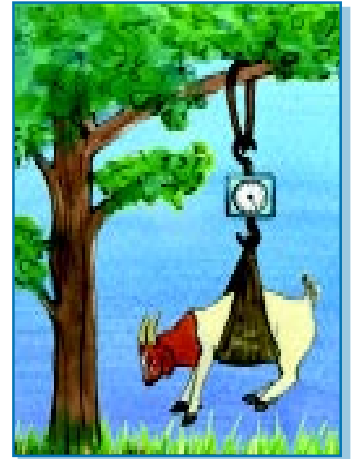
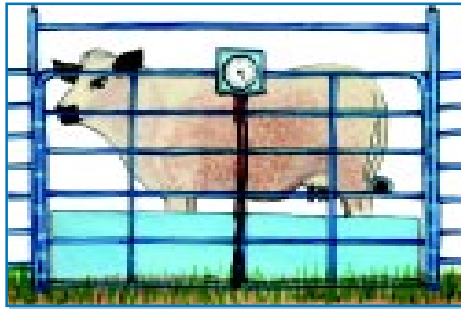


DEPARTMENT: AGRICULTURE
REPUBLIC OF SOUTH AFRICA

Steps to auction your livestock

Step 1: Preparation

- Decide which animals you are going to sell and why.
- Issues for consideration:
 - **Quality and classification**
Classification characteristics are determined according to the age, fatness, conformation, damage and sex.
The marketing agent can help you to classify the animals.
 - **Quantity**
Farmers should form cooperatives or commodity groups to increase stock numbers and lower transportation costs.
 - **Weight**
You will have to determine the weight of the animal before the auction.

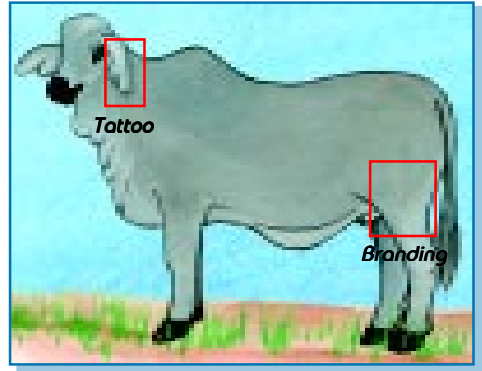
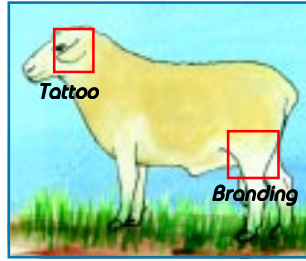
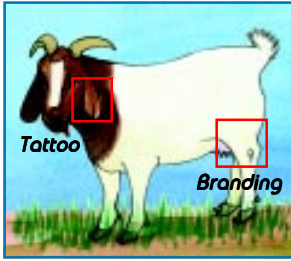


Determine the correct weight of the animal before the auction.

Step 2: Arrange the auction

- Contact the marketing agent and enquire about the prices and market trends.
- Supply relevant information about the quality and classification, gestation status, weight and, very important, the reserve price of your livestock.
- Make a reservation for the sale of your stock on the appointed date.
- Make sure that all your livestock have legal identification marks.
- Make arrangements for transportation.
- Obtain a certificate of removal from the local Stock Theft Unit.
Without this documentation you could be fined or your animals confiscated.





Position of a legal identification mark. A tattoo is applied in the left or right ear. Branding is done on the hind leg and shoulder.

Step 3: At the auction venue

Fill out the form of *Acknowledgement of Receipt* with your name, address, ID number and stock identification details.

- Note that your livestock still belongs to you and are your responsibility.
- **The auction is concluded when you say "sold".**



Step 4: After the auction

- **Finalize the transaction.**
Draw up the clearance statement and make sure that all the particulars are correct.
- **Accept payment.**
Either cash or a cheque. Make sure that all the details on the cheque are correct.
A safer option is to have your money deposited into your bank account.
- The buyer needs a document of authorisation that is obtainable from the local Stock Theft Unit to transport the livestock.
- It is always a good idea to attend an auction before you actually send your livestock for the first time. Or take someone along who have done it before.

For further information contact:

Department: Agriculture

Directorate: Marketing

Tel: 012 319 6515/6450 (Billy Morokolo)

Tel: 012 319 6354 (Lulama Ntshophe)

E-mail: Lulaman@nda.agric.za

Publications

Infopak: *Condition scoring* (Department: Agriculture)

SAMIC pamphlet: *Classification of red meat*

Registration of legal identification marks

Registrar of Brands

Delpen Buildin,c/o Annie Botha Avenue and Union Street, Rivera, Pretoria.

Private Bag X138, Pretoria 0001

Tel.: 012 319 7433/7431

Market linkage facilitators

AGRI LINK 11 Project/EM & I

Area: Eastern Cape, KwaZulu-Natal, Northwest Provence, Limpopo

Tel./cell: 011 518 0000

Ebony Consulting Inter Africa

Area: National

Tel./cell: 011 802 0015 (Andrew Makenete)

NAMC

(National Agricultural Marketing Council)

Area: National

Tel./cell: 012 341 1115

Fax: 012 341 1811/1911

NERPO

(National Emergent Red Meat Producers Organisation)

Area: National

Tel./cell: 012 348 1933 or 361 9127

(Oupa Mathebula)

SAMIC

(South African Meat Industry Company)

Area: National

Tel: 012 325 4545 or 082 252 1293

(Manie Booysens)

Auctioneering agents / Important organisations

Andre Kock & Son

Area: Northwest Provence, Mpumulanga, Northern Cape, Free State

Tel./cell: 082 333 0910 (Andre Kock)

Clive Garden Auctioneers

Area: National and neighbouring countries

Tel./cell: 082 892 8430

Eliot Brothers

Area: Eastern Cape only

Elite Auctioning Company

Area: Northwest Provence

Tel./cell: 082 333 7567 (Jan Schabort)

Epla Marketing (Pty)Ltd

Area: Eastern Cape, Free State, Northern and Western Cape

Tel./cell: 046 622 4724 (Paul Hobson)

Karoo-Ochse

Area: National and International

Tel./cell: 082 574 4220 (Johan)

R&M Kzn

Area of operation: KwaZulu-Natal

SAMIC

(South African Meat Industry Company)

Area: National

Tel./cell: 012 361 4545 (Mannie Booysens)

Sheard Auctioneers

Area: Eastern Cape

Tel./cell: 045 843 1722 (Chris)

Stock Owners

Area KwaZulu-Natal and Eastern Cape

Tel./cell: 033 330 7470 (Joffs Coni)

Vleissentraal

Area: National

Tel./cell: 012 348 5111 (Pieter)

SAFLA-MB

(South African Federation of Livestock Auctioneers and Meat Brokers)

Area: National

Tel./cell: 012 348 5111