Effect of market consolidation on the red meat processing sector Submission 2



Submission on cattle auction system.

By graham primmer Date 30/3/2015

Dear sir/madam: My idea on the future of cattle selling in regional saleyards, is a move to a reverse auction system. this system involves starting the auction price high and moving lower. First bidder wins the beast. I watched a landline program some years ago on the Sydney fish market where the system was operating and I believe it could be adapted to the cattle market.

I've been at the saleyard and witnessed the following problems under the present system.

- 1- buyers stalling the sale with stunts and jokes while a couple of them uses the time to collude to buy cattle cheap and share cattle.
- 2-buyers buying for multiple vendors. Agents or auctioneer can't stop this if they try buyers boycott there cattle for another agents cattle.
- 3-new buyers or farmer buyers getting victimised by the regular buyers. This is done by them all calling out and yelling so the new buyer can't hear the auctioneer.

Reverse selling auction system advantages as I understand them to be.

- 1-fast selling system which doesn't allow buyers time to strategise and collude.
- 2-better animal welfare outcomes because of shorter selling time allowing cattle to be moved off concrete earlier.
- 3-encourages higher prices because if you want cattle you have to come in early.
- 4-allows farmers or new buyers to make one bid when they want cattle without interruption.
- 5-vendors should be given opportunity to set a reserve price.

Signed: