

## Get the LivestockEye edge

### Comprehensive sale info

The most comprehensive sale reports available. It's just as good as being at the sale - in fact some say its better!

### When you need it

Delivered direct to your inbox or fax within hours of the sale. Why wait for reports in next week's paper or rely on 2<sup>nd</sup> or 3<sup>rd</sup> hand sale reports?

### Objective

Livestockeye is the only independent source of \$/kg lamb prices based on actual liveweights.

### Independent

That means we stick to the facts.

### Making you money

Your Livestockeye membership will keep on paying for itself over and over by:

- Giving you an accurate gauge of the value of a line of stock when buying or selling. This is critical when negotiating. Why sell yourself short or pay over the odds?
- Highlighting buying or selling opportunities at other sale centres that can save you or make you \$1000s.
- Monitoring price trends at your local sale so to can judge the right time to buy or sell.

## Livestockeye - Your eye at today's sales

A complete knowledge of the market at your local and other regional sale centres is vital when it comes to making top buying and selling decisions. These decisions have a huge impact on the bottom line of all farming businesses. Top farmers rely on the best information available. Livestockeye Saleyard Reports are the first choice when it comes to keeping your finger on the pulse of the store stock market.

With **LivestockEye** Saleyard Reports you have access to the most comprehensive and up to date reports on key saleyards.

### Features

Livestockeye Saleyard Reports are delivered to your email inbox or fax during the week and offer you:

Feature	Benefit
<b>Objective, liveweight based price reporting</b>	Livestockeye reports auction prices at sale centres on a \$/kg liveweight basis to provide you the most accurate and objective account of the sale. Livestockeye reports actual lamb \$/kg values as we weigh a sample of 10 head in each pen with a revolutionary group weighing crate.
<b>Near line by line sale coverage</b>	Our people are at every sale to assess, weigh and record every pen of stock. Our cattle reports show nearly every pen in a simple, easy to read format that allows you to instantly visualise what stock were selling for.
<b>Livestock breed &amp; condition info</b>	Breed and condition info is supplied for every pen of cattle to provide a complete picture. Allowing you to accurately assess what you could expect to pay or receive for a line of stock.
<b>Up to the minute reporting</b>	Most Livestockeye reports are delivered direct to your email inbox or fax within 12-24hrs of the sale. This means you benefit from the most up-to-date saleyard reports available.
<b>Informed market commentary</b>	Our market commentary gives you a real feel for the sale on the day. We are talking to the people in the know and providing a balanced overview of comments and conditions.
<b>Beef &amp; lamb schedule prices</b>	Schedule prices are provided courtesy of Taylor Preston. This provides you with a trend indicator of the slaughter market.
<b>Regional weather forecasts</b>	We provide handy regional weather forecasts for the coming 7 days so you have this information at your finger-tips when making buying and selling decisions.
<b>The lighter side</b>	Humour is an important part of life in rural NZ. We include a joke every week reflecting the good natured banter that is typical at sale yards around the country.

### What our subscribers are saying...

*"Having up to date factual \$/kgLW market values when I am buying or selling stock, makes livestockeye a very valuable farming tool"*

Tim Rhodes, Gisborne

*"Livestockeye is another great tool for farmers in the march towards more objective farming - in this case timely livestock auction information based on actual weights"*

David Brownrigg, Hastings

*"Livestockeye is a refreshing approach to market reporting, true liveweight based pricing is an essential tool within our business for accuracy and accountability"*

Bill Ritchie, Waipukurau