

Get the Market Insight edge

Comprehensive info

We are in constant contact with a NZ-wide network of agents, meat companies and other industry sources. We are also continually monitoring market prices as well as the industry statistics, trends & news that are influencing those prices. We can arm you with the most comprehensive livestock prices and market information.

When you need it

Market Insight tells you what's happening now – not what happened last week. Why rely on livestock market information that is out of date? Timing is everything when it comes to buying & selling livestock.

Independent

That means we stick to the facts.

Saving you time

We're on the phone, on the road and head down in the office every week to bring you quality market information. That frees up your time to run your business with market intelligence you can rely on. We deliver Market Insight direct to your inbox or fax in a concise, easy to read format. Why waste your precious time trawling a minefield of info sources when we can cut through the clutter for you?

Making you money

Market Insight will pay for itself over and over by providing you a benchmark price every time you are looking to buy and sell livestock. Why sell yourself short or pay over the odds?

Market Insight – Complete market knowledge

Buying and selling livestock is a critical task for all sheep and beef farming businesses. Turning your production into profit relies on good buying and selling decisions. Those decisions rely on top quality and timely market information. Market Insight is all about giving you & your business a comprehensive yet concise update of current livestock prices and market trends.

With **Market Insight** you have access to the latest livestock prices, market commentary, analysis & news

Features

Market Insight is a concise 3-pager delivered to your email inbox, fax or mailbox every Friday. It is packed full with the following features and benefits:

Feature	Benefit
Slaughter stock prices	You know the value of your export cattle, lambs & deer before you pick up the phone. Our prices are 'Farmer Operating Prices' - the equivalent of schedules plus printed premiums plus unprinted premiums. Track price trends so you can judge the right time to sell.
Store stock prices	You get benchmark prices for your store cattle and sheep, giving you more control when it comes to assessing the optimal time to buy or sell and making sure you get the right price.
Informed market commentary	It's more than just about the numbers. Our market commentary is designed to give you a real feel for the market. We are talking to the people in the know and providing you a balanced overview.
Overseas meat prices	The movements in meat prices in our main overseas markets provide a powerful indicator of market demand and price direction.
Exchange rates	Exchange rates also have a major impact on livestock prices on a week to week, and month to month basis.
Procurement indicators	Our unique 'procurement indicators' show just how hard meat companies are chasing stock relative to market returns. Tracking procurement trends provides a quality indicator of price direction.
Kill data information	We track slaughter trends for cattle and sheep which are a crucial guide to the procurement forces in the markets week to week.
Regional weather snapshot	We provide you with regional rainfall and soil temperatures across the North Island. Of course weather also strongly influences both store and slaughter markets by impacting on stock supply and demand.
Wool prices	Wool auction prices are provided every week.
Market & industry news snippets	We monitor the market and industry news that impacts on your business. We present the key facts and issues, and talk to how they influence you.

What our subscribers are saying...

"Market Insight's paid for itself 10 times over in just one deal. It's vital to my farming business"

Dennis Munro, Wairoa

"It gives us a benchmark. We base a lot of our marketing decisions on it. It's well worth it"

Kirsten & Paul Bryant, Taumarunui