



MOBILE CATTLE AUCTION MANUAL

The purpose of this document is to **outline the operations and roles of the various involved parties** for executing a mobile cattle auction in any particular communal area. This manual is particularly for Client NGO/organisations who are currently working in the particular area where linking livestock owners to the outside market has been identified as a need from the community and stakeholders. This would typically be for purposes of improving local rangeland and livestock management as well as providing the market as an option for returns from raising livestock.

The parties typically involved, but not limited to, are:

- Meat Naturally Pty (hereafter referred to as MNP)
- Local NGO/Implementer/Implementing Agent (IA)/Client (hereafter referred to as Client)
- Community representative/s and livestock sellers.

Build up to auction:

The responsibility lies with the Client to mobilize the community to the point where linking to the external red meat market seems viable. Bringing of the auction to any particular community could be considered as being viable when at least the following criteria are met:

- A system of **improved management** of local **rangelands** have been agreed upon and implemented by the local community with or without the assistance of the Client. This could include a variety of management interventions, but should at least include the resting of certain portions of grazing land during the growing season;
- The Client organization must be working in **collaboration** with the local **DRDAR**/Agricultural Department representative for the particular area to ensure streamlining all activities and goals with that of the authorities;
- A **conservation agreement/rangeland management agreement** should be signed (in year 1 it can be a verbal agreement) between the Client and the community for which linking to market act as reward or incentive;
- **Livestock owners** and local tribal authorities from the applicable area should be well consulted by the Client to ensure that there is reasonable **consensus** on the matter of bringing an auction;

- The **Client** organization should have a good **track and trust record** with the particular community with at least six months of involvement and community engagement;
- The Client needs to be able to arrange for suitable **local human resource** assistance at various levels as stipulated below. These helpers should be paid assistance – if the client does not have funding/means to pay, prior arrangement needs to be made with MNP on the terms of payment;
- An **auction date** is decided upon in agreement between the three parties, with the Client and community suggesting to MNP at least two possible dates and MNP to confirm which is suitable after assessing availability of buyers;
- **Livestock numbers** on offer for the particular auction event is proven to exceed a minimum of 70 cattle by completion, and return to MNP, of [Annexure A](#) (Livestock List) at least two weeks before the date of the event;
- **A suitable site** is selected for auction setup by MNP with Client and community representative that is centrally located for seller access, but next to a district road that is accessible for buyer trucks. Smaller details for a suitable site would include a level area of at least 1 ha (see Typical Layout Sketch below). An existing strong fence along any side of the site will be an additional benefit for movement and control and also holding of sold animals.
- **Proof of ownership certificates** ([Annexure B](#)) are distributed by Client via community representatives to livestock owners who registered to sell at least one week before the event date. These certificates, with ID/ID copy, must be presented on the day of sale signed/stamped by local headman/chief. Cattle branded with a **registered brand** will be preferentially sold and the client is responsible to assist to verify proof of ownership. NO unbranded stock is allowed to be sold. Clients will need to explain risk to livestock owners that police may prohibit sale of animals which have clearly been freshly branded/recently re-branded.
- All sellers must provide proof of **banking details** together with documentation above
- **Seller commissions:** upon confirmation of the auction the client must propose to MNP if any reduction in commissions should be applicable to any particular association/grouping/stewards partaking in the sale for rewarding of conservation actions. Relevant proof and evidence of conservation actions should be provided.
- **Total costs to sellers:** VAT will be added onto the agreed upon % of sales to be charged to sellers. An additional Red Meat Admin Levy (nationally charged by law) of R7.11 incl. VAT will be charged to sellers per head of cattle sold. No VAT is applicable on the sale price of the animals to buyers or sellers. Clients should ensure that these charges are explained to sellers prior to an auction. MNP can provide support in helping client staff understand and explain if necessary.
- **List of equipment needed.**

ITEMS	Provided by:
Livestock handling: <ul style="list-style-type: none"> - Load-bay trailer and crush - Additional holding pen gates - Scale and accessories, prodder - Paint, pail, brand irons (0-9) - Water trough, drum & bucket 	MNP

- Pipe/rubber beaters x 6	
Recording and admin: <ul style="list-style-type: none"> - Table and chairs x 4 - Clipboards x 2, stapler, pens - Blank vendor list, triplicate books, blank ownership certificates, livestock removal booklet (pink), Seller numbers tickets; - FlexiAuction Laptops x 2 - PA System, megaphone, spare batteries, droppers x 4, rope/danger tape - Solar power and inverter - Printer, paper, spare ink 	MNP
Other: <ul style="list-style-type: none"> - First-aid kit - Toolbox and wire - Hammer, spade, bowsaw - Ecoranger sleepover kit - Banners & gazebo's x2 	MNP
Additional holding pens built from wattle (site dependent)	Client & Comm rep.

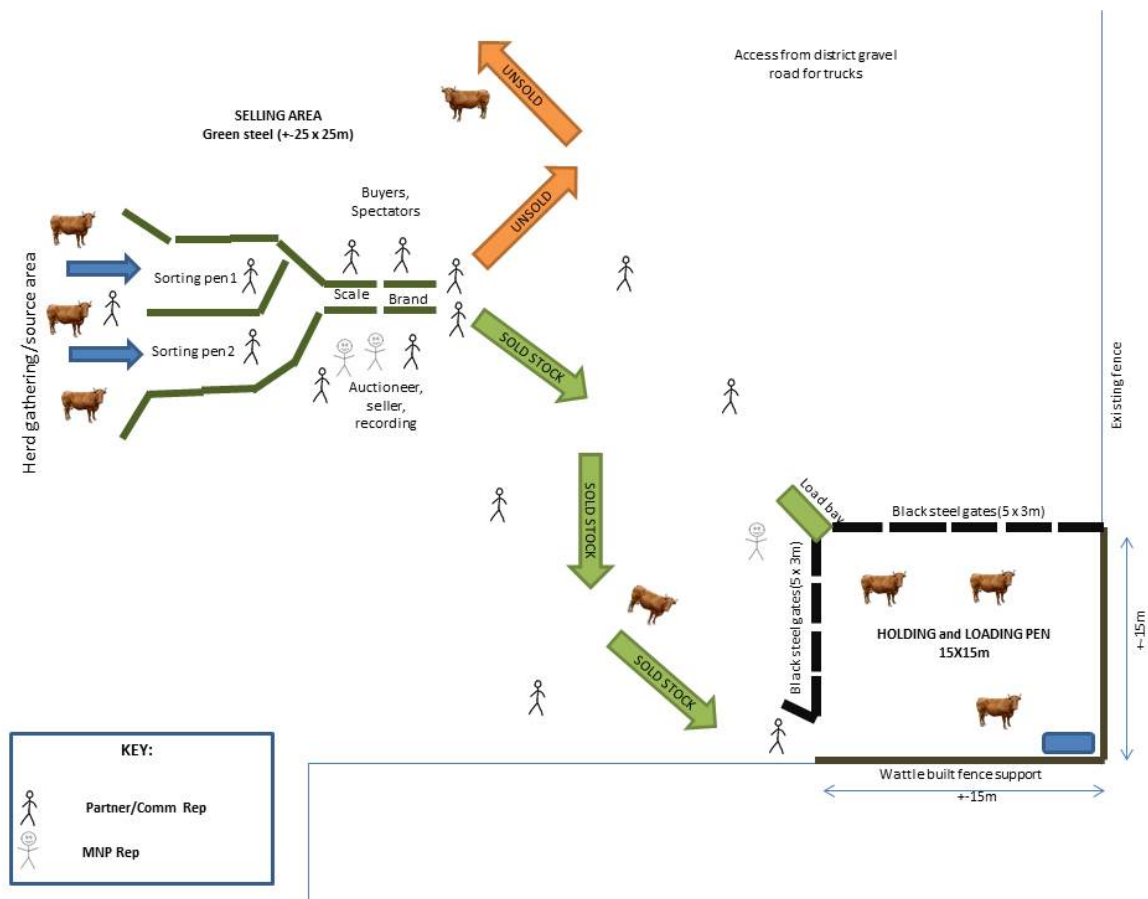
Roles and responsibilities

Activity	Responsibility
Identify suitable site for auction	MNP, Client, Community representative
Distribution and return of livestock registration lists (Annexure A)	Client & comm reps
Distribution of blank ownership certificates to prospective sellers (Annexure B)	Client/comm reps
Confirmation of buyer attendance and screening of buyers	MNP
Setup of auction facilities before and take down after auction	MNP (assistance from at least 8 physically strong Client/comm reps)
Verifying, arrangement and ordering of sellers before entering sales pen – done by issuing of number tickets to determine order of entry.	Client & Comm reps – one informed local person to assess and sort ownership and ID papers and order of entry. Three livestock handlers needed at sale pen entry.
Auctioneering	MNP x 1
Main point of recording per animal/sale sheet and electronically	MNP x 2
Issuing of seller proforma post selling (Annexure C)	MNP x 1
Livestock handlers around race and crush	Client/Comm x 2 people
Livestock handlers, branding & tagging sold stock	Client/Comm x 2 people
Sold stock holding and loading steward (verification of loaded animals and issuing of removal certificates to truck driver/s)	MNP x 2
Sold stock holding and loading assistance	Client/comm x 5 people (site dependent)

Stock holding overnight (only required usually if sales exceed +- 100 head – buyer loading dependent)	MNP responsible for paying for and feeding/sleeping for any overnight security
Watering facility/trough for overnighting and supply of hay bale if overnighting more than one night	MNP
Sorting of buyer packs, issuing paperwork to buyers and receipt of buyer payment documents.	MNP
Setting up and managing payments to sellers (14 days post auction as set out in seller notification slip)	MNP (Client involvement optional)

Typical layout of setup

A typical layout of mobile auction is depicted below. Actual positioning of equipment and activities will vary greatly according to site, but will be agreed upon beforehand as mentioned above by all parties.



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