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The European Agricultural Fund
for Rural Development
Europe investing in rural areas



This event is being run by SAC Consulting



Livestock Marketing



- Breeding stock
- Finished/fatstock
 - Conventional markets
 - Niche/small markets
- Sheep and cattle

Breeding Stock



- Private Sales
 - No commission
 - Agree price directly
 - May avoid haulage costs
 - Biosecurity

Breeding Stock



- Market (Auction)
 - Get stock to the ***right sale***
 - Take stock ***dressed appropriately***
 - Research how your breed is usually ‘dressed’, i.e. trimming, colouring etc
 - <https://www.youtube.com/watch?v=ffFaOKJYmXE>
 - <https://www.youtube.com/watch?v=0-s5cT8c4eE>

Breeding Stock



- Put together even ‘pen’ of a decent number
- Consider a notice at your pen with details of treatments/vaccinations (or hand to auctioneer).

Dressing Sheep

- Some breeds expected to be heavily 'dressed' (e.g. Beltex), others should be shown untrimmed/undressed (e.g. Lley, Texel).



Dressing Sheep



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The Scottish
Government
Riaghaltas na h-Alba

Cattle

- Clipping heads
- Clipping topline/tail
- Washing
- Drying/soap



Fatstock

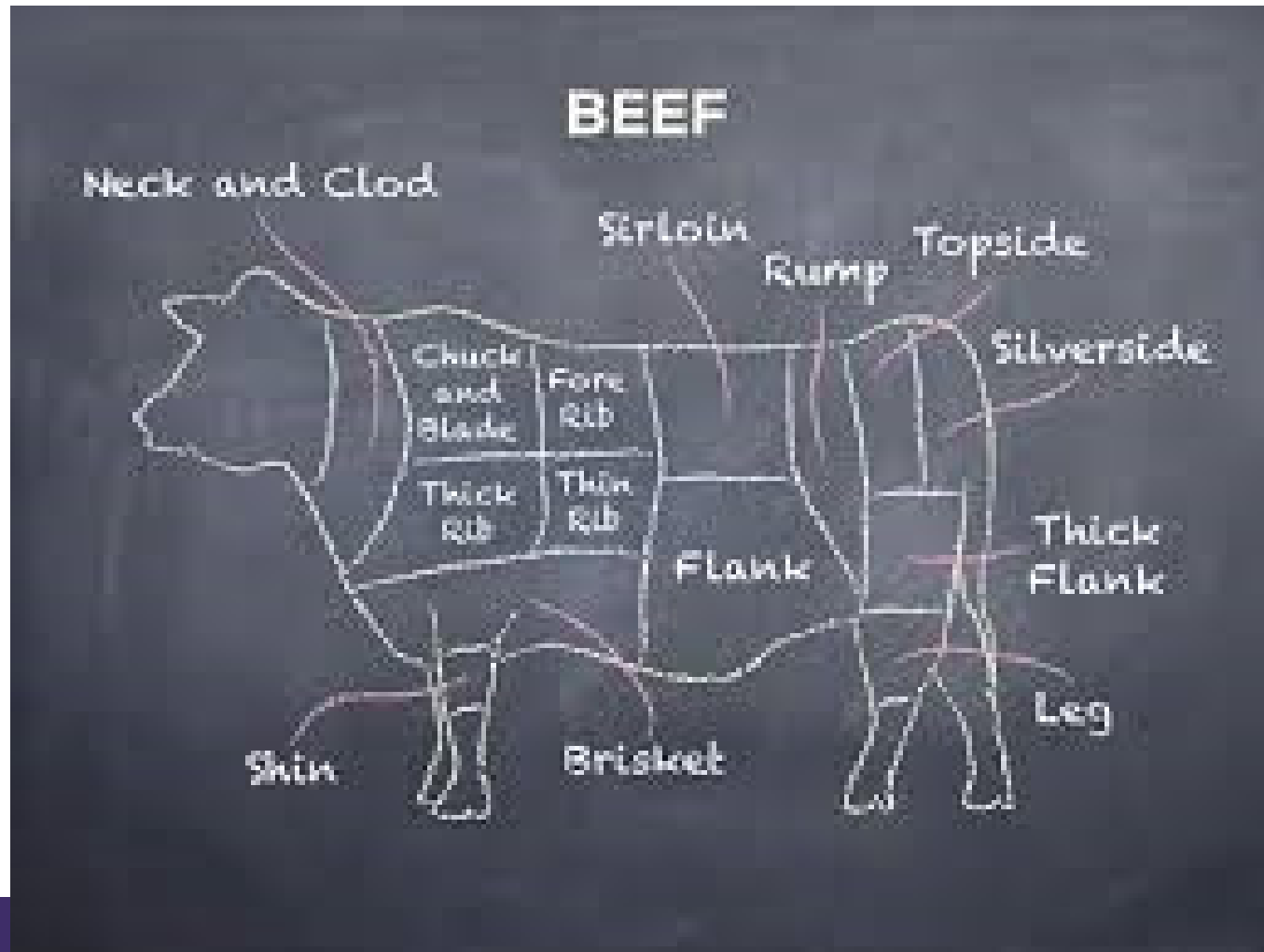


- Finished animals/fatstock
 - Marketing groups/co-ops – member only
 - Galloway Lamb Group/Farmstock Ltd
 - Direct to abattoirs
 - Under contract – need to book in
 - ‘Fat ring’ at market
 - Easy – take all types of stock

Fatstock – Cattle



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Beef – UK Classification



- Age
 - Cow beef less tender – slow cooking/minute – can be sought after
 - <12 months classed as veal
- Sex of animal
 - Bull beef less sought after
- Conformation
- Fat cover

*Experienced grader can tell all
this from just looking at the carcass*

Typical Meat Yield

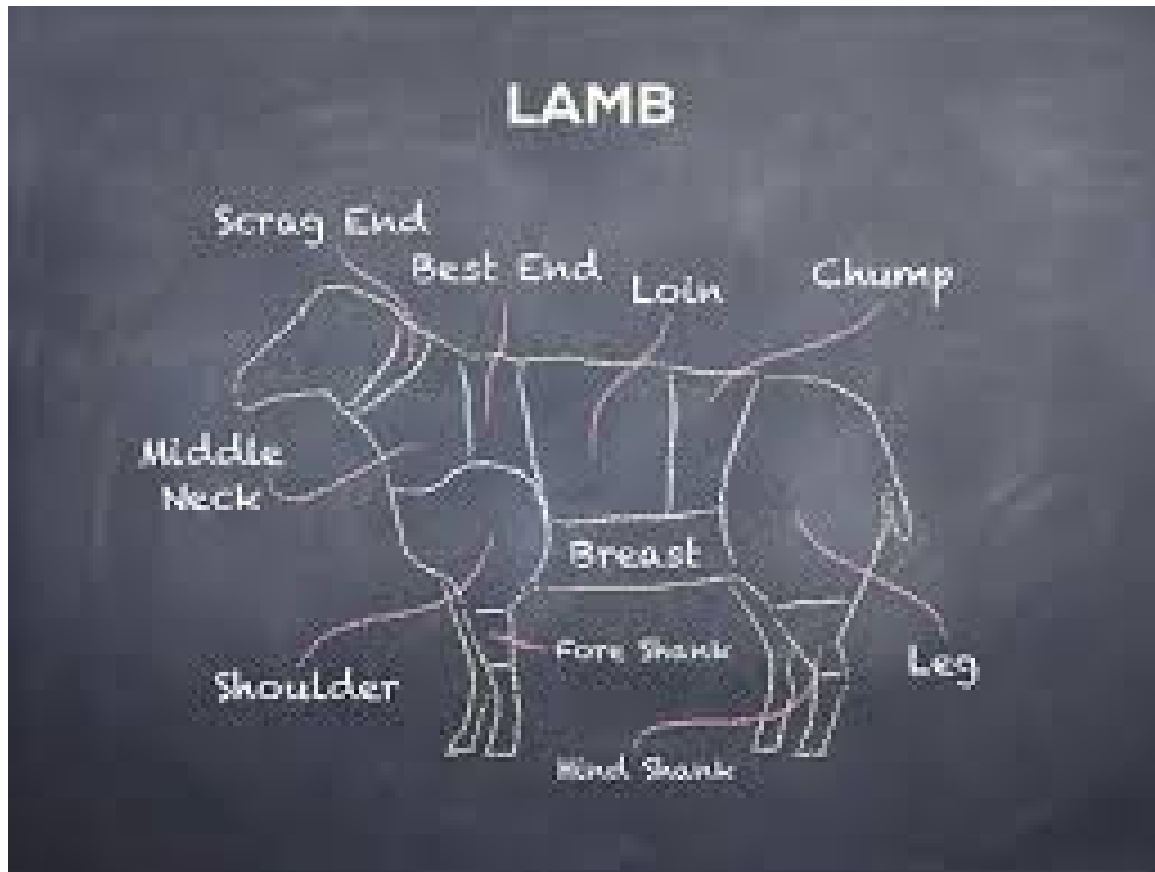


- Meat – 42%
 - Waste – 42%
 - Trimming – 5%
 - Skin/hide – 11%
-
- **Better shaped/appropriately fat animals will have greater saleable meat yield.**

Fatstock - Sheep



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Fatstock - Sheep



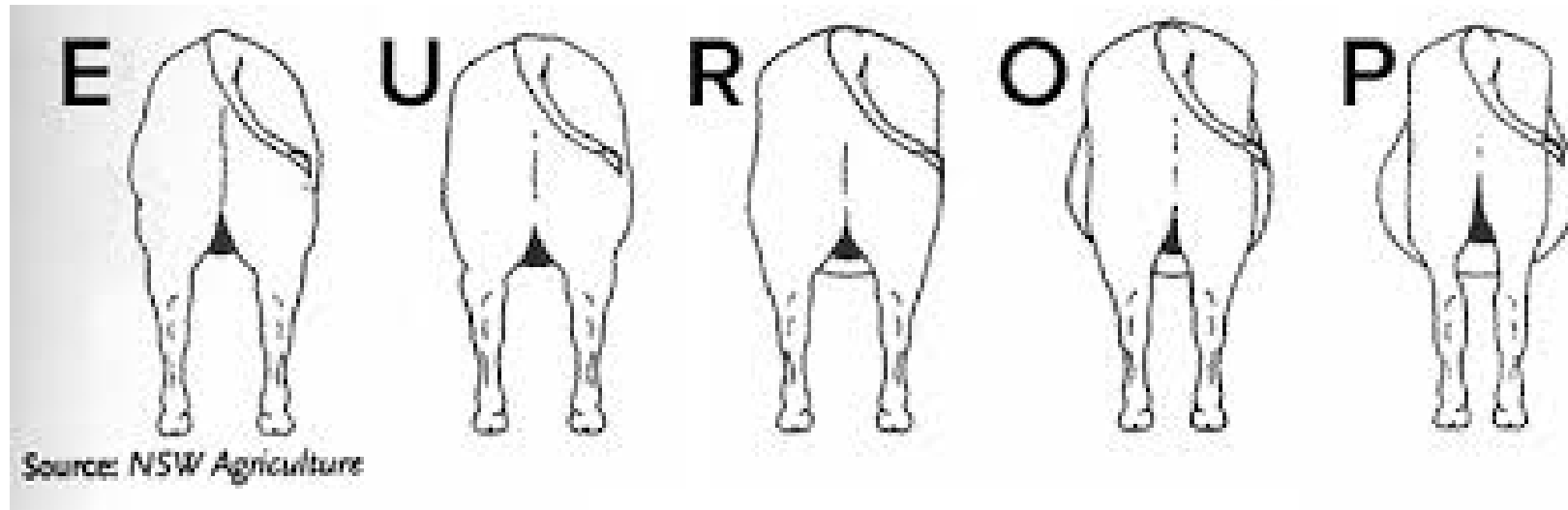
<u>Carcase Weight</u>	<u>Grade</u>	<u>Market</u>
6 – 15 kg		Italy
8 – 15 kg	EUROP 2/3L	Spain, Portugal
15 – 18 kg	UR 2/3L	Belgium
18 – 22 kg	EU 2/3L	France
17 – 21 kg	UR 2/3L	UK Supermarkets
20 – 24 kg	UR 3L/3H	UK Butcher

Grading Stock



- Fat – 1, **2**, **3L**, **3H**, 4L, 4H
- Conformation
 - E: Excellent
 - U: Very Good
 - R: Good
 - O: Fair
 - P: Poor

Grading Cattle

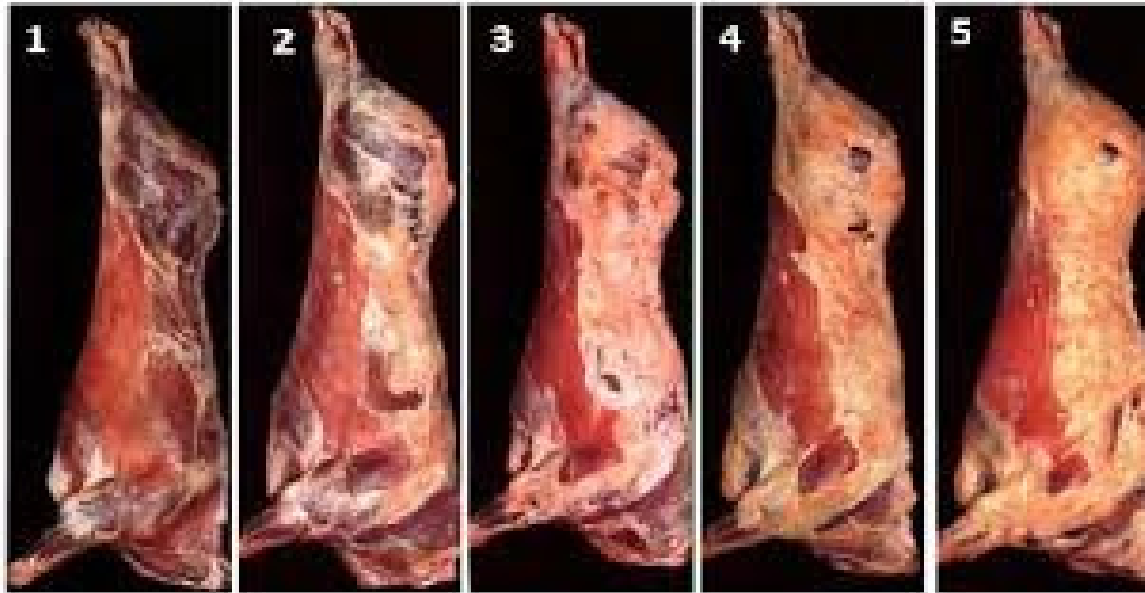


	2	3	4L	4H	5
E		+27	+27	+7	
U		+27	+7	Base	
R		+7	Base	-7	
O+		Base	-7	-17	
O		-7	-17	-27	
O-		-17	-27	-27	
P		-27	-27	-27	

Figures in percentages above and below base price

Grading Cattle

R 102



Presenting Stock



- Clean and dry
- Belly clip where necessary
 - Markets will often arrange this - sheep
- Gut fill can account for 2 – 3 kg
- A wet lamb can account for 1 kg

Liveweight/deadweight



- Liveweight sales pay for animal **on the hoof**.
 - Mart weights can be contentious.
 - Buyers assess the likely yield and value of the meat on the animal.
- Deadweight sales
 - Animals are paid according to their yield of meat and a grading chart (weighted to encourage stock for particular market).

Deadweight



- Communication and booking in – vital.
- Check what deductions will be made – some suppliers different.
- Make sure that the your purchaser ‘wants’ your cattle or sheep – what is their market and is that what you’re sending?

Farm Assurance



QMS

Specially Selected Scotch Beef/Lamb

Red Tractor

Produced in UK

Thank You

