



Tool 3.9

Selecting the appropriate marketing option

Choose the most appropriate marketing method by placing a ✓ or ✗ in the columns beside the features listed for each option.

Review the assessment against the number and estimate of the carcass specifications for each sale lot to identify the most profitable selling method.

Important feature	Live sales		Over-the-hooks sold to meat processor	
	Saleyards (L/agent)	\$/head on-farm (L/agent)	c/kg* (L/Agent)	c/kg* (no L/Agent)
Competition at auction	✓			
Price comparison	✓	✓	✓	
Price negotiation		✓	✓	✓
Live assess, CW & Fat by assessor		✓	✓	✓
Feedback sheets		✓	✓	✓
Specific target market		✓	✓	✓
Guaranteed payment	✓	✓	✓	
Price indication on-farm		✓	✓	✓

* AUSmeat accredited works
CW = carcass weight