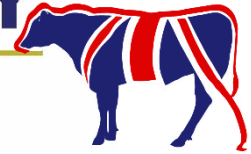




MEADOW QUALITY

LIVESTOCK TRADING SINCE 1975



Finished Cattle

Meadow Quality provides an independent source of advice, with a wealth of knowledge and is ideally placed to market producers' cattle to maximise their returns. This gives true price transparency from a number of processor outlets.

At Meadow Quality we believe in having a range of options, so that our service can be tailored to individual circumstances. We know that every producer's requirements are different and our marketing reflects this.

Meadow Quality has a big influence on matters such as transport and open livestock pricing systems to ensure the best possible prices for producers.

We currently market around 600 cattle a week. These include all types, such as Holstein Friesian bulls, best quality Continental steers and Small Butchers heifers.

Advantages offered

- Independent inspection of cattle on farm
- Guaranteed and secure payments – credit insured
- Weights and grades received from abattoir within 24 hours of slaughter
- 29 processor outlets served across the country
- Access to butcher, wholesaler and retail outlets
- Wide market and varied options for stock ensure the maximum return
- Welfare friendly system
- ABM approved hauliers used
- Impartial advice from a trusted source
- Weekly trade round-up

Matching Stock to Processors

Weight, conformation and fat class are the three main variables to consider. Missing a processors' specification on one of these can have a big impact on your income. However, as most processors have differing specifications, this problem can be overcome through marketing cattle to a range of outlets. Our marketing specialists consider the headline price, pricing grids, weight ranges, abattoir charges, transport costs and dressing specifications when assessing the best outlet for your cattle.

On-Farm Selection

Our experienced fieldsmen are available to select cattle on farm. This can generate additional income, through their advice on when to market the stock. The fieldsmen know whether the cattle can be taken to heavier weights or whether they should be marketed quickly to avoid penalties.

Meadow Quality works with an independent nutritionist, who specialises in beef cattle. Through this service producers can ensure that their feeding strategy maximises gains from their stock.

Transport Concerns

Meadow Quality has the ability to efficiently arrange transport over a wide area. This gives access to stock which normally cannot be procured economically. Transport costs are a major issue for producers. Choosing an alternative outlet often means travelling further, but not necessarily increasing costs. If producers work together, through using a marketing group, cattle can be combined from a number of local farms to fill a lorry. By keeping costs under control, producers can take advantage of the price by changing outlets and achieve a higher return for their cattle.

Local Hauliers Networked Nationally

As Meadow Quality works closely with a number of cattle processors throughout the country, we are able to find the right combination of weight range and carcase quality to consistently match their requirements. Understanding the customer is key, which type of cattle they require, their payment grids and any bonus systems, as well as the abattoir charges. By understanding and then meeting their requirements, we can ensure the maximum return for the cattle. The relationships we have developed over 30 years of marketing enable us to deliver real and tangible benefits to our finished cattle producers.



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