

SUSSEX CATTLE SOCIETY

Report of a Special Meeting of Council to Discuss 2024 Sale held on Thursday, 7th December 2023

1. **Apologies for Absence** were received and noted.

2. **Sale Date**

It was agreed that the sale would go live 15/16th March.

3. **Entry Closing Date**

It was agreed that the closing date for entries would be 28th February

4. **Reserve/Upset Prices**

It was agreed the Upset would be £3,000 for all bulls under 5 years. It was further agreed to encourage vendors to publish their Reserves.

5. **Sell in guineas or £sterling**

It was agreed to sell in guineas.

6. **Order of Sale**

It was agreed to sell oldest to youngest bulls followed by Cows with calves, IC Cows, IC Heifers, Maiden Heifers, Yearling Heifers.

7. **Penalty for withdrawal without valid reason**

It was agreed that once the closing date was reached withdrawals could incur a penalty of £200 to cover costs and the Society reserve the right to refuse entries at future sales.

Noted: the Society will not be charging their standard 1% commission for this sale.

8. **Advertising Schedule**

A budget of £3,000 to be spent in Farmers Guardian and South East Farmer. Additional free advertising on social media, website, etc.

9. **Any Other Business**

Official Auctioneers

It was agreed that SE Marts are now official joint auctioneers to the Society and they will be informed of this and Hobbs Parker will also be informed.

There being no further business the meeting closed at 19.45pm