



AUCTION PLANNING



Your step-by-step guide to a successful Tuli auction



4–6 MONTHS
BEFORE THE AUCTION

- ✓ Ensure that all animals is inspected and approved.
- ✓ Conduct Genomic testing.
- ✓ Notify the Society of your upcoming auction.



3 MONTHS
BEFORE THE AUCTION

- ✓ Conduct bull fertility tests.
- ✓ Perform sheath wash tests (Trichomoniasis & Vibrio).
- ✓ Conduct Brucellosis (CA) and Tuberculosis (TB) tests on both male and female animals.
- ✓ Begin conditioning the animals and make the final selection of auction animals.



2 MONTHS
BEFORE THE AUCTION

- ✓ Start compiling the auction catalogue.
- ✓ Confirm the two senior inspectors with the society for your auction screening.
- ✓ **35 Days before the auction:**
Submit the catalogue data to the Tuli office (Teresa Rust).
- ✓ Launch your auction marketing campaign.



1 MONTH
BEFORE THE AUCTION

- ✓ Finalise and print the auction catalogue.
- ✓ Complete all personal arrangements for the auction, including catering, logistics, and other preparations.

Week 2

2 WEEKS
BEFORE THE AUCTION

- ✓ Send the auction catalogue to all prospective buyers.
- ✓ Personally contact potential buyers by phone to discuss the auction and highlight animals that may suit their breeding objectives.
- ✓ Remind buyers of the auction date, venue, and registration details



1 DAY
BEFORE THE AUCTION

- ✓ **Submit the following documentation to the auction inspectors:**
 - TB test certificates
 - CA (Brucellosis) test certificates
 - Pregnancy certificates
 - Fertility certificates
 - Sheath wash (Trichomoniasis & Vibrio)



Plan ahead. Prepare thoroughly. Present with confidence.