



SELLING VENISON

There are a number of ways to sell venison animals in the Australian market. Unlike sheep and cattle, which are generally sold through the saleyard or direct to the abattoirs, deer are sold to "processors". A processor will purchase animals direct from the farmer and arrange the transport, slaughtering, boning, packaging and marketing.

As far as the farmer is concerned, he is simply selling his/her animals to an individual processor and is paid on either a live weight or hot carcass weight basis. To find ways to sell your deer it is a good idea to check out your local rural newspaper. Venison vendors often advertise for deer wanted in this media.

Another good place to start is in the "Members" section of this Web Site.

The aim of farmers is to produce a high-quality marketable sized animal.

It is important to establish an ongoing relationship with your processor. Trust and reliability are important for both parties. Many processors are now looking for forward contracts which adds a lot more security to your business.

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