

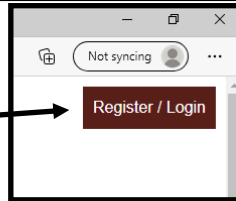
## Bidding from home

## Bidding Process

## Attending the Sale

### Option 1:

- 1) Log-in and Register
  - Go to [www.incheochfarm.co.uk](http://www.incheochfarm.co.uk)
  - Click on 'Go to Sale'
  - Register at 'Register/Login' top right corner
  - Register details and get a Buyer Number (next time you just need to Login).
- 2) Go to Demonstration Lots (end of Lot list) and practice.
  - Click on a Lot to bid on it
  - You can choose to confirm at the minimum increment (£50 rams, £200 bulls), or place a higher bid.
  - After confirming, the Lot you hold will be highlighted green.
- 3) Pick your sheep or bull.
  - Videos will be available on sale website (or Youtube)
  - Viewing days 25th and 29th Aug 3-8pm.
- 4) Place a bid anytime on your smartphone or computer.
  - RED lots: reserve price, no bid yet.
  - BLUE lots: current bid, and buyer number
  - ORANGE lots: new bid (changes to blue after 2 minutes)
  - GREEN lots: YOU hold this lot (only visible to you and if you are logged-on).



### Option 2:

- Follow the sale from your computer screen.
- Phone Debbie on 07801 783988 with any questions or to place a bid for you.
- Phone Graham or Fiona Burke of Pentland Auctions on sale day to place a bid on your behalf:  
Graham: 07547 369295 Fiona: 07971 328277

### Option 1:

#### Bring a Device

- Sale day wifi password: workinggenes
- Screens around the pens and sale shed will show the sale progress.
- Login and bid from your phone in a pen of sheep!



**Bidding Stations:**  
Someone will be manning a computer at a desk by the ram sale-ring and another in the barbeque shed. They will be able to deal with any bidding problems or queries and be able to place bids for you.

*What happens if I click on the wrong button and bid on the wrong sheep?  
Speak to someone on a bidding station or call Debbie — they can fix it.*

### Option 2:

#### No Device

- Register at a bidding station if you haven't got a buyer number beforehand.
- Fill in a bidding slip with Buyer Number, Lot Number and Bid—hand it to one of the team or at a bidding station.
- Keep an eye on the screens to see if your bid is still winning.

*Or why not bring along a teenager / grandchild / girlfriend (not necessarily your own!) and have a go at Option 1*



## Why are we doing it this way?

We've done a bit of thinking, a bit of listening and a lot of soul-searching—here's what's behind our decision:

- Yourbid is a simple to use, low pressure auction system.
- It allows for people at the sale and at home to bid at the same time. Time pressure on-farm is ever-increasing and this gives you the flexibility to visit and pick your sheep or bull when it suits you.
- Buyers have found it easier to buy to a budget with Yourbid.
- If you get out-bid on your ram, you've got a 2nd chance at all the others.
- Not the same time-pressure of the auction-ring.
- Sale setup means bulls can be out in their paddocks.
- A larger selection of rams can be offered, without taking any more time.

We understand that it doesn't suit everyone, but we hope you are willing to give it a try.

## How to find us:

Open Days— 3-8pm

Thursday 25th & Sunday 28th August

Shealwalls Farm: Head for PH11 8HJ (North on the B954 towards Glenisla from Alyth). As you approach Incheoch, take left turn signed Dykehead. Immediately left on farm road, then left again to Shealwalls.

Sale Day—

Thursday 1st September

Viewing from 1pm, Ram Parade 3pm

Bidding Closes: Bulls 4pm, Texels 5pm, Lleyn 6pm

Parkhead Farm: PH11 8HS (North on the B954 towards Glenisla from Alyth). Pass Incheoch Farm on left, take next left signed Kilry. Parkhead is first on left.

## WORKING GENES 2022

## How is the sale going to work?

- Same as last year: Yourbid on-line silent auction—bid from home or at the sale.
- All lots in £ not guineas—what you bid is what you pay.
- Lots of help available with bidding.
- Split closing times between breeds to take pressure off bidders trying to buy from more than one section (Bulls 4pm, Texels 5pm, Lleyn 6pm).
- The aim is to make a good experience and better value stock.

## What will happen on Sale Day?

- Stock will be available for viewing from 1pm at Parkhead. Bulls in paddocks and bull pens, rams in the usual pens.
- Rams will be run through the sale ring at 3pm to aid viewing. This is an excellent chance to get a good look at legs, locomotion and character.
- Bull Sale will begin to close down at 4pm and all Lots extended until there has been a 2 minute period without any bid on any Lot. If a bid is placed on any Lot during that period, then all Lots are extended a further 2 minutes.
- Final time will be at the discretion of sale management and announced at bidding stations and on-line chat box (expected to be no more than 20 minutes).
- Texels and Stormtroopers will begin to close down at 5pm
- Lleyn rams will begin to close at 6pm.
- Barbeque and hospitality - there should be more time to enjoy some company.
- If you do make a purchase, please visit the office before you leave, whether taking stock home or not.