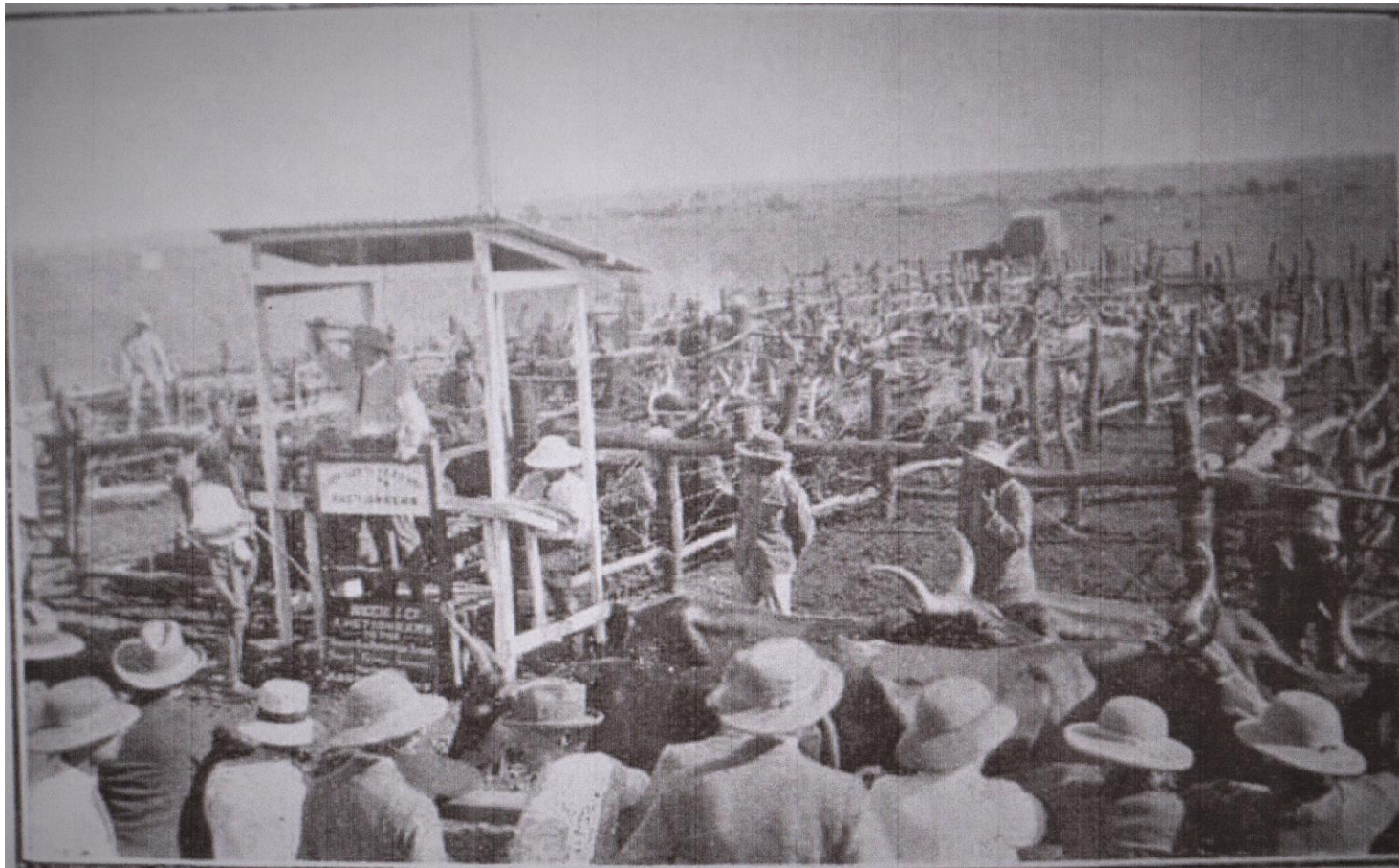


Cattle Auctioneering in Zimbabwe

Charles Rundle



Sale of Cattle at Gwelo, March, 1913.

History of CC Sales

- ▶ C C Sales started as 4 separate family cattle auctioneering entities, which each started operations in different geographical regions of Zimbabwe, from the turn of the century, covering Mashonaland, Manicaland, Midlands/Masvingo and Matabeleland. Their core business involved, in the first place, the sale of live cattle in the commercial farming sector and to a lesser degree the communal sector.
- ▶ The Tunmer family history started as auctioneers in Durban, Kwazulu Natal in the 1880's and operated from the centre of the city selling vegetable and furniture/equipment.

History of CC Sales Cont.

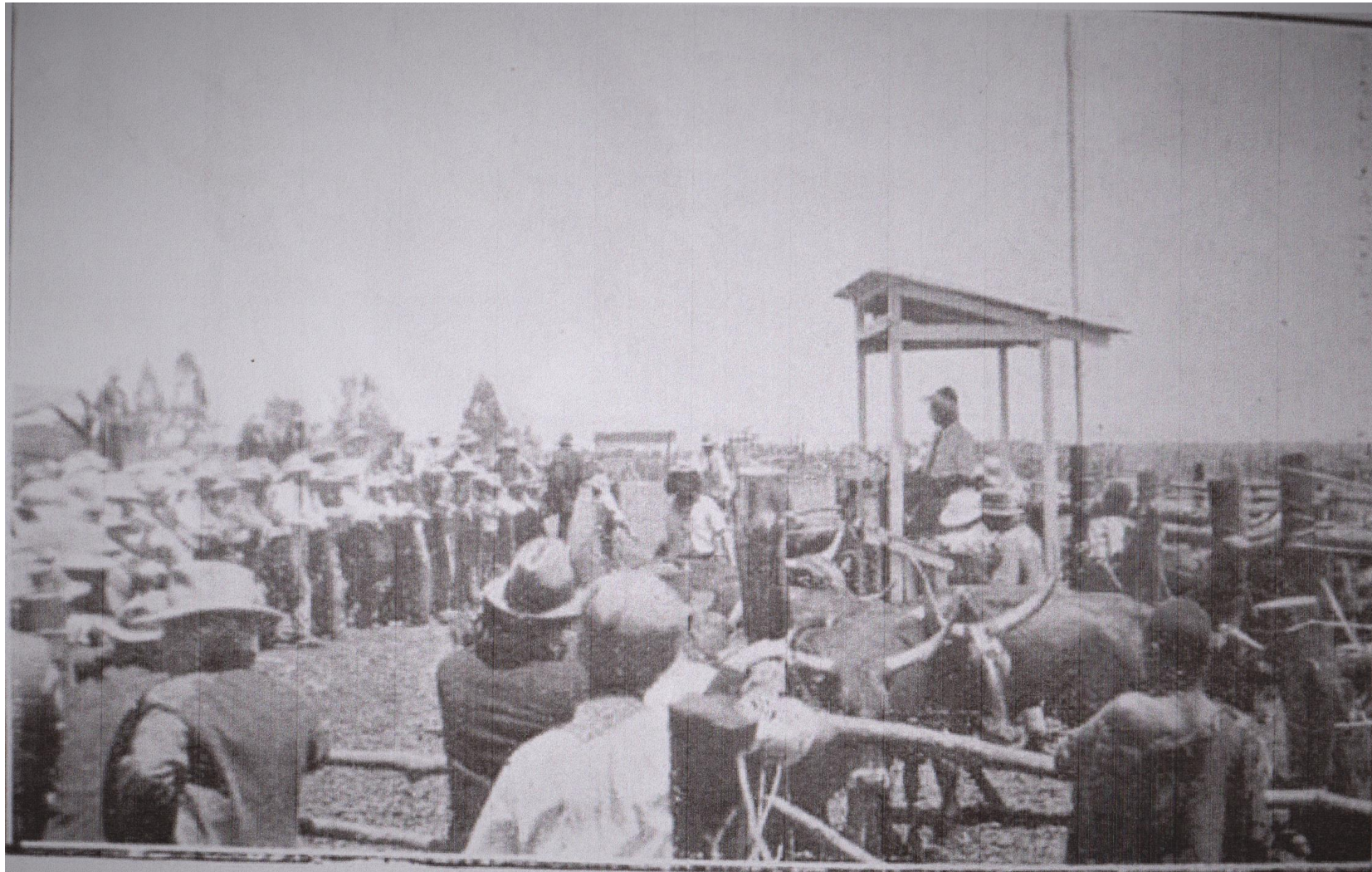
- ▶ In the early 1900's GBP Tunmer (founder of the business) ventured up from Durban to Chivhu (then Enkeldoorn) and opened the first cattle sale pen under his new company GBP Tunmer & Son and held monthly sales as well as auctions of general goods. He relocated to Gweru where he also held cattle auctions and general goods. He opened a number of sale pens in the Midlands.
- ▶ His son Ian joined the business in 1950 and immediately set out to grow the business further and proved a most dynamic businessman and auctioneer. The company became the biggest cattle auction business in the country with sales in Gweru regularly holding 1500 to 2000 head per sale.

History of CC Sales Cont.

- ▶ The family owned auctioneering companies which were in competition with each other until the early 1970's when the newly formed Cattle Co-Op acquired H Shapiro & Co along with its other livestock divisions such as ABC AI Services, (important of semen for both dairy and beef breeds) and Dana B commercial feedlot.
- ▶ The two Midlands family businesses Tunmer & Son and Midlands Auctioneers merged to join the Cattle Co-Op much later in 1975. This was spearheaded by Ian Tunmer, Ben Kirstein and Jack Teichmann. Richard Tunmer joined his father Ian in 1975 and was at the helm from 1988 until 2003.

History of CC Sales Cont.

- ▶ **Cattle Co-Op having bought up the remaining family owned businesses gained control of the live marketing of cattle in Zimbabwe. They grew the number of commercial sale pens to over 40 stretching from the L & E in the South to Karoi in the north and Mutare in the west. JS Holland was acquired in 1996. Many weaner production sales were conducted and the Company became known as the best at dairy dispersal sales as well as leaders in the sale of pedigree cattle. Up until 2000 the Company averaged over 30 sales per month and peaked at 55 sales in September, which was the height of the bull selling season. The Company also expanded the sale of farm equipment, vehicles and conducted many industrial dispersal sales. There was a well known and busy farm sale/valuations dept in the organization and experts in cattle genetics.**

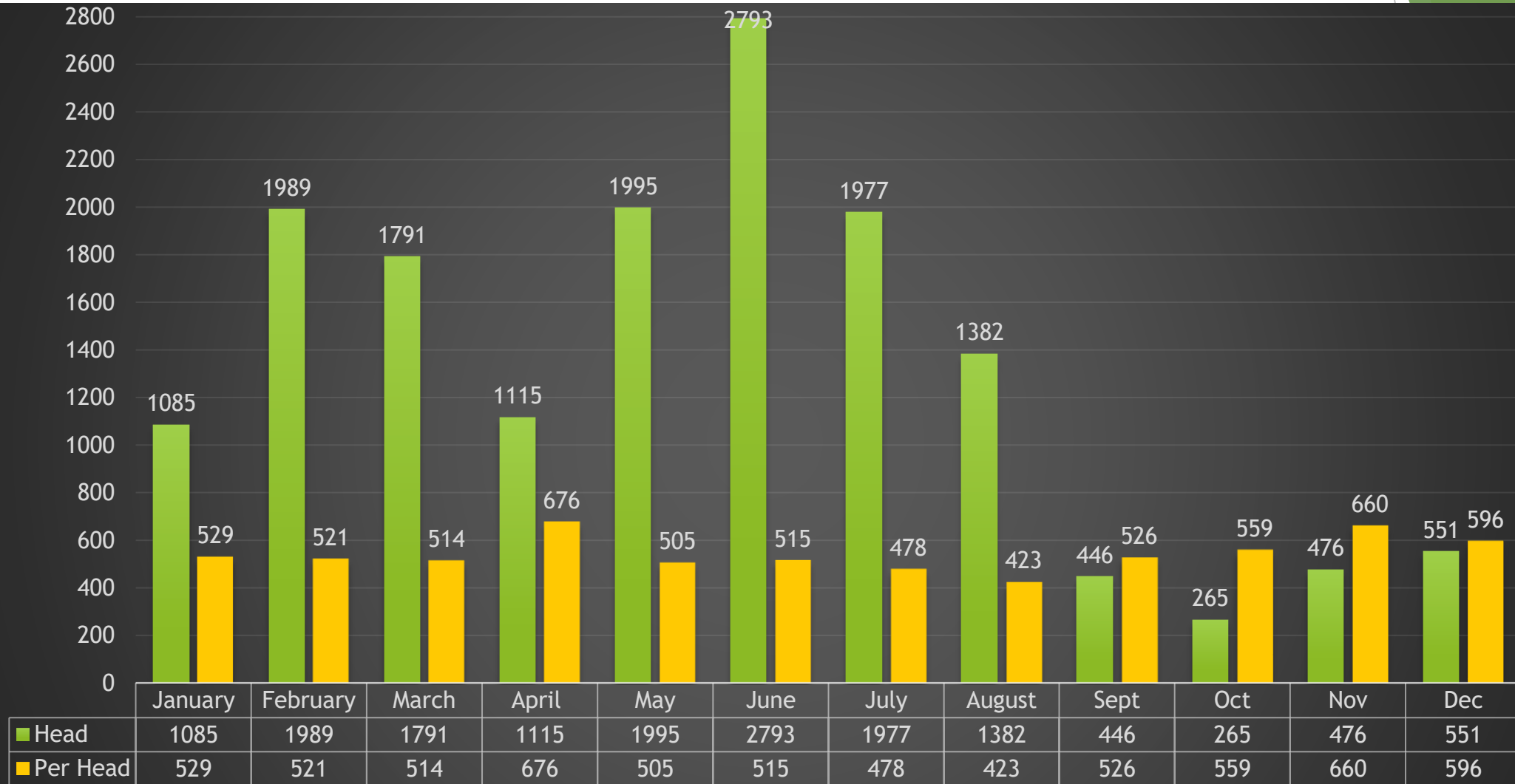


Sale of Cattle at Gwelo, March, 1913.

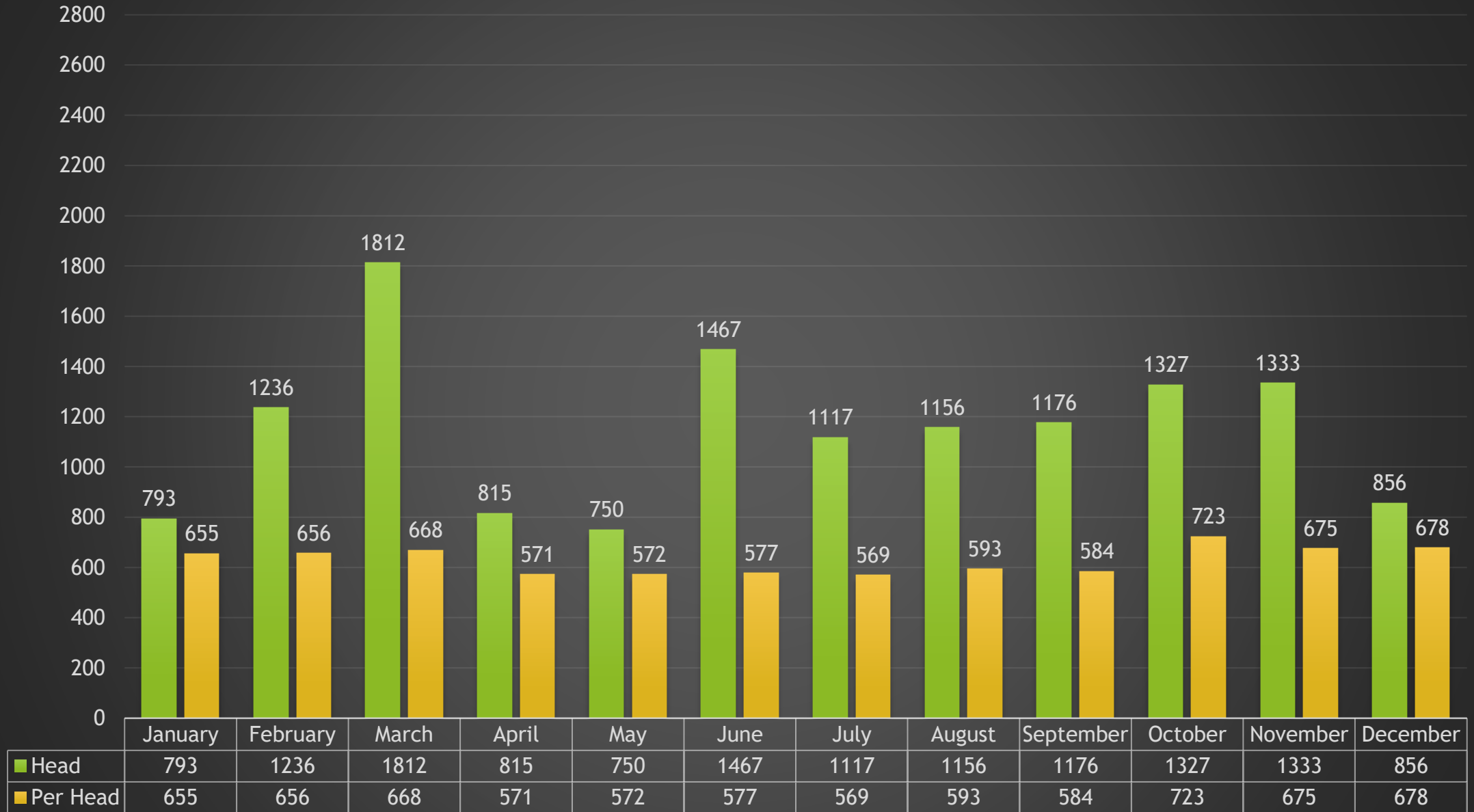
Livestock Sales in Matabeleland North and South 2010 - June 2022



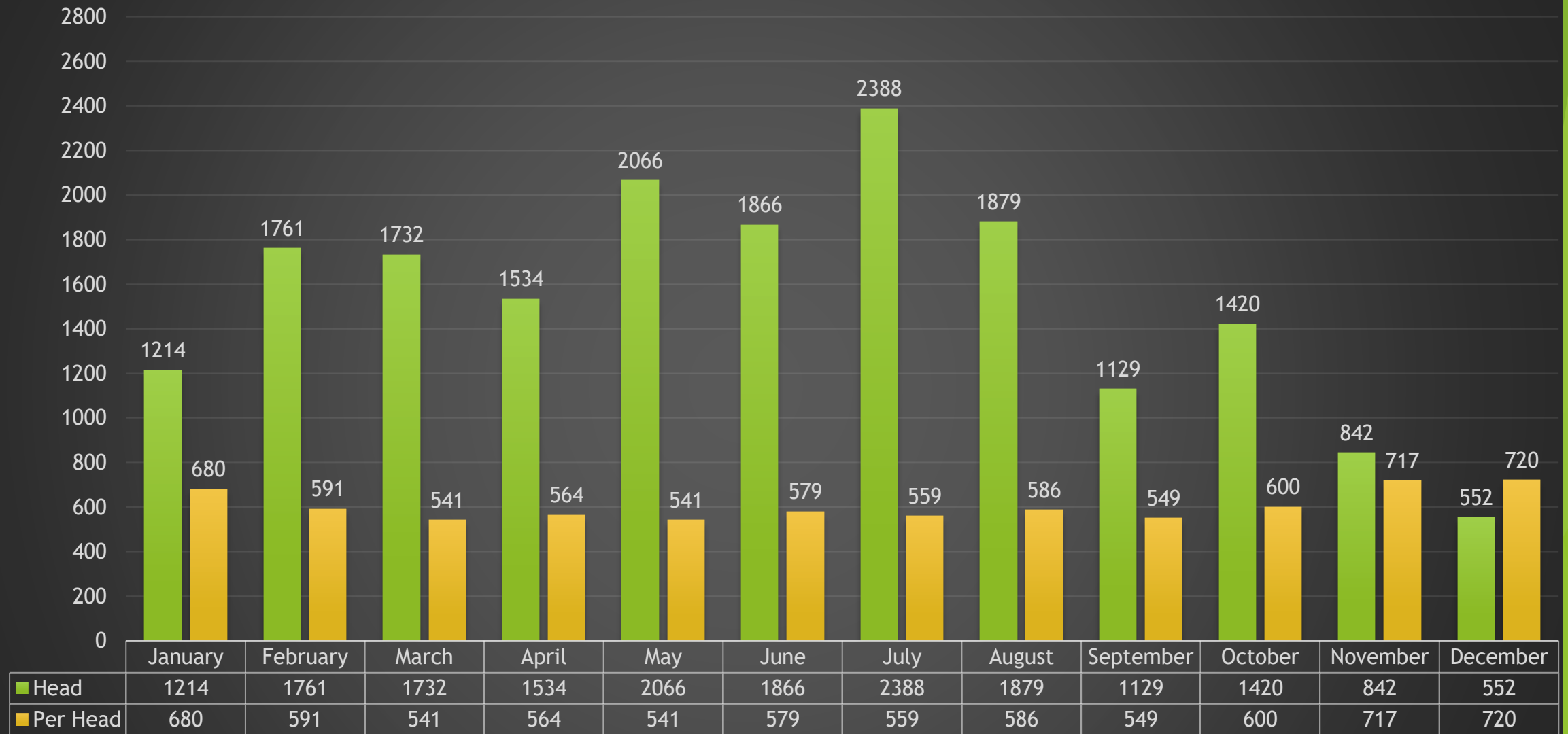
2010



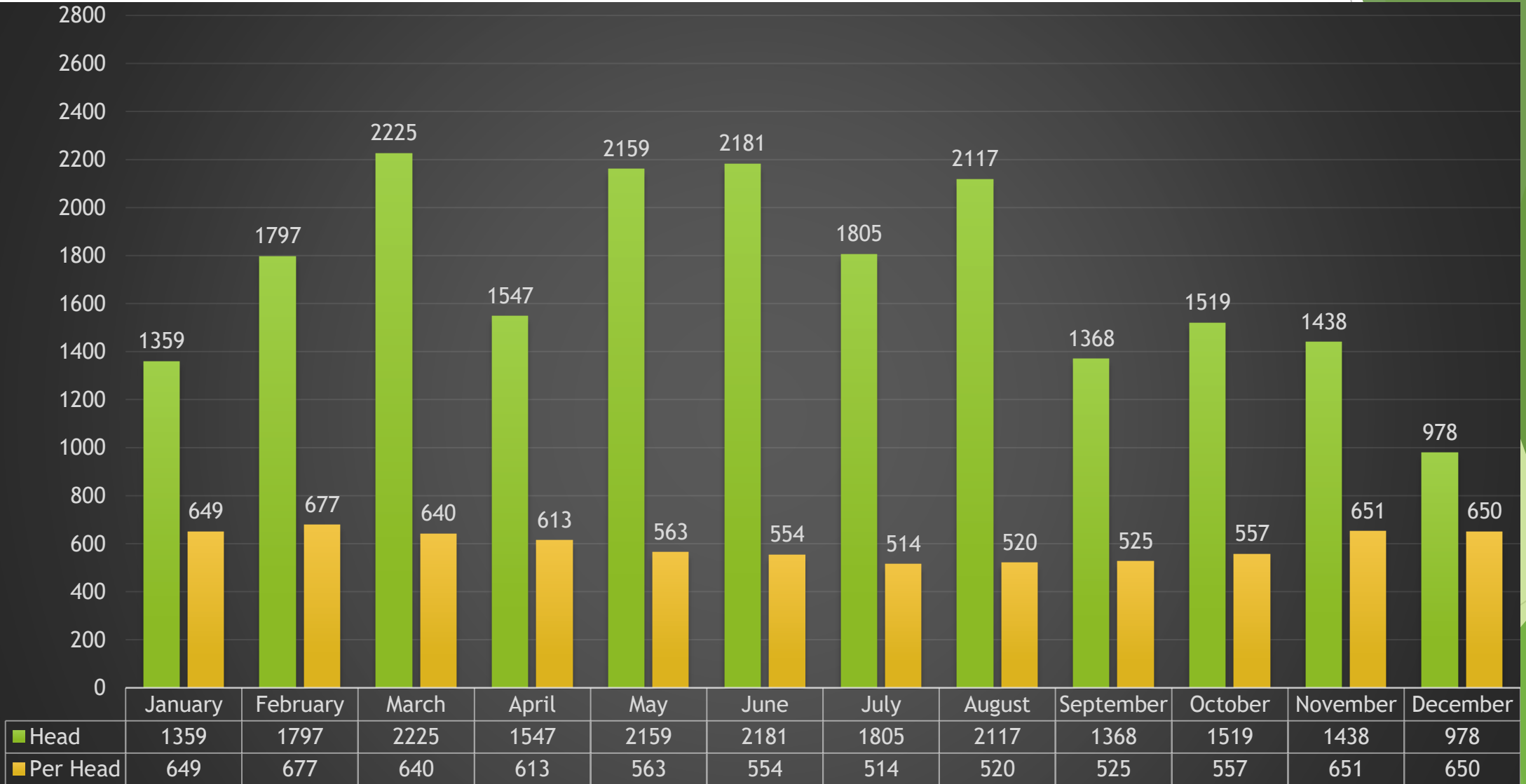
2011



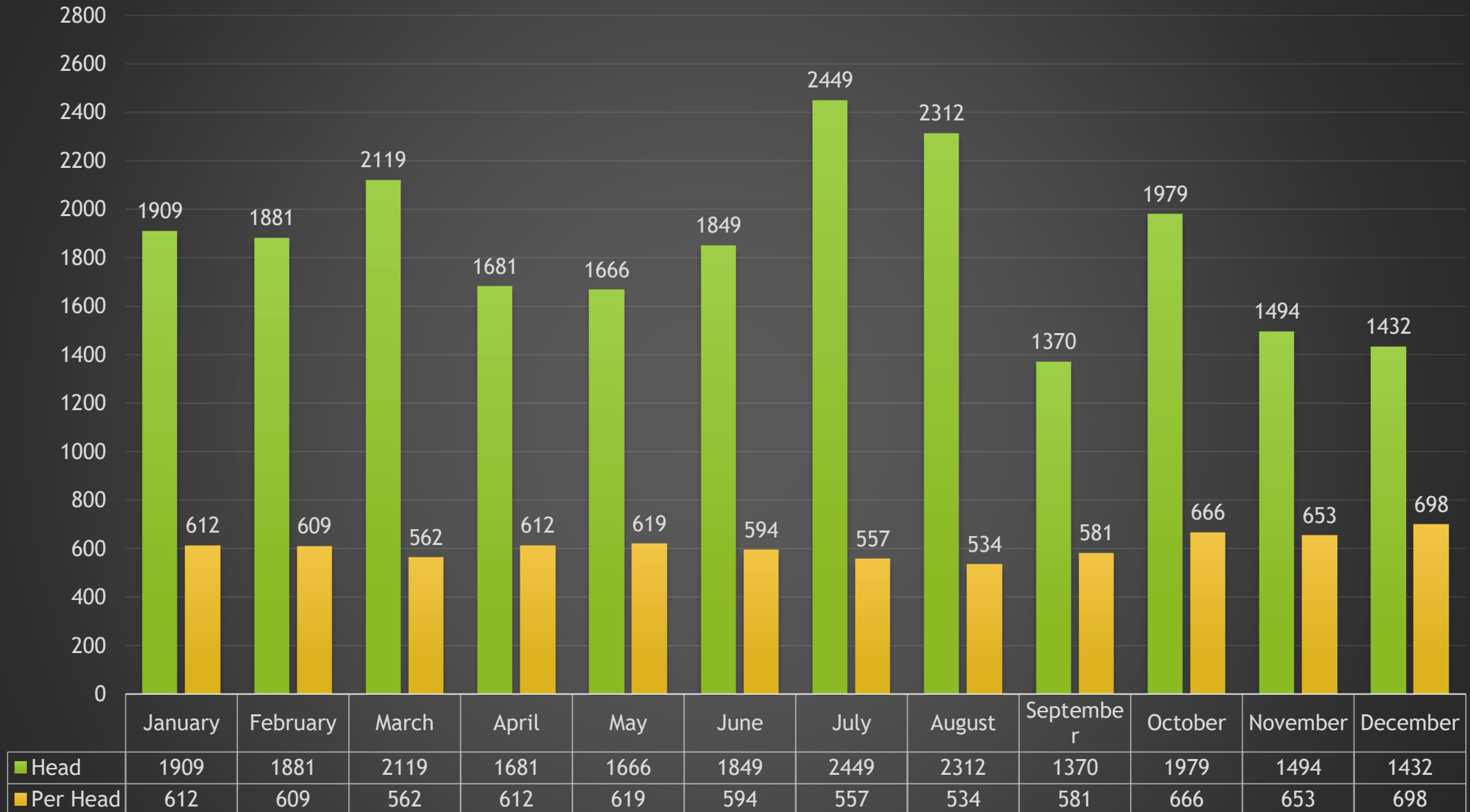
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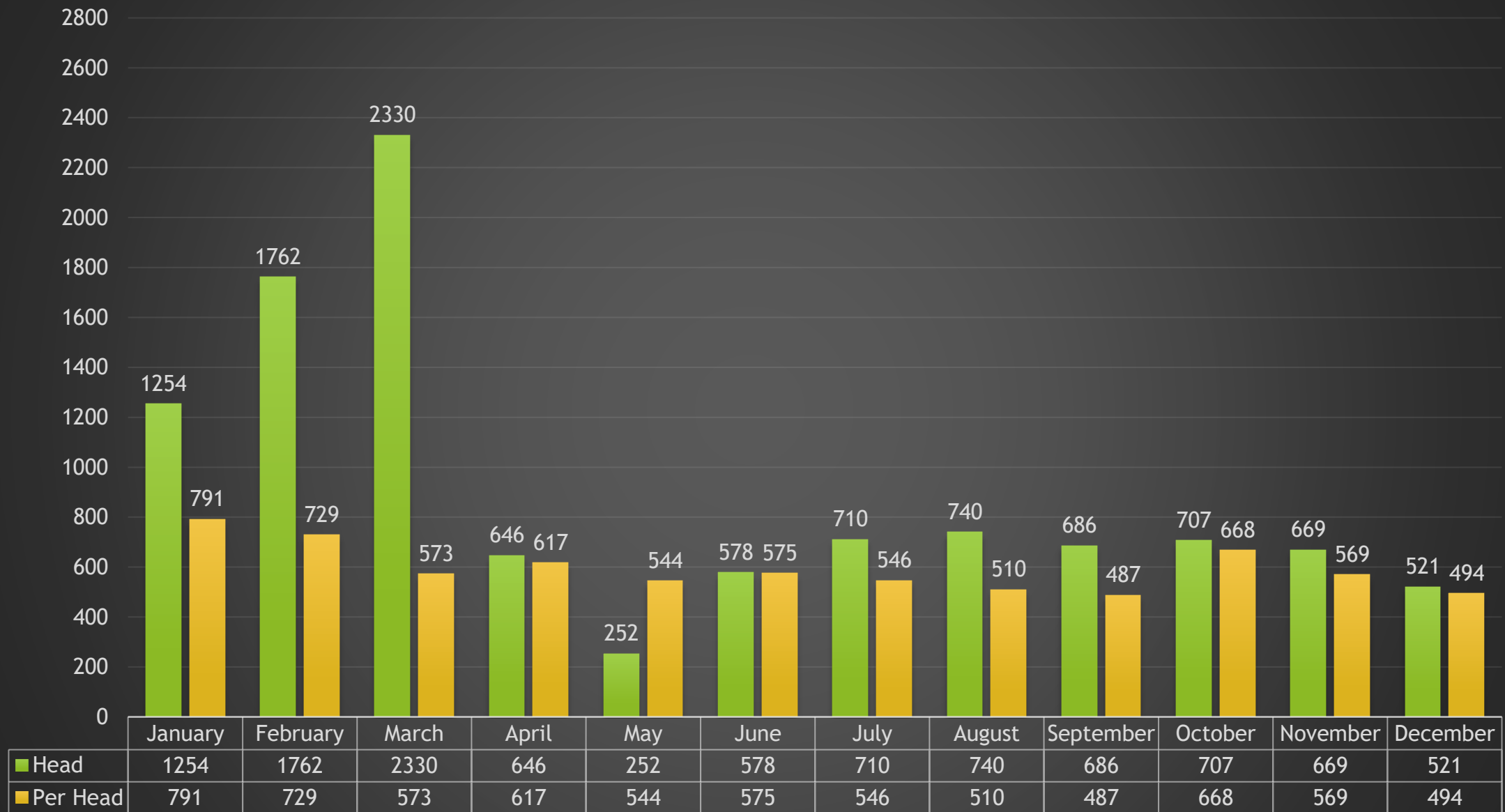
2013



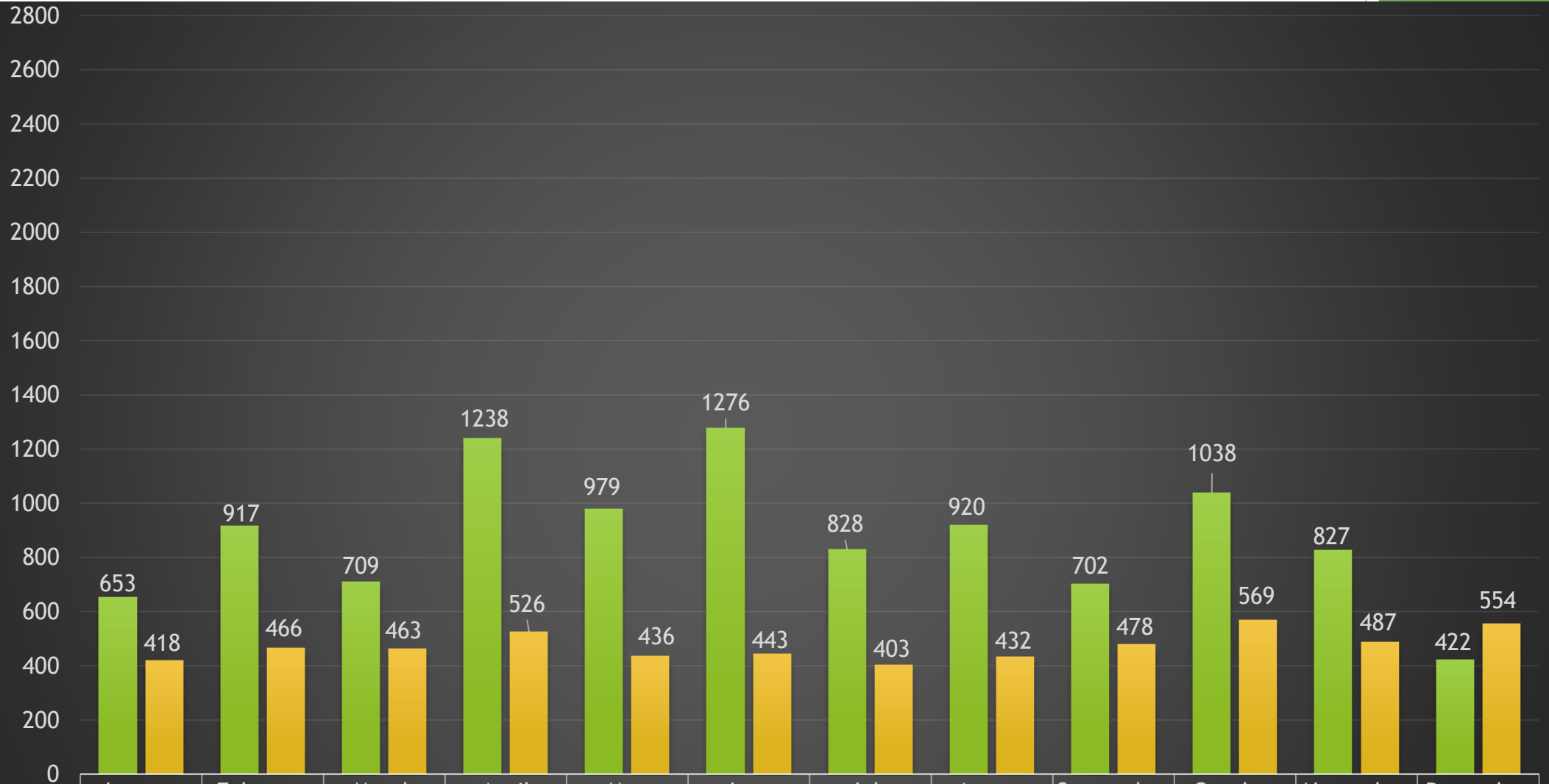
2014



2015

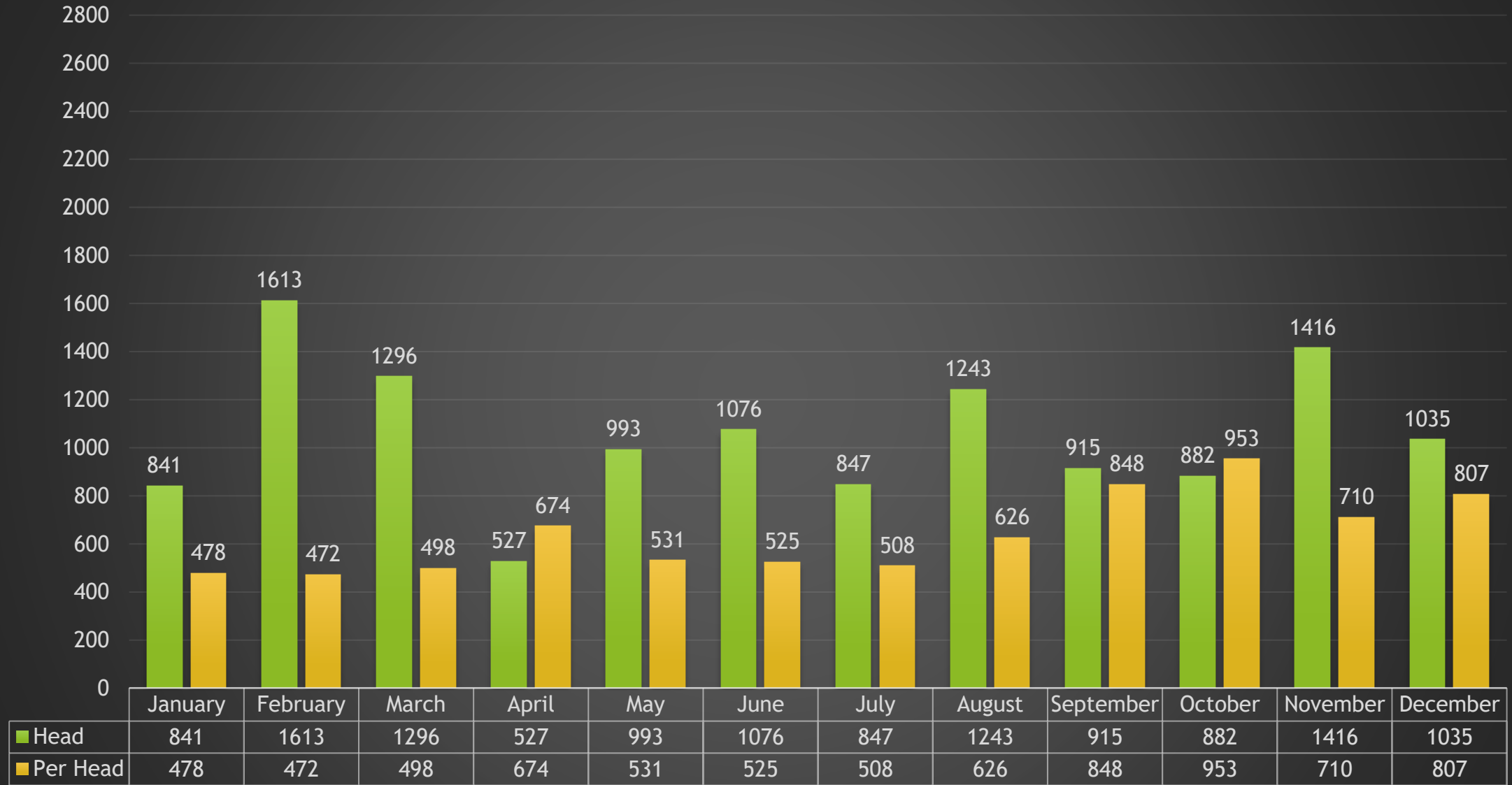


2016

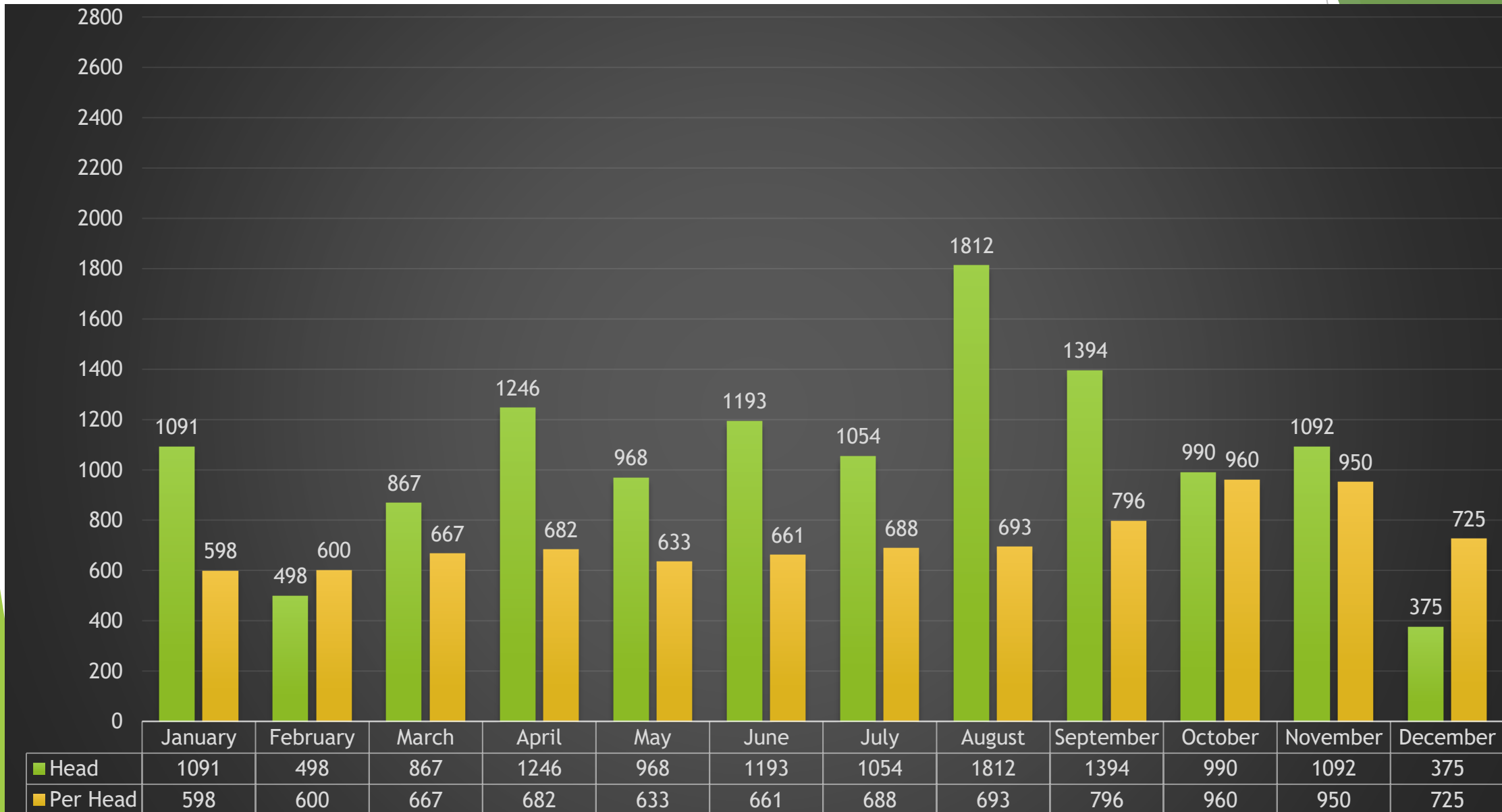


	January	February	March	April	May	June	July	August	September	October	November	December
■ Head	653	917	709	1238	979	1276	828	920	702	1038	827	422
■ Per Head	418	466	463	526	436	443	403	432	478	569	487	554

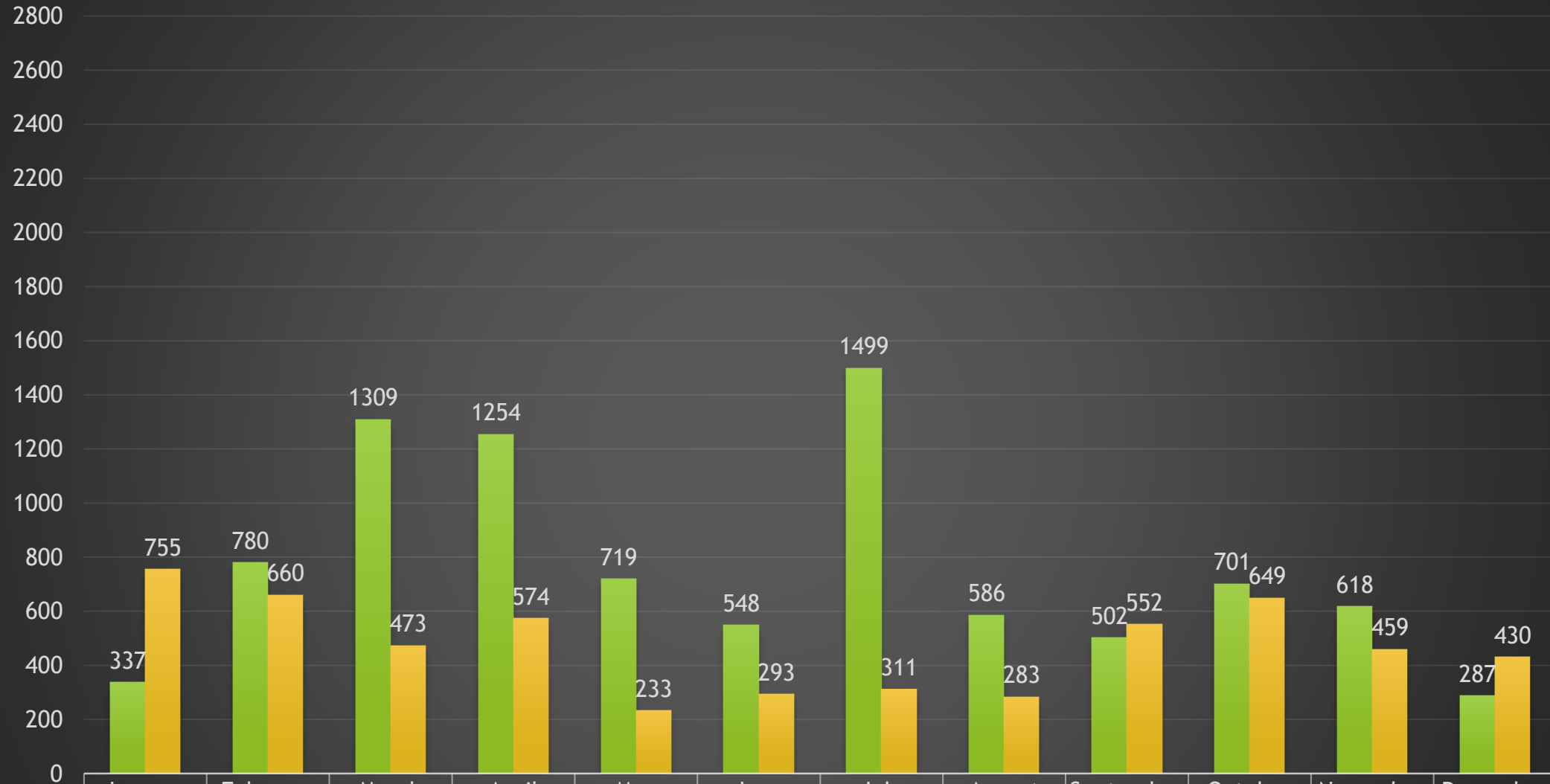
2017



2018

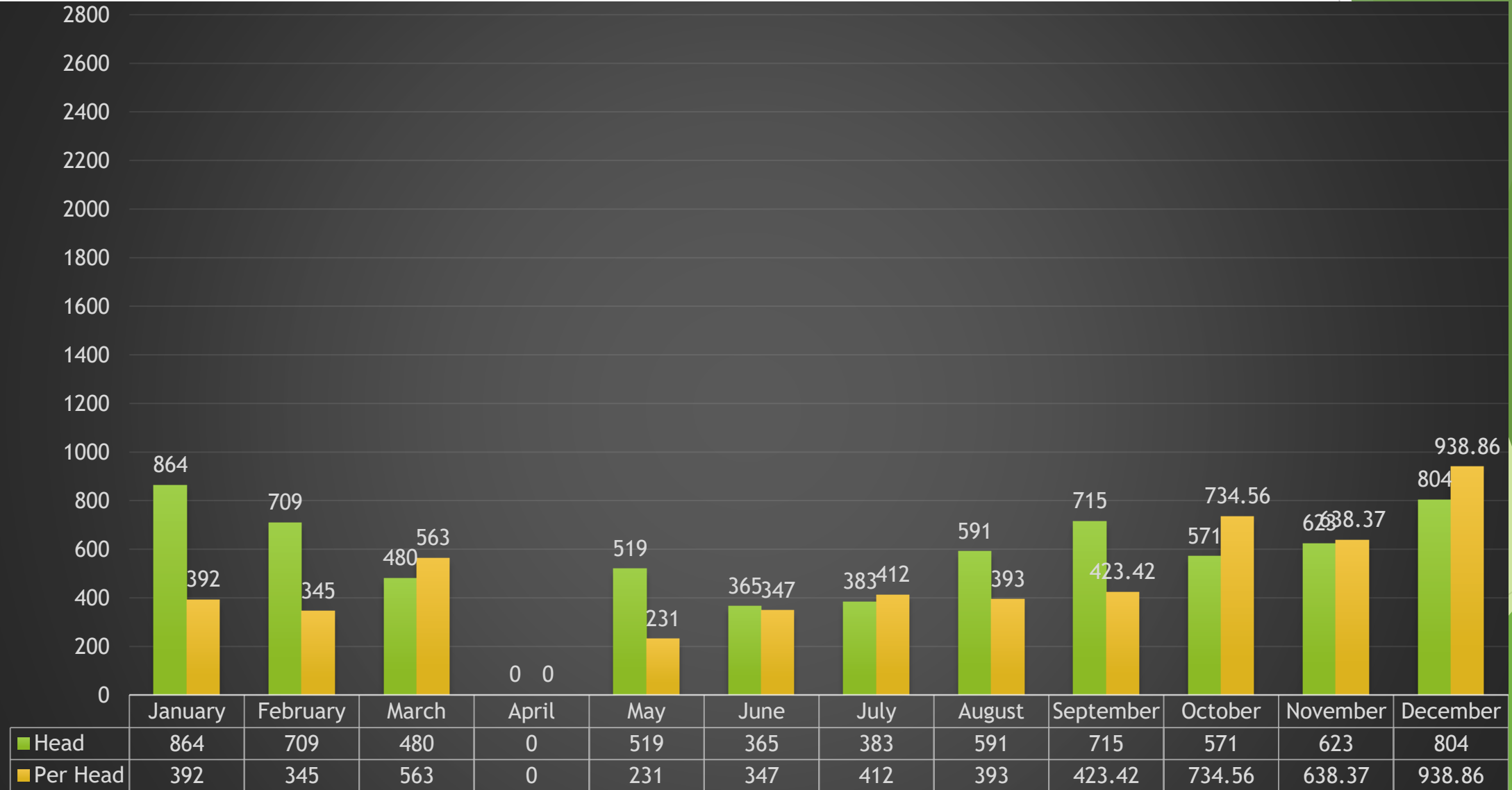


2019

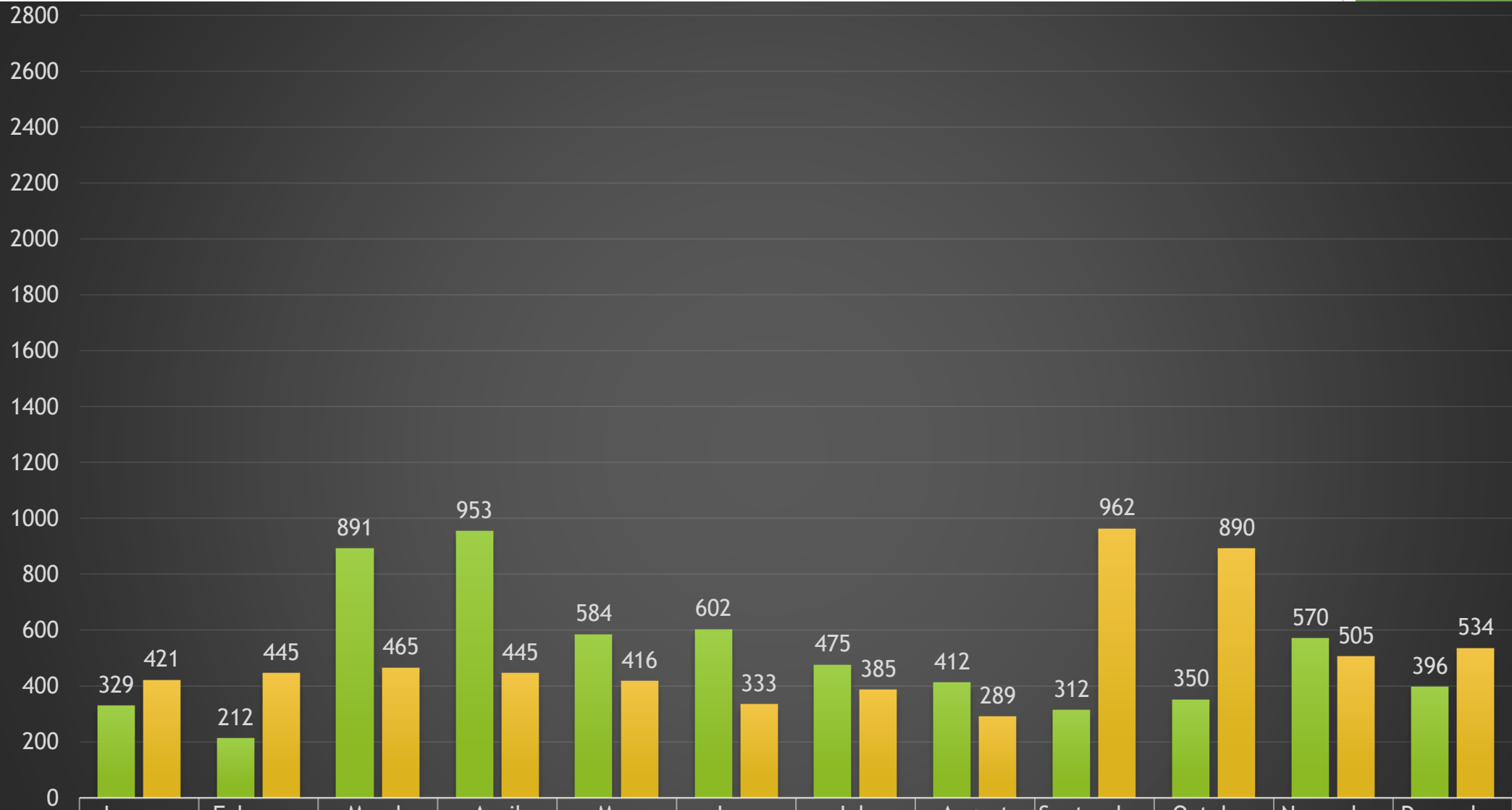


■ Head	337	780	1309	1254	719	548	1499	586	502	701	618	287
■ Per Head	755	660	473	574	233	293	311	283	552	649	459	430

2020

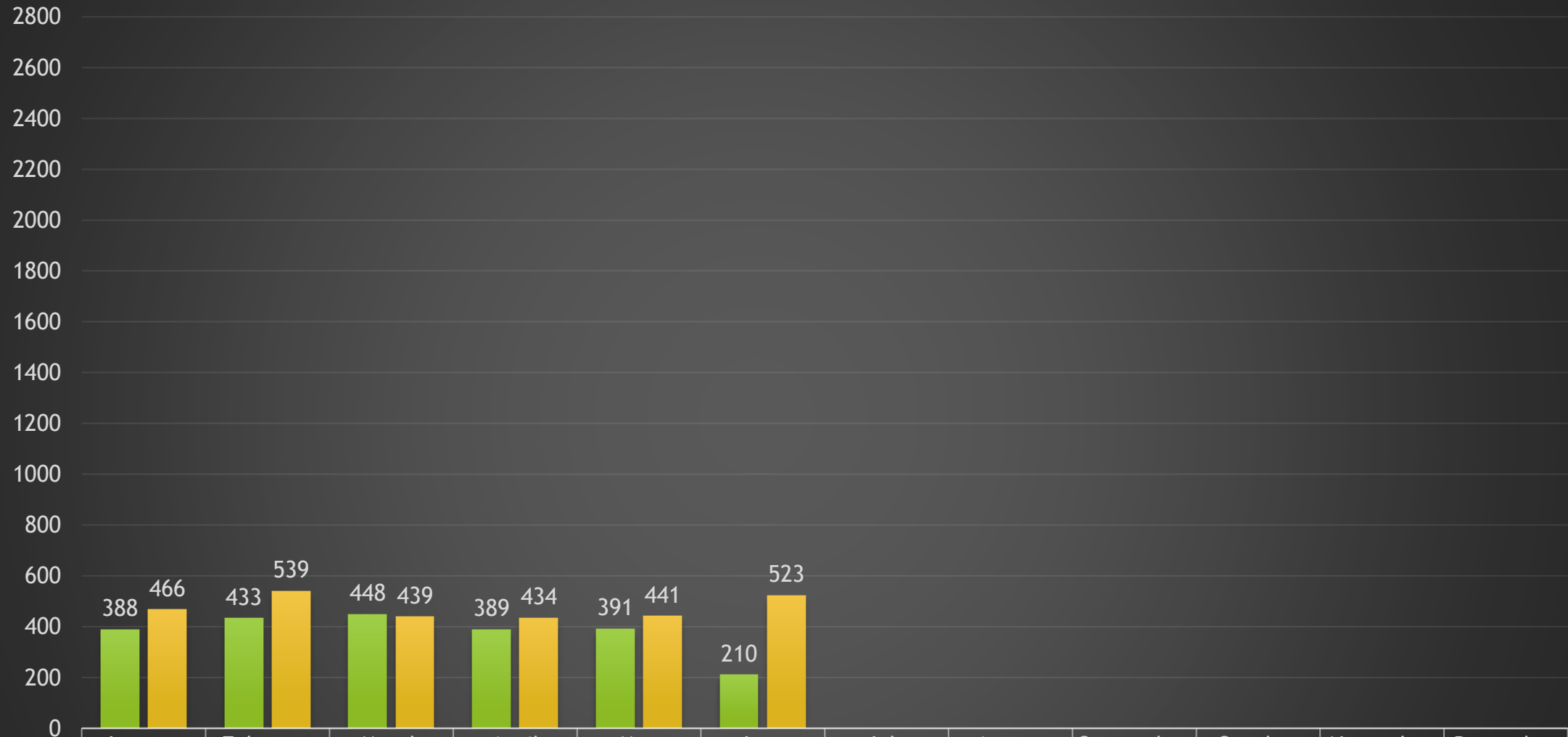


2021



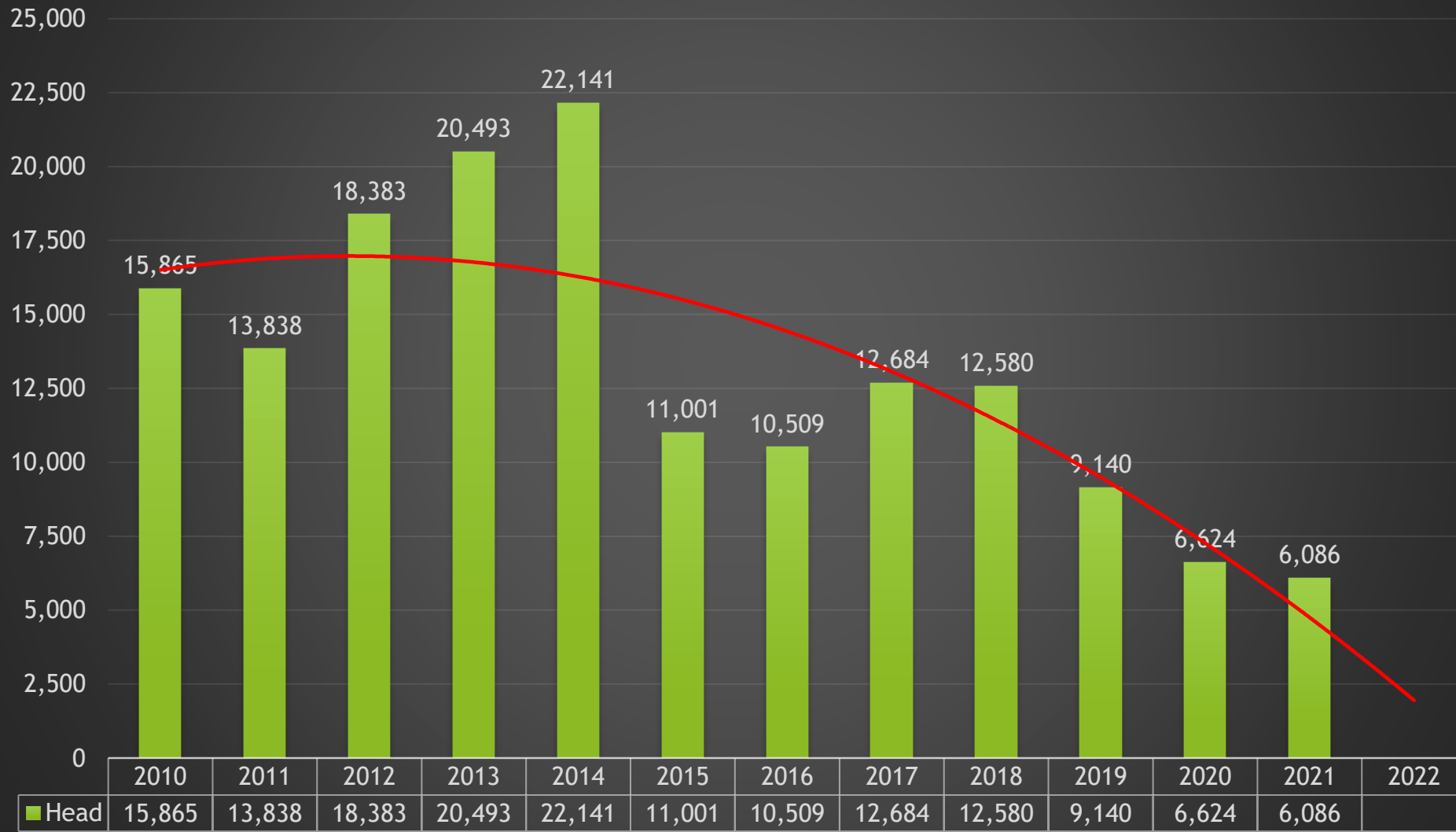
■ Heads	329	212	891	953	584	602	475	412	312	350	570	396
■ Per Head	421	445	465	445	416	333	385	289	962	890	505	534

2022

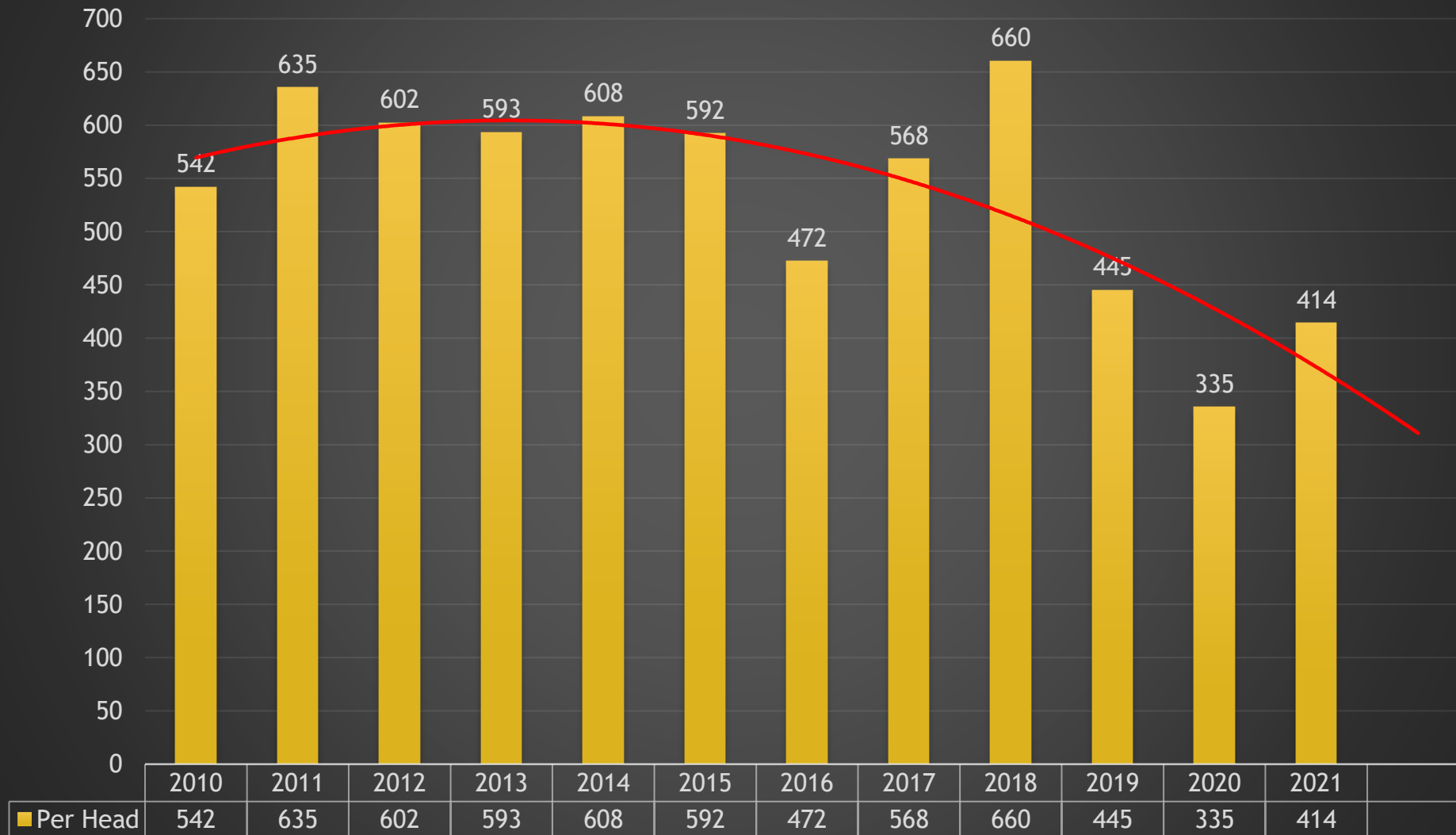


	January	February	March	April	May	June	July	August	September	October	November	December
Head	388	433	448	389	391	210						
Per Head	466	539	439	434	441	523						

Total Head Sold Annually - Matabeleland North and South 2010-2021



Average Price Per Head Annually - Matabeleland North and South 2010-2021



Livestock Auctioneering in Zimbabwe



In Zimbabwe cattle are mainly marketed through abattoirs and auctions.

Factors Influencing Livestock Auctions in Zimbabwe

- ▶ - location of sale pen
- ▶ - infrastructure
- ▶ - Foot and Mouth Disease/Theileriosis etc.
- ▶ - climatic conditions
- ▶ - Natural Farming Regions and carrying capacity
- ▶ - economics
- ▶ - access to finance/loans, cash security
- ▶ - size of operation (commercial, communal, A1, A2)
- ▶ - Lot Size (weight, age/teeth, breed, colour, condition, sex)
- ▶ - number of buyers, regularity of buyers
- ▶ - marketing

The Future of Livestock Auctioneering - Online Auctioneering