

CQLP is an independent livestock marketing co-operative owned by its farming members. We are a group of farmers who benefit from marketing our stock together. We trace our roots back to 1975 when a group of enterprising Cornish lamb producers collaborated to market their early season lambs outside the county to achieve higher returns. Since then we have been selling livestock on behalf of our members. We now have members throughout the South West.

As livestock farmers we need to work together:

- To retain our strength and independence in the marketplace.
- To encourage best practice and improve the profitability of our members businesses.
- To promote the quality of beef & lamb we produce.

CQLP - OUR OBJECTIVES

- To obtain best prices for finished beef, cull cows & lamb.
- To secure good outlets for our livestock.
- To improve carcass quality & consistency.
- To promote our local beef & lamb.
- To stay independent.
- To provide a professional marketing service.
- To access funding streams that will benefit the membership.

WE WOULD LIKE YOU TO JOIN US

- We offer a trial period free of membership.
- We sell to deadweight outlets throughout the UK.
- We share transport.
- We insure against bad debts.
- We can get help with stock selection.
- We have an inter-active website - the members' only area has latest information and prices and a free advertising section.
- We get group discounts on eartags.
- We have over 250 members and market over 25,000 lambs & 5,000 cattle per year.
- We have over 35 years experience marketing beef & lamb.
- We liaise with other co-operatives and businesses to secure member benefits.
- We work with small independent outlets as well as the larger ones.
- We have strong markets for organic stock.
- We have developed various outlets for cull cows. In 2007 CQLP were approached by Milklink, as a fellow co-operative, to also offer this service to their members. By utilising the marketing expertise of CQLP their members are able to realise the best return for their cull cows.

HOW DO YOU JOIN CQLP?

- If you would like to join please complete the enclosed application form and return it to the office.
- You will not be asked to pay any membership fee on sending in your application.
- Your free trial period will last a year, you will then be asked to sign a membership agreement, pay a membership fee and purchase a one pound share in the co-operative. The membership fee is agreed by the Directors annually, for 2016 it is £25 + VAT.
- Organic producers please ensure you send the office an up-to-date copy of your organic certificate and trading schedule.

WHEN YOU HAVE STOCK TO SELL

- Phone the office and book in your stock at any time. If you wish immediate marketing please book cattle by 12 noon on a Thursday & lambs by 12 noon on a Friday. Most stock will be moved the following week, but in some cases because of abattoir variances specific stock can take a little longer.
- The check-list below outlines the questions you will be asked. The more information we have about your stock, the better the job we can do.
- The office staff will ring you to let you know when your stock will be collected, or, if you are using your own transport, when you are to deliver them.
- The office staff aim to email your stock grades to you within 3 days of slaughter.
- Depending on the abattoir, you will either receive payment from CQLP or directly from the abattoir.

LIVESTOCK CHECKLIST

In order to market your stock to the most suitable outlet, when you book stock in we will need as much information as possible on the following questions:

CATTLE

- Breed
- Sex
- Age
- Date they are 30 or 72 months old (if applicable)
- Approximate weights & condition
- Farm Assurance status
- TB status

SHEEP

- Age
- Approximate weight & condition
- Farm Assurance status

CQLP tries to ensure it keeps charges to members to the minimum. **No commission** is charged on any transaction, so apart from the usual abattoir deductions the only charge per booking is the small credit insurance premium as outlined below.

CREDIT INSURANCE

All finished livestock that is marketed through CQLP is covered by credit (or bad debt) insurance. This means that if an abattoir were to default on payment for any stock up to 90% of the value of that stock would be refunded by the insurers. **This cover is something that CQLP has always offered its members and is not an optional extra which members can choose to use or not – all finished stock is covered. This applies to full and trial members.** Please sign the agreement included with this pack and return to the office.

The cost of this insurance cover to each CQLP member equates to 26 pence per sheep and £2.60 per bovine animal sold, this amount is reviewed annually and is calculated using the average value of stock.

When you are paid direct from the abattoir we have no opportunity to deduct the cost of the credit insurance cover from these payments. We therefore have to bill separately for the cost of the credit insurance cover. We keep detailed records of all members' livestock transactions and prepare members' credit insurance invoices quarterly. If your total is less than £10 you will receive your invoice in January along with your annual membership fee invoice.

If you would like to know more about credit insurance cover please phone the CQLP office.

YOUR VIEWS ON CQLP

- If you have any complaints or comments about how your stock has been marketed you can contact the office or any of the Directors who will do their best to help.
- If you have any problems or would like to discuss any aspect of livestock marketing (price trends, grading etc) ring us – we will be pleased to help.
- When you are a full member, you are eligible to vote at the AGM and to stand for election as a Director.

CQLP DIRECTORS

James Moon	Bolitho Farm, Liskeard, PL14 3PR	01579 342613
Ashley Masters	Keybridge Farm, St Breward, Bodmin, PL30 4QL	01208 851338
Sue Body	Treweatha Farm, Dobwalls, Liskeard, PL14 6RT	01579 320334
Peter Chapman	Hele Barton, Week St Mary, Holsworthy, EX22 6XR	01288 341622
Robert Trudgian	Savath Farm, Lockengate, Bugle, St Austell, PL26 8SA	01208 831324
James Mutton	Burlerrow Farm, St Mabyn, Bodmin PL30 3BQ	01208 841264
Christopher Delbridge	Torr Farm, Menheniot, Liskeard, PL14 3PW	01579 342976
Kevin Daniel	Trebursye Farm Launceston PL15 7ES	01566 775890
Graham Rowe	Treweers Farm, Lansallos, Looe, PL13 2QJ	01503 272894
Colin Alford	Polmenna Farm, St Neot, Liskeard, PL14 6PD	01579 320318

CQLP STAFF

All four staff have their own farming enterprises and work part time for CQLP.

Sue Rowe – Procurement & Marketing Manager

Sue has over 16 years experience of marketing at CQLP and is responsible for liaising / negotiating with abattoirs, comparing abattoir dressing specifications and deductions. Sue organizes the booked in stock and informs abattoirs of stock numbers.

Shelley Lockett – Procurement & Marketing Officer

Shelley assists Sue and informs members of booking arrangements and organizing transport when required. Occasional issues with abattoirs are sorted by Shelley and she sends out the weekly email bulletin and updates our Facebook page.

Kath Dymond – Finance Officer

Kath is responsible for the day to day finance and paying for stock, updates membership information and edits the newsletter.

Helen Rowe-Data Officer

Helen assists Kath with financial administration and collates and sends out kill sheet information.

TO CONTACT US

Office Details:	CQLP Ltd, The Annexe, 18 Dean Street, Liskeard Cornwall PL14 4AA
Tel.	01579 349373
Fax.	01579 344514
Email	info@cqlp.co.uk
Website	www.cqlp.co.uk
Facebook	www.facebook.co.uk/cqlpltd
Instagram	cqlp_livestockmarketingltd

Pick up the phone and let us do the work for you!



APPLICATION FORM

Full Trading Name Holding no. / /

Postal Address

..... Postcode

Telephone Mobile

Email

Bank details for BACS payments. Account Name:

Account no: Sort code:

Are you a member of a recognised Farm Assurance scheme? YES / NO

Farm Assurance scheme. Registration number..... Expiry Date

Are you organic? YES / NO

Organic certification number..... Expiry Date

Please enclose a copy of your certificate / trading schedule.

Cattle breeds & crosses

Sheep breeds & crosses

In order to help us evaluate our advertising and public relations work would you mind answering the following question?

How did you hear about CQLP?