AGEX Stockyard

Operator Handbook

Welcome

Hello there! As a new Stockyard Operator, you probably have a few questions, and there are a few things it helps to know upfront. We've gathered the most useful info and answers to the most common questions right here.

Contact

In most cases, the easiest way to get in touch is to drop a line on our website. We are here to help and pride ourselves in getting back to you as quickly as possible.

For more urgent situations that simply cannot wait, contact our Chief Customer Officer, Basil Parks, at (512) 659-7869 or basil@agex.io.

Contents

Setting up your Stockyard

AGEX Tags

EVERY ***animal bought or sold over AGEX Stockyard*** ***MUST*** ***have an AGEX Tag applied. Be sure that you have plenty on hand before accepting any deliveries!***

Every AGEX Tag has a unique number that lets Operators track each animal's history, no matter how they are sorted or where they are hauled. AGEX Tags are also equipped with RFID chips and QR codes, making it easy to "scan" tags using your phone's camera from close range, or using an AGEX-compatible bluetooth RFID gun.

You can buy AGEX Tags here.

Your Stockyard account

All Stockyard Operators need an AGEX account to buy and sell animals. Set up your account using the free AGEX Herd app, available on both iOS and Android.

[WATCH] To create an account from the AGEX Herd app:

1. Click the “Sign up” button on the login screen and fill out all the fields
2. Click the checkbox to agree to the AGEX User Agreement
3. Click “Create Account”

Buying & Financing

Most Stockyard Operators are looking to place animals for back-to-back sales to another buyer (like a packer or feedlot).

But all Stockyard Operators are also approved AGEX Buyers, so they can buy animals outright as well (for example, if a producer cannot wait for a packer to pay on hanging weight).

In addition, Operators who qualify as AGEX Borrowers can finance outright animal purchases through AGEX Finance.

Adding Users

It’s easiest to operate your Stockyard when your trading partners are ready to buy and sell on AGEX. This lets you stay focused on unloading, handling, and sorting animals. ***We strongly recommend the following steps before accepting a delivery from a new producer or selling to a new buyer.***

Set up an appointment/delivery window

Since you will usually need to apply AGEX Tags to producers’ animals when they are delivered, ***we strongly recommend setting up delivery windows with each producer***, to make sure you have enough time to tag and sort before the next delivery.

Create an AGEX account

If your trading partner is not an AGEX user already, they will need an account. Create one for them (or let them create their own) here. You will need their first and last name, email, a password, and (optional) phone number.

Link your accounts

To add and sell animals on another user's behalf, you must link your accounts. To link accounts, login to their account and visit the associates page, where you can add yourself as their affiliate. If your trading partner is already an AGEX user, they can also use the associates page to link accounts on their own.

Once your accounts are linked, you are free to work on their behalf from the free AGEX Herd app, available on both iOS and Android.

How do I "work for" another user?

Once you have logged in to your AGEX account on the app and linked your account with other users, you can select which user you want to work for with the owner drop-down in the menu (in the top-left of the app).

Add a Location

To trade on AGEX, all producers and buyers need at least one Location in their account.

[WATCH] If they don't have an AGEX Location already, you can add one for them:

- Login as the user, or select them as your current owner in the AGEX app.
- Select "Locations" from the bottom navigation
- Click the green floating "+" button ()
- Fill out all fields
- Click "SAVE"

Buying

Before Delivery

All Stockyard animals must be bought and sold on the AGEX platform. That means each producer must have the animals they want to sell added to their AGEX account and lotted into an AGEX Group. ***We strongly recommend that Operators and producers group animals on AGEX before they are delivered.***

Create a Delivery Group

If the producer is already using AGEX Herd to manage their animals, great! You only need to add the animals to a separate Group to mark them for delivery.

[WATCH] To create a group from the AGEX app:

- Select “Groups” from the bottom navigation
- Tap the green floating “+” button ()
- Give the group a name--something that will help you tell this Group apart from all the others
    a. A good formula is “[producer or buyer], [date], [headcount]”
    b. For example:
        i. “Seller Ranch, 1/8/2020, 10 hd”
        ii. “Acme Packing, 1/10/2020, 50 hd”
- Tap “Save”

Add Animals

If the producer is a new AGEX user, you will also need to add the animals to the producer’s account using AGEX Tags.

[WATCH] Fortunately, adding animals in the AGEX Herd app is quick and easy:

- Select the producer you want to add animals for
- Select “Animals” from the bottom navigation
- Click the green floating “+” button ()
- Scan the QR code on the front or back of the AGEX tag you want to add
- Give the animal a breed and gender
- Add the animal to the group you just created
- Repeat for each animal in the lot

At Delivery

Animal Information

AGEX is most useful when animals have the right information. Fortunately, most of this information can be added before the animals are delivered.

When the producer actually delivers the animals, ***the animals must have (or get) AGEX Tags applied***. If you added the animals in advance with AGEX Tags you had on hand, make sure you have those tags ready to apply to the animals.

As each animal is weighed, make sure it has an AGEX Tag with the following information:

- Weight
- Breed and gender
- Sale group and location

- Classification
    - Since you will often mix animals from more than one producer into a larger uniform load, classifying animals as they arrive makes it much easier to determine how much each producer is owed out of a mixed lot.
    - ***We strongly recommend that Operators use the "alternate tag" animal property to store the animal's back tag and classification, in the following format "[back tag] - [classification]"***.
        - We recommend these classifications:
            - B - Bull
            - C - Cutter
            - LU - Lean Utility
            - FU - Fat Utility
        - For example, a bull with back tag 1234 would be saved as "1234-B"

Sorting & Penning

Once you have the right information added to an AGEX Tag, you should ***physically sort and pen animals by size/quality/classification only***. You can rest easy knowing the AGEX system will keep track of where each individual animal came from. Sorting by the producer, or to "track" the animals in any other way, is unnecessary--AGEX does the tracking for you!

Consignment

After you have received the producer's animals, unless you are paying on "live weight", ***we strongly recommend "consigning" the producer's sale group to your AGEX account***.

What is consignment?

Consignment places animals into an Operator's AGEX account, without actually changing the owner of the animals. This lets you organize and manage animals from different producers in one place, which makes things like creating mixed loads from multiple producers a breeze!

To consign a group of animals from the AGEX Herd app:

1. Select the producer you are receiving the animals from
2. Select the Group that needs to be consigned
3. Tap the actions icon (⋮) in the top right corner
4. Select "Consign"
5. Find your Stockyard account (you can search by name, phone or email) and tap "Confirm"

Payment

Deposits

As a Stockyard Operator, you'll often sell producers' animals directly through to a back-to-back buyer, like a packing house or feedlot. In those cases, you may want to give each producer a "deposit" on the future sale to the back-to-back buyer, and send an additional "true-up" amount after the back-to-back buyer has paid.

AGEX can advance these deposit amounts, ***but only if you add a "note" with the deposit amount to the Group that the producer consigned***.

To add a deposit note to a consigned Group:

1. From your own AGEX account, select the consigned Group that is getting the deposit
2. Tap the edit icon ( ) in the top right corner
3. Add the deposit amount to the "Notes" field
4. Tap "SAVE"

If you pay a deposit without adding a deposit note to the sale Group, AGEX will not advance the deposit amount.

Payment Methods

By default, AGEX will send all money to your PSA-approved custodial account, letting you distribute amounts to producers from there. We may charge extra fees if you need AGEX to send physical checks to producers for you.

Selling

Adding Buyers

To sell animals on the AGEX platform, your buyer must have an AGEX account with at least one Location before you trade with them.

Your buyer will also need to be registered to purchase animals over AGEX. Approval can take up to 2 weeks, and may include:

- Credit application
- PSA compliance review
- Criminal background check

Make sure AGEX has enough time to approve new buyers by adding and registering them well in advance of any sale.

Preparing for a Sale

Create a Group

Once the animals being sold are in your AGEX account, preparing for a sale is easy:

1. Create an AGEX Group to hold the sale animals.
2. Physically gather the sale animals into the same pen(s).
3. Add each sale animal to the AGEX Group:
    a. Select "Animals" from the bottom navigation
    b. Tap the search icon () in the top right corner
    c. Enter the animal's AGEX Tag or back tag number
    d. Select the animal from the search results
    e. Tap the edit icon () in the top right corner
    f. Change the animal's "Group"
    g. Tap "Save"

Record the Sale

The AGEX Sale Wizard makes recording your trades quick and easy! To start a new sale in the AGEX app, select "Sales" from the bottom navigation and click the green floating "+" button ().

You can also save an unfinished sale and come back to it later when you have all the information you need to complete it. To find your unfinished sales:

1. Select "Sales" from the bottom navigation
2. Click the downward-facing triangle () in the top-right corner
3. Select "Unpublished"

The AGEX Sale Wizard breaks creating a sale into 6 steps:

Step 1: Basic Information

Title (required)

Just like with Group names, it is best to give your sale a title that will help you tell it apart from all the others. A good formula is "[trading partner], [date], [headcount]", for example:

- "Seller Ranch, 1/8/2020, 10 hd"
- "Acme Packing, 1/10/2020, 50 hd"

Classification (optional)

Use this to record what class of animals you are trading. The options are:

1. Feeder
2. Packer
3. Replacement
4. Stocker
5. Other

Step 2: Media and Description

Use the Media and Description step to add any photos, videos or notes that you want to be part of the sale. This step is completely optional.

Photos

Photos can store any image, from invoices to handwritten notes to photos of the sale animals.

External video URLs

AGEX only supports videos that have been uploaded to Vimeo. Vimeo is free and is available on both iOS and Android.

To add a Vimeo video to the sale:

1. Open the Vimeo app
2. Go to the video you want to add
3. Click the link ( ) or share ( )( ) button
4. Click “Copy video link”, or “Share video” then “Copy URL”
5. Paste the link into the “External video URLs” section of the AGEX Sale.

You can add as many video links as you want, just separate them with commas.

Step 3: Contract Details

The Contract Details step confirms which animals are being sold at what price.

Do you know which animals you are selling?

The first thing you will see is a question: “Do you know which animals you are selling?” If you already have a Group prepared for the sale, answer “Yes” and select the Group from the dropdown that appears. Otherwise, answer “No”.

After you answer, two new sections will appear:

Lot Details

Use this section to update and confirm the details of the animals being traded.

If you already have a Group prepared and the animals in the Group have the right information, this section will already be filled out for you.

“Headcount” and “Base weight (avg)” are required in this section; the other fields are optional.

Optional Sale Terms

Use this section to confirm any special terms of the trade, like shrink, slide and stop. This section is not required if you are trading the animals on a straight cwt price.

Step 4: Auction Details

The Auction Details step confirms who the lot is being sold to, and when.

Is the Sale Private?

Answer “Yes” if:

1. you already know who is buying the animals OR
2. you don’t know who will buy the animals, but you don’t want the sale to be listed on AGEX for public bidding

Answer “No” if you want the sale to be published on AGEX for public bidding.

If you ***don't*** already know who the buyer is:

1. Leave the “Pre Approved buyer” field blank
2. You will need to enter a starting price and an expiration date for bids
3. If you want, you can also enter:
    a. a starting date (if you want the auction to start sometime in the future)
    b. a reserve price (if you want the auction to automatically end when bids reach a certain price)

If you ***do*** already know who the buyer is, use the “Preapproved buyer” field to find the buyer. You can search by name, email or phone. After you select the buyer, you will also need to enter:

1. The sale price
2. The date of the trade (this can be in the past, “right now”, or the future)

Step 5: Logistics

Use this step to tell the buyer where the animals are coming from and when to expect delivery. This step is optional [if you already know who the buyer is].

Is the delivery immediate?

Answer "No" if the sale is for delivery sometime in the future. Use "Delivery start date" and "Delivery end date" to tell the buyer when to expect the animals.

Answer "Yes" if the buyer already has the animals, or should expect delivery right away.

Origin Location

Select one of the locations in the seller's AGEX account to tell the buyer where the animals are coming from.

Transport distance (optional)

Use this if the seller is willing to cover some or all of the transportation costs.

Step 6: Review

This step gives you a chance to look over the sale you've created and made sure everything looks right. If anything looks wrong, you can jump back and update it by hitting the "edit" button.

When everything looks good, complete the sale by clicking "PUBLISH" at the bottom of the review screen.

I just created a sale, now what?

As a Stockyard Operator, you will probably have many sales on the AGEX system. To keep you from feeling overwhelmed and help you keep track of your trades, you can narrow down the sales you want to see by tapping the downward-facing triangle (☰) in the top-right corner of the Sales section.

The options for filtering Sales are:

- **Unpublished:** started the wizard and saved, but not published
- **Open:** published and still live, but haven't found a buyer
- **Expired/Failed:** expired without finding a buyer
- **In Process:** found a buyer, but animals are not delivered
- **Fulfilled:** animals are delivered to the buyer
- **Completed:** the seller has been paid and the animals are in buyer's AGEX account

- **<u>All</u>:** “just show me everything”

Fulfilling a Sale

Even after a sale is created and a buyer is found, the animals stay in the seller’s AGEX account until the seller actually delivers the animals by “fulfilling” the sale.

There are 4 steps to fulfillment:

Step 1: Animals

In this step, the seller confirms which animals are actually being delivered to the buyer.

If the seller already has a Group attached to the sale, that Group will be listed under “Animals”. If the Group has not changed, the seller can move right on to the next section.

If the Group of animals being delivered has changed, the seller has two options:

1. Go back to the “Groups” section, find the Group attached to the sale, and update the Group animals so it matches the animals that are actually being delivered
2. Connect to an AGEX-compatible RFID gun and scan the animals that are actually being delivered.
    a. If the seller uses an RFID gun to scan animals, only those animals will be added to the sale, and ***animals from the attached Group (if there is one) will be ignored***.

Step 2: Supporting documents

Use this step to add photos of any additional documents that help record the sale (like a scale weight ticket).

Step 3: Weighing

In this step, the seller adds the final, total weight of the lot being delivered. The final weight is used to calculate the total price that the buyer owes the seller.

Step 4: Review

This step gives the seller a chance to review the fulfillment and make sure everything looks right. The review step includes the total price that the buyer will owe the seller. If anything looks wrong, the seller can jump back and update it by hitting the “edit” button.

When everything looks good, complete the fulfillment by clicking "FULFILL" at the bottom of the review screen.

Getting the Word Out

AGEX wins when you win, and that includes making sure producers in your area know you are available to accept their animals.

All new Stockyard Operators are added to the Stockyard Directory on our website, and that's a good start. But in our experience, the best Operators do even more to "get the word out", including:

- Social media (Facebook, Twitter, Instagram, Tik Tok, etc.)
- Print advertisements (Newspaper, local newsletters, etc.)
- Flyers, brochures, and direct mail
- Email (Direct email campaigns, Constant Contact, Mailchimp, etc…)
- A personal website (Wix, GoDaddy, etc.)
- Google Places

If you are interested in additional marketing but don't know where to start, just reach out--we'll help you find your way.