

# Ben Hooper – Livestock Buyer

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Incorporating KLR MARKETING PRINCIPLES  
AuctionsPlus Assessor  
Extensive Agency Knowledge & Background.



My name is Ben Hooper and with my wife Michelle run a Livestock operation with a focus on trading between Dubbo and Gilgandra in central west NSW.

After working as a stock and station agent for Landmark in Cobar for 4 years and then moving back closer to family we purchased a property at Balladoran.

Our business is profit focused not production focused. We have undertaken extensive training to improve our business and personal performance. I found there to be an opportunity for a Livestock Buyer that has a solid understanding of the KLR Marketing Principles and ability to describe livestock quickly and accurately to take advantage of opportunities that arise.

I am an ex Stock & station agent and still have many friends and contacts in the profession. I am also an Accredited Assessor for AuctionsPlus - Level 2 for Sheep; Level 3 for Cattle.

With these skills I have the ability to understand what the producer wants and be able to accurately describe and source for the producer.

Services provided by myself are buying livestock in central NSW, with contacts further afield able to fill producers buying needs with a focus on Profit for the producer across eastern Australia.

My background was I grew up near Blayney in the central tablelands and went to school in Bathurst. I then worked at several cattle studs throughout NSW and showed cattle for many years. This led to me breeding my own stud cattle Charolais initially, then Herefords.

I then worked as a Truck driver for a stud stock Company based in Dubbo and over the next 3 ½ yrs was fortunate to see most of Australia and make many contacts and friends along the way.

Looking for more stimulation I started working as a stock and station agent with Landmark in Cobar in Western NSW. This was a rewarding job with long hours and many miles with a client area of 500-600 km from Cobar. During this time I was aware of the reliance and trust that producers put in their agents and that what I was doing was more than just selling a commodity. My approach was very up front and if I didn't think it was right I would say for better or worse. It was with this approach that I built a strong following and a lot of trust in the clients.

If there is any way that my services may benefit your business please contact me to discuss options

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