

know and trust that the agent will do the best for him. The buyer wants to pay the right price but also buy the best quality animals - and buying implies competition with other buyers. Moreover, every livestock agent must register with APAC. Every individual who acts on behalf of a producer by representing and being responsible for his income is an agent and must be registered according to legal requirements.

## The producer's interests

The producer is the most important player our economy is based on. In a good industry, producers ensure food security. We cannot thank them enough. Producers, we honour you for this. And it is precisely the focus and work that APAC does to protect the interests of the producer who does his aggregated marketing through a proper livestock agent. The legislation that APAC uses is currently being reviewed to improve it in the interest

of the producer. The ultimate goal is to have sufficient "teeth" with which APAC can act against improper, unethical conduct by agents - including unregistered agents trying to do business under the radar.

APAC would like to advise producers to only use the services of livestock agents properly registered with APAC. It is simple: Every APAC agent possesses a registration certificate that is valid for a period of two years. With this, every agent receives a bank-type identity card as proof of approval through APAC processes. APAC does everything in its power to promote the livestock agent profession. If any producer or industry player would like to know more or would like to lodge a complaint about the conduct of an agent, they can contact APAC directly. We at APAC are happy to help.

**FOR MORE INFORMATION**  
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