



CASE STUDY



MCCARTNEYS PUT SAFETY AT THE HEART OF ITS MARKETS

For McCartneys, MartSafe Training has become an important part of creating safer livestock markets, not just through practical livestock handling, but by encouraging staff to think about animal welfare, personal wellbeing and supporting the farming community.

The company has delivered MartSafe Training across its five livestock markets every year since the programme began. Market compliance and regulations officer, Sara Dyke sees first-hand the difference the annual training makes.

"MartSafe combines practical health and safety with animal welfare and mental health awareness," she says. "It helps create stronger, safer and more resilient livestock markets for the future."

The training is completed by staff across the business, with an online version available for new starters before they attend the full in-person course.

"It's a brilliant programme," says Sara. "The online training gives new staff a solid introduction, but the face-to-face sessions are where the real learning happens. They're interactive, there's plenty of discussion and everyone comes away with something new."

One of the most memorable parts of the training is the specialist "animal vision" exercise, where participants experience the limited vision of cattle and sheep through specially designed goggles.

"It really opens your eyes," Sara explains. "You start to understand how a cow is feeling and why livestock react in certain ways. It changes how people think about handling stock and gives them more confidence to use their own judgement when moving animals."

Because the course is updated every year, staff are continually building on their knowledge rather than repeating the same material.

"The trainers are always introducing new topics that reflect what's happening in the industry," says Sara. "The addition of mental health awareness has been particularly valuable. It isn't just about looking after livestock, it's also about looking after ourselves and the people we work alongside."

That focus has influenced the way McCartneys approaches wellbeing across its markets.

"Livestock markets are often one of the few places where farmers get the chance to meet people and have a conversation," Sara says. "We know that market staff can play an important role in recognising when someone might be struggling and understanding how to respond."

Alongside health and wellbeing, MartSafe also helps staff stay up to date with changing legislation and emerging challenges, including animal disease and biosecurity.

"The support doesn't stop after the training day," she adds. "We're kept informed about issues such as bluetongue and other developments, so everyone stays current with what's happening across the industry."



"For Sara, MartSafe has become far more than a compliance exercise.

"It's not about ticking a box once a year," she says. "It's about building awareness, improving confidence and giving people practical knowledge they can use every day. Every year you come away having learned something new."

Ultimately, she believes the programme benefits everyone who comes through the market.

"If we can improve the way we handle livestock, look after one another and create a safer environment for staff, farmers and animals, then that's a positive outcome for the whole industry."

About MartSafe

MartSafe is an initiative launched by the Livestock Auctioneers Association Limited, designed to promote health and safety in the livestock market. The initiative supports LAA members by providing bespoke health and safety guidance and a training programme for all staff within the livestock market.

The programme covers 4 key modules, animal behaviour, safe handling, people behaviour & animal welfare through engaging and interactive exercises, delivered in the market by an experienced LAA Trainer. Each year the training is revised and updated allowing members the opportunity to progress through the MartSafe Training Programme on an annual basis.

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