

Safety centre and marketplace rules

As published on 27 Oct 2026 at livestockmarkets.co.ke/safety

How to meet safely, spot a scam and report stolen stock, and what happens if something goes wrong.

Meeting safely

- Meet in daylight at a market, a sale yard or the seller's farm, never at a lonely roadside.
- Take someone with you, and tell a friend where you are going.
- Check the ear tag or brand against the vet certificate and the movement permit.
- Pay for the animal only after you have seen it, and keep the M-Pesa message.

How to buy safely

Spotting scams

- Someone asks for a "registration", "transport" or "release" fee before you see the animal.
- A price far below the market for the same breed and county.
- A buyer sends a screenshot of an M-Pesa message instead of the money arriving in your phone.
- Pressure to decide today, or to move the conversation off the platform at once.
- Anyone asking for your PIN, password or one-time code. Our team never does.

Reporting stolen stock

- Report the theft at the nearest police station and ask for the OB number.
- Tell us: the animals, ear tags or brand marks, where and when they were taken, and the OB number.
- Our team checks listings that match and can hide them while we look. We keep a record of who listed them and share it with the police only when they ask in writing.

Report stolen stock

Moving animals: permits and cess

- Animals moved out of a county usually need a movement permit from the county veterinary office, issued after an inspection.
- Many counties charge a livestock cess at markets or at the county border. The amount and who pays differ from county to county.
- Ask the county livestock or veterinary office before you move animals, and keep the permit and cess receipt with the animals.
- Add the permit to the listing's health documents: buyers can see it before they come.

Rules differ by county and change. This is general information, not legal advice.

What happens if something goes wrong

Buyers

The seller does not answer or the animal is not there

Report a problem from your deal page. Our team contacts the seller; a seller who misled you loses the listing and can be suspended. A fee is refunded to your balance where we made an error.

The animal is not what the listing showed

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Do not pay for the animal. Report a problem with photos of what you found. We contact the seller and can remove the listing.

The driver did not deliver

Do not give your delivery code. Your transport money stays in trust; open a claim on the transport page and the driver is not paid while it is open.

You won an auction and cannot pay

Tell us on the auction page as soon as you can. The lot may go to the next bidder; your deposit rules are shown before you bid.

Sellers

The buyer accepted but never came or never paid

Say so on the deal page. Our team follows it up, you can put the animal back on sale, and you can rate the buyer.

Someone asks you to pay before they buy

Never pay to receive money. Our team never asks for your PIN. Report the member from the offer or the listing.

You think your animals were stolen

Report it to the police first and get an OB number, then tell us below. Our team checks listings that match and can hide them while we look.

A payment does not arrive

Do not release the animal until the M-Pesa message is in your own phone. Fake SMS screenshots are a common trick.

Drivers

The seller is not at the pickup

Call the seller from the job page, then tell our transport team from the same page. They agree with the buyer what happens next before you leave.

The buyer will not give the delivery code

Add a photo of the animals at the drop-off when you mark the job delivered. If the buyer neither confirms nor opens a claim, you are paid automatically after 72 hours.

An animal is hurt on the road

Stop safely, take photos and tell us at once from the job page. A claim is decided on the photos, the pickup record and your report.

Vet officers

You cannot make the visit

Tell the seller from the job page as early as you can. A vet who does not come is replaced by the next applicant and the missed visit is recorded.

The animal does not match the listing

Write it on the certificate. The listing does not get the Vet-verified badge and our team is told.

Auctions

You think someone is bidding to push the price up

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Report it from the auction page. Our system also flags suspicious bidding; an auction can be paused while we check.

The winner walks away

The seller is offered the next highest bidder (second chance). The winner's deposit rules apply.

Our promise when you report a problem

- Within 24 hours A person on our team acknowledges your report and tells you what happens next.
- Within 7 days We decide, after hearing both sides, and tell you both in writing.
- One appeal If you disagree, reply within 7 days with anything new. A different team member decides, and that decision is final.

No revenge ratings: a low rating given to someone who has reported you is checked by our team before it is shown.

Report a problem

