

MARKET REPORT

Monday 26th January 2026

29 Finished Cattle, 8 Cull Cows,
834 Hoggs, 266 Cull Ewes & Rams

R.G. & R.B. WILLIAMS
AUCTIONEERS LIMITED



Top Pence per kilo

Top Price per head

Steers	400p	£2812
Heifers	390p	£2737
Cull Cows	275p	£2099
Hoggs	354p	£150
Cull Ewes & Rams	Ave £134	£195

29 Finished Cattle (Sale 10.30am)

Auctioneer: - William Probert

A quality entry of finished cattle continued to meet strong demand throughout the sale topping at **£2,812 per head (400p/kg)**. Despite a softer deadweight trade, cattle remained keenly sought after by retail buyers, with prices ranging from **360p – 400p/kg**. There were few traditional butcher-type heifers forward; however, a smart run of Angus cross heifers from **Messrs Orgee** sold well at **360p – 370p/kg**, and an excellent show of quality Continental cross steers from **Messrs G.E. Phillips & Son** sold between **380p – 400p/kg**, with heavyweight steers achieving **£2,600 – £2,812 per head**.

More cattle could have been easily sold to this electric trade.

		Top p/kg	Av/kg	Av/head	Overall Av/kg
STEERS	Light (370-550kg)				
	Medium (551-649kg)	362.00p	356.72p	£2223.98	363.56p
	Heavy (650kg +)	400.00p	371.58p	£2541.58	
HEIFERS	Light (330-500kg)				
	Medium (501-589kg)	362.00p	348.36p	£1932.51	360.94p
	Heavy (590kg+)	390.00p	365.87p	£2298.09	

	Top Vendors Price/Head	Top Vendors Price/Kilo
	£2812.00 – G E Phillips & Son, Dairy Farm	400p – G E Phillips & Son, Dairy Farm
	£22737.80 – G E Phillips & Son, Dairy Farm	392p – G E Phillips & Son, Dairy Farm
	£2737.80 – G E Phillips & Son, Dairy Farm	390p – G E Phillips & Son, Dairy Farm

8 Cull Cows

A short entry of cull cows met fierce competition, with the sale largely comprising Grade 2 and 3 beef cows. The trade peaked at 275p/kg (£2,099 per head), with well-fleshed cows generally selling between 260p – 270p/kg. Leaner types realised 200p – 220p/kg.

Overall average price of cows - £1780 - 257ppkg

Top Vendors Price/Head	
	£2099.84 – C Simcock & Sons, The Green Farm
	£1991.24 – C Simcock & Sons, The Green Farm
	£1911.25 – Sexty Bros, Trewen Farm

834 Hoggs

Auctioneer: - William Probert

A reduced entry of finished hoggs met a buoyant trade, peaking at **354p/kg (£150 per head)**. A strong contingent of quality export hoggs sold very freely between **340p – 354p/kg**, meeting keen competition from buyers. The reduced demand for heavyweights seen towards the end of last week continued, reflected in the smaller number forward. However, hoggs weighing **48kg+** still realised **£145 – £150 per head**. Trade remained consistent throughout the sale, with hoggs achieving an overall **SQQ of 330p/kg**. More hoggs could have been easily sold to satisfy buyer demand.

Overall average price of hoggs £128/head - 40kg - 325ppkg
SQQ - 331ppkg

Hoggs	Top p/kg	Av p/kg	Av £/head
Light (25.5 – 32 kg)	293.00p	293.33p	£88.00
Standard (32.1 – 39 kg)	345.00p	327.13p	£118.27
Medium (39.1 – 45.5 kg)	336.00p	330.78p	£140.42
Heavy (45.6 – 52 kg)	313.00p	311.78p	£146.82
Overweight (52.1kg+)	264.00p	263.64p	£145.00

Hoggs

Top Vendors Price/Head		Top Vendors Price/Kilo
	£150 – E C Williams & Son, Tump Farm	354p – 41kg R T Watkins, New House Farm
	£150 – E C Williams & Son, Tump Farm	345p – 39kg R T Watkins, New House Farm
	£145 – R T Watkins, New House Farm	336p – 44kg E C Williams & Son, Tump Farm

266 Cull Ewes & Rams (Sale at 9.30am)

Auctioneer: – William Probert

A good entry of cull ewes met strong demand for both weight and meat, topping at **£195 per head**. Well-fleshed, stronger ewes regularly sold between **£160 – £195**, while a large entry of NCM and Mule cross ewes realised **£135 – £155 per head**. Leaner and smaller-framed ewes were equally well bid for, selling from **£90 – £130** and a short entry of tups sold to **£140 per head**. More ewes could have been sold to this trade. Overall average price of ewes **£134/head**.

Top Vendors Price/Head	
	£195 – VM & DJ Gunter, Cowmeadow Farm
	£140 – SJ & EL Stables, Kings Pitt Farm
	£115 – BG & DE Howell, Yew Tree Farm

TB RESTRICTED STORE SALE

Monday 26th January 2026

The entry of TB-restricted store cattle attracted a lightning-fast trade, topping at **£2,090 (418p/kg)** for 20-month-old Angus cross steers from **Messrs Bennett, Trevine Farm**. Heifers were equally well bid for, topping at **£1,770** for 15-month-old Angus cross heifers. Younger Continental cross dairy heifers sold from **£1,350 – £1,700**, with the consignment averaging **370p/kg (£1,671 per head)**. Producers affected by TB restrictions are encouraged to contact the market team to discuss marketing options for TB-restricted store cattle.

All payments will reach you within 2 weeks from sale date.

FORTHCOMING SALE FIXTURES

Thursday 12 th February	Sale of Store Cattle	Sale at 11:15 am
Monday 18 th February	Collective Fodder Sale	Sale at 12.00 noon
Thursday 26 th February	Sale of Store Cattle	Sale at 11:15 am

CONTACT US

Livestock Enquires

Will Probert 07595 315902 - Finished Lambs, Cull Ewes,
Store Sheep, Finished Cattle, Cull Cows, Store Cattle

RossAuction Centre - Tel: 01989 762225 –
market@rgandrbwilliams.co.uk

RG & RB Williams Auctioneers Ltd, Ross Auction Centre, Overross, Ross on Wye, Herefordshire, HR9 7QQ
Tel. 01989 762225 or 01989 767443 Fax. 01989 566082 Market Holding Number: 17/204/8000



R.G. & R.B. WILLIAMS

CHARTERED SURVEYORS & AUCTIONEERS



FODDER SALE

COLLECTIVE SALE OF FODDER

viz: Hay; Haylage; Silage; Straw and Fodder Beet

To be sold by Auction at
ROSS ON WYE LIVESTOCK MARKET, HR9 7QQ
on **MONDAY 16TH FEBRUARY 2026** at 12 Noon

Entry Forms Available:

Tel: 01989 567233

info@rgandrbwilliams.co.uk

ROSS AUCTION CENTRE

SALE OF STORE CATTLE

THURSDAY 12TH FEBRUARY 2026

Sale at 11.15am

Entries now invited for the Catalogue.

Tel: RG & RB WILLIAMS (01989) 762225

www.rgandrbwilliams.co.uk