

MARKET REPORT

Monday 16th February 2026

30 Finished Cattle, 22 Cull Cows,
1,141 Hogs, 311 Cull Ewes & Rams

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



Top Pence per kilo

Top Price per head

Steers	377p	£2853
Heifers	382p	£2366
Cull Cows	332p	£2715
Hogs	394p	£200
Cull Ewes & Rams	Ave £141	£190

30 Finished Cattle (Sale 10.30am)

Auctioneer: - William Probert

A nice entry of quality finished cattle continued to meet strong demand throughout the sale. Steers peaked at £2,853 per head (377p/kg) with heifers reaching £2,366 (382p/kg).

Cattle remained keenly sought after by retail buyers, with prices ranging from 360p – 382p/kg.

There were few traditional butcher-type heifers forward; however, a smart run of Simmental x heifers from M & B Farms sold well at 340p – 370p/kg.

An excellent show of quality Continental cross steers & heifers from Messrs M A Hardy Ltd sold between 370p – 380 p/kg, achieving £2,366 per head.

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

Overall average price of Finished Cattle - £2140 - 360ppkg

		Top p/kg	Av/kg	Av/head	Overall Av/kg
STEERS	Light (370-550kg)				
	Medium (551-649kg)	370.00p	365.93p	£2248.04	363.45p
	Heavy (650kg+)	377.00p	361.99p	£2502.53	
HEIFERS	Light (330-500kg)				
	Medium (501-589kg)	382.00p	365.69p	£2042.39	355.99p
	Heavy (590kg+)	332.00p	354.65p	£2206.48	

	Top Vendors Price/Head	Top Vendors Price/Kilo
	£2853.75 – M A Hardy Ltd, New Farm	382p – M A Hardy Ltd, New Farm
	£2569.62 – V E Pugh & Co, Home Farm	377p – M A Hardy Ltd, New Farm
	£2567.37 – M A Hardy Ltd, New Farm	375p – DM & CS Andrews, Glen Court Farm

22 Cull Cows

Auctioneer: - William Probert

A large entry of cull cows met fierce competition, with the sale largely comprising Grade 2 and 3 beef cows and a large run of Dairy cows being leaner sorts. The trade peaked at **332p/kg (£2,715 per head)**, with well-fleshed Continental cows generally selling between **300p – 332p/kg** and leaner types realised **260p – 280p/kg**.

Dairy cows peaked at **290ppkg** generally changing hands between **250p - 270ppkg**

More cows are required to meet demand from the buying contingent.

Overall average price of cows - £1968 - 268ppkg

Top Vendors Price/Head	
	£2715.90 – M A Hardy Ltd, New Farm
	£2647.40 – M A Hardy Ltd, New Farm
	£2595.24 – M A Hardy Ltd, New Farm

1,141 Hogs

Auctioneer: - William Probert

A nice entry of finished hogs stepped up a gear, peaking at **395p/kg (£200 per head)**.

A strong contingent of quality export hogs sold very freely between **370p – 390p/kg**, meeting keen competition from buyers. Quality exports hogs weighing **38kg – 42kg** realised **£160 – £170 per head**.

Demand for heavyweights remained consistent, seeing a lift. Generally, hogs **48kg+** sold from **£165 – £200 per head**.

Trade remained consistent throughout the sale with hogs achieving an overall **SQQ of 368ppkg**

More hogs could have been easily sold to satisfy buyer demand.

Overall average price of hogs £160/head – 44.4kg - 353ppkg

SQQ - 368ppk

Hogs	Top p/kg	Av p/kg	Av £/head
Light (25.5 – 32 kg)	374.00p	373.81p	£157.00
Standard (32.1 – 39 kg)	374.00p	354.71p	£134.07
Medium (39.1 – 45.5 kg)	394.00p	368.60p	£156.95
Heavy (45.6 – 52 kg)	362.00p	340.79p	£163.58
Overweight (52.1kg +)	345.00p	290.69p	£169.04

Hogs

Top Vendors Price/Head		Top Vendors Price/Kilo
	£200 – M A Jackson, Home Farm	394p – 40kg D & ME Whitcomb, Stert Farm
	£200 – R J Watkins, Great Corras Farm	389p – 40.50kg G Whittington, Wain-y-Parc
	£190 – M A Jackson, Home Farm	385p – 41.60kg R T Watkins, New House Farm

311 Cull Ewes & Rams (Sale at 9.30am)

Auctioneer: – William Probert

A good entry of cull ewes met strong demand throughout for both weight and meat, topping at **£190 per head**. Well-fleshed, stronger ewes regularly sold between **£170 – £190**, while a large entry of NC Mule ewes realised **£150 – £170 per head**

Leaner and smaller-framed ewes were equally well bid for, selling from **£120 – £140**.

A short entry of tups sold to **£170 per head**.

Overall, the ewe trade averaged an unbelievable **£141 per head**, with further numbers easily absorbed by buyers. More ewes could have been sold to this trade.

Overall average price of ewes **£141/head**

Top Vendors Price/Head	
	£190 – Agrigame UK Ltd, Cromer Farm
	£190 – Helen Griffiths, Longridge Farm
	£190 – WD & EJ Kerr, Matthews Farm

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

FORTHCOMING SALE FIXTURES

Thursday 26th February Sale of Store Cattle Sale at 11:15 am

Thursday 12th March Sale of Store Cattle Sale at 11:15 am

Thursday 26th March 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

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AGENT

R.G. & R.B. WILLIAMS
AUCTIONEERS



ROSS AUCTION
CENTRE

ROSS AUCTION CENTRE

SALE OF STORE CATTLE

THURSDAY 26TH FEBRUARY 2026

SALE AT 11.15AM

Tel: RG & RB WILLIAMS (01989) 762225

www.rgandrbwilliams.co.uk