

MARKET REPORT

Monday 2nd February 2026

41 Finished Cattle, 20 Cull Cows, 1207 Hoggs, 197 Cull Ewes & Rams

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



	Top Pence per kilo	Top Price per head
Steers	385p	£2782
Heifers	400p	£2718
Cull Cows & Bull	289p	£2275
Hoggs	366p	£174
Cull Ewes & Rams	Ave £137	£188

41 Finished Cattle (Sale 10.30am)

Auctioneer: - William Probert

A larger entry of quality finished cattle continued to meet strong demand throughout the sale, despite the falling deadweight price. Steers topped at **£2,782 per head**, with heifers reaching **£2,718 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 **350p – 360p/kg**.

An excellent show of quality Continental cross heifers from **Messrs G.H. & G.G. Savidge** sold between **380p – 400p/kg**, with heavyweight heifers achieving **£2,600 – £2,718 per head**.

Mr M A. Hardy showed another fantastic run of Charolais and Limousin cross steers and heifers, selling from **370 – 385p/kg**.

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)	385.00p	353.65p	£1777.99	365.61p
	Medium (551-649kg)	390.00p	361.29p	£2240.61	
	Heavy (650kg+)	390.00p	371.10p	£2642.20	
HEIFERS	Light (330-500kg)	345.00p	345.00p	£1711.20	363.81p
	Medium (501-589kg)	370.00p	357.33p	£2073.73	
	Heavy (590kg+)	400.00p	370.55p	£2305.61	

	Top Vendors Price/Head	Top Vendors Price/Kilo
	£2782.80 – M A Hardy Ltd, New Farm	400p – GH & GG Savidge, Dean Common Farm
	£2755.17 – M A Hardy Ltd, New Farm	390p – GH & GG Savidge, Dean Common Farm
	£2733.64 – M A Hardy Ltd, New Farm	390p – GH & GG Savidge, Dean Common Farm

20 Cull Cows

A larger entry of cull cows met fierce competition, with the sale largely comprising Grade 2 and 3 beef cows. The trade peaked at **289p/kg (£2,228 per head)**, with well-fleshed cows generally selling between **270p – 289p/kg**.

Leaner types realised **220p – 240p/kg**.

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

Overall average price of cows - £1740 - 256ppkg

	Top Vendors Price/Head
	£2275.20 – CE & EC Freeman, Vain Farm
	£2228.80 – G S Farming, Mitcheldean
	£2102.80 – F I Bevan & Sons, Weston Hall Farm

1,207 Hogs

Auctioneer: - William Probert

A larger entry of finished hogs met a sharper trade on the week, peaking at **366p/kg (£174 per head)**.

A strong contingent of quality export hogs sold very freely between **350p – 366p/kg**, meeting keen competition from buyers and quality exports weighing **38 – 42kg** realised **£140–£154 per head**.

Demand for heavyweights remained consistent, though lacking the peak seen for handy-weight lambs.

Generally, hogs **48kg+** sold from **£150 – £174 per head**. Trade remained consistent throughout the sale, with hogs achieving an overall **SQQ of 345p/kg**.

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

Overall average price of hogs £150/head - 45kg - 330ppkg SQQ - 345ppkg

Hogs	Top p/kg	Av p/kg	Av £/head
Light (25.5 – 32 kg)			
Standard (32.1 – 39 kg)	357.00p	341.58p	£126.05
Medium (39.1 – 45.5 kg)	366.00p	345.16p	£150.01
Heavy (45.6 – 52 kg)	343.00p	315.60p	£151.08
Overweight (52.1kg +)	308.00p	293.86p	£160.18

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

Hoggs

	Top Vendors Price/Head	Top Vendors Price/Kilo
	£174 – R T Watkins, New House Farm	357p – 36kg J Thomas, Cinderford
	£170 – M A Jones, Manor Farm	353p – 45kg E C Williams & Son, Tump Farm
	£170 – M A Jones, Manor Farm	352p – 45kg R T Watkins, New House Farm

197 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 **£188 per head**. Well-fleshed, stronger ewes regularly sold between **£160 – £188**, while a large entry of Mule cross ewes realised **£145 – £175 per head**. Leaner and smaller-framed ewes were equally well bid for, selling from **£90 – £130**. A short entry of tups sold to **£130 per head**.
More ewes could have been sold to this trade.

Overall average price of ewes £136/head

	Top Vendors Price/Head
	£188 – RG & SP Jones & Son, Hillbrook Farm
	£181 – JM, SM & CM Partridge, Upper Pengethley Farm
	£178 – JM, SM & CM Partridge, Upper Pengethley Farm

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



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

Tel: RG & RB WILLIAMS (01989) 762225

www.rgandrbwilliams.co.uk