

MARKET REPORT

Monday 23rd February 2026

40 Finished Cattle, 10 Cull Cows,
1,203 Hoggs, 277 Cull Ewes & Rams

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



Top Pence per kilo

Top Price per head

Steers	403p	£2929
Heifers	418p	£2767
Cull Cows	345p	£2635
Hoggs	413p	£184
Cull Ewes & Rams	Ave £145	£200

40 Finished Cattle (Sale 10.30am)

Auctioneer: - William Probert

A nice entry of quality finished cattle continued to meet strong demand throughout the sale. Heifers topped at £2,767 per head, (418ppkg) for an entry from Messrs W C R Cooke with steers reaching £2,929 (403p/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 Charolais/Lim x cross heifers from Messrs Hutton sold well at 360p – 388p/kg.

An excellent show of quality Continental cross steers and heifers from Messrs G E Phillips & W C R Cooke sold between 390p – 418 p/kg.

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)	377.00p	358.85p	£2249.97	368.00p
	Heavy (650kg +)	403.00p	372.74p	£2578.57	
HEIFERS	Light (330-500kg)	330.00p	324.06p	£1563.57	
	Medium (501-589kg)	355.00p	355.00p	£2044.80	357.26p
	Heavy (590kg+)	418.00p	360.71	£2321.31	

	Top Vendors Price/Head	Top Vendors Price/Kilo
	£2929.81 – W C R Cooke & Son, Nantyderri Farm	418p – W C R Cooke & Son, Nantyderri Farm
	£2814.56 – G E Phillips & Son, Dairy Farm	403p – W C R Cooke & Son, Nantyderri Farm
	£2767.52 – G E Phillips & Son, Dairy Farm	395p – DM & CS Andrews, Glen Court Farm

10 Cull Cows

Auctioneer: - William Probert

A good 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 345p/kg (£2,635 per head), with well-fleshed Continental cows generally selling between 300 – 345p/kg.

Leaner types realised 260 – 280p/kg.

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

Overall average price of cows - £1975 - 294ppkg

Top Vendors Price/Head	
	£2635.80 – W C R Cooke & Son, Nantyderri Farm
	£2230.40 – Wellington Farms Hereford
	£2191.70 – Wellington Farms, Hereford

1,203 Hoggs

Auctioneer- William Probert

A nice entry of finished hoggs saw export hoggs step up another gear, peaking at 413p/kg (£184 per head).

A strong contingent of quality export hoggs sold very freely between 380p – 413p/kg, meeting keen competition from buyers. Quality exports hoggs weighing 38 – 42kg realised £160 – £170 per head.

Demand for heavyweights remained consistent, seeing a lift. Generally, hoggs 48kg+ sold from £165 – £184 per head.

Trade remained consistent throughout the sale, with hoggs achieving an overall **SQQ of 380ppkg**

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

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

SQQ - 380ppkg

Hoggs	Top p/kg	Av p/kg	Av £/head
Light (25.5 – 32 kg)	384.00p	382.11p	£119.00
Standard (32.1 – 39 kg)	403.00p	368.48p	£138.11
Medium (39.1 – 45.5 kg)	413.00p	375.70p	£162.26
Heavy (45.6 – 52 kg)	373.00p	334.94p	£162.27
Overweight (52.1kg+)	323.00p	299.44p	£168.10

Hoggs

Top Vendors Price/Head		Top Vendors Price/Kilo
	£184 – A & N Pearce, Sanigar Farm	413p – 40kg L Alexander & P Wellon, Southview
	£177 – A & N Pearce, Sanigar Farm	403p – 39.0kg C & L Warner, Storesbrook Farm
	£174 – DE & SJ Cheacker, Ostbridge Manor Farm	403p – 40.40kg MG & AD Houldey, Rectory Farm

277 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 **£200 per head**. Well-fleshed, stronger ewes regularly sold between **£170 – £200**, 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 **£130 – £150**.

A short entry of tups sold to **£150 per head**.

Overall, the ewe trade averaged an unbelievable **£145 per head**, with further numbers easily absorbed by buyers. More ewes could have been sold to this trade.

Overall average price of ewes **£145/head**

Top Vendors Price/Head	
	£200 – B E Arthurs, Trewarne Farm
	£195 – N & I Bevan, Trothlands Farm
	£190 – L Alexander & P Wellon, Southview

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

FORTHCOMING SALE FIXTURES

Thursday 26 th February	Sale of 45 Store Cattle	Sale at 11:15 am
Thursday 12 th March	Sale of Store Cattle	Sale at 11:15 am
Thursday 26 th March	Sale of Store Cattle	Sale at 11:15 am
Thursday 9 th April	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