

MARKET REPORT

Monday 23rd March 2026

29 Finished Cattle, 9 Cull Cows & Bull,
959 Hoggs, 222 Cull Ewes & Rams

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



Top Pence per kilo

Top Price per head

Steers	392p	£2849
Heifers	420p	£2499
Cull Cows & Bull	305p	£2595
Hoggs	460p	£221
Cull Ewes & Rams	Ave £153	£220

29 Finished Cattle (Sale 10.30am)

Auctioneer: - William Probert

A nice entry of very commercial finished cattle continued to meet strong demand throughout the sale. Steers topped at **£2,849 per head (392ppkg)** for an entry from Messrs EJ & JM Westoby.

Cattle remained keenly sought after by retail buyers, with prices ranging from **360p – 420p/kg**.

A smart run of Lim x heifers from Messrs DE & SJ Cheacker sold to **410p & 420ppkg**.

There were few traditional butcher-type native heifers & steers forward sold well at **340p – 360p/kg**.

Quality Continentals consistently sold from **380p – 420ppkg**. With a quality Blonde x heifer selling to **320ppkg** from Messrs Cheacker.

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

Overall average price of Finished Cattle - £2378 - 374ppkg

		Top p/kg	Av/kg	Av/head	Overall Av/kg
STEERS	Light (370-550kg)	387.00p	358.85p	£1782.78	364.76p
	Medium (551-649kg)	386.00p	370.56p	£2246.18	
	Heavy (650kg +)	392.00p	363.93p	£2541.53	
HEIFERS	Light (330-500kg)	383.00p	383.00p	1704.35	401.82p
	Medium (501-589kg)	383.00p	383.00p	£2037.56	
	Heavy (590kg+)	420.00p	408.02p	£2416.32	

	Top Vendors Price/Head	Top Vendors Price/Kilo
	£2849.20 – EJ & JM Westoby & Sons, Brooklands	420p – DE & SJ Cheacker, Ostbridge Manor Farm
	£2721.60 – M A Hardy Ltd, New Farm	410p – DE & SJ Cheacker, Ostbridge Manor Farm
	£2675.40 – EJ & JM Westoby & Sons, Brooklands	405p – Hill Farm Partnership, Hill Farm

9 Cull Cows & Bull

Auctioneer: - William Probert

A shorter entry of cull cows met fierce competition, with the sale largely comprising Grade 2 and 3 beef cows, The trade peaked at **305p/kg (£2,238 per head)**, with well-fleshed Continental cows generally selling between **280p – 305p/kg**.

Leaner types realised **270p – 280p/kg**.

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

Overall average price of cows - £1783 - 278ppkg

Top Vendors Price/Head	
	£2595.70 – GD & MJ Samuel, Bargains Farm
	£2238.70 – M R Williams Partnership, Trewaugh Farm
	£2115.93 – JM & PM Seaborne, Altwynt Farm

959 Hogs

Auctioneer: - William Probert

A nice entry of finished hogs met a blistering trade, peaking at **460p/kg (£221 per head)**.

A strong contingent of quality export hogs sold very freely between **440p – 460p/kg**, meeting keen competition from buyers. Quality exports weighing **38kg – 43kg** realised **£175 – £200 per head**.

Demand for heavyweight hogs remained consistent with **48kg+** hogs selling from **£200 - £221 per head**.

Trade remained consistent throughout the sale, with hogs achieving an overall **SQQ of 444ppkg**

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

Overall average price of hogs £192/head – 44kg - 434ppkg

SQQ - 444ppkg

Hogs	Top p/kg	Av p/kg	Av £/head
Light (25.5 – 32 kg)			
Standard (32.1 – 39 kg)	455.00p	433.73p	£161.58
Medium (39.1 – 45.5 kg)	460.00p	448.10p	£191.30
Heavy (45.6 – 52 kg)	446.00p	420.70p	£206.24
Overweight (52.1kg +)	410.00p	383.89p	£210.62

Hogs

Top Vendors Price/Head		Top Vendors Price/Kilo
	£221 – P & S Miles, Celyn Cottage	460p – 43kg E C Williams & Son, Tump Farm
	£220 – V J Thomas & Son, Pancross Farm	457p – 45.50kg E C Williams & Son, Tump Farm
	£217 – V J Thomas & Son, Pancross Farm	457p – 40.50kg SG & CLM Bevan, Newcastle Farm

222 Cull Ewes & Rams (Sale at 9.30am)

Auctioneer: – William Probert

A good entry of mixed cull ewes met strong demand throughout with the complete consignment averaging **£153** per head. Stronger sorts of well fleshed ewes consistently sold from **£200 - £220** per head.

Leaner and smaller-framed ewes were equally well bid for, selling from **£150 – £170**.

Very lean ewes sold either side of **£100**.

More ewes could have easily been sold to meet buyers demand.

Overall average price of ewes **£153/head**

Top Vendors Price/Head	
	£220 – K Edwards, Prestbury Farm
	£210 – RG & JM Carter, Carswells Farm
	£210 – K Edwards, Prestbury Farm

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

FORTHCOMING SALE FIXTURES

Thursday 26 th March	Sale of 130 Store Cattle Plus Additional 15 B/Blue Steers/Heifers	Sale at 11:15am
Thursday 9 th April	Sale of Store Cattle	Sale at 11:15am
Thursday 23 rd April	Sale of Store Cattle	Sale at 11:15am
Saturday 25 th April	Dispersal Sale of Machinery & Equipment at Glandwr Farm, Pandy, Abergavenny (Catalogues available soon)	Sale at 11.00am
Friday 1 st May	Dispersal Sale of Machinery & Equipment In Estate of Leslie Graham Lever	Sale at tbc

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



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NORTH HEREFORDSHIRE
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3 Bedroom Well Appointed Detached Residence
Approx 8.35 Acres Land
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A HIGHLY ATTRACTIVE HEREFORDSHIRE FARM
UNSPOILT RURAL LOCATION WITH SUPERB VIEWS
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WELSH NEWTON

NP25 5RN

4 BEDROOM RESIDENCE
26.23 ACRES

FOR SALE BY PRIVATE TREATY
Particulars available: Tel 01989 567233

UPCOMING MACHINERY SALES

SATURDAY 25TH APRIL 2026

Genuine Farm Dispersal Sale on behalf
of the late E D Phillips of Pandy, Abergavenny

FRIDAY 1ST MAY 2026

Genuine Farm Dispersal Sale on behalf
of the Estate of Leslie Graham Lever of Ruardean

SATURDAY 16TH MAY 2026

Collective Machinery Sale at Ross Auction Centre

SATURDAY 30TH MAY 2026

Genuine Farm Dispersal Sale on behalf
of Messrs King of Birdwood, Gloucester

Catalogues will be available shortly
Tel: 01989 567233

LAND FOR SALE

MONMOUTHSHIRE

Monmouth 4 miles.



AN EXCELLENT AREA OF PASTURE LAND

situated at

NEWCASTLE

MONMOUTH

4.50 ACRES

FOR SALE BY PRIVATE TREATY

Particulars Available:

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ROSS AUCTION CENTRE

SALE OF STORE CATTLE

THURSDAY 9TH APRIL 2026

Sale at 11.15am

Entries now invited for the Catalogue.

Tel: RG & RB WILLIAMS (01989) 762225

www.rgandrbwilliams.co.uk