

MARKET REPORT

Monday 27th April 2026

25 Finished Cattle, 12 Cull Cows

565 Lambs, 806 Hogs, 171 Cull Ewes & Rams

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



Top Pence per kilo

Top Price per head

Steers	360p	£2541
Heifers	355p	£2440
Cull Cows	255p	£2393
Lambs	500p	£203
Hogs	422p	£210
Cull Ewes & Rams	Ave £175	£205

25 Finished Cattle (Sale 10.30am)

Auctioneer: - William Probert

A shorter entry of very commercial finished cattle continued to meet a more cautionary trade in line with the falling deadweight price. Demand remained consistent throughout the sale steers topped at **£2,541 per head**, (360ppkg). Cattle remained keenly sought after by retail buyers, with prices ranging from 340p – 360p/kg. There were few traditional butcher-type native heifers and steers forward sold well at 330p – 350p/kg. Quality Continentals consistently sold from 340p – 360ppkg, with a quality run of Continentals from Messrs Westoby and Messrs Andrews selling to **£2,541**.

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

Overall average price of Finished Cattle - £1962 - 339ppkg

		Top p/kg	Av/kg	Av/head	Overall Av/kg
STEERS	Light (370-550kg)	319.00p	319.00p	£1566.29	342.36p
	Medium (551-649kg)	350.00p	342.60p	£2169.80	
	Heavy (650kg+)	360.00p	343.90p	£2445.49	
HEIFERS	Light (330-500kg)	310.00p	301.11p	£1484.47	332.53p
	Medium (501-589kg)	355.00p	341.29p	£1905.52	
	Heavy (590kg+)	350.00p	340.94p	£2204.77	

	Top Vendors Price/Head	Top Vendors Price/Kilo
	£2541.60 – EJ & JM Westoby & Sons, Brooklands	360p – EJ & JM Westoby & Sons, Brooklands
	£2514.60 – V E Pugh & Co, Home Farm	353p – EJ & JM Westoby & Sons, Brooklands
	£2507.28 – DM & CS Andrews, Glen Court Farm	350p – P Edwards & Co, Tredomen Farm

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

12 Cull Cows

Auctioneer: - William Probert

A larger entry of cull cows peaked at **£2,393** per head - **255ppkg** with many quality sorts selling from **£2000 - £2393**. Generally better sorts sold from **240p - 255ppkg** and leaner cows traded hands either side of **200ppkg**.

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

Overall average price of cows - £1768 - 258ppkg

Top Vendors Price/Head	
	£2393.20 – JHL & THD Humphreys, Cwm Cayo
	£2014.50 – M & B Farms, Mulhampton
	£1969.68 – M & B Farms, Mulhampton

565 Lambs

Auctioneer: - William Probert

A larger entry of spring lambs met strong competition from start to finish with two new buyers present. Lambs topped at **500ppkg - £203** per head and strongest demand was shown on **36kg - 41kgs** export lambs, selling from **460p - 500ppkg**.

Lambs over **43kgs** sold to a price around **£200**.

The overall sqq of lambs was **460ppkg**, with best quality sorts **480p - 500ppkg**.

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

Overall average price of lambs £195p/head – 41.8kg – 456ppkg

SQQ - 460ppkg

Lambs	Top p/kg	Av p/kg	Av £/head
Light (25.5 – 32 kg)			
Standard (32.1 – 39 kg)			
Medium (39.1 – 45.5 kg)	500.00p	458.61p	£191.41
Heavy (45.6 – 52 kg)	435.00p	425.92p	£198.80
Overweight (52.1kg+)	368.00p	367.92p	£195.00

Lambs

Top Vendors Price/Head		Top Vendors Price/Kilo
	£203 – A & JM Sheppard Partnership, Tannersfield Farm	500p – 40kg P & S Miles, Celyn Cottage
	£201.50 – G & K Goulding & Son, Ferns Farm	480p – 40.60kg Sexty Bros, Trewen Farm
	£201.50 – A & JM Sheppard Partnership, Tannersfield Farm	477p – 42.60kg A & JM Sheppard Partnership, Tannersfield Farm

806 Hogs

Auctioneer: - William Probert

A nice entry of finished hogs met a fast trade as seen at the end of the previous week peaking at **£210 per head**. A strong contingent of quality export hogs sold very freely between **400p – 420p/kg**, meeting keen competition from buyers. Quality exports hogs weighing **38kg – 43kg** realised **£170 – £185 per head**. Demand for heavyweight hogs remained consistent however less than previous weeks with 48kg + hogs selling from **£180 - £210 per head**.

Trade remained consistent throughout the sale, with hogs achieving an overall **SQQ of 405p/kg**.

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

Overall average price of Hogs £179p/head – 44.6kg - 378ppkg

SQQ - 407ppkg

Hogs	Top p/kg	Av p/kg	Av £/head
Light (25.5 – 32 kg)			
Standard (32.1 – 39 kg)	422.00p	403.33p	£148.37
Medium (39.1 – 45.5 kg)	418.00p	407.75p	£175.37
Heavy (45.6 – 52 kg)	402.00p	374.71p	£180.79
Overweight (52.1kg +)	364.00p	330.77p	£191.41

Hogs

	Top Vendors Price/Head	Top Vendors Price/Kilo
	£210 – D Clothier & Sons Ltd, Shooters Bottom Farm	422p – 36kg A Simcock, The Green Farm
	£204 – D Clothier & Sons Ltd, Shooters Bottom Farm	418p – 44kg G J Sevenoaks & Sons, Cross Ash Farm
	£200 – D Clothier & Sons Ltd, Shooters Bottom Farm	413p – 41kg SG & CLM Bevan, Newcastle Farm

171 Cull Ewes & Rams (Sale at 9.30am)

Auctioneer: – William Probert

A good entry of mixed cull ewes met a consistent trade topping at **£205 per head!**

Demand remained consistent throughout with the complete consignment averaging **£175 per head**. Stronger sorts of well fleshed ewes consistently sold from **£190 - £205 per head**.

Leaner and smaller-framed ewes were equally well bid for, selling from **£140 – £170**.

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

Overall, the ewe trade averaged **£175 per head**, with further numbers easily absorbed by buyers.

Overall average price of ewes £175/head

	Top Vendors Price/Head
	£205 – H J Pugh, Jugs Green Farm
	£200 – D & V Stuffs, Mayview Farm
	£198 – H H Williams & Son, Red Barn Farm

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

FORTHCOMING SALE FIXTURES

Friday 1 st May	Dispersal Sale of Machinery & Equipment In Estate of Leslie Graham Lever At SMITHWAY FARM, THE PLUDDS, RUARDEAN	Sale at <u>3.00pm</u>
Thursday 14 th May	Sale of Store Cattle	Sale at 11:15am
Saturday 16 th May	Collective Machinery Sale At Ross Auction Centre	
Thursday 28 th May	Sale of Store Cattle	Sale at 11:15am
Saturday 30 th May	Dispersal Sale of Machinery & Equipment At BIRDWOOD VILLA FARM, BIRDWOOD	Sale at 11.00am

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

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MACHINERY SALES

GENUINE DISPERSAL SALE OF
MACHINERY AND EQUIPMENT

at

SMITHWAY FARM
THE PLUDDS, RUARDEAN
GLOUCESTERSHIRE GL17 9TT

viz: MF 4wd 8060 Tractor with MF Loader; JCB 8014 CTS Mini Digger; MF35 with roll bar; MF 4wd 265 Tractor with loader; MF 4wd 390 Tractor with loader; MF 4wd 590 Tractor; ATV Quad; Abbey Muckspreader; AW 20' Bale Trailer; Single Axle Tipping Trailer; Car Trailer; Bale Shredder; Bale Squeeze x 2; Loader Bucket; Discs; 2 fur Rev Plough; 3 fur MF Plough; Flat Roll; Chain Harrows; Rotovator; Dutch Harrows; Teagle Fert Spreader; Kuhn Haybob; Lely 165 Classic Mower; Cattle Crush; Milking Parlour; Shipping Container; Cattle Feeders; Sheep Troughs & Feeders; Cement Mixer; Generator; Strimmer; Compressor; Rayburn; Workshop Tools; Garden Tools.

on **FRIDAY 1ST MAY 2026**
at 3.00 pm

Catalogues available, Tel: 01989 567233

UPCOMING MACHINERY SALES

SATURDAY 16TH MAY 2026
Machinery Sale at Ross Auction Centre
Entries Invited

SATURDAY 30TH MAY 2026
Genuine Farm Dispersal Sale on behalf
of Messrs King of Birdwood, Gloucester
Catalogues available. Tel: 01989 567233

ROSS AUCTION CENTRE

SALE OF STORE CATTLE

THURSDAY 14TH MAY 2026
Sale at **11.15am**

Entries now invited for the catalogue.
Tel: RG & RB WILLIAMS (01989) 762225

www.rgandrbwilliams.co.uk