

MARKET REPORT

Monday 13th July 2026

18 Finished Cattle, 7 Cull Cows,
1,770 Lambs, 189 Cull Ewes & Rams

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



Top Pence per kilo

Top Price per head

Steers	388p	£2758
Heifers	415p	£2431
Cull Cows	250p	£1737
Lambs	400p	£200
Cull Ewes	Ave £152	£205

18 Finished Cattle (Sale 10.30am)

Auctioneer: - William Probert

A nice entry of finished cattle continued to meet a fast trade with numbers short nationally more appetite was seen. Demand remained consistent throughout the sale with steers topping at £2,758 per head, from Messrs DM & CS Andrews - quality heifers peaked at 415ppkg (£2,431) from Messrs DE & SJ Cheacker. Cattle remained keenly sought after by retail buyers with prices ranging from 350p – 380p/kg.

There were few traditional butcher-type native heifers & steers forward sold well either side of 340p/kg.

More cattle would have been sold to this trade and will be wanted for the forthcoming weeks.

Overall average price of Finished Cattle - £2346 - 360ppkg

		Top p/kg	Av/kg	Av/head	Overall Av/kg
STEERS	Light (370-550kg)				
	Medium (551-649kg)	370.00p	360.13p	£2286.83	357.48p
	Heavy (650kg+)	388.00p	355.99p	£2403.64	
HEIFERS	Light (330-500kg)				
	Medium (501-589kg)	415.00p	415.00p	£2407.00	371.35p
	Heavy (590kg+)	365.00p	357.55p	£2185.20	

	Top Vendors Price/Head	Top Vendors Price/Kilo
	£2758.68 – DM & CS Andrews, Glen Court Farm	415p – DE & SJ Cheacker, Ostbridge Manor Farm
	£2502.00 – B Hill & Son, Quinmoor Farm	415p – DE & SJ Cheacker, Ostbridge Manor Farm
	£2431.90 – DE & SJ Cheacker, Ostbridge Manor Farm	388p – DM & CS Andrews, Glen Court Farm

7 Cull Cows

Auctioneer: - William Probert

Overall average price of cows - £1502 - 233ppkg

Top Vendors Price/Head	
	£1737.50 – P R Heming, Dorick Collin Lane
	£1694.56 – P R Heming, Dorick Collin Lane
	£1345.05 – P R Heming, Dorick Collin Lane

1,770 Lambs

Auctioneer: - William Probert

A reduced entry of lambs met strong competition from start to finish peaking at £200 - 400ppkg.

Meat and weight were the calm of the day trading between 370p – 400ppkg meat is key with it paying to put that extra finish on. Premium prices were paid for high quality export lambs topping at 400ppkg.

Lambs topped at £200 for a run from Mr W G Thomas with the entry dominated by heavier sorts with all 43kg+ lambs trading £170 - £200.

Meat is key with lambs with buyers for all weights and classes.

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

Overall average price of lambs £168p/head – 44kg – 370ppkg

SQQ - 371ppkg

Lambs	Top p/kg	Av p/kg	Av £/head
Light (25.5 – 32 kg)			
Standard (32.1 – 39 kg)	389.00p	376.24p	£143.08
Medium (39.1 – 45.5 kg)	393.00p	369.68p	£158.48
Heavy (45.6 – 52 g)	400.00p	368.56p	£174.67
Overweight (52.1kg+)	375.00p	365.01p	£193.79

Lambs

Top Vendors Price/Head		Top Vendors Price/Kilo
	£200 – W G Thomas, Llansoar Farm	400p – 46.50kg N & I Bevan, Trothlands Farm
	£194 – N & I Bevan, Trothlands Farm	459p – 46.50kg N & I Bevan, Trothlands Farm
	£193 – S P Jones, Llancloudy Farm	393p – 42kg O Howell, Yew Tree Farm

189 Cull Ewes (Sale at 9.30am)

Auctioneer: – William Probert

A nice entry of cull ewes met strong demand topping at £205 from Messrs AJ & GM Kear.

Continental x ewes continued to trade from £180 - £205 per head.

Leaner sorts of ewes generally changed hands between £140 - £160 per head and small hill ewes traded around £120 - £140 per head.

More ewes could have easily been sold to this trade. All ewes forward averaged an impressive £152/ head.

Overall average price of ewes £152/head

Top Vendors Price/Head	
	£205 – AJ & GM Kear, Ash Cottage
	£202 – W M Watkins & Sons, Upper House Farm
	£190 – W M Watkins & Sons, Upper House Farm

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

FORTHCOMING SALE FIXTURES

Saturday 1 st August	Farm Dispersal Sale Livestock, Machinery & Equipment At Manor Farm, Longdon, Gloucestershire On Behalf of Messrs Leeke	Sale at 11:00am
Thursday 13 th August	Sale of Store Cattle	Sale at 11:15am
Thursday 10 th September	Sale of Store Cattle	Sale at 11:15am
Thursday 24 th September	Sale of Store Cattle	Sale at 11:15am

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

LAND FOR SALE

SOUTH HEREFORDSHIRE **AN EXCELLENT AREA OF AMENITY LAND**



2.54 ACRES

at **ST OWENS CROSS, ROSS-ON-WYE, HR2 8LJ**

FOR SALE BY INFORMAL TENDER

Tenders to be submitted by

THURSDAY 23rd JULY 2026 at 12 Noon

Particulars available: Tel 01989 567233

DISPERSAL SALE

DISPERSAL SALE OF
LIVESTOCK, MACHINERY AND EQUIPMENT
at

**MANOR FARM, LONGDON,
GLOUCESTERSHIRE, GL20 6AT**

viz: Matbro TS260 Turbo; New Holland TM140; David Brown 995 Tractor; Honda Pioneer 700; Ifor Williams 12' Sheep Trailer; Single Axle Tipping Trailer; Log Splitter; Nugent Bale Squeeze; Spearhead Topper; Chain Harrows; Grass Harrows; Ritchie Sheep Handling System; Sheep Hurdles; Sheep Barriers; Sheep Snacker; Footrot Bath; Fencing Posts; Concrete Panels; Qty Decking; 12' Rails; Digester Tank; McDonald Polytunnel; Qty Cattle Barriers; Ring Feeders; Qty Gates.
30 Bales Haylage (2024)

179 NCM Breeding Ewes; 250 Texel X Store Lambs; 4 Texel Rams;
2 Teaser Rams;

on **SATURDAY 1ST AUGUST 2026** at 11am

Catalogues available: Tel: 01989 567233

STANDING MAIZE CROP

**STANDING MAIZE FOR
SALE BY INFORMAL TENDER**

75.61 Acres of Standing Maize

Dymock Road, Ledbury, Herefordshire HR8 2HU

What3Words: kite.spooked.signed

A very forward, high-performing crop, planted on 15th May 2026.

Variety: KWS REO (FAO 170)

Extreme yield in the early maturity sector – 19.3 t/ha DM (105%)

Impressive starch content – 36.7%, delivering class-leading starch yield

Consistent performance across all sites. Excellent early vigour (7.1). Suitable for both forage and biogas production. Crop to be harvested by: 31st October 2026

Tender Deadline: 30th July 2026 at 12 noon

Particulars available: Tel: 01989 567233

www.rgandrbwilliams.co.uk