

MARKET REPORT

Monday 20th July 2026

**38 Finished Cattle, 10 Cull Cows,
1,268 Lambs, 184 Cull Ewes & Rams**

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



	Top Pence per kilo	Top Price per head
Steers	383p	£2495
Heifers	371p	£2254
Cull Cows & Overage	318p	£2421
Lambs	398p	£211.50
Cull Ewes & Rams	Ave £152	£220

38 Finished Cattle (Sale 10.30am)

Auctioneer: - William Probert

A larger 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 **£2,495 per head** from Messrs PJ & KR Smith-Maxwell. A fantastic run of Lim x heifers from Messrs I Hutton & Son changed hands from **360p - 380ppkg**.

Cattle remained keenly sought after by retail buyers with prices ranging from **350p – 380p/kg**.

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

In all more appetite shown on cattle with the trade looking to rise.

More cattle needed to meet demand for the forthcoming weeks.

Overall average price of Finished Cattle - £2001 - 245ppkg

		Top p/kg	Av/kg	Av/head	Overall Av/kg
STEERS	Light (370-550kg)	320.00p	320.00p	£1756.80	
	Medium (551-649kg)	383.00p	352.53p	£2194.94	346.82p
	Heavy (650kg+)	368.00p	344.24p	£2294.78	
HEIFERS	Light (330-500kg)	371.00p	362.23p	£1671.08	
	Medium (501-589kg)	368.00p	350.05p	£1906.05	357.98p
	Heavy (590kg+)	360.00p	360.26p	£2180.15	

	Top Vendors Price/Head	Top Vendors Price/Kilo
	£2495.04 – PJ & KR Smith-Maxwell, Phepson Manor	383p – DM & CS Andrews, Glen Court Farm
	£2485.67 – DM & CS Andrews, Glen Court Farm	373p – PJ & KR Smith-Maxwell, Phepson Manor
	£2436.00 – C Simcock & Sons, The Green Farm	371p – I Hutton & Son, Elsdon

10 Cull Cows & Overage

Auctioneer: - William Probert

Cull cows peaked at 278ppkg/£2,421 for an AAx cow from Messrs J Howells. Holstein cows changed hands between 250p - 260ppkg selling from £1800 - £2300.

Overall average price of cows - £1596 - 236ppkg

Top Vendors Price/Head	
	£2421.38 – J Howells, Colethrop Court Farm
	£2397.72 – D E Robbins, Pool Mill Farm
	£2035.20 – R Walker & Son, Home Farm

1,268 Lambs

Auctioneer: - William Probert

A nice entry of lambs met strong competition from start to finish peaking at £211.50 - 398ppkg.

Meat and weight were the call of the day trading between 370p - 398ppkg.

Meat is key with it paying to put that extra finish on. Lambs easiest sold were those 46kgs+.

Some lambs presented were short of meat and reflected in the sale price, it pays to feed lambs.

Lambs topped at £211.50 for a run of Texel x lambs from Messrs N & I Bevan.

The entry was dominated by medium weight sort of lambs with all 41kg - 44kgs trading £165 - £200.

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

Overall average price of lambs £170p/head – 42kg – 369ppkg

SQQ - 367ppkg

Lambs	Top p/kg	Av p/kg	Av £/head
Light (25.5 – 32 kg)			
Standard (32.1 – 39 kg)	362.00p	365.67p	£139.79
Medium (39.1 – 45.5 kg)	398.00p	366.96p	£157.77
Heavy (45.6 – 52 kg)	398.00p	372.79p	£175.91
Overweight (52.1kg +)	378.00p	373.99p	£207.48

Lambs

Top Vendors Price/Head		Top Vendors Price/Kilo
	£211.50 – N & I Bevan, Trothlands Farm	398p – 45.50kg N & I Bevan, Trothlands Farm
	£202 – A & N Pearce, Sanigar Farm	398p – 47kg N & I Bevan, Trothlands Farm
	£198.50 – J E Clarke, Flat Farm	397p – 50kg J E Clarke, Flat Farm

184 Cull Ewes & Rams (Sale at 9.30am)

Auctioneer: – William Probert

A nice entry of cull ewes met strong demand topping at £220 from J E Clarke. Continental x ewes continued to trade from £190 - £220. Leaner sorts of ewes generally changed hands between £140 - £160. NCM and Welsh Mule ewes sold from £140 - £170. More ewes could have easily been sold to this trade. All ewes forward averaged an impressive £152/head.

Overall average price of Cull Ewes - £152

Top Vendors Price/Head	
	£220 – J E Clarke, Flat Farm
	£200 – D A Evans & Partners, Pantyoitre Farm
	£198 – N & I Bevan, Trothlands Farm

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

FORTHCOMING SALE FIXTURES

Saturday 1 st August	Dispersal Sale of Livestock, Machinery & Equipment At Manor Farm, Longdon, Gloucestershire	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



R.G. & R.B. WILLIAMS
CHARTERED SURVEYORS



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