

MARKET REPORT

Monday 27th July 2026

22 Finished Cattle, 9 Cull Cows,
1,081 Lambs, 180 Cull Ewes & Rams

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



Top Pence per kilo

Top Price per head

Steers	385p	£2517
Heifers	365p	£2562
Cull Cows & Overage	315p	£2186
Lambs	381p	£197
Cull Ewes & Rams	Ave £148	£195

22 Finished Cattle (Sale 10.30am)

Auctioneer: - William Probert

A larger entry of finished cattle met another fast and competitive trade. With cattle remaining in short supply nationally, buyers showed increased appetite throughout the sale resulting in another excellent days trading. Heifers topped the market at **£2,562 per head** from **Messrs DM & CS Andrews**, who also sold the top-priced steer on a weight basis at **385p/kg**. A superb run of Limousin x heifers from **Messrs PJ & KR Smith-Maxwell** attracted fierce competition selling between **360p – 380p/kg**. Retail and wholesale buyers remained keen to secure quality finished cattle with well-finished Continentals regularly selling between **350p – 380p/kg**. There were fewer traditional native butcher-type cattle on offer, but those forward sold well, generally achieving around **340p/kg**. Overall, buyer confidence remains high, with demand appearing to strengthen week by week.

Overall average price of Finished Cattle - **£2100 - 351ppkg**

		Top p/kg	Av/kg	Av/head	Overall Av/kg
STEERS	Light (370-550kg)	340.00p	335.05p	£1756.78	
	Medium (551-649kg)	379.00p	355.16p	£2221.51	349.79p
	Heavy (650kg +)	385.00p	350.70p	£2334.28	
HEIFERS	Light (330-500kg)				
	Medium (501-589kg)	349.00p	349.00p	£1985.81	354.34p
	Heavy (590kg+)	365.00p	355.04p	£2203.25	

	Top Vendors Price/Head	Top Vendors Price/Kilo
	£2562 – DM & CS Andrews, Glen Court Farm	385p – PJ & KR Smith-Maxwell, Phepson Manor
	£2517.90 – PJ & KR Smith-Maxwell, Phepson Manor	379p – PJ & KR Smith-Maxwell, Phepson Manor
	£2394 – F Wilcox, H B Hill & Son, Quinmoor Farm	350p – DM & CS Andrews, Glen Court 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

9 Cull Cows

Auctioneer: - William Probert

Cull cows continued to sell to an outstanding trade reflecting the national shortage of beef cows. Top price was **275p/kg (£2,059 per head)** for an **Aberdeen Angus x** from **Messrs J C Whistance**. Well-fleshed beef cows generally sold between **250p – 275p/kg** returning **£1,800 – £2,059 per head** depending on quality and finish.

Demand remains extremely strong, and many more cull cows are needed over the coming weeks to satisfy buyer requirements.

Overall average price of cows - £1918 - 252ppkg

Top Vendors Price/Head	
	£2186.10 – D E Robbins, Pool Mill Farm
	£2059.05 – J C Whistance & Son, Clifton House Farm
	£1998.00 – C Simcock & Son, The Green Farm

1,081 Lambs

Auctioneer: - William Probert

A quality entry of lambs met an exceptionally strong trade from start to finish with prices peaking at **£197 per head (381p/kg)**. Well-finished lambs with good weight and flesh were once again in greatest demand generally selling between **360p – 381p/kg**. Buyers were keen to secure lambs with plenty of finish, proving once again that **meat is money**. Producers are encouraged to continue feeding lambs to achieve the extra finish as this is being well rewarded in the marketplace. The easiest lambs to market were those weighing **46kg and over**, where competition remained particularly fierce. Conversely, lambs lacking finish or carrying insufficient flesh were more difficult to place and sold at a noticeable discount. Top price of the day was **£197 per head** for an excellent run of **Texel-cross lambs** from **Mrs M D M Kemple**.

The days entry was dominated by medium-weight lambs with the majority of **41 – 44kg** selling between **£165 - £185 per head**.

There continues to be strong demand from buyers for all weights and grades of well-finished lambs.

Overall average price of lambs £169p/head – 42kg – 360ppk

SQQ - 360ppkg

Lambs	Top p/kg	Av p/kg	Av £/head
Light (25.5 – 32 kg)			
Standard (32.1 – 39 kg)	379.00p	376.85p	£146.54
Medium (39.1 – 45.5 kg)	379.00p	359.89p	£155.00
Heavy (45.6 – 52 kg)	381.00p	362.31p	£174.32
Overweight (52.1kg +)	353.00p	336.48p	£190.11

Lambs

	Top Vendors Price/Head	Top Vendors Price/Kilo
	£197 – M D M Kemple, Brangwells Farm	381p – 47.30kg L J Watkins, New Buildings Farm
	£194 – L J Watkins, New Buildings Farm	372p – 52kg JR & RH Williams, Green Ditch Farm
	£193.50 – JR & RH Williams, Green Ditch Farm	372p – 46kg D Samuel, Hectors Farm

180 Cull Ewes & Rams (Sale at 9.30am)

Auctioneer: – William Probert

A good entry of cull ewes met another excellent trade with prices topping at **£195 per head** for Continental-cross ewes from **Messrs H H Williams & Son**. Well-fleshed Continental-cross ewes continued to command premium prices, regularly selling between **£180 and £195 per head**. Leaner ewes generally traded from **£130 to £170 per head**, whilst North Country Mule and Welsh Mule ewes sold well between **£140 and £170 per head**, depending on quality and finish.

Demand remains extremely strong, and many more ewes could easily have been sold to satisfy buyer requirements.

Overall average price of Cull Ewes - £148

	Top Vendors Price/Head
	£195 – H H Williams & Son, Red Barn
	£183 – DE & CE James, The Grange
	£180 – M & R Sammons, Nant 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, GL20 6AT On behalf of Messrs WHR & TR Leeke	Sale at 11:00am
Thursday 13 th August	Sale of Store Cattle	Sale 11:15am
Thursday 10 th September	Sale of Store Cattle	Sale 11:15am
Thursday 24 th September	Sale of Store Cattle	Sale 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 SALES

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

Upon instructions from VB, AV & AC Collins

DISPERSAL SALE OF WELL MAINTAINED TRACTORS,
LOADALL, TRAILERS, HARVESTING & CULTIVATION
MACHINERY

LIVESTOCK EQUIPMENT AND WORKSHOP SUNDRIES

at

**UPPER KATHLEA FARM
LLLANGATTOCK LINGOED
ABERGAVENNY**

NP7 8NR

SATURDAY 22ND AUGUST 2026

at 11am

Catalogues available

Tel: 01989 567233

Upon instructions from A W Andrews and Son

DISPERSAL SALE OF MACHINERY AND EQUIPMENT

at

**BAYNHAMS FARM
HEREFORD ROAD
LEDBURY**

HEREFORDSHIRE

HR8 2PX

SATURDAY 19TH SEPTEMBER 2026

at 11am

Tel: 01989 567233

ROSS AUCTION CENTRE

ROSS AUCTION CENTRE

SALE OF STORE CATTLE

THURSDAY 13TH AUGUST 2026

Sale at 11.15am

Entries now invited for the Catalogue.

Tel: RG & RB WILLIAMS (01989) 762225

www.rgandrbwilliams.co.uk