

MARKET REPORT

Monday 14th September 2026

20 Finished Cattle, 9 Cull Cows

1034 Lambs, 222 Cull Ewes & Rams

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



Top Pence per kilo

Top Price per head

Steers	340p	£2603
Heifers	392p	£2579
Cull Cows	302p	£1780
Lambs	374p	£194
Cull Ewes & Rams	Ave £145	£197
Store Cattle	416p	£2100

20 Finished Cattle (Sale 10.30am)

Auctioneer: - William Probert

A nice 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 day's trading. Steers topped the market at **£2,603 per head** from **Messrs J Howells** and **heifers to £2,579 from Messrs DE & SJ Cheacker**. A superb run of Lim x heifers from **Messrs DE & SJ Cheacker** attracted fierce competition, selling to 392ppkg. 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 bred-type cattle on offer, but those forward sold well, generally achieving around **340p/kg – 360gkg**. Overall, buyer confidence remains high, with demand appearing to strengthen week by week. More finished cattle are required to satisfy current market demand.

Overall average price of Finished Cattle - £2090 - 350ppkg

		Top p/kg	Av/kg	Av/head	Overall Av/kg
STEERS	Light (370-550kg)	340.00p	334.15p	£1507.00	
	Medium (551-649kg)	370.00p	360.13p	£2286.83	344.24p
	Heavy (650kg+)	339.00p	336.756p	£2293.84	
HEIFERS	Light (330-500kg)				
	Medium (501-589kg)				365.82p
	Heavy (590kg+)	392.00p	365.82p	£2271.26	

	Top Vendors Price/Head	Top Vendors Price/Kilo
	£2603.54 – J Howells, Colethrop Court Farm	392p – DE & SJ Cheacker, Ostbridge Manor Farm
	£2579.36 – DE & SJ Cheacker, Ostbridge Manor Farm	387p – DM & CS Andrews, Glen Court Farm
	£2438.10 – DM & CS Andrews, Glen Court Farm	349p – J Howells, Colethrop 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

The entry of predominantly Hereford Cull Cows peaked at **£1,780** per head for a Hereford cow from **GE & SE Jackson**. Other Hereford cows peaked at an astonishing **302ppkg** from Krislin Herefords.

Cows freely sold from **250p - 300ppkg**.

Meat is money with more cows required to meet demand from buyers.

Overall average price of cows - £1338 – 247ppkg

Top Vendors Price/Head	
	£1780.64 – GE & SE Jackson, Marsh Farm
	£1449.60 – Krislin Hereford, Mill Farm
	£1055.15 – Krislin Herefords, Mill Farm

1,034 Lambs

Auctioneer: - William Probert

A good entry of Lambs met a fast trade meeting strong competition throughout on all classes peaking at **£194** per head (**374p/kg**).

Well-finished lambs with good weight and flesh were once again in greatest demand generally selling between **340p – 374p/kg**. Buyers were keen to secure lambs with plenty of finish, proving once again that **meat is money**. Producers are encouraged to continue feeding 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. 48kg+ Lambs selling from £165 - £194 per head. Top price of the day was **£194 per head** for an excellent run of Texel cross from **Messrs N & I Bevan**. The day's entry was dominated by medium-weights with the majority of **41kg – 44kg** lambs selling between **£140 and £160 per head**.

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

Overall average price of lambs £154p/head – 46kg – 334ppkg

SQQ - 336ppkg

Lambs	Top p/kg	Av p/kg	Av £/head
Light (25.5 – 32 kg)			
Standard (32.1 – 39 kg)	341.00p	336.57p	£128.25
Medium (39.1 – 45.5 kg)	374.00p	335.93p	£144.22
Heavy (45.6 – 52 kg)	360.00p	334.18p	£160.92
Overweight (52.1kg+)	352.00p	331.54p	£182.13

Lambs

Top Vendors Price/Head		Top Vendors Price/Kilo
	£194 – N & I Bevan, Trothlands Farm	374p – 45.20kg N & I Bevan, Trothlands Farm
	£190 – G W Bevan & Sons, Coldbrook Farm	373p – 45.30kg N & I Bevan, Trothlands Farm
	£190 – G W Bevan & Sons, Coldbrook Farm	360p – 50kg N & I Bevan, Trothlands Farm

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222 Cull Ewes & Rams (Sale at 9.30am)

Auctioneer: – William Probert

A nice entry of Cull Ewes met another excellent trade with prices topping at **£197 per head** for Char x ewes from **GH & GG Savidge**. Well-fleshed Continental-cross ewes continued to command premium prices, regularly selling between **£170 and £197 per head**.

Leaner ewes generally traded from **£120 to £140 per head**.

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

All ewes forward averaged an impressive **£145 per head**.

Overall average price of Cull Ewes - £145

Top Vendors Price/Head	
	£197 – GH & GG Savidge, Dean Common Farm
	£190 – W M Watkins & Sons, Upper House Farm
	£190 – N & I Bevan, Trothlands Farm

45 Store Cattle (Sale at 11am)

Auctioneer: – William Probert

The first Monday Store Cattle Sale certainly went off with a bang, with exceptionally strong demand far outweighing available supply. The trade was electric from start to finish, with buyers showing tremendous appetite throughout.

Yearling Simmental x steers met a buoyant trade peaking at an impressive **416p/kg (£1,580)**.

A fantastic run of Hereford x steers from **H Chapman & Son** sold to a top of **£2,100**, whilst Aberdeen Angus steers from the same home topped at **£2,040**.

A superb run of 17-month-old British Blue x heifers from **M R Williams Partnership** also met fierce competition topping at **£2,070**, with further pens at **£1,860 and £1,790**.

A smart run of yearling Aberdeen Angus steers from **F I Bevan & Sons** sold exceptionally well, topping at **£1,695**.

Overall, a tremendous day's trading saw steers average **380p/kg**, with heifers averaging **370p/kg**.

Steer average: £1,890 per head - Heifer average: £1,720 per head

A fantastic start to the Monday Store Cattle Sales, with demand clearly demonstrating the strength of the current trade.

Next Store Cattle Sale: - Monday 28th September 2026

Get your entries in early to ensure they are included in the catalogue.

Top Vendors Price/Head		Top Vendors Price/Kilo
	£2100.00 – H Chapman & Sons, Pound Farm	416p – C Simcock & Sons, The Green Farm
	£2070.00 – M R Williams Partnership, Trewaugh Farm	411p – M R Williams Partnership, Trewaugh Farm
	£2040.00 – H Chapman & Sons, Pound Farm	408p – F I Bevan & Sons, Weston Hall Farm

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

FORTHCOMING SALE FIXTURES

Saturday 19th September	Dispersal Sale of Machinery & Equipment At BAYNHAMS FARM, LEDBURY, HR8 2PX On Behalf of Mr and Mrs Andrews	Sale at 11:00am
Monday 28th September	Sale of Store Cattle	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

DISPERSAL SALES

**DISPERSAL SALE OF MACHINERY
AND EQUIPMENT
at BAYNHAMS FARM
LEDBURY, HEREFORDSHIRE, HR8 2PX**



viz: 2 x Deutz 6185 TTV 4wd Tractors; New Holland TX32 Combine; New Holland Kobelco E80 MRS Digger; Ineos Grenadier (2025); Merlot Turbofarmer TD 33.7; Iseki 4wd Garden Tractor; Amazone KE3000 Power Harrow; Agrimaster R550-150 Hedge Trimmer; Amazone ZA-M 1501 Fert Spreader; AD-P 303 Drill; Weston SF11 Grain Trailer; Ifor Williams 14' Flat Bed Trailer; Flat Roll; Amazone 5 fur Rev Plough; Perfect 3m Flail Topper; Amazone UX3200 Trailed Sprayer; Amazone 4003-2 Discs; 3 bay Portal Frame Buildings; Furrow Press; Sulkey Teagle S60 Fert Spinner; Grain Hopper & Opico Dryer; Diesel Tanks; Various Grain & Brush Buckets; Winton Flail Topper; Cement Mixers; Ladders; Generator; Fencing & Gates; Sheep Feeders & Handling Equipment; Quantity of Workshop Tools and Furniture.

Also included on behalf of Christine Davies-Levinge following a change in farming policy: Ford 4610 with Loader; Case International 695 4wd; David Brown with Case loader 2wd; Votex 6' Topper; Ifor Williams 10' Livestock Box with decks; Quantity of Sheep Feeders, Hurdles and Sheep Troughs.

SATURDAY 19TH SEPTEMBER 2026

at 11am

Catalogues available Tel: 01989 567233

ROSS AUCTION CENTRE

SALE OF STORE CATTLE

MONDAY 28TH SEPTEMBER 2026

Sale at 11 am

Entries now invited for the Catalogue
Tel: 01989 762225

www.rgandrbwilliams.co.uk