

MARKET REPORT

Monday 5th October 2026

19 Finished Cattle & Cull Cows

1,072 Lambs, 157 Cull Ewes & Rams

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



	Top Pence per kilo	Top Price per head
Steers	370p	£2797
Heifers	412p	£2513
Cull Cows	335p	£2639
Lambs	352p	£190
Cull Ewes & Rams	Ave £150	£248
Store Cattle	p	£

19 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 **£2,797 per head** from **DM & CS Andrews** and heifers to **£2,513** from **DE & SJ Cheacker**.

A superb run of Lim x heifers from **DE & SJ Cheacker** attracted fierce competition selling to 412ppkg. Retail and wholesale buyers remained keen to secure quality finished cattle with well-finished Continental cattle 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 - 350ppkg**.

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 - **£2229 - 385ppkg**

		Top p/kg	Av/kg	Av/head	Overall Av/kg
STEERS	Light (370-550kg)	345.00p	345.00p	£1873.35	398.99p
	Medium (551-649kg)	370.00p	358.02p	£2217.93	
	Heavy (650kg+)	370.00p	366.06p	£2589.90	
HEIFERS	Light (330-500kg)				371.49p
	Medium (501-589kg)	390.00p	390.00p	£2199.60	
	Heavy (590kg+)	412.00p	369.79p	£2267.18	

	Top Vendors Price/Head	Top Vendors Price/Kilo
	£2797.20 – DM & CS Andrews, Glen Court Farm	412p – DE & SJ Cheacker, Ostbridge Manor Farm
	£2513.20 – DE & SJ Cheacker, Ostbridge Manor Farm	390p – DE & SJ Cheacker, Ostbridge Manor Farm
	£2401.20 – BM & S Coates, Malthouse Farm	370p – DM & CS Andrews, Glen Court Farm

11 Cull Cows (Sale 10.30am)

Auctioneer: - William Probert

A nice entry of cull cows met a blistering trade peaking at 335ppkg - £2,639 from M A Hardy. The complete consignment of cows averaged 297ppkg with an average price per head of £2,024 per head. Demand has increased with more cows required to meet demand next week.

CULL BULLS

Cull bulls topped at £2,406 from Hereford & Ludlow College. Meat is money with more cows and bulls required to meet demand from buyers.

	Top Vendors Price/Head
	£2639.40 – M A Hardy Ltd, New Farm
	£2406.60 – Herefordshire & Ludlow College, Holme Lacy Campus
	£2281.35 – M A Hardy Ltd, New Farm

1,072 Lambs (Sale 9am)

Auctioneer: - William Probert

A larger entry of lambs met a fast and furious trade especially on the handy weights however heavy weights met demand but at a price being less on the previous week. Lambs peaked at **£190 per head (352p/kg)**.

Well-finished lambs weighing between 38kg - 43kgs were in greatest demand, generally selling between **340p – 352p/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.

48kg+ Lambs selling from £160 - £190 per head.

Top price of the day was **£190 per head** for an excellent run of Texel **cross lambs** from N & I Bevan.

We had a noted entry of heavyweight lambs, with the majority of **48kg – 55kg** lambs selling between **£160 and £190 per head**.

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

Overall average price of lambs £148/head – 43.8kg – 326ppk SQQ – 333ppkg

Lambs	Top p/kg	Av p/kg	Av £/head
Light (25.5 – 32 kg)			
Standard (32.1 – 39 kg)	352.00p	339.63p	£129.84
Medium (39.1 – 45.5 kg)	345.00p	331.78p	£143.02
Heavy (45.6 – 52 kg)	350.00p	317.17p	£151.11
Overweight (52.1kg +)	321.00p	307.61p	£167.13

Lambs

	Top Vendors Price/Head	Top Vendors Price/Kilo
	£190 – N & I Bevan, Trothlands Farm	352p – 37.50kg Old Castle Court, Abegavenny
	£180 – N & I Bevan, Trothlands Farm	350p – 48kg N & I Bevan, Trothlands Farm
	£172 – N & I Bevan, Trothlands Farm	344p – 39.0kg D A Evans & Partners, Pantygotre Farm

157 Cull Ewes & Rams (Sale at 9.30am)

Auctioneer: – William Probert

A shorter entry of cull ewes met another excellent trade, with prices topping at **£248 per head** for Texel ewes from **Monnow Marquees**.

Well-fleshed Continental-cross ewes continued to command premium prices, regularly selling between **£200 to £248 per head**, however no real strength forward.

Leaner ewes generally traded from **£130 to £150**. Demand remains extremely strong, and many more ewes could easily have been sold to satisfy buyer requirements.

All ewes forward averaged an impressive **£150 per head**.

	Top Vendors Price/Head
	£248 – Monnow Marquees, Hill Farm
	£200 - Monnow Marquees, Hill Farm
	£190 – Caradoc Estate, Caradoc

FORTHCOMING SALE FIXTURES

Monday 12 th October	Sale of 50 Store Cattle	Sale 11:00am
Monday 26 th October	Sale of Store Cattle	Sale 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



ROSS AUCTION CENTRE

SALE OF STORE CATTLE

MONDAY 12TH OCTOBER 2026

Sale at 11.00am

Tel: RG & RB WILLIAMS

(01989) 762225

www.rgandrbwilliams.co.uk