

MARKET REPORT

Monday 19th October 2026

49 Finished Cattle & Cull Cows, 1,041 Lambs,
194 Cull Ewes & Rams

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



	Top Pence per kilo	Top Price per head
Steers	362p	£2290
Heifers	405p	£2332
Cull Cows	325p	£3050
Lambs	372p	£200
Cull Ewes & Rams	Ave £140	£270
Store Cattle	P	£

27 Finished Cattle (Sale 10.30am)

Auctioneer: - William Probert

A nice entry of finished cattle met another fast and competitive trade. With finished 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 **£2,990 per head** from **DM & CS Andrews** and heifers to **£2,332** from **DE & SJ Cheacker**. A superb run of Lim x heifers from **DE & SJ Cheacker** attracted fierce competition selling to 405ppkg.

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 **340ppkg - 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 - £2086 - 350ppkg

		Top p/kg	Av/kg	Av/head	Overall Av/kg
STEERS	Light (370-550kg)				
	Medium (551-649kg)	360.00p	342.05p	£2162.58	346.34p
	Heavy (650kg +)	362.00p	351.34p	£2548.37	
HEIFERS	Light (330-500kg)	328.00p	328.00p	£1610.48	
	Medium (501-589kg)	405.00p	355.11p	£1966.74	348.34p
	Heavy (590kg+)	360.00p	346.84p	£2153.10	

Top Vendors Price/Head		Top Vendors Price/Kilo
	£2990.12 – DM & CS Andrews, Glen Court Farm	405p – DE & SJ Cheacker, Ostbridge Manor Farm
	£2332.80 – DE & SJ Cheacker, Ostbridge Manor Farm	362p – DM & CS Andrews, Glen Court Farm
	£2236.68 – JM & PM Seaborne, Altwynt Farm	350p – C Simcock & Sons, The Green Farm, Felton

22 Cull Cows (Sale 10.30am)

Auctioneer: - William Probert

A nice entry of cull cows met a blistering trade peaking at 325ppkg - £3,049 from G E Phillips & Son with cows from the same vendor also selling to 320ppkg - £2,733. Dairy cows peaked at 300ppkg. The complete consignment averaged 269ppkg with an average price per head of £1,924. Demand has definitely increased with more cows required to meet demand next week.

Young Bulls

Young bulls topped at £2,168 – 365ppkg from N Scudamore and averaging 355ppkg. Meat is money with more bulls required to meet demand.

Top Vendors Price/Head	
	£3049.60 – G E Phillips & Son, Dairy Farm
	£2733.25 – G E Phillips & Son, Dairy Farm
	£2389.96 – R Walker & Son, Home Farm

1,041 Lambs (Sale at 9.00am)

Auctioneer: - William Probert

A larger entry of lambs met a fast and furious trade especially on the handy weights, however heavy weights stepped up a gear from the end of the previous week. Lambs peaked at **£200 per head (372p/kg)**.

Well-finished lambs weighing between **38kg - 43kgs** were in greatest demand, generally selling between **350p – 372p/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 **£165 - £200** per head

Top price of the day was **£200 per head** for an excellent run of Texel lambs from Monnow Marquees. There continues to be strong demand from buyers for all weights and grades of well-finished lambs.

Overall average price of lambs £157/head – 47kg – 328ppk SQQ – 332ppkg

Lambs	Top p/kg	Av p/kg	Av £/head
Light (25.5 – 32 kg)			
Standard (32.1 – 39 kg)			
Medium (39.1 – 45.5 kg)	372.00p	332.48p	£144.63
Heavy (45.6 – 52 kg)	365.00p	328.51p	£158.41
Overweight (52.1kg +)	346.00p	308.73p	£168.30

Lambs

	Top Vendors Price/Head	Top Vendors Price/Kilo
	£200 – Monnow Marquees, Hill Farm	372p – 42.50kg R T Watkins, New House Farm
	£189 – R J Watkins, Great Corras Farm	365p – 46kg N & I Bevan, Trothlands Farm
	£188 – JM, SM & CM Partridge, Upper Pengethley Farm	358p – 47.50kg N & I Bevan, Trothlands Farm

194 Cull Ewes & Rams (Sale at 9.30am)

Auctioneer: – William Probert

A shorter entry of cull ewes met another excellent trade with prices topping at **£270 per head** for Texel ewes from Monnow Marquees also realising **£220 and £200**.

Well-fleshed Continental-cross ewes continued to command premium prices regularly selling between **£200 to £270**, however no real strength forward. Leaner ewes generally traded from **£130 to £150 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 **£140 per head**.

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	Top Vendors Price/Head
	£270 – Monnow Marquees, Hill Farm
	£265 – R J Watkins, Great Corras Farm
	£265 – R J Watkins, Great Corras Farm

Next Store Cattle Sale -

Monday 26th October 2026

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

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**

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

FORTHCOMING SALE FIXTURES

Monday 26 th October	Sale of Store Cattle	Sale at 11:00am
Monday 9 th November	Sale of Store Cattle	Sale at 11:00am
Monday 23 rd November	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



R.G. & R.B. WILLIAMS
AUCTIONEERS



ROSS AUCTION CENTRE

SALE OF STORE CATTLE

MONDAY 26TH OCTOBER 2026

Sale at 11.00am

Tel: RG & RB WILLIAMS
(01989) 762225

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