MARKET REPORT

Monday 2nd November 2026

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

36 Finished Cattle & Cull Cows, 1,196 Lambs, 186 Cull Ewes & Rams

	Top Pence per kilo	Top Price per head
Steers	400p	£2662
Heifers	385p	£2591
Cull Cows & Bull	380p	£2400
Lambs	354p	£202
Cull Ewes & Rams	Ave £144	£195
Store Cattle	p	£

30 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, despite the falling deadweight price.

Steers topped the market at **£2,662 per head** from **GH & GG Savidge and heifers to £2,591 from DE & SJ Cheacker.** A superb run of Lim x steers from **GH & GG Savidge** attracted fierce competition, selling to from 388ppkg to a top of 400ppkg.

Retail and wholesale buyers remained keen to secure quality finished cattle, with well-finished Continental cattle regularly selling between **340p – 360p/kg**.

There were fewer traditional native bred-type cattle on offer, but those forward sold well, generally achieving around **320pkg - 340ppkg.**

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 - £2258 - 360ppkg

		Top p/kg	*Av/kg*	*Av/head*	*Overall Av/kg*
STEERS	Light (370-550kg)				
	Medium (551-649kg)	400.00p	365.28p	£2275.26	**364.98p**
	Heavy (650kg+)	398.00p	364.65p	£2485.38	
HEIFERS	Light (330-500kg)				
	Medium (501-589kg)	385.00p	355.98p	£2054.02	**358.90p**
	Heavy (590kg+)	385.00p	359.92p	£2216.22	

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

	Top Vendors Price/Head	Top Vendors Price/Kilo
	£2662.62 – GH & GG Savidge, Dean Common Farm	400p – GH & GG Savidge, Dean Common Farm
	£2626.80 – GH & GG Savidge, Dean Common Farm	398p – GH & GG Savidge, Dean Common Farm
	£2595.72 – GH & GG Savidge, Dean Common Farm	398p – GH & GG Savidge, Dean Common Farm

6 Cull Cows & Bull (Sale 10.30am) Auctioneer: - William Probert

A nice entry of cull cows met a blistering trade peaking at 280ppkg - £2,371 from GH & JM Samuel with cows selling to 245p - 280ppkg.
The complete consignment of cows averaged 264ppkg, with an average price per head of £1,826 per head.
Demand has definitely increased with more cows required to meet demand next week.
Cull bulls topped at 200ppkg - £2400 from Freddie Wilcox. Meat is money with more cows and bulls required to meet demand from buyers.

Overall average price of Cows - £2113 - 236ppk

	Top Vendors Price/Head
	£2400.00 – F Wilcox, Quinmoor Farm
	£2371.60 – GH & JM Samuel, Orlham Farm
	£1739.32 – F Wilcox, Quinmoor Farm

4 Young Bulls

	Top Vendors Price/Head
	£2090.88 – N R Scudamore, Llangarron Court
	£1914.76 – N R Scudamore, Llangarron Court
	£1941.40 – N R Scudamore, Llangarron Court

1,005 Lambs

Auctioneer: - William Probert

A nice entry of lambs met a strong trade for the first sale of November with appetite growing as we move further towards Christmas. Heavy weights maintaining strong demand with lambs peaking at **£202 per head (354p/kg)**.

Well-finished lambs weighing between 38kg - 43kgs met strong demand, generally selling between **340p – 354p/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.

48kg+ lambs selling from **£165 - £202**.

Top price of the day was **£202** for an excellent run of Texel lambs from N & I Bevan.

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

Overall average price of lambs £150/head – 44.4kg – 330ppk SQQ – 336ppkg

Lambs	*Top p/kg*	*Av p/kg*	*Av £/head*
Light (25.5 – 32 kg)			
Standard (32.1 – 39 kg)	344.00p	338.44p	£124.45
Medium (39.1 – 45.5 kg)	352.00p	336.36p	£145.16
Heavy (45.6 – 52 kg)	354.00p	326.82p	£159.02
Overweight (52.1kg +)	333.00p	309.27p	£172.98

Lambs

	Top Vendors Price/Head	Top Vendors Price/Kilo
	£202 – N & I Bevan, Trothlands Farm	354p – 47.70kg G Whittington, Wain-y-Parc
	£193 – N & I Bevan, Trothlands Farm	352p – 42.60kg DR & GM Watkins, Lower Park Farm
	£185 – B Miles, Lower Cwm Farm	349p – 41.50kg B E Arthurs, Trewarne Farm

186 Cull Ewes (Sale at 9.30am)

Auctioneer – William Probert

A nice entry of cull ewes met another excellent trade, with prices topping at **£195 per head** for Texelx ewes from **D H Hinds & Son**

Well-fleshed Continental-cross ewes continued to command premium prices, regularly selling between **£180 to £195 per head.**

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 **£144 per head**.

Top Vendors Price/Head	
1	£195 – D H Hinds & Son, Walden Court
2	£192 – L Freeman, New House Farm
3	£180 – Sexty Bros, Trewen Farm

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

FORTHCOMING SALE FIXTURES

Monday 9th November	**Sale of Store Cattle**	**Sale 11:00am**
Monday 23rd November	**Sale of Store Cattle**	**Sale 11:00am**
Monday 7th December	**Christmas Fatstock Show & Sale**	

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

AMC AGENT

R.G. & R.B. WILLIAMS AUCTIONEERS

ROSS AUCTION CENTRE

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SALE OF STORE CATTLE

MONDAY 9TH NOVEMBER 2026

Sale at 11.00am

Tel: RG & RB WILLIAMS

(01989) 762225

www.rgandrbwilliams.co.uk

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