

MARKET REPORT

Monday 26th October 2026

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

**36 Finished Cattle & Cull Cows, 1,028 Lambs,
150 Cull Ewes & Rams, 104 Store Cattle**



Top Pence per kilo

Top Price per head

Steers	414p	£3030
Heifers	420p	£2630
Cull Cows	265p	£2164
Lambs	357p	£192
Cull Ewes & Rams	Ave £151	£205
Store Cattle	426p	£2450

23 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 **£3,030 per head** from **G E Phillips & Son** and heifers to **£2,630** from **GH & GG Savidge**.

A superb run of Lim x heifers from **DE & SJ Cheacker** attracted fierce competition, selling to 420ppkg.

Retail and wholesale buyers remained keen to secure quality finished cattle with well-finished Continental cattle regularly selling between **370p – 400ppkg**.

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 - £2133 - 364ppkg

		Top p/kg	Av/kg	Av/head	Overall Av/kg
STEERS	Light (370-550kg)	315.00p	315.00p	£1713.60	
	Medium (551-649kg)	380.00p	354.99p	£2233.91	365.73p
	Heavy (650kg+)	414.00p	381.87p	£2530.15	
HEIFERS	Light (330-500kg)				
	Medium (501-589kg)	385.00p	385.00p	£2194.50	385.23p
	Heavy (590kg+)	420.00p	385.27p	£2412.42	

	Top Vendors Price/Head	Top Vendors Price/Kilo
	£3030.48 – G E Phillips & Son, Dairy Farm	420p – DE & SJ Cheacker, Ostbridge Manor Farm
	£2900.80 – G E Phillips & Son, Dairy Farm	414p – G E Phillips & Son, Dairy Farm
	£2839.20 – G E Phillips & Son, Dairy Farm	392p – GH & GG Savidge, Dean Common Farm

13 Cull Cows (Sale 10.30am)

Auctioneer: - William Probert

A nice entry of cull cows met a blistering trade peaking at 265ppkg - £2,164 with others selling to 260ppkg. The complete consignment averaged 250ppkg with an average price per head of £1,724 per head.

Demand has increased with more cows required to meet demand next week.

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

Overall average price of Cows - £1724 - 250ppkg

	Top Vendors Price/Head
	£2164.62- Freddie Wilcox, Quinmoor Farm
	£1979.55 – P Jones, Green Farm
	£1918. 38 – P Jones, Green Farm

1,028 Lambs (Sale at 9.00am)

Auctioneer: - William Probert

A nice entry of lambs met a faster trade especially on the handy weights, with heavy weights maintaining strong demand peaking at **£192 per head (357p/kg)**.

Well-finished lambs weighing between 38kg - 43kg were in greatest demand, generally selling between **340p – 357p/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 - £192 per head

Top price of the day was **£192 per head** 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 £152/head – 44.7kg – 335ppk SQQ – 340ppkg

Lambs	Top p/kg	Av p/kg	Av £/head
Light (25.5 – 3 kg)			
Standard (32.1 – 39 kg)	345.00p	344.56p	£133.00
Medium (39.1 – 45.5 kg)	357.00p	339.80p	£144.92
Heavy (45.6 – 52 kg)	354.00p	328.54p	£159.92
Overweight (52.1 kg+)	343.00p	328.17p	£170.83

Lambs

	Top Vendors Price/Head	Top Vendors Price/Kilo
	£192 – N & I Bevan, Trothlands Farm	357p – 40.50kg DW & AJ Aubrey, Peartree Bungalow
	£188 – L Alexander & P Wellon, Southview	357p – 44kg S & J Goulding & Sons, Drews Farm
	£186 – G W Bevan & Sons, Coldbrook Farm	356p – 41kg Rex Warner & Son, Town Street Farm

150 Cull Ewes & Rams (Sale at 9.30am)

Auctioneer: – William Probert

A nice entry of cull ewes met another excellent trade with prices topping at **£205 per head** for Texel x ewes from **VM & DJ Gunter**

Well-fleshed Continental-cross continued to command premium prices, regularly selling between **£180 to £200 per head**. Leaner ewes generally traded from **£130 to £150 per head**. Rams sold up to £225.

Demand remains extremely strong and many more ewes could easily have been sold to satisfy buyer requirements. All ewes forward averaged an impressive **£151 per head**.

	Top Vendors Price/Head
	£225 – D H Hinds & Son, Walden Court
	£205 – VM & DJ Gunter, Cowmeadow Farm
	£198 – S & J Goulding & Sons, Drews Farm

104 Store Cattle (Sale at 11.00am)

Auctioneer: – William Probert

A good entry of store cattle met a blistering trade from start to finish peaking at £2,450 for a run of Aberdeen Angus steers from W H Cook. Other angus steers from the same vendor sold from £2,200 - £2,450.

A kind run of farming Blonde x steers from WG & SJ Clements topping at 426ppkg. Many runs of quality steers readily sold around 400ppkg.

A large entry Angus steers attracted strong competition consistently selling from 370p – 426ppkg. Any number of well grown 15 – 20 month Angus steers sold from £2,000 - £2,450.

Overall steers averaged £1,716 – 361.00ppkg.

Heifers sold to a top of £2,050 for a kind run of Aberdeen Angus from W H Cook. Other quality Angus heifers sold to £1,900 from G A J Hale & Son.

Heifers topped at 394ppkg for a run of yearling BBx heifers from C Simcock & Sons with other quality heifers consistently selling from 370p – 394ppkg.

Aberdeen Angus heifers from W H Cook and G A J Hale consistently sold from £1,700 - £2,050.

Overall heifers averaged £1,445 – 327ppkg.

Next store cattle sale - Monday 9th November 2026

More store cattle required to meet demand from buyers

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

	<i>Top p/kg</i>	<i>Av/kg</i>	<i>Top p/head</i>	<i>Av/head</i>
STEERS	426.00p	361.41p	£2450.00	£1716.18
HEIFERS	394.00p	327.94p	£2050.00	£1445.00

	Top Vendors Price/Head	Top Vendors Price/Kilo
	£2450.00 – W H Cook, Lower Croft	426p – 345kg WG & SJ Clements, Elm Farm
	£2400.00 – W H Cook, Lower Croft	405p – 440kg BC & LS Bayliss, New Orrden Farm
	£2220.00 – W H Cook, Lower Croft	386p – 575kg W H Cook, Lower Croft

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

FORTHCOMING SALE FIXTURES

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 9TH NOVEMBER 2026

Sale at 11.00am

Entries now invited for the catalogue

Tel: RG & RB WILLIAMS

(01989) 762225

www.rgandrbwilliams.co.uk