



Ross Auction Centre  
 Overross, Ross on Wye  
 Herefordshire, HR9 7QF  
 Tel: 01989 762225  
 Fax: 01989 566082  
[www.williamsandwatkins.co.uk](http://www.williamsandwatkins.co.uk)

## ROSS AUCTION CENTRE – WEEKLY MARKET REPORT MONDAY 28<sup>TH</sup> FEBRUARY 2011

### ROSS AUCTION CENTRE – THE FUTURE

In 1988 the Halifax Building Society took over the running of Ross Auction Centre on a lease expiring in March 2011. They ran the market until 1996 when we took over the lease trading as Williams & Watkins.

There has been considerable conjecture about what would happen to the market at the end of the lease. Rumours have persisted that the market would close and be sold for redevelopment.

I am delighted to inform you that I have now been able to secure a longer term lease of the market commencing on 7<sup>th</sup> March 2011. There will be a number of changes and the business will now trade as **R.G. & R.B. WILLIAMS AUCTIONEERS LTD.** The shareholders remain the same with Steve Watkins still being involved albeit from a long distance!

We thank you for your support in the past and look forward to doing business with you in the future.

Richard Williams.

### MONDAY 7<sup>th</sup> MARCH IS A RED MARKET

#### 200 FINISHED CATTLE

130 Clean Cattle & Bulls, 27 Overage Clean, 43 Cull Cows..

**Sale at 10.30 am**

Auctioneer: Richard Williams

A similar entry of finished cattle sold to another strong trade very much in line with the previous week. Again “The good, bad and ugly” were in attendance with prices ranging from 110p – 193p. There was a flying trade on all Welsh Cattle with the supply nowhere near enough for the demand. Best cattle again sold very well from 180 – 193 pence. Heavier sorts were in keen demand with several over £1250 to a peak of **£1273**. Bulls sold to **160 pence**.

**Top price per kilo:** 193.00p for an entry from Mesr WJ & EA Lewis, Neath.

**Top price per head:** £1273.49 for an entry from Mesr MA Hardy Ltd, Barry.

		<i>Top p/kg</i>	<i>Av/kg</i>	<i>Av/head</i>	<i>Overall Av/kg</i>
<b>STEERS</b>	Medium (465-555kg)				
	Heavy (560kg+)	182.00p	154.90p	£1027.15	<b>154.90p</b>
<b>HEIFERS</b>	Medium (400-395kg)				
	Heavy (485kg+)	193.00p	152.20p	£890.29	<b>152.20p</b>
<b>BULLS</b>	Heavy (560kg+)	160.00p	146.90p	£891.36	<b>146.90p</b>

#### QUALITY PRICE REPORTING

	<b>Steers</b>	<b>Heifers</b>	<b>Bulls</b>
<b>Premium</b>	180.00p	180.90p	160.00p
<b>Prime</b>	155.00p	158.20p	145.00p
<b>Others</b>	135.20p	137.00p	135.00p

**27 OVERAGE CLEAN CATTLE****Sale after Clean Cattle**

Auctioneer: Richard Williams

A reduced entry sold to an excellent trade. Keen demand on better meated sorts which peaked at 154 pence.
---

**43 CULL COWS****Sale after Overage Clean**

Auctioneer: Richard Williams

A very disappointing entry of cull cows considering the trade we have been having in recent weeks. There were no real superstars forward this week but still a superb trade throughout. Better sorts sold from <b>115 – 124 pence</b> . Friesians sold to 118p. <b><u>MANY MORE CATTLE ARE URGENTLY REQUIRED.</u></b>
---

	<i>Top Price / kg</i>	<i>Top Price / head</i>	<i>Av Price / kg</i>	<i>Av Price / head</i>
Overage Steers	144.00p	£1036.07	140.00p	£689.38
Overage Heifers	154.00p	£1173.44	140.00p	£860.68
Grade 1 Cows	124.50p	£991.10	124.50p	
Grade 2 Cows	115.00p		112.00p	
Grade 3 Cows	105.00p		97.00p	
Grade 4 Cows	90.00p		85.00p	
<b>Cows Overall Av</b>			<b>105.90p</b>	<b>£728.21</b>
Cull Bulls				

**1670 HOGGETS****Sale at 9.15 am**

Auctioneer: Greg Christopher.

A few more forward met an excellent trade throughout particularly the heavier hogs. Several tail end lambs with vendors clearing their hogs out were slightly harder to place. The runs of good fed hogs were an excellent trade. Several pens over £90 with a top of £100 for a cracking pen of 49 kilo Texels. The heavy hogs averaged 186p, £90.87. Handyweight hogs reached 218p with several pens over 200p. <b>MANY MORE HOGGETS COULD HAVE BEEN SOLD.</b>
--

**Top Price per Kilo:** 218.00p for an entry from Mesr EL & B Francis & Son, Garway.**Top Price per Head:** £98.00 for an entry from Mesr VE & BM Samuel & Son, St Weonards.

	<i>Top p/kg</i>	<i>Av p/kg</i>	<i>Av £/head</i>	<i>Overall Av</i>
Light (25.5 – 32 kg)				
Standard (32.1 – 39 kg)	205.00p	190.00p	£70.31	
Medium (39.1 – 45.5 kg)	218.00p	192.00p	£79.70	<b>191.50p</b>
Heavy (45.6 – 52 kg)	206.00p	190.10p	£90.87	
Overweight (52.1 + kg)	176.00p	171.00p	£91.35	

**QUALITY PRICE REPORTING**

<b>Weight</b>	<b>30.5 – 36</b>	<b>36.5 – 43</b>	<b>43.5 – 48</b>	<b>48.5 – Over</b>
<b>Premium</b>		210.00p	212.00p	202.00p
<b>Prime</b>		200.20p	195.20p	192.10p

**260 CULL EWES & RAMS****Sale at 10.00 am**

Auctioneer: Martyn Evans

A very short entry of ewes met a greatly increased demand. Several lots sold over £100 with Texels selling to the top price of £114. Suffolks sold to £103, Mules to £99 leaving an outstanding overall average of £82.90. First quality ewes sold from £90, second quality sold from £70. Small and plain ewes sold to this figure. An entry of Rams also met a flying trade to average £81.75. Goats sold to £56 and averaged £46.
--

**FORTHCOMING SALES****MARCH**Thursday 3<sup>rd</sup>**ROSS AUCTION CENTRE**

Sale of Store Cattle, Store Sheep, Calves and Dairy Cattle.

Saturday 5<sup>th</sup>**ROSS AUCTION CENTRE**

Sale of Poultry and Ornamental Wildfowl. Contact Chris &amp; Gene Taylor 01874 730883.

Wednesday 9<sup>th</sup>**ROSS AUCTION CENTRE**

Sale of Antique Furniture &amp; Household Effects. For details Contact Roger Garlick on 01989 762225.

Thursday 17<sup>th</sup>**ROSS AUCTION CENTRE**Sale of Store Cattle, Store Sheep, Calves and Dairy Cattle. Entries for catalogue to be received by 12 noon, Thursday 10<sup>th</sup> February.

**SINGLE FARM PAYMENT ENTITLEMENTS FOR SALE**

**Please contact Greg Christopher 01989 567233 / 07976 163043**

***IMPORTANT CATTLE –EAR TAGS***

It is the vendors responsibility to ensure all ear tags are correct and readable. For cows needing only 1 tag please check everything on it can be read and it is not worn. If in any doubt, get a new plastic tag.

**IF THE ANIMAL IS BINNED IT IS YOUR LOSS!**

**ESCAPED LIVESTOCK PLAN**

All farmers must secure the market gates to the gates of their trailers each and every time stock are loaded/unloaded. If this is not done you are liable for any damage caused by an escaped animal. Once you have finished loading/unloading these gates must be shut and secured. If an animal does escape please inform a member of staff immediately who will blow the 'Whistle'. This then warns the gate keeper to close the vehicle gates. Available staff will secure the market perimeter. Once secure, the escaped animal will need to be herded back into the market pens. (We may use quiet stock already penned to help catch the escaped animal).