



REPORT

STORE CATTLE

Including show of Hereford x cattle

Thursday 4th April 2019

Tel: (01432) 761882

Auctioneers - Matthew Nicholls/Greg Christopher

STORE CATTLE - 505

An awesome trade! From start to finish, buyers nearly three deep around the ring and the rafters full which ensured a fantastic trade throughout. Cattle went to all corners of the country and buyers travelled significant distances today. The steers topped at £1340/head for a 660kg Limousin x from M/s G J Sevenoaks & Sons, Cross Ash Farm. Any amount £1200/head plus - in fact the top 20 prices were all over £1200 - a clear indication of the flyer we had. The steers to include all types averaged £940/head and 205p/kg which would include a significant majority of smaller Hereford cattle. The smaller they were the dearer they were, some of those smaller Herefords were just a serious trade! Those smaller and younger types were the dearest in p/kg terms with a bunch of 3 x 335kg Limousin x steers from Mr P H Beavan, Church House topping at 264p/kg with plenty sold at 230p-250p/kg. Top prices all in excess of 227p/kg.

Heifers were just as dear with a pair of Charolais x heifers from M/s P C & C M Lewis, Llandeviron soaring to £1265/head. Any amount of heifers £1100/head plus and a top price of 256p/kg was achieved. Same story - the smaller they are the dearer they are. The heifers averaged 191p/kg and £820/head. Everything well sold with competition for all sorts.

A large entry of Hereford x cattle in the sale with some very well bred sorts meeting excellent demand throughout the sale. M/s Sayce showed an excellent run of strong Hereford x cattle to top at £1260 and £1230, other stronger Hereford steers £900 to £1050. Smaller sorts from £650 to £800 that created good interest and certainly dearer than both vendors and auctioneers expected. Heifers a similar story with the stronger well bred sorts easy to place, younger plainer sorts meeting slightly reduced demand.

STEERS - p/kg					STEERS/head			
Vendor	Breed	Weight	£	p/kg	Vendor	Breed	Weight	£
P H Bevan	LIM	335	885.00	264.2	G J Sevenoaks & Sons	LIM	660	1340.00
J G Duggan	CHX	280	720.00	257.1	P J & C M Lewis	CHX	595	1290.00
W Price & Son	LIM	360	925.00	256.9	P J & C M Lewis	CHX	620	1285.00
K Jones	LIM	350	890.00	254.3	T R James & Son	LIM	600	1280.00
Messrs Morgan-Jones	SMX	350	880.00	251.4	G T Sayce & Son	HEX	710	1260.00
D W Greenow	CHX	345	840.00	243.5	R & S Pugh	BRB	635	1250.00
J T P Rogers & Son	CHX	385	910.00	236.4	G T Sayce & Son	HEX	610	1230.00
J G Duggan	LIM	305	720.00	236.1	M & R Thomas	BAX	555	1220.00
W Price & Son	LIM	395	925.00	234.2	J D R & J L Corbett	LIM	595	1215.00
W Price & Son	LIM	390	910.00	233.3	D J Farr	LIM	570	1210.00
HEIFERS - p/kg					HEIFERS/head			
Vendor	Breed	Weight	£	p/kg	Vendor	Breed	Weight	£
C A Rouse	LIM	320	820.00	256.3	P J & C M Lewis	CHX	585	1265.00
P J Samuel & Son	LIM	490	1195.00	243.9	P J Samuel & Son	LIM	490	1195.00
P J Samuel & Son	LIM	480	1165.00	242.7	M & R Thomas	BAX	640	1185.00
K Jones	LIM	325	760.00	233.9	P J & C M Lewis	CHX	620	1165.00
K Jones	LIM	230	535.00	232.6	P J Samuel & Son	LIM	480	1165.00
W Price & Son	LIM	370	860.00	232.4	A & M Havard	LIM	550	1155.00
W Price & Son	LIM	360	820.00	227.8	G J Sevenoaks & Sons	BRB	540	1150.00
W W Powell & Sons	BRB	425	955.00	224.7	D J Farr	CHX	515	1145.00
D J Farr	CHX	450	1010.00	224.4	G J Sevenoaks & Sons	BRB	550	1145.00
P J Samuel	LIM	460	1030.00	223.9	P J & C M Lewis	CHX	530	1135.00

FEEDING/STOCK BULLS - 73

Another terrific entry of bulls sold to a marvellous trade, with men competing hard for those younger feeding sorts. Some terrific runs of continental feeding bulls forward, soaring to 257p/kg for a 300kg Limousin x from W H Houlbrooke & Sons that made £770/head. Several others at 248p/kg, 244p/kg, etc, in fact the top 20 prices were all in excess of 216p/kg. The bulls averaged £865/head and 203p/kg, which would include those heavier stock bulls. A Hereford breeding bull topped at £1250/head. Plenty of demand for those younger continental bulls, ideally under 12 months of age. Again plenty of buying power for the young bulls with more needed to satisfy demand at present in Hereford.

BULLS - p/kg		
Vendor	BREED	p/kg
W H Houlbrooke & Sons	LIM	256.7
W H Houlbrooke & Sons	BFB	248.4
Mr J G Evans	BRB	243.8
J W Cook	LIM	234.5
J E G Price	SAX	228.1
D L & L J Jones	SAX	226.8
H J & F M Bufton & Son	CHX	226.7
W H Houlbrooke & Sons	BRB	226.1
J E G Price	CHX	225.8
R Williams & Sons	LIM	224.3

BULLS/head		
Vendor	BREED	£/head
P C & P F Rudge	HE	1250.00
G T Sayce & Son	HE	1180.00
Krislin Herefords	HE	1100.00
J E G Price	CHX	1095.00
M & R Thomas	BAX	1080.00
M & R Thomas	LIM	1080.00
J E G Price	SAX	1015.00
J E G Price	SAX	1015.00
M & R Thomas	SMX	1000.00
W H Houlbrooke & Sons	BRB	995.00

SHOW & SALE OF
HEREFORD CROSS STORE CATTLE
Sponsored by Hereford Cattle Society

Class 1: best pair or more of Hereford cross steers

- | | |
|---------------------------------------|-------|
| 1) G T Sayce & Son, Brockmanton Court | £1260 |
| 2) P C & P F Rudge, Whitehouse Farm | £1040 |
| 3) H N Richards, Lower Thrift | £1140 |

Class 2: best pair or more of Hereford cross heifers

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|-------------------------------|------|
| 1) H N Richards, Lower Thrift | £900 |
| 2) H N Richards, Lower Thrift | £970 |
| 3) H N Richards, Lower Thrift | £905 |

Kindly judged by Mr Tony Wright, Woofferton

*L-R: Mr Tony Wright (Judge), Laura Bowyer (Hereford Cattle Society),
Rob Meadmore (Auctioneer)*



BARREN COWS - 27

A very good entry of cows, but again several late entries. It would help no end if all these were entered in the catalogue. Nevertheless, the demand was serious, with all types averaging 126p/kg, up to 155p/kg for a 390kg Limousin x cow.

A top price of £1385/head was achieved for a strong Charolais x cow from Messrs C A & R J Stallard, Upper Maund. All cows averaged £760/head and many more could have been sold on the trade. 7 cow buyers in attendance, ensuring this fantastic trade.

BEEF TYPE COWS/HEIFERS IN OR WITH CALVES AND BULLING HEIFERS - 26

A nice entry of cows and calves in terms of numbers, but slightly lacking in terms of quality. A British White with her bull calf topped at £1300/head, with other Hereford outfits from Messrs G T Sayce & Son making £1280 and £1190.

Quality is easily sold, but some very poor Hereford outfits forward, but they were still very well sold. Plenty of demand for those good farming continental types and we will require a good entry through May. Please enter early to optimise advertising.

REARING/WEANED CALVES

There is a rearing calf sale every Wednesday commencing at 10.45am.

We have a very good following of buyers with insufficient entries forward.

In order to satisfy demand, more calves are needed.

If you have some to sell then please contact

Rob Meadmore on 07774 763971

or Mike Evans on 07768 601999 to discuss

or contact the office with entries

by the Tuesday prior to the sale at 3.00pm

Forthcoming Sales

THURSDAY 18th APRIL

At 11.00am

**650 CONTINENTAL STORE CATTLE
BEEF TYPE COWS/HEIFERS IN OR WITH CALVES
FEEDING/STOCK BULLS
BARREN COWS**

Entries for catalogue to the office by Wednesday 27th March at 12 noon

THURSDAY 2nd May

At 11.00am

**500 CONTINENTAL STORE CATTLE
BEEF TYPE COWS/HEIFERS IN OR WITH CALVES
FEEDING/STOCK BULLS
BARREN COWS**

Entries for catalogue to the office by Wednesday 24th April at 12 noon