

SHREWSBURY AUCTION CENTRE

MARKET REPORT

TUESDAY 7th JULY 2026

105 DAIRY – 11.15am

EVERY TUESDAY – Gates Open 6.30am

Section	Top Prices			Averages
PRIME HOGGETS	9	£140.00	285ppk	
CALVES	66	£760 Bull	£660 Hfr	£518.94 Bulls £507.17Hfrs
BARREN COWS / OTMS	16	£2203.58	239ppk	228.30ppk £1665.36
SPRING LAMBS	1454	£200	421ppk	370.99ppk £161.69
DAIRY	105	£3500 Cow	£3550 Hfr	
CULL EWES AND RAMS	307	£258 Ewe	£285 Ram	223.33ppk £164.83

FORTHCOMING SALES

Next Sale of Weanlings, Young Stores and Breeding Cattle **TUESDAY 28th JULY**

Next Sale of Store Cattle **THURSDAY 23rd JULY 2026**

Next Dairy Show & Sale **TUESDAY 28th JULY 2026**

Shrewsbury Plant and Machinery Sale **FRIDAY 14th AUGUST 2026**

SHREWSBURY AUCTION CENTRE

Battlefield, Shrewsbury, Shropshire, SY4 3DR

01743 462 620

market@halls.gb.com

www.halls.gb.com

Auctioneer: Jonny Dymond – 07803 412617

Secretary: Annie Unwin – 07394 479668

TOTAL	SECTIONS	AVE	TOP	VENDOR
11	Dairy Cow N/Calved	2947.27	3500.00	KE & H Mills
12	Dairy Heifer N/Calved	2849.09	3550.00	G & M Povall & Son
16	Dairy Heifer in Calf	2023.75	2700.00	Scotts Farm
3	Dry Cow	2693.33	3050.00	KE & H Mills
63	Maiden Heifers	674.60	1100.00	Menai Jerseys

7 Fresh Cows to £3300 ave £2831

13 Fresh Heifers to £3550 (2) ave £2903

16 In Calf & Served Heifers £2700 ave £2023

3 Mid Lactation cows £3450 ave £3033

3 Dry Cows £3050 ave £2693

63 Served & Maiden Jersey X Youngstock £1100 ave £675.

ABSOLUTELY TREMENDOUS, A wonderful show of cattle in the market and a scintillating trade for all on offer from first to last. The Dairy Cattle forward today were of such quality all vendors are to be congratulated and thanked for bringing them to Shrewsbury

The cows set the trade, roaring to £3300 for WOLSTON APPLEJAX LANA 8 GP83 a deep open ribbed cow full of milk giving 47 just 3 weeks into her 2nd lactation from AD & RM Thomas, a Milky 3rd Calver from MW & JM Trevor Jones HALLROOM JULIANNA 9 sold for £2950 a 4th Lactation cow UPPERSEVERN FYNN NINA 2 achieved £2820.

Into the heifers and it was 2nd time vendors G & M Povall whose heifers set the ring alight firstly CORVALE KEVERNE 4 who was celebrating her 2nd birthday on market day, sired by Delicious Charl Hardball A2A2, medium sized and perfectly formed producing 42kg she achieved £3550!! A price only matched by her herd mate CORVALE RUBICON ALISON who was actually giving more milk!! Great to Have Hilltop Farming back with us and their quality flew to £3400 for BUDWORTH ARMY GLORIA a robot trained heifer giving 35kg a day. Prices for correct heifers ranged from £2420 - £3550 and started from £1750 for a ¾ heifer!

The entry was blessed by a special entry of fresh, in milk and dry cows from KE & H Mills of Belper, which met a very pleasing trade topping at £3500 for a fresh heifer BULLSMOOR EVERLAST MARION P 93, the 2nd calved Shorthorn surpassed expectations at £2680. HAZE ADDERLEY JOYCE who was due with her 2nd in late September achieved £3450, Another pedigree cow for September £3000 dry cows to £3050 for BRUNDCLIFFE KNIGHTON GWEN 2 GP83 Who was in calf to the blue due with her 2nd.

Into the youngstock and in calf heifers sold to £2700 for MILLSCO BLAKELY GLENNA, 7 months in calf to Nobold Zante from Scott Farms a non-pedigree heifer from the same farm £2620 those just served sold to £1100

To finish off the sale we had the run from Menai Jerseys, these beautiful Jersey and Jersey x Holstein Cattle are recommended to so many, sure to calf in with beautiful udders and milk quality with great frames they are just lovely, Heifers peaked at £1100 for a Holstein x served at the end of may and

running with the Hereford bull, the best of the bulling heifers to £980, with several groups selling in excess of £700 particularly for who more traditionally marketed Jerseys.

WE NEED MORE DAIRY CATTLE PLEASE WITH THE TRADE STRONG THERE HAS NEVER BEEN A BETTER TIME

16 BARRENS - 11am

Auctioneer: Henry Hyde - 07398 137343

BREED	PPK	TOP PRICE	VENDOR
Frie	239ppk	£2203.58	M & J Gould
Stab	276ppk	£2180.40	Plowden Farm Partnership
Frie	234ppk	£2003.04	JA Phillips & Co
Hfd x	263ppk	£1998.80	P & E Williams
Stab	278ppk	£1996.04	Plowen Farm Partnership
Lim x	264ppk	£1927.20	H Evans & Son
Frie	232ppk	£1804.96	MW JM Trevor Jones

A flying trade had in the barren cow section today, a lot of good meat on offer and heavier dairy types. Meat was money with the biggest cows from Plowden Farm Partnership topping at 276ppk / £2,180.40 for a 5yr old Stabilizer cow. Dairy bred types topped at 239ppk / £2,203.58 for a hefty sized 922kg Friesian cow from M & J. C.

Gould, Grange Farm.

Overall Friesians Cows topped at 258ppk / £2,203.58, averaging 213ppk / £1,544.35

Stabilizers topped at 276ppk / £2,180.40. Herefords topped at 263ppk / £1998.80

Lim X's topped at 264ppk / £1,927.20

Overall Barren Cows Averaged 229.9ppk / £1,693

One Barren Bull forward this week from I. G. & G. M. Evans & Sons, Penddugwm 5yr old Simmental Stock Bull selling for 239ppk / £1,998.04.

With the commission still capped at £20 per head, now is still the time to get you're old barren cows cashed.

66 CALVES - 10am

Auctioneer: Nick Griffiths - 07748 306442

BREED	BULLS			HEIFERS		
	No	AVE (£)	TOP (£)	No	AVE (£)	TOP (£)
Frie	7	257.29	390.00			
BB x	16	616.31	760.00	20	541.25	660.00
AA x	3	411.67	440.00	2	400.00	445.00
Cont	1	550.00	550.00			
Hfd x	8	571.88	750.00	6	398.33	570.00
Lim x	1	660.00	660.00	1	570.00	570.00
Char x				1	630.00	630.00

bulls averaged £616 and Hereford bulls averaging £572! Blue females topped at £660 and then £650 from

Numbers drastically depleted this week with only 67 forward. Plenty of buyers present and we really could have done with 200 more! Trade reacted as you would expect, with blue bulls selling to £760, Hereford bulls to £750 and Limousin bulls to £660. Friesian bull sold to £390 from Oliver Wilson while blue

Bowdler Farms, with several £620-40. Hereford heifers to £570 from RP & NH Birchall with Mark Edwards selling Charolais to £630.

Many more desperately needed for next week, with supply outstripping demand again. Please take advantage of the trade and get some in!

1454 SPRING LAMBS – 10am

Auctioneer: James F Evans – 07581 552438

Tom Jerman – 07948 080906

LAMBS (kgs)	AVG P/KG	TOP PPK	VENDOR	TOP PRICE	VENDOR
17-25kg					
25-32kg					
32.1 -39kg	370.20ppk	421ppk	P Hulland	£150.50	RS Smith
39.1-45.5kg	369.98ppk	385ppk	AT Price	£170.50	R S Smith
45.6-52kg	374.48ppk	391ppk	EH Pennie	£197.00	S Heeley
52kg +	358.59ppk	370ppk	DA & JM Embrey	£200.00	Alderton Farming Partnership
OVERALL	370.99ppk				
SQQ	369.61ppk				

Another solid entry of sheep met a competitive ringside at Shrewsbury this week, with **1,484 prime sheep** forward. Whilst the trade has naturally eased from the exceptional highs enjoyed earlier in the summer, it is important to keep everything in perspective. Today's lamb trade remains **comfortably ahead of where we were this time 12 months ago**, and vendors should take plenty of confidence from that. There is still a tremendous demand for the right sheep, with buyers continuing to compete hardest for those carrying flesh and weight.

A total of **1,475 spring lambs** sold to an overall average of **373.99p/kg** and **£163.69 per head**, with over a thousand lambs making up the SQQ averaging **372.63p/kg**. The sale had a much more commercial feel throughout, with buyers working to tighter specifications than earlier in the season, but once a pen of well-fed lambs stepped into the ring the competition soon intensified. The message couldn't be much clearer—**feed still pays**. Properly finished lambs remain the easiest to market, whilst leaner sorts lacking finish are becoming much more difficult to sell to their full potential.

The handyweight **32-39kg** lambs got proceedings underway with **194 sold**, averaging **373.20p/kg** and **£141.71 per head**. Plenty of interest surrounded the better-shaped, well-covered lambs, with Paul J Hulland leading the section at **421.0p/kg**. Sheep that looked fit for immediate slaughter were rewarded, whilst underdone lambs met a more cautious trade.

The main body of the sale sat in the **39-45.5kg** section where **822 lambs** went through the ring. This remains the engine room of the market every week and averaged **373.00p/kg** and **£159.96 per head**, topping at **385.0p/kg** for A T Price. There was no shortage of demand for smart, meaty lambs, with buyers prepared to compete whenever quality appeared. Lambs carrying plenty of flesh sold with real confidence, proving once again that presentation and finish make all the difference.

Once again it was the heavier lambs that really caught the eye. Buyers continue to tell us they need weight, and that was reflected in the bidding throughout the afternoon. The **45.6-52kg** section averaged **377.48p/kg** and **£181.50 per head**, topping at **391.0p/kg** for EH Pennie & Son. D & ER Bickerton sold

superb 50kg lambs to **£192 per head**, showing exactly why it pays to feed lambs on. If your lambs have another week or two of growth left in them, there is every reason to let them reach those heavier weights, as **46kg plus lambs continue to attract a premium**.

Heavy export lambs over **52kg** continue to find a ready market, averaging **361.59p/kg** and **£198.71 per head**, with S C Pearce topping the section at **£200 per head**. There is still plenty of confidence around the heavier end of the trade, and buyers are happy to compete for sheep carrying plenty of meat.

Whilst prices have eased from the very top of the market seen a few weeks ago, today's trade should not be viewed negatively. We are still trading **well above the same period last year**, and significantly ahead of where many expected the market to be at this stage of the season. The fundamentals remain positive, with buyer demand still strong enough to reward good quality finished sheep.

9 PRIME HOGGETS- 10am

Auctioneer: James F Evans- 07581 552438

Tom Jerman – 07948 080906

LAMBS (kgs)	AVG P/KG	TOP PPK	VENDOR	TOP PRICE	VENDOR
17-25kg					
25-32kg				£	
32.1 -39kg					
39.1-45.5kg	277.35	285ppk	A Beedles	£115.00	J Pugh Ltd
45.6-52kg				£	
52kg +	232.14	241ppk	S & SE Morris	£140.00	S & SE Morris
OVERALL	264.66ppk				
SQQ	277.35ppk				

The old season hogg trade is now coming to its natural conclusion, with just **9 head** forward. They averaged **267.66p/kg** and **£119.33 per head**, with the **39-45.5kg** hoggs averaging **280.35p/kg** and **£115.71 per head**, topping at **285.0p/kg** for A Beedles. The heavier hoggs averaged **235.14p/kg** and **£132.00 per head**. Although numbers are now very small, there remains an outlet for any genuine well-finished hoggs still on farm.

307 BUTCHERS, GRAZING EWES & CULL SHEEP-

To Follow the Hoggets

Auctioneer: James F Evans – 07581 552438

Tom Jerman – 07948 080906

TOP PRICE	VENDOR
£258.00	T Edge
£248.00	DR & A Higgins & Son
£232.00	EH Pennie & Son
£225.00	J & Am Wilde
£222.00	J Crook
£222.00	RA & KE Groves & Son
£220.00	FW Downes & Son
£220.00	CJ & HM Evans
£220.00	N Johns
£219.00	EH Pennie & Son
TOP PRICE	
£285.00	S & SE Morris
£242.00	A Beedles
£208.00	Alderton Farming
£191.00	SF & BV Hyde
£172.00	DH Jones

Cull ewes once again produced one of the highlights of the day. A total of **307 cull sheep** sold to average **£167.97 per head**, and there was certainly no shortage of buying power around the ring. Heavy, well-fleshed ewes were in tremendous demand from start to finish, with buyers determined to secure numbers. Tom Edge, Birch Tree Farm, led the trade at **£258**, closely followed by D R & A Higgins & Son Ltd at **£248**, while EH Pennie & Son realised **£232**. Numerous pens sold comfortably beyond the **£220** mark, underlining just how competitive this trade remains every Tuesday. If you have cull ewes ready to market, don't leave them standing in the

field—there are buyers here every week looking for more.

The ram trade also finished on a real high, topping at **£285** for S & S E Morris, with A Beedles selling to **£242** and Alderton Farming Partnership reaching **£208**. Quality rams continue to meet excellent demand whenever they appear.

As we move further into July, the message remains simple. **Feed lambs, don't rush them.** Buyers want lambs carrying flesh, and the premium for well-finished sheep is there for everyone to see. Big lambs continue to pay exceptionally well, particularly those **46kg and above**, whilst leaner lambs lacking finish will always be harder work.

A huge thank you to all our vendors and buyers for another well-supported Tuesday at Shrewsbury. We continue to enjoy tremendous support from a strong ringside of processors and wholesale buyers, and more sheep are needed across every section to satisfy demand. Keep an eye on our SMS updates and Facebook page for all the latest market information, and if you've got sheep ready to sell, we'd be delighted to see them in the Shrewsbury ring next Tuesday.

BPS or SFS - What's the Right Choice for You?

With the opening of the Single Application Form (SAF) application window on 2nd March, the time has come for Farmers and Landowners in Wales to make an important decision, choosing whether to continue claiming under the legacy Basic Payment Scheme (BPS) or transition into the new Sustainable Farming Scheme (SFS). Understanding the differences between the two schemes and what they mean for your business is key to making the right decision. Early preparation can help ensure applications are submitted accurately and on time. Associate Director and Rural Chartered Surveyor, David Bryan-Jones says "The transition to SFS is going to be a significant change for everyone whatever route is taken, but we are here to guide you towards making the most appropriate decisions for your business".

Contact our experienced Rural Professional team today:

-  Shrewsbury – 01743 450700
-  Kidderminster – 01562 820880
-  rural@halls.gb.com

Add Value to Your Farm with Planning Permission

Our Rural Planning & Development Team can help you unlock new opportunities and add lasting value to your farm.

With the right planning permission, your land could support:

- Barn conversions into homes or holiday lets
- Farm shops, cafés, or event venues
- Glamping sites and rural tourism ventures
- New agricultural buildings to boost productivity

Whether you are diversifying your income, planning for succession, or exploring new ventures, securing planning permission is often the key first step.

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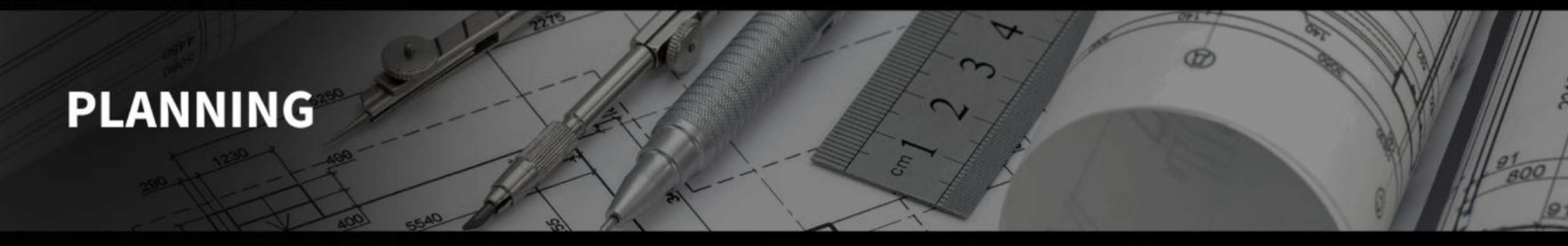
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