



SHREWSBURY AUCTION CENTRE

MARKET REPORT

TUESDAY 21st JULY 2026

EVERY TUESDAY – Gates Open 6.30am

Section		Top Prices		Averages
PRIME HOGGETS		£	ppk	
CALVES	163	£810 B	£835 H	
BARREN COWS / OTMS	12	£2534.60	290ppk	
SPRING LAMBS	1211	£200	366ppk	
DAIRY	115	£3620 H	£3517.50 C	
CULL EWES AND RAMS				

FORTHCOMING SALES

Next Sale of Weanlings, Young Stores and Breeding Cattle **TUESDAY 28th JULY 2026**

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

Next Dairy Show & Sale **TUESDAY 18th JULY 2026**

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

SHREWSBURY AUCTION CENTRE

Battlefield, Shrewsbury, Shropshire, SY4 3DR

01743 462 620

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115 DAIRY – 11.15am**Auctioneer: Jonny Dymond – 07803 412617****Secretary: Annie Unwin – 07394 479668**

TOTAL	SECTIONS	AVE	TOP	VENDOR
3	Dairy Cow N/Calved	2340.00	3500.00	MW & JM Trevor Jones
12	Dairy Heifer N/Calved	2982.50	3620.00	BG & SV Buxton
10	Dairy Heifer in Calf	2187.00	2900.00	PB & J Knight
14	Dairy Calf	563.57	650.00	DA & NJ WRAGG
61	Dairy Cow in Milk	2747.21	3517.50	ED & MW Jones & Partners
10	Dry Cow/Heifer	2504.25	3412.50	ED & MW Jones & Partners
4	Maiden Heifer	1125.00	1500.00	CR Wildbore

Fresh Cows to £3500 ave £2340**Fresh Heifers to £3620 (2) ave £2982.50****10 In calf Heifers to £2900 ave £2187****4 Maiden Heifers to £1500****14 Heifer calves to £650 ave £555**

WHAT A TRADE!! Flying from the very first to the last in the ring with a large entry, full of quality and something for everyone! The pre sale show was expertly judged by Mr Arthur Nichola who awarded his placings as follows:-

Cows

1st Reserve Champion Commercial 2nd Calver – M Trevor Jones
£3500

2nd MEINEL GRAZIE QUALITY – ED & MW Jones £3517.50

3rd MEINEL ENVOY THIMBLE – ED & MW Jones £3150

Heifers

1ST & Champion MELDAMAR SOLARPOWER RUTH 209 BG & SV
Buxton, £3620

2ND HURCOTT HARDY TREAT 80 – PB Sutton & Partners £3550

3rd STYCHE TROY STELLA Seaton Farms £3450



The trade was simply tremendous, with a top of £3620 achieved twice, firstly for the champion and then immediately after for **STYCHE TROY HILGONDA** who was giving a whopping 39kg per day, 50% of the heifer entry selling for £3200 or more such is the quality and the demand!! Prices for heifers started at £2080, and just a fantastic average just a smidge under £3000

In the cows it was a similar story with the champion shining brightest to £3500, we had an 5th Calved cow achieved £2120 and an 8th Calver £1400.

In the youngstock in calf heifers peaked at £2900 for **DROINTON RYDER KLEOPATRA RED**, presented by Paul knight this powerful heifer is due in September to Aberdeen Angus, close to calving heifers from Messrs Wildbore of Oswestry peaked at £2620, a red and white maiden from the same home £1500. Maiden heifers to £1000 on 3 occasions for Danny & Natalie Wragg with January Born heifers from their Bronlyn Herd, April born calves from the same home £620 (4).

MEINEL REDUCTION SALE

Halls were privileged to conduct the reduction sale on behalf of EW & MW Jones who had terminated their contract farming agreement in cheshire and are moving back home to Denbigh.

The cows were much admired, being of medium stature on great legs and feet giving a lot of milk they ticked lots of boxes and the trade flew to a level and consistency we have rarely if ever seen before. 42 or the 71 head forward for sale were in their 4th lactation or higher they were long lasting cows that is of no doubt and the ringside appreciated the youthfulness of this quality herd. On 3 occasions the trade peaked at 3350gns firstly for the 5th calved **MEINEL GRAZIE QUALITY**, who was fresh in April giving 55kg per day the 3rd calved **MEINEL LIGHTYEAR JIFFIE** who freshened in May giving 47kg and finally for one of the last cows in the ring the march calved **MEINEL SIZZLER MATTY** who was guaranteed back in calf for February 2027 who was giving 54kg.

Many of the highlights came at the end of the sale with **MEINEL OUTLAY SUNKIST** and **MEINEL ENVOY MINNIE**, both calved in march and had been served sold for 3300 and 3250 respectfully. In all 14 hed sold for 3000gns or more including a dry cow **MEINEL SASSAFRAS BLACK CAP**, who was springing with her 3rd calf selling for 3000.

The highlight of the sale for me was the 7th calved commercial cow, who will be 10 years old in December this year, she did not look her age, calved in March 2026, recently served giving 46kg she flew to a fantastic 2950gns or £3097.50!

Has there ever been a better time to sell/reduce your herd? I am not sure if you wish to discuss options to capitalised on this trade in strictest confidence please do not hesitate to contact ne 07803 412617

Overall the averages for the herd return as 61 Cows in milk £2747.21, 10 Dry Cows £2504

12 BARRENS – 11am

Auctioneer: Henry Hyde – 07398 137343

BREED	PPK	TOP PRICE	VENDOR
Sim x	290ppk	£2534.60	KA & AS Littler
S/Dev	280ppk	£2492.00	GT Pope & Sons
Hfd x	258ppk	£2187.84	SE Goodall & EW Tuffin
Frie	248ppk	£1988.96	SE Roberts
Sim x	307ppk	£1897.26	AK & AS Littler
Frie	248ppk	£1820.32	SE Roberts
Frie	232ppk	£1447.68	SE Roberts
Frie	219ppk	£1195.74	DB & S Owen
Frie	227ppk	£1135.00	DB & S Owen
BB x	188ppk	£1124.24	Aw Jones

Another terrific trade had in the Barren Cow ring at Shrewsbury, a small number of cows forward but what a trade had for the quality that was forward. Top of the day was £2,534.60 for a 6yr old Simmental Cow from K. A. & A. S. Littler, Brook Farm and to 307ppk for a 3yr old Simmental Cow from the same home. A Belting big 10yr old South Devon Cow from G. T. Pope & Sons, Upper Whittingslow sold for £2,492 / 280ppk and then a hefty Hereford Cow from S. E. Goodall & E. W. Tuffing Farming, Lodge Farm sold to £2,187 / 258ppk. Another sharp trade for the meatier cattle with

plenty of hefty cows forward.

More Cows needed every week to sustain buyer demand.

163 CALVES -10am

Auctioneer: Nick Griffiths – 07748 306442

	BULLS			HEIFERS		
BREED	No	AVE (£)	TOP (£)	No	AVE (£)	TOP (£)
Frie	5	236.60	405.00	3	443.33	570.00
BB x	62	647.27	802.00	56	579.75	835.00
AA x	7	483.86	710.00	7	479.00	700.00
Mri	1	430.00	430.00	2	457.50	545.00
Hfd x	4	650.00	650.00	5	419.00	570.00
Sim x	1	705.00	705.00	1	710.00	710.00
Lim x	4	537.50	810.00	4	461.25	580.00
Char x				1	770.00	770.00

Much better numbers present this week and trade continues to hold at fantastic levels. Blue bulls averaged £647 and sold to a high of £802 from James Meddins, with Jamie Higgins selling his superb Blue bull to £795, with 10 blue bulls selling in excess of £740. Angus bulls sold to £712 again from Jamie Higgins with Simmental bulls to £705 from DH & JE

Morgan. Friesians sold to £405 for the first calf of the day for a nice sort from Cyril Williams.

Heifers sold to a top of £835 for a pair of reared blues with young fresh Charolais to £770 from Oliver Wilson whole Simmentals sold to £710 from DH & JE Morgan. A lovely strong Limousin from Tony Jones sold to

LAMBS (kgs)	AVG P/KG	TOP PPK	VENDOR	TOP PRICE	VENDOR
17-25kg					
25-32kg	275.55ppk	394.00ppk	M Cordiner	£126.00	M Cordiner
32.1 -39kg	382.12ppk	411.00ppk	R Ratcliffe	£150.00	J & T Powell
39.1-45.5kg	363.12ppk	400.00ppk	PJ Hulland	£180.00	R Ratcliffe
45.6-52kg	367.29ppk	396.00ppk	SM Thomas	£198.00	SM Thomas
52kg +	347.87ppk	366.00ppk	C Roberts	£200.00	CG & SR Davies
OVERALL	367.03ppk				
SQQ	369ppk				

£810. The 56 blue females sold to an average of £580 with nothing below £338. Angus sold to £800 and averaged £479 with Herefords close behind at £570 and averaging £420.

Overall a good entry in terms number and quality. Please keep entries coming each and every week and make the most of the fantastic trade.

1211 SPRING LAMBS – 10am

Auctioneer: James F Evans – 07581 552438

Tom Jerman – 07948 080906

A very good entry of 1,211 Prime Lambs met another competitive trade, with the overall SQC averaging 369ppk (£159 per head), broadly in line with Monday's trade. Buyers remained keen to secure well-finished, meaty lambs throughout the sale, with those carrying plenty of shape and finish attracting the strongest competition.

Leading the trade at 411ppk was a cracking pen of well-finished lambs from R. Ratcliffe, Hanrich Farm, whilst the highest price per head was £200 achieved by C. G. & S. R. Davies, Lower Cilhaul.

Trade by Weight:

25–32kg: 317–394ppk (£85–£126) – Average 373ppk / £114

32–39kg: 345–411ppk (£141–£150) – Average 382ppk / £141

39–45kg: 302–400ppk (£100–£180) – Average 363ppk / £156

45–52kg: 337–396ppk (£155–£198) – Average 367ppk / £175

52kg+: 298–366ppk (£161–£200) – Average 347ppk / £190

There was a particularly strong show of medium and heavy-weight lambs this week, with buyers keen to secure sheep capable of delivering well-muscled carcasses. These types continue to command a premium, with demand remaining firm despite larger numbers coming forward.

The prolonged spell of dry weather is now beginning to take affect, Grass growth has slowed considerably across many farms, prompting the selling of lambs earlier than originally planned.

More Prime Lambs are required next week to satisfy buyer demand.

366 BUTCHERS, GRAZING EWES & CULL SHEEP-

To Follow the Hoggets

Auctioneer: James F Evans – 07581 552438

Tom Jerman – 07948 080906

TOP PRICE	VENDOR
£250.00	SM Thomas
£220.00	HJ Sockett
£217.00	HJ Sockett
£213.00	SP & CP Williams
£213.00	SP & CP Williams
£212.00	MJ & RJ Lewis
£206.00	DA & JM Embrey
£201.00	F Davies
£200.00	RPG Corfield
£200.00	J Higgins & Son Ltd
TOP PRICE	
£245.00	RWM Lewis
£230.00	MJ & RJ Lewis
£196.00	MEC Jones
£179.00	Alderton Farming

An entry of 366 Cull Ewes and Rams met another robust and competitive trade, returning an overall average of £147 per head. Good, heavy fleshed ewes were particularly sought after, with buyers competing strongly for the better Continental and Suffolk-cross ewes carrying plenty of weight and finish.

Top Price of the day was had by pen of five outstanding ewes from S. M. Thomas, Longacres Farm, selling to £250. Further quality pens included ewes from H. J. Sockett & Son, Upper House Farm, selling to £220, whilst S. P. & C. P. Williams, Great Wollascott Farm sold ewes to £217 and £213 on two occasions.

More Cull Ewes are needed every week to meet the requirements of our loyal buying support.

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.

Get in touch with our friendly team today for your **FREE** consultation:

☎️ 01743 450700

✉️ planning@halls.gb.com

What can we do for you?

Halls¹⁸⁴⁵

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