



REPORT FOR THE STORE CATTLE THURSDAY 9TH JULY 2026

Shrewsbury Store Cattle Trade Completely Defies the Deadweight Trends!

Well now, if you've been watching the deadweight quotes over the last week or two, you'd be forgiven for thinking things might be taking a bit of a wobble. But I'll tell you what, there wasn't much sign of that in the Store ring here at Shrewsbury on Thursday. In fact, it was quite the opposite. From the moment we got underway the Buyers were in tremendous form, keen as mustard to secure Cattle, and with numbers still desperately short for the time of year, there was plenty of competition around the ring from start to finish.

We had 136 Store Cattle forward and, considering how difficult they are to find at the moment, every genuine article was met with determined bidding. The quality Cattle really stood out and were rewarded accordingly, but equally anything with age, frame and feeding potential found plenty of admirers. By the time the last lot had left the ring, the sale had levelled out at an excellent 361.26p/kg, equating to a tremendous average of £1,788 a head. That's a trade that's certainly bucking the wider trend and gives plenty of confidence to anyone with Cattle ready to market.

The Steers were an absolute pleasure to sell. Seventy-one forward averaged a superb 366.35p/kg or £1,858 per head, with Buyers fighting hardest for strong grazing Cattle and forward feeding types. The better-bred Continental and Native Steers regularly sailed beyond the 420p/kg mark, proving that quality is still very much in demand. E G Norris led the way on a pence-per-kilo basis with a cracking 315kg Limousin cross at a phenomenal 450.8p/kg. At the heavier end of the trade, the money was equally as impressive. P Mason stole the headlines with an outstanding 870kg Charolais cross selling for £2,560, while Beamans Saddlery LTD sold a 700kg Simmental cross to £2,360. H S Huxley also enjoyed a tremendous day with a pair of Aberdeen Angus crosses making £2,340 and £2,260 respectively.

The Heifers certainly weren't left behind either. Fifty-nine quality Stores averaged an impressive 363.35p/kg, returning £1,693 per head. Buyers were particularly keen for smart grazing Heifers with plenty of shape, and the stronger suckler-bred Cattle attracted fierce competition. Beamans Saddlery LTD topped the pence-per-kilo section with a stylish 475kg Limousin cross making 417p/kg and grossing a tidy £1,980. Leading the way on price per head was I Ainsworth with a lovely 585kg Aberdeen Angus cross selling at £2,100, closely followed by AC Jones whose powerful 600kg Simmental cross realised £2,050.

**Shrewsbury Auction Centre, Bowmen Way, Shawbury Turn, Battlefield,
Shrewsbury, SY4 3DR**

Tel: 01743 462620 or Email: market@hallsgb.com

A small entry of Store Bulls met a similarly solid demand. They averaged 290.52p/kg or £1,424 per head, with Launder Farms topping the pence-per-kilo section at 314.9p/kg for a 470kg Limousin cross, while L & JB Davies & Partners LTD led the way on price per head at £1,800 for a 600kg Simmental cross.

The message this week couldn't really be any clearer. Buyers are short of Cattle, they're travelling to Shrewsbury with orders to fill, and they're leaving wanting more. There's simply not enough stock about to satisfy demand, and that's creating a tremendous opportunity for anyone with Cattle fit and ready to sell. Whatever the national reports might be saying elsewhere, our ringside Buyers are showing plenty of confidence and are prepared to pay for the right Cattle.

So if you've got Cattle that are ready to move, don't leave them standing in the field wondering what to do with them. Strike while the iron's hot, give the market office a ring on **01743 462620**, or have a chat with Jonny Dymond, Nick Griffiths, Henry Hyde, Tom Jerman or Alfie Benbow. Get your Cattle booked in, let us get them advertised, and we'll do the rest. We look forward to seeing you all in a fortnight for what promises to be another tremendous trade.

STEERS PER HEAD

Charolais

26mo	870kg	£2560	Paul Mason
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Simmental

30mo	700kg	£2360	Beamans Saddlery Ltd
26mo	530kg	£1900	S & B Lawrence & Co

Aberdeen Angus

28mo	685kg	£2340	H S Huxley Farms
31mo	645kg	£2260	H S Huxley Farms
24mo	620kg	£2180	Paul Mason
23mo	580kg	£2100	Paul Mason
23mo	600kg	£2100	Paul Mason
17mo	560kg	£2030	Paul Mason

Hereford

27mo	645kg	£2200	G J & A W Dutton
27mo	530kg	£2020	S & B Lawrence & Co
34mo	605kg	£1830	Launder Farm
25mo	500kg	£1780	G & J E Hollinshead
28mo	520kg	£1750	A C Jones

British Blue

22mo	550kg	£2160	G J & A W Dutton
19mo	530kg	£2000	W V Davies & Co
12mo	455kg	£1880	L & J B Davies & Partners Ltd
26mo	490kg	£1780	G & J E Hollinshead
27mo	475kg	£1750	S & B Lawrence & Co

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Limousin

26mo	515kg	£1850	Beamans Saddlery Ltd
38mo	535kg	£1830	D W Davies
11mo	425kg	£1810	S E Goodall & E W Tuffin Farming
21mo	475kg	£1800	R H Lewis & Son
21mo	440kg	£1790	R H Lewis & Son
11mo	400kg	£1780	S E Goodall & E W Tuffin Farming

STORE HEIFERS PER HEAD**Aberdeen Angus**

19mo	585kg	£2100	I Ainsworth
28mo	535kg	£1900	H S Huxley Farms

Simmental

25mo	600kg	£2050	A C Jones
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Beef Shorthorn

32mo	550kg	£2020	S & B Lawrence & Co
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Limousin

26mo	475kg	£1980	Beamans Saddlery Ltd
15mo	455kg	£1880	S & B Lawrence & Co
26mo	470kg	£1780	A C Jones
15mo	455kg	£1700	S & B Lawrence & Co
15mo	455kg	£1700	S & B Lawrence & Co
21mo	410kg	£1660	R H Lewis & Son

Charolais

26mo	505kg	£1960	S & B Lawrence & Co
21mo	440kg	£1820	S & B Lawrence & Co

British Blue

17mo	500kg	£1920	W V Davies & Co
16mo	495kg	£1900	W V Davies & Co
27mo	545kg	£1880	G & J E Hollinshead
21mo	515kg	£1860	W V Davies & Co
17mo	495kg	£1860	W V Davies & Co
17mo	475kg	£1850	S E Goodall & E W Tuffin Farming

STORE BULLS PER HEAD**Simmental**

15mo	600kg	£1800	L & J B Davies & Partners Ltd
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Hereford

16mo	470kg	£1480	Launder Farm
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Charolais

23mo	390kg	£960	G R & D G Jones
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FEEDING COWS**Limousin**

51mo	770kg	£2190	S E Goodall & E W Tuffin Farming
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Hereford

103mo	720kg	£1900	S E Goodall & E W Tuffin Farming
31mo	520kg	£1690	P & E Williams

STORE STEERS PER KILO**Limousin**

15mo	315kg	450.8	E G Norris
11mo	400kg	445.0	S E Goodall & E W Tuffin Farming
13mo	385kg	436.4	S E Goodall & E W Tuffin Farming
11mo	425kg	425.9	S E Goodall & E W Tuffin Farming
21mo	440kg	406.8	R H Lewis & Son
21mo	475kg	378.9	R H Lewis & Son

Simmental

10mo	400kg	427.5	L & J B Davies & Partners Ltd
26mo	530kg	358.5	S & B Lawrence & Co

British Blue

12mo	455kg	413.2	L & J B Davies & Partners Ltd
17mo	400kg	402.5	D D & M Williams
22mo	550kg	392.7	G J & A W Dutton
19mo	530kg	377.4	W V Davies & Co
27mo	475kg	368.4	S & B Lawrence & Co
26mo	490kg	363.3	G & J E Hollinshead

Aberdeen Angus

12mo	400kg	392.5	L & J B Davies & Partners Ltd
11mo	445kg	391.0	L & J B Davies & Partners Ltd
21mo	480kg	375.0	R H Lewis & Son
20mo	500kg	374.0	R H Lewis & Son
13mo	500kg	370.0	L & J B Davies & Partners
17mo	560kg	362.5	Paul Mason

Hereford

27mo	530kg	381.1	S & B Lawrence & Co
20mo	480kg	360.4	G & J E Hollinshead
18mo	400kg	360.0	D D & M Williams
25mo	500kg	356.0	G & J E Hollinshead
26mo	485kg	354.6	G & J E Hollinshead

STORE HEIFERS PER KILO**Limousin**

26mo	475kg	416.8	Beamans Saddlery Ltd
15mo	455kg	413.0	S & B Lawrence & Co
21mo	410kg	404.9	R H Lewis & Son
15mo	405kg	398.0	S & B Lawrence & Co
13mo	405kg	390.1	S E Goodall & E W Tuffin Farming
26mo	470kg	378.7	A C Jones

Charolais

21mo	440kg	413.6	S & B Lawrence & Co
26mo	505kg	388.1	S & B Lawrence & Co

British Blue

17mo	475kg	389.5	S E Goodall & E W Tuffin Farming
17mo	500kg	384.0	W V Davies & Co
16mo	495kg	383.8	W V Davies & Co
26mo	470kg	380.9	S & B Lawrence & Co
17mo	400kg	380.0	D D & M Williams
17mo	495kg	375.8	W V Davies & Co

Beef Shorthorn

32mo	550kg	367.3	S & B Lawrence & Co
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Aberdeen Angus

19mo	585kg	359.0	I Ainsworth
28mo	535kg	355.1	H S Huxley Farms
18mo	390kg	353.8	S E Goodall & E W Tuffin Farming

STORE BULLS PER KILO**Hereford**

16mo	470kg	314.9	Launder Farm
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Simmental

15mo	600kg	300.0	L & J B Davies & Partners Ltd
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Charolais

23mo	390kg	246.2	G R & D G Jones
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FEEDING COWS**Hereford**

31mo	520kg	325.0	P & E Williams
103mo	720kg	263.9	S E Goodall & E W Tuffin Farming

Limousin

51mo	770kg	284.4	S E Goodall & E W Tuffin Farming
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