

# R-F-M

## THE MIDLANDS MART

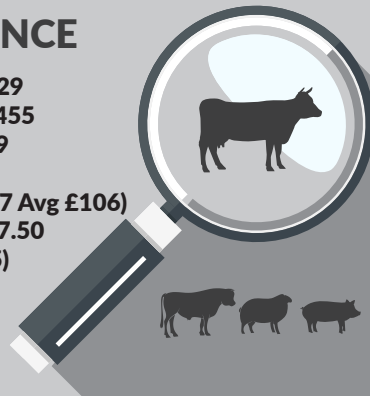
— RUGBYFARMERSMART.COM —

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Office hours: Monday to Friday - 9.00am - 5.00pm  
Opening Time: Gates open at 5.30am until further notice

## MARKET REPORTS FOR MONDAY 25TH JANUARY 2021

### MARKET AT A GLANCE

**Prime Steers to 219p/kg & £1429**  
**Prime Heifers to 250p/kg & £1455**  
**Prime Bulls to 206p/kg & £1389**  
**Cast Cows to 162p/kg & £1319**  
**Prime Hogg SQQ 262p/kg (1537 Avg £106)**  
**Prime Hoggogs to 327p/kg & £137.50**  
**Cull Ewes to £145 (583 Avg £85)**  
**Calves to £320**  
**Store Lambs to £100**



## Thursday 4th February Sale of Store Cattle & Weanlings

Catalogues & Entry Forms available by post, email or on the website  
[www.rugbyfarmersmart.com](http://www.rugbyfarmersmart.com) | [admin@rugbyfarmersmart.com](mailto:admin@rugbyfarmersmart.com)

## CATTLE: 54 FORWARD



Another week to welcome new Vendors and be delighted to see returning Customers to the Cattle ring at Stoneleigh. A full entourage of Buyers at ringside and trade to match any. We have a real demand for hard fed Cattle and Buyers happy to keep travelling the two hours to support the Midlands Farmers but meat is key and we urge those readers with fed Cattle especially Heifers and Bulls to try the trade.

### Steers

Some nicely fed and ergo heavy weighing Cattle present today but nothing in the Steers to worry the Grader above an R. That said finish and meat the key and a medium weight R Grade properly fed by Richard Heckford took 218.5kg to return £1451 selling to Hartshead Meats, Manchester others from the same home 204 and 201 returning £1352 and £1345. O + Grade cattle all operating around the £2 if fed and 10p/kg deduction for those shelly sorts.

### Heifers

Meat and finish on parade and with U grades from Parry Walters to 250p/kg with clean finish just ahead of a super 14 month old bred Heifers from Pete Jarrom at 248p/kg weighing 526kg whilst a heavier Heifer from Parry Walters at 594kg saw 245p/kg. R Grade from the same home to 220p/kg with Natives to 204p/kg with weight from Messrs Tivey and Sabin. Many many more meated Heifers needed weekly. Dairy bred to 190p/kg from FE & CJ Barnett and P M Jarrom with Hereford and Blues. Top gross £1456 to Parry Walters selling to Joseph Morris Butchers Ltd, others to £1430 selling to P Reid Butchers, Coventry.

### Bulls

Mainly heavy Bulls or dairy sorts on parade, Meated weight from CH Evans & Son saw 205.5p/kg and £1390 with others breaking the 700kg barrier at 191p/kg. Dairy Holsteins with loads of weight from Messrs Ratcliffe, Leicestershire saw 165 and 156p/kg.

### Cows

A harder sell to last week with the scores on the Boards proving last weeks cow meat to be very dear on the hook. Top for the day 162p/kg for a smart Limousin Cow from Messrs Lowe returning £1241 with R Grade Cows to 148p/kg and 142p/kg from G Hutsby & Sons whilst O + fed Cows from JA & S Wrench saw 140p/kg twice. O Grade Cows in and around the 120p/kg mark. One Overage Bull saw 149p/kg at 885kg from Messrs Lowe to return £1319.

Please let us know of Cattle for next week when Buyers will need fed Cattle for prebooked lorries.

**Auctioneer: Tom Wrench**

## CALVES: 8 FORWARD



A weather affected entry this week met a competitive trade for the British Blues forward. Top the tree was a super Blue Bull (1 month) full of bloom at £320 from P Dyson followed closely at £300 (1 month) for another shapely bull.

A consignment of Blue Bulls and Heifers from Hawkswood & Son were keenly bid for with Bulls to £208 (30 days) and heifers to £110 (30 days)

Many more calves could have been sold with plenty of buyers in attendance.

More calves required for the 8th February sale. Please contact Richard Goodwin if you would like to buy or sell on 07902 316 268

### Arla Scheme "Every Calf Matters"

**Please can Arla milk producers inform us on their entry card so that we make sure buyers abide by the terms of the scheme. We will provide a declaration on return signed by Buyers confirming Compliance.**

**Auctioneer: Richard Goodwin**

## STEERS & BULLS

Top prices per Head				FA
Blonde	664kg	£1451	R J Heckford	Y
Simmental (Bull)	676kg	£1389	C H Evans & Son	Y
Simmental (Bull)	716kg	£1368	C H Evans & Son	Y
Limousin x	661kg	£1352	R J Heckford	Y
Limousin x	669kg	£1345	R J Heckford	Y

Top prices per Kilo				
Limousin x	664kg	219ppk	R J Heckford	Y
Simmental (Bull)	676kg	206ppk	C H Evans & Son	Y
Limousin x	661kg	205ppk	R J Heckford	Y
Limousin x	669kg	201ppk	R J Heckford	Y
Limousin x	639kg	199ppk	R J Heckford	Y

## HEIFERS

Top prices per head				FA
Limousin x	594kg	£1455	DTP & PA Walters	Y
Limousin x	572kg	£1430	DTP & PA Walters	Y
Limousin x	607kg	£1335	DTP & PA Walters	Y
Hereford	704kg	£1324	FE & CJ Barnett	Y
Limousin	526kg	£1304	P M Jarrom	Y
Top prices per kilo				
Limousin x	572kg	250ppk	DTP & PA Walters	Y
Limousin	526kg	248ppk	P M Jarrom	Y
Limousin x	594kg	245ppk	DTP & PA Walters	Y
Limousin x	607kg	220ppk	DTP & PA Walters	Y
Aberdeen Angus	609kg	204ppk	J & I J Tivey	Y

**PLEASE COULD ALL VENDORS BOOK IN STOCK,  
EITHER BY A QUICK CALL, TEXT OR EMAIL THANK YOU!**

Office: 02476697731 | Email: admin@rugbyfarmersmart.com | Tom: 07774723758

## COWS

Top prices per head					FA
Limousin	766kg	£1241	J & R Lowe	Y	
Limousin x	805kg	£1191	G Hutsby & Sons	Y	
Aberdeen Angus	749kg	£1034	G Hutsby & Sons	Y	
Limousin x	708kg	£1005	A Smith	Y	
Blonde	671kg	£939	J A & S Wrench	Y	
Top prices per kilo					
Limousin x	766kg	162ppk	J & R Lowe	Y	
Limousin	805kg	148ppk	G Hutsby & Sons	Y	
Simmental	708kg	142ppk	A Smith	Y	
Simmental	671kg	140ppk	J A & S Wrench	Y	
Simmental	609kg	140ppk	J A & S Wrench	Y	

**SHEEP: 2274 FORWARD Avg £106**

**PRIME HOGGS: 1562**

**FORWARD SQQ 262P/KG**

A difficult day to call with reports throughout the weekend of Buyers unable to travel, due to decreased demand and price upon the Continent together with a sudden stop in domestic trade. Equally heavy snow on Sunday meant many vendors stayed in the warm on Monday morning. A good yarding of 1500 as it turned out with many using Sunday nights service to see 800 in and out of the Winter weather by 3pm on Sunday. At RFM we are happy to put the work in to reduce yours!. Despite the drop around the country an SQQ of 262p/kg posted, that despite 3 men less in the alleys, all of which reporting they just couldn't sell at the price. Best end remain the pick of the day and trade for meat very similar to last week. Top for the day 318p/kg at 40kg from Pete Batchelor with super Beltex, also taking 38kg at 316p/kg and 40kg at 313p/kg. Smart meat from M J Ludgate travelled up to see 43kg at 305p/kg whilst Woody saw 40.5kg to 302p/kg. In the heavies meat chased and paid for throughout seeing 49kg at 279p/kg and 267p/kg at 51.5kg from Pete Batchelor and the same for 48kg from RH Levinge, Twickenham. Chiltern Beltex saw 50kg to 258p/kg and Matt Liney, proper bred sorts just a week too late to 254p/kg at 46.5kg. In the lump, Export Hoggs coming to £135 at 45kg from Messrs Batchelor and £131 at 43kg from MJ Ludgate with 44kg to £130 from Chiltern Beltex. Heavies a steady trade with Covid restricting end users. Top for the day £137.50 and £136.50 for 49 and 51.5kg from P Batchelor. Trade must be now monitored as reluctance to price and Civil unrest in North Europe start to have an effect. But a very successful day for a Snow day and on a falling trade. We thank our most faithful of Buyers.

**Auctioneer: Tom Wrench**

## PRIME HOGGS : UNDER 45.5kg SQQ 262p/kg

Per Kilo

Beltex x	40.00kg	318ppk	P Batchelor
Beltex x	38.00kg	316ppk	P Batchelor
Beltex x	40.00kg	313ppk	P Batchelor
Beltex x	43.00kg	305ppk	MJ Ludgate
Beltex x	40.50kg	302ppk	M J Woodward

Per HEAD

Beltex x	45.00kg	£135.00	P Batchelor
Beltex x	43.00kg	£131.00	MJ Ludgate
Beltex x	44.00kg	£130.00	Chiltern Beltex
Beltex x	40.00kg	£127.00	P Batchelor
Texel x	42.00kg	£126.00	M Liney

## PRIME HOGGS : OVER 45.5kg

Per Kilo

Beltex x	49.00kg	279ppk	P Batchelor
Texel x	48.00kg	267ppk	R H Levinge
Beltex x	51.50kg	267ppk	P Batchelor
Beltex x	50.00kg	258ppk	Chiltern Beltex
Texel x	46.50kg	254ppk	M Liney

Per HEAD

Beltex x	51.50kg	£137.50	P Batchelor
Beltex x	49.00kg	£136.50	P Batchelor
Beltex x	45.00kg	£135.00	P Batchelor
Beltex x	43.00kg	£131.00	M J Ludgate
Beltex x	44.00kg	£130.00	Chiltern Beltex

## TIMING

Prime Cattle 9:45am, Calves (bi-weekly) 11am

Sunday deliveries strictly before 3pm

## CULL EWES: 583 FORWARD



Less than booked in due to the weather but a solid number forward meeting a reduced demand throughout. Top a lovely Ewe from Page Bros at £145 with J B Elkington to £144 and BJ & IS Wain at £143. Messrs Wolfe down from Leicestershire to take £140 and JML Farming up from Oxfordshire to see £135 for a small but perfectly formed Ewe. £130 to H Hunt & Son and Page Bros, with anything towards pure bred over £128. Texel Mules £122 plus and Suffolks topping at £112 from RAE Wilson with meat generally £100 plus. Mules today taking the least hit and topping at £101.50 from RAE Wilson with Bishop Agriculture £99 and Mules trading generally either side of £90. Ewe trade steady, like the Hogs, due to a resistance to current costs. We wait to see how pay day at the end of the month helps.

**Auctioneer: Tom Wrench**

### EWES

Texel x	£145	Page Bros	Texel x	£130	Page Bros
Texel x	£144	J B Elkington	Texel x	£130	H Hunt & Son
Texel x	£143	BJ & IS Wain	Texel x	£128	BJ & IS Wain
Texel x	£140	AL & AR Wolfe	Texel x	£128	J B Elkington
Beltex x	£135	JML Farming	Texel x	£127	BJ & IS Wain

## STORE LAMBS: 129 FORWARD (Avg £83.42)



A seasonal entry forward this week met a blistering trade for all breeds and types.

Prices topped at £100 for Suffolks from Lime Tree Farming followed closely by Charollais' to £97 from the NG & A Adkins. Beltex would be the trade of the day at £95 from G Doyle who had more at £83. Heritage Farms Charollais sold to £88, £83.50 & £79. Texels to £86.50 from AJ North.

Strong lambs selling to £80 plus with mediums £70 to £80 and only two plain lambs less than £60

**Auctioneer: Richard Goodwin**

## **Richard Goodwin MRICS FAAV**

Son of a Cheshire Beef, Arable and Contracting farmer, Richard brings a vast array of agricultural knowledge to Rugby Farmers Mart. A Harper Adams graduate who started his career with Wright Manley Auctioneers in Cheshire, selling livestock and machinery together with rural professional work, specialising in the Bucket and Rearing Calf Section . Richard progressed to work for the CLA and latterly worked for Savills selling farmland across the Midlands and North West. Richard is a member of the Royal Institution of Chartered Surveyors (MRICS) and a Fellow of the Central Association of Agricultural Valuers (FAAV). Having gained his professional Qualifications, Richard is excited to join RFM as a full time Livestock Auctioneer and return to his roots within the Live Sale Environment.

"I'm delighted to join Rugby Farmers Mart and look forward to supporting Tom and his team whilst helping drive the business forward. The potential growth of RFM seems huge and I'm keen to work with Tom to take the Market to the next level of Customer Service. I'm very keen to meet as many buyers and sellers and help bring all types of livestock to the Mart from all across the Midlands"

It is the hope of the Board and Management team that we can allow Richard the time to progress the Calf and Store Section and get to meet more Customers under the RFM banner than has been afforded to the team before. If you have stock to market or would just like an appraisal please feel free to invite Gareth or Richard at any time.

Richard Ellis Company Secretary commented

"As a Board we welcome Richard joining our team of very hard workers. We realise that we have made mistakes in recruitment since Andrew Armstrong went back North but hope that Richard will prove to add extra support and maturity to our ethos of making a trade, not taking a trade."



# THURSDAY 21ST STORE SALE



## **Store Lambs**

A good show of 880 Store Lambs through the ring to meet an £84.50 Avg. A yarding almost exclusively of long keep sorts with Welsh and Romney bred dominating proceedings throughout. The 48 hours of rain preceding the sale may have dampened Buyers thoughts on turning stock to Roots but the optimism of this unprecedented Ovine year shone through. Strong short keeps for the Hoppers sold to £108 for Mr Kellett down from Cheshire whilst the Derbyshire team of Mr and Mrs Oakes delivered nice framed Charolais on Wednesday night to see £97.50 for pens full.. Indoor lambs from GM Knight saw £97 as did framed lambs to face the Roots from A Mobley.. Today 104 lambs over £90 for a yarding lacking size. A wagon full of Stores from Dalesford Organics avg nicely at £83 for exclusively long-term prospects. Topping at £90 for pens of 30 the run showed promise to meet demand in the late spring. Medium Root lambs £90 to £83 and long termers £83 with even the very very small also ran lambs nothing less than £75.

## **Store Cattle**

Many many more could have been sold and will be needed for February.

Younger Cattle a quite extraordinary trade seeing a run of 9 month old Simmentals from Woods Farm, Meriden take £900 to £930 for a run of 12 smart Steers. 13 -15 month old Heifers from P & F Baker, Leicester saw £800 to £975 for Simmental Heifers. Strength for Angus unassured from R L Roots, Leicester saw £1030 for 18 month old Steers and Heifers with stronger Steers £1120 and £1145. Older Limousin Steers from J O Smith Ltd, Lapworth saw feeding frames to £1120.

Please book in for the pre advertised sale on the 4th February with Buyers actively seeking Cattle

*Auctioneer: Tom Wrench*

**COVID 19**

**DROP AND GO POLICY IS BACK IN PLACE FOR VENDORS**

**IF BUYING PLEASE REGISTER YOUR ATTENDANCE AT THE MARKET OFFICE,**

**WEAR A FACE COVERING AND SOCIAL DISTANCE AT ALL TIMES**

**THANK YOU**



## Thoughts of the Board

Covid has made a huge difference to our lives, not just at the market. Many of our customers are struggling with seeing less people in their daily lives. Farming is isolated anyway. Social media is all well and good but not everyone wants to keep in touch that way. With drop and go again in place all of us miss the very social aspect of the live market. A chat with friends face to face cannot be beaten

Another thing that is missed is the farming grapevine, who has got married, had a baby or left us, perhaps if our customers could let us know the yellow pages could play its part in spreading the good or not so good tidings

While it is good to see customers it is hoped that they realise the market has to protect its staff and buyers and many feel uncomfortable asking you to put you mask on or make sure you socially distance. Possibly you have noticed that the board members may be a little bit blunt with you if you do not obey the rules

Our new auctioneer has now joined us and sold for the first time on the 25 January.

Richard, we hope will be a huge asset to the market, helping out in many ways. To start with he will be concentrating on the calves and the store sheep while helping Tom to get the fat cattle section sorted after our recent false start. Hopefully his role in this area will develop as time goes on

HS2, if anybody can tell us what they are doing we would be glad to hear from you! Our landlords at Stoneleigh and the powers that run Hs2 have not kept us informed of what is happening so we are still waiting to find out about if the new market project will move forward.

This means that some of the old market needs work but there is no point in spending money unless it proves worthwhile, that does not mean that we are not open to ideas to improve the infrastructure in any way, hopefully cheap ways!

The year so far is going well financially, with good profits. A recent issue with one of our utility providers has shown that we are owed a significant rebate on bills paid.

Going back to the dreaded lurgey that is covid, at the moment we are allowed store cattle and store sheep sales, to be allowed to continue we must obey the rules of the LAA. Please register if you are buying, only buyers round the ring, no floating about talking to one and all and the main thing to remember is that masks are not a choice, they are compulsory in the market for everyone but market staff. If we don't pay your wages wear your mask

One or two snippets heard in the market on Monday, first from one of our sheep farmers, "I will be glad when we start lambing it means I can go out at night". And from extraordinary sheep sorter Woody, "I can't wait for the pubs to open"

Hopefully everyone will get through these strange times, please do not forget you are not alone and there are organisations and individuals who can help if you face any difficulty. I know that while I have been ringing round looking for fat cattle in the last fortnight I have had some great conversations with some of the vendors I hardly know. It made me feel better, I hope it did them.

Richard Ellis  
Company Secretary

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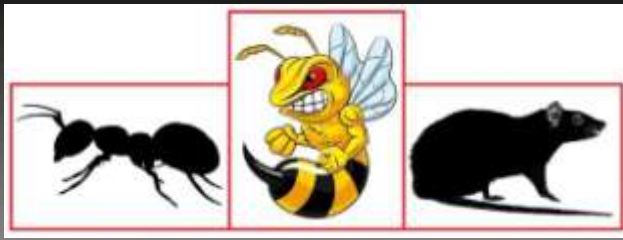
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# RFM

**THE MIDLANDS MART**

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## **FORTHCOMING SALES**

**Thursday 4th February**  
**Sale of Store Cattle & Weanlings**

**Vendors who are wishing to sell stock  
please feel free to contact:**

Tom Wrench - 07774 723758  
Gareth Doyle- 07902 330623  
Richard Goodwin- 07902316268

who will gladly make

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