

TRADE SOARS AT BEESTON MID MONTH! RECORD AVERAGE SMASHED FOR MILKERS

The February Mid Month Sale at Beeston attracted the largest entry ever received for a winter dairy sale; almost 500 head were catalogued and all 437 animals forward on the day found new homes at prices that for most categories were beyond all expectations by some way. A huge crowd was present with at times at a frenzied pace as buyers competed fiercely to secure their requirements. It also has to be emphasised that the quality in all age groups was tremendous and there is no doubt Beeston is the only market in the country which offers buyers quality cattle in vast numbers.

We fully realise that we are in a very privileged position in so far as we have so many good clients who bring quality cows and heifers month after month and consistently supply what the market wants – milky cattle with width and strength and good udders. This of course attracts the buyers in big numbers from all over and creates a healthy competition. Trade for all classes of dairy cattle has reached another level and this was certainly the case at this sale where no less than 108 cows and heifers sold for £2000 or more, including 21 at £2500 or more, and only one black and white below £1000. For the first time the record for registered heifers broke through the £2000 mark and the overall average for all milkers, excluding Jerseys, was almost £1900, an increase of more than £200 on the month.

There were many success stories; the top price of the day was an outstanding red and white heifer by Baileys Red Rock from the Burnbrae stable of brothers Jack and Barclay Taylor of Myddle, Shrewsbury who were the leading consigners on the day selling 25 animals for a remarkable average of £2414. Their top seller was homebred and sold giving 35 kg daily and sold for £2900 to LA & SM Lloyd of Welshpool. They also had the top selling cow, a second calf daughter of Regancrest Dolman sold giving 46 kg. daily for £2800 to regular customers D & HE Colclough & Son of Hassall, Sandbach; she was one of eight top purchases of animals by the Colcloughs from the Taylor's and included two heifers by Retinue Red and Rampage Red at £2700 each.

Terry Goldstraw of Kinsey Heath, Audlem who is dispersing his herd as they calve also had a great day averaging £2360 for ten head; his top seller was the third calf Nanhoron Cherry 31st (VG85), a daughter of Samuelo who had given over 11000 kg in her second lactation and was sold giving 54 kg to JG & CA Bayley of Nuneaton for £2700. Messrs Bayley also purchased two non pedigree cows from the same home – a third calver at £2600 and a fourth calver at £2500. Another regular buyer at the sale, Ben Elkin of Hilderstone, Stone purchased a couple of leading lots from Terry Goldstraw including a second calf RSVP daughter at £2600 and his leading heifer, Kingold Kendall Duchess at £2650. Ben also secured a Ross daughter from Messrs Boughey of Tarporley for £2600

Mark and Ann Bowden of Malpas have also earned a great reputation for supplying quality goods to the market and their consignment of ten heifers averaged £2250. Their top seller was £2600 for Womack Matson Lavender, a daughter of Autumn Ridge Matson selling to Anthony Matthews of Whitchurch. Mark also sold two Holbeck bred heifers for £2500 each; another Matson selling to Geoff Thomasson of Norbury, Whitchurch and a Bolton selling to Arthur Nicholas of Tarporley.

Coloured breed cattle are always in demand and were topped at £2000 for a first cross Brown Swiss heifer from Neil Lewis, Farndon; Rotbunt crosses from Richard Thomson, Ashford, Kent to £1900; Shorthorns topped at £1820 for a third calver from Rob Kite of Stone; Ayrshires to £1750 for one from OC Whittaker of Knutsford and Simmental crosses to, also from Richard Thompson, Ashford to £1720. There was also a great entry of Jerseys which included a reduction of the herd from Sandwell Metropolitan Borough Council, West Bromwich; their top price was £1220 for a fresh second calf daughter of Q Zik selling to Messrs Lloyd, Welshpool but the top Jersey was a fresh heifer, Bramjill Comerica Nina from Andrew Woodmansey of Beverley selling to S & S Murray Farms of Wolverhampton for £1350.

The second ring featured all the in-calf and maiden heifers and another electrifying trade was experienced. The incalf heifers sold to £1880 for a daughter of Moet Melody from David Ishmael of Orrell with Ayrshire crosses from David Calvert, Skipton selling to £1700. Late summer calvers sold to £1500 for a daughter of Holbra Paman from AL Kemp & Sons of Alvechurch, Birmingham.

Maiden heifers topped at £1260 for a buller from G E Pogson & Son of Newark who were dispersing their young stock who also sold a yearling by Alexander for £1220 and another by the same bull for £1200. Six month old heifers from the same home sold up to £850 for a daughter of Pine Shelter O Lariat. Yearling heifers from Tollemache Farms Ltd of Beeston sold to £1000 for a daughter of Laudan and Grosvenor Farms Ltd of Chester had a consignment of September born calves which topped at £950 for a daughter of Cogent Twist.

Tollemache Farms Ltd also featured in the calf section and topped it at £500 for a ten week old daughter of Koepon Classy. Jersey crosses sold to £340 and pure Jerseys to £140.

There were two stock bulls forward; a three year old Simmental made £1950 and an almost five year old Hereford at £1450.

AVERAGES:

39 Registered Holstein Cows £1783.84; 29 Unregistered Holstein Cows £1783.79; 26 Jersey Cows £796.15; 142 Registered Holstein Calved Heifers £2008.38; 52 Unregistered Holstein Calved Heifers £1749.42; 10 Registered Jersey Calved Heifers £1144.00; 18 In-calf and Served Heifers £1605.56; 93 Maiden Heifers (Average age 9 months) £875.83; 18 Heifer Calves £332.31; 2 Stock Bulls £1700.00

WRIGHT MANLEY of Beeston Castle Auction, Cheshire were the Auctioneers.