

## Whitland Calf Sales

The new weekly sales of calves and weaned calves have gone from strength to strength since they began back in July of last year. Entries of single figures in the first few sales have now established at anything from 50 to 100 calves and weaned calves every week.



The quality and variety of entries have been exceptional and as the sales have gone on more and more buyers have come and provided a fast trade to satisfy all the vendors that have been. Increased numbers will undoubtedly bring more customers and boost the trade even further. The weekly option means regular supply to satisfy demand and the opportunity to make sure that the market is not flooded and that it is not necessary to wait the whole of a day to get your animals sold.



JJ Morris Auctioneers now have a huge following on social media through our Facebook page and we market all entries, whether one animal or large consignments, to the absolute best of our abilities. With over three thousand followers currently we've seen posts advertising our sales reach well in advance of TEN THOUSAND people by the time it has been commented on or passed on through the first branch of 3000 followers. We will accept photographs if you can supply or we will come and see you and take the photos on your behalf.



The latest sale saw the top price achieved to date in the weekly sale with two Charolais steer calves exceeding all expectations and selling at £750. More calves are definitely needed on a weekly basis and entering them forward would allow us to ensure maximum exposure and the best trade.

Call Huw now on 07976 328177 and book your calves in or have him out to see them.