

Whitland Annual Report 2017

Store Cattle

The Saturday store cattle sale at Whitland Mart has always seen good numbers and strong trades over the years but still seems to be going from strength to strength and is surely proving to be the best trade in the west as far as farming cattle are concerned. 2017 sales brought almost 100 more vendors to the Saturday sale on the previous year and 1000 more head of cattle. This was justified in the prices that saw trade £80/head up on an already strong trade from 2016. At JJ Morris we have always insisted that the Saturday sale is full of excellent buyers for all classes of cattle and the numbers and trade seen throughout last year has only gone to re-enforce that point. 8529 cattle passed through the Saturday sale ring in 2017 and we hope we can keep the upward trend in order to satisfy the strong demand.

Dairy

Whitland dairy trade has been very competitive over recent years and after a very good 2016 of collective dairy sales and farm dispersals, although 2017 trade was every bit as strong the numbers were not as we would have hoped. We continue to strive to get more regular collective sales and we are confident that our service in conducting dispersal sales are second to none. We have a strong mailing list of buyers for dairy cattle of all ages and classes and we take every action to ensure maximum exposure for each of our valued vendors. Though numbers were down prices were again up on the previous year by £73/head.

Calves

The calf section is definitely on the up in only its first full year since restarting. Nearly 200 vendors supplied us with over 4000 calves during the year that averaged £200/head. A very impressive average considering the number of dairy bulls that make up the annual entry. If there is something we would like to see it is more weaned calves. The weekly option to sell weaned calves is an excellent one. It ensures that the market will not be flooded as can be seen in the monthly option and it doesn't see a complete day just disappear when trying to sell a few calves. The trade is consistently strong and Whitland have a regular supply of good buyers for both baby and weaned calves.

Fat Lambs

12577 finished lambs were sold at Whitland in 2017 to an average of £70.30/head. £5/head up on 2016. Trade never dropped below and average of 160ppk and saw heights in excess of 200ppk on peak weeks. The trade is consistent and competitive and as other markets in West Wales we find ourselves in heavy competition with deadweight outlets and collection centres. We urge you to keep the markets thriving and to urge others to return to the live auction as that is ultimately where the prices are set for these other outlets and without the live auction it wouldn't be thinking what direction prices would go. ***"Sell live and thrive"***. No penalties and no hidden charges.

Cull Ewes

Again, cull ewes are always in demand and the numbers at Whitland need to be greater to satisfy demand and to bring additional buyers to the auction. Nearly 5500 ewes were sold and averaged £53/head throughout with grade 1 ewes usually averaging well in excess of £70/head and achieving top prices over £100 on regular occasions.

Suckler Cows

2017 saw the first dedicated monthly sale for Suckler cows and it did get off to a good start. Sales consisted of over 70 cows with calves at foot for the first three sales and the numbers attracted buyers that provided a very strong trade with top prices up to £1800 and averages of £1350 per cow and calf. Numbers did fall off towards the end of the year but what came sold well with the average prices remaining steady. We will continue to strive with the monthly suckler sale to be held on the third Tuesday of each month.

Machinery

Over 1000 vendors sold almost 11000 lots at our six machinery and collective sales of 2017. The numbers of people in attendance and that pass through Whitland mart during these sale weeks are truly amazing. There is something for everyone and there is a buyer for everything, except maybe the odd tyre!!!! Sale dates for 2018 are: Saturday 24th March; Saturday 28th April; Saturday 26th May; Saturday 29th September; Saturday 27th October; Saturday 24th November.

General

All sales at Whitland saw more than 2500 happy vendors sell over 51,000 head of stock to almost 2000 different purchasers. All these figures were improvements on 2016 and so was the trade in all the above sections. At JJ Morris we persist and strive to provide the best service and do everything in our power to achieve the strongest trade and the best prices possible for every animal presented to us. For any information go to our website on www.jjmorris.com or our facebook page on www.facebook.com/jjmauctioneers. Sign up for our electronic news letters by giving us you email address at <http://huwmoelfre.wixsite.com/huwbach/contact> or simply call one of our auctioneers:

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