

## TOP OF £2350 FOR BEESTON'S FIRST WEEKLY DAIRY SHOW & SALE

The First Weekly Show and Sale at Beeston Castle Auction supported by the Western Holstein Club attracted a fantastic entry of over 160 head. Beeston's new one stop shop has certainly paid dividends to both vendors and purchasers alike, conducting their movements and transactions all on one day, and for the third week running the atmosphere and volume of clients in attendance has to be seen! Cattle found new homes in 5 different counties, with over 40 buyers being recorded on the day, from Yorkshire in the North, throughout the Midlands and North Wales, as well as our continued support from neighbouring counties.

The First Weekly Show proved a great success, with a shed full of quality cattle, with our thanks extended to our Judge for the day, Mr. Nick Bowdler of Shrewsbury who chose Fieldside Bidy 11<sup>th</sup> from H & VE Jolly, Preston for his Champion.

<b>Champion &amp; 1<sup>st</sup> Prize Heifer</b> -	Lot 52	Fieldside Bidy 11th	H & VE Jolly, Preston
<b>Res. Champion &amp; 1<sup>st</sup> Prize Cow</b> -	Lot 106	Hootonex Du Fuchsia	J C Hayward, Newark
<b>2<sup>nd</sup> Prize Heifer</b> -	Lot 41	Moordown Mogul Dolly	Showell Farms, Nuneaton



Trade today was truly blistering from start to finish, however it was the consistency of trade that was most pleasing with one after another selling over £1800, in fact a third of the collective section sold in excess of that figure, and only 6 animals sold for less than £1000; considering plenty sold with faults, either three quartered or light, trade for the bottom end was very, very good! The sales success is down to our vendors, continually providing quality and choice, providing cattle to cater for all pockets, with purchasers returning week on week knowing there will be something that suits.

Cows and Heifers met fierce competition, emphasised by the list of top prices below:

<i>Lot</i>	<i>Animal Name</i>	<i>Calving date</i>	<i>Yield</i>	<i>Vendor</i>	<i>Price</i>
52	F. Bidy 11 <sup>th</sup>	7 <sup>th</sup> February	38kg	H & VE Jolly	£2350
41	M. Mogul Dolly	19 <sup>th</sup> February	35kg	Showell Farms	£2050
42	M. Mogul Gem	20 <sup>th</sup> February	38kg	Showell Farms	£2050
43	M. Leyburn Orbit	1 <sup>st</sup> March	39kg	Showell Farms	£2020
56	F. Holly 3 <sup>rd</sup>	1 <sup>st</sup> February	39kg	H & VE Jolly	£2000
Etc.....					

The week's sale also included two dispersals, the first of which was an on-going portion from JC Hayward of Newark with their Hootonex Holstein's and Hooton herd of Dairy Shorthorns. Topping this consignment was a third calved Holstein, Hootonex Dude Gwenda, having calved in early December and sold giving 40kg daily, she was purchased for £1750 by Bonsalls Mercaston, Market Drayton. £1620 was paid for the Second Prize Cow, Hootonex Zelgadis Breeze, again a third calver who had freshened in November, giving 35kg, she travels to PA & E Ford, Nantwich, with the same purchaser giving £1600 for a December calved Zelgadis daughter giving 35kg.

The day's second dispersal was from J S Hartley, Altricham, Cheshire. This was a good herd of honest commercial cattle on a simple system of self-feed silage and were only available for sale due to ill health. Topping this dispersal was a Jeeves daughter who had calved last summer and was carrying her 4<sup>th</sup> calf for August, sold still giving 35kg for £1410. Other May calving cows sold to £1350, sired by Drayman; with in-calf heifers to £1300 for close calving Oman Pello daughters.

For further details please give us a call - Simon Lamb 07185 188125 or Stuart Hassall 07495 804308  
Entries to the Pedigree Department 01829 262120 or email [philwynn@wrightmarshall.co.uk](mailto:philwynn@wrightmarshall.co.uk)  
[Jenny@hassallbrothers.co.uk](mailto:Jenny@hassallbrothers.co.uk)

**AVERAGES:**

**18 Cows - £1410** (Including faults & all breeds); **55 Heifers - £1581** (Including faults & all breeds); **5 In-calf & Served Heifers £1194; 10 Heifer Calves £167.**

**32 Cows & Heifers** (JC Hayward) **£1131.**

**40 Cows & Heifers** (J S Hartley) **£946.**

*WRIGHT MARSHALL & HASSALL BROTHERS of Beeston Castle Auction, Cheshire were the Auctioneers.*