

HOOPS SALE TOPS AT 3100gns

The 'Hoops' Retirement sale on behalf of Messrs JG & FM Ley of Sutcombe, Holsworthy was staged at Holsworthy Livestock Market on Monday 25th October 2021. This retirement sale of pedigree, classified and CIS Recorded dairy cattle attracted interest from far and wide with 35 successful buyers and cattle selling to Wales, Shropshire, Cheshire and all regions of the South West.

The sale comprised a selection of all families from the 'Hoops' herd and comprised the full spectrum of the all year round calving pattern. The Ley family have been breeding pedigree Holsteins since 1948. A good trade throughout the sale saw the 110 In Milk Cows and Heifers sell to a top price of 3100gns (£3255) achieved for an outstanding 2nd calving cow 'Hoops Bill Anna VG87' who had calved in July, yielding 48kgs and had 7 generations of VG/EX; she sold to Messrs GR Griffiths & Son, Wales. 'Hoops Eclipse Quirky VG88' was an April calved second calver, bred from two generations of EX dams, drew much attention and sold at 2250gns (£2363) selling to Messrs S & A Davies, Wales with her 'A' lot heifer calf at foot, selling at 850gns (£893).

Another superb 2nd calving cow 'Hoops Abel Daffodil VG85' freshly calved in September and yielding an impressive 50kgs sold for 2100gns (£2205). Three lots sold at 2000gns (£2100) including 'Hoops Evolve Bloom VG87' an August calved second calver, 'Hoops Flower 593 VG85' a 2nd calving cow who had calved fresh in September and 'Hoops Flower 618' a freshly calved heifer.

Nine animals broke the £2000 barrier with fresh milk in strong demand. The sale average of all the milking cows including cows with faults averaged an impressive £1492. The sale included a significant number of Spring calvers and it was very pleasing to see the Spring calving trade lift, with buyers recognising the depth and quality of breeding. In-calf heifers saw a strong trade and in particular the Spring calving heifers sold extremely well topping 1450gns (£1523) for 'Hoops Flower 629' due December to Norton Hill. Youngstock has a solid trade with bulling heifers topping at 1020gns (£1071) for 'Hoops Cam Bloom 4' for a 15 month old bulling heifer. Yearlings topped at 750gns (£788) for 'Hoops Twister Ghostly'.

May we take this opportunity of thanking the Ley family for presenting their cattle so well. Against a background of an easing dairy trade the sale produced an excellent overall average of £1102 per life which included all cows, heifers and calves and reflected the depth and quality of breeding from the 'Hoops' sale. The following excellent averages were achieved:

	Top	Ave
110 In Milk Cows and Heifers	3255	1492
10 Dry Cows	1628	1292
38 In Calf Heifers	1523	1210
32 Bulling Heifers	1071	732
16 Yearling Heifers	788	637
39 Heifer Calves	893	397

With Norton & Brooksbank