

Exeter Market Auctioneers

EXETER LIVESTOCK CENTRE
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Dear Sir(s)

Take Advantage of the High Flying Trade No Better Place To Sell Your Store & Finishing Cattle

With spring just around the corner we need to turn our attention to the Special Sales of Continental Cross Finishing & Store Cattle that usually take place at Exeter Livestock Centre over the next 2 months. This year we have arranged 3 Special Sales that will be incorporated in the usual weekly markets and will take place on the following dates:

FRIDAY 5th MARCH 2010
FRIDAY 26th MARCH 2010
FRIDAY 23rd APRIL 2010

As in previous years both the Exeter City Council and Exeter Market Auctioneers will sponsor these Special Sales and the combined prize money has been one of the attractions in encouraging new and regular vendors to the Market. For these sales, Sponsorship Totalling £700 will be awarded as prize money to the vendor(s) presenting the Best Groups of 2 or more Steers and Heifers on the above dates. The Consignor of the First Prize winning Steers and Heifers will each receive £50. To ensure your stock are entered for these Special Sales it is necessary for you to complete the Entry Form overleaf or telephone Alan Webber on 01392-250441. We welcome regular and fresh supporters to these fixtures and hope this early notification will assist you in forward planning.

Since the turn of the year the Auctioneers are pleased to report Exeter has enjoyed reputedly the best market trade throughout the South West with keen interest being shown each week for the varied selection of breed and classes of cattle on offer. With a seemingly shortage of stock generally in the West Country it is anticipated this strong demand will continue throughout the year.

Best quality conformation cattle and outliers are particularly sought after at this time of year with stock in these categories changing hands at premium prices. The trading levels have been quite exceptional during January and February culminating in a record overall average price per head of £650.17 being achieved on the 5th February. From the top prices achieved and the average returns it is interesting to note that all classes of cattle are consistently running at the same record trading levels of the corresponding period last year. Week by week the excellent demand generated by a full contingent of farmer and dealer buyers has far exceeded the present supply of stock. In order to maintain the current buyer interest and attract new buyers to the Market we are constantly looking for all classes of store and finishing stock.

At Exeter we remain committed to providing a friendly professional service from premises offering modern facilities that compare favourably with any market in the South West. We strongly advise that you should not overlook this opportunity of supporting Exeter Livestock Market and make the very best prices of your cattle. If you require further information on any of the special fixtures or wish to discuss the marketing of your stock generally then please do not hesitate to contact the writer of this letter or alternatively speak with one of his fellow auctioneers.

Yours faithfully,

Alan Webber

Alan J. Webber, FRICS, FAAV.
For and on behalf of Exeter Market Auctioneers