

CHAIRMAN'S REPORT 2015

Beef is one of the farming commodities least affected by the current downturn, which reflects its tighter supply in the market. Perhaps a case of "less is more". This is pleasing for our buyers and hopefully our members when buyers return to the market with confidence this year.

Our 2014 sales are summarised below:-

2014

Sennybridge		Weight kg	£/head	p/kg	2013 p/kg	2012 p/kg
21/10/14	Steers	370	877	237	259	236
	Heifers	332	769	231	236	217
Number sold	449					
Knighton						
11/11/14	Steers	320	833	260	259	242
	Heifers	309	690	223	227	201
Number sold	181					

Prices were marginally back on the 2013 peak, but it was good to see calf weights increase for steers and heifers at both sales.

The total number sold at both sales was down by 20 head, which is a slower reduction than in past years. The combined sale at Knighton I am sure presented a much more attractive offering to buyers and encouragement to travel from further afield.

With reduced income our postage and advertising costs are significant, so we will start to trial use of social media, which can reach so many people very quickly at low cost. I would also like to thank our management committee, field officer and secretary for their support and also our main sponsor Hay and Brecon Farmers.

Looking forward I hope you will be able to support our sales in 2015 with entries so we can have a strong offer for our buyers, who I am sure will see opportunity finishing quality cattle with low feed costs.

Many thanks

David Thomas