

## KIVELLS LOOKING AND MOVING FORWARD

2011 has seen Kivells mark completion of its 125th year in business having commenced as livestock auctioneers in Holsworthy town square in 1885. The year has been an important year witnessing a strengthening trade for all classes of livestock and has seen Kivells expand into Exeter with the purchase of the agricultural, property and professional arm of Husseys who themselves have a history dating back to 1777.

After 15 difficult years of trading livestock for both auctioneers and livestock farmers it is great to see livestock regain their true value and the world recognise the value and importance of food production. Whilst the world and in particular the western economy still looks uncertain the rapidly growing world population needs to be fed and we are sure that south west farmers will rise to that challenge and produce top quality livestock. With increasing competition there also exists an opportunity for farmers to benefit from price rises and have a lower reliance on the UK retail market where due to supermarket dominance and lack of export opportunities prices have been kept depressed for many years. The Livestock Market has an important role to play in working hard for the livestock producer and we hope to have your support in these changing and exciting times.

**KIVELLS & Husseys**



2012 is set to be an exciting year as we look forward to taking over the operation of Exeter Livestock Centre on a sole basis as from April under our banner of Kivells & Husseys. We also hope to see the commencement of the building of the new Holsworthy Livestock Market. We also look forward to further developing the trade at Hallworthy Stockyard and enhancing the fatstock trade, that the move to a Thursday market day will facilitate and compliment Cornwall's largest store and dairy market. The intended move for Liskeard to a Tuesday provides a platform of 5 markets on each day of the week and develops a structure of a family of markets throughout Devon and Cornwall working together for the benefit of our buyers and sellers of livestock. **We greatly appreciate the support and encouragement of our clients as we introduce these changes.**



Partner Simon Alford will head our operation at Exeter and we hope to be able to disclose our full Exeter team in the New Year and have many plans to re-establish Exeter as a regional livestock centre with a dedicated, committed & enthusiastic team of auctioneers, fieldsmen and support staff.

Our existing markets at Liskeard, Hallworthy and Holsworthy will remain core centres and we look forward to working with our clients to ensure these markets operate to enable clients to maximise livestock values and receive the highest levels of service. We thank all our clients for their support and business in 2011 and look forward to working with you in 2012.



### Livestock Markets

Holsworthy Market

**01409 253275**

Hallworthy Stockyard

**01840 261261**

Liskeard Market

**01579 346938**

Exeter

**01392 250441**

David Kivell  
07899 960272

Mark Bromell  
07966 430001

Simon Alford  
07789 980203

John Wakeham  
07977 479686

Steve Prouse  
07767 895366

Alan Webber  
07967 718048

Alec Shadrack  
07767 896136

Mark Davis  
07773 371774

Robert Speck  
07909 538520

James Morrish  
07814 010133

Jonny Dymond  
07881 585114

Patrick Dennis  
07831 620990

Peter Dennis  
07789 980200

Stuart Cornelius  
07879 415136

Paul Heard  
01392 285998

## RECORDS BROKEN IN ALL CATTLE RINGS

buyers are kept fully informed of forthcoming sale entries.

•As the year has progressed the live trade for prime cattle and

barren cows at Holsworthy, Liskeard and Hallworthy have seen a rising graph through each month, with records continually being broken as we went through the year.

•Amongst our three markets we have seen fat cattle numbers increase by 10% and cull cow numbers increase by 45% compared to last year.

•By the end of October the national liveweight steer average was 28% higher than a year ago at 184p per Kg.

•Strong export demand, a weak pound and limited imports has ensured the prime cattle and cull cow trade remained firm in recent months, with regular reports showing the upward trend with best beef cows averaging 125p per Kg and dairy bred cows levelling between 115p and 120p through the last six months.

•A combination of both increased

exports, (to date being 91,000 tonnes, approximately 40% higher than last year) a reduction in imports of fresh and frozen beef due to shortages on the global market and increase in domestic production, has had the effect of pushing both trades to unprecedented levels.

•With demand continuing to outstrip supply and trade increasing on a daily basis throughout the year it has been extremely difficult to assess the true open market value of prime cattle and cull cows, even more reason to allow the transparent and competitive bidding to determine that value for the customer. It is the surge in export sales that has led to the increase in the value of both, prime cattle, cull cows and prime sheep throughout the year pushing supermarket buyers into a position where they have needed to compete with the export market rather than just the domestic market over which they now dominate in red meat sales.

•Several prime cattle vendors have been nervous about the enormous cost of buying in stores, and wintering, worried that a sudden loss in market confidence might leave them some hugely expensive cattle

and no way of recovering all their outlay. They can be reassured that swiftly expanding economies in China, Brazil and India are soaking up all the spare beef the world can produce and Russia, which is the world's biggest importer, continues to be desperate to buy as much beef as possible, there are no pockets for cheap beef anywhere on the global market and supermarkets are being forced to continue sourcing domestically, despite live weight averages of over 180p per Kg.

•Looking forward to 2012 with this in mind we can remain optimistic that the beef trade for prime cattle and cull cows will continue to maintain its strength, this will mainly depend on the value of the pound and that the pound remains weak to allow exports to continue their upward momentum and keep imports at bay. This will have a further effect on strengthening store cattle prices as we run towards the Spring with buyers keen to replace those cattle sold through the Christmas market to meet the exceptional trade.



•Our three store cattle rings have brimmed with excitement starting early in January 2011 with the price of stores gradually increasing throughout the year following the trend of the finished cattle price. More and more buyers have been attracted to our sales in all three centres as numbers have been forthcoming both for TB tested stock and TB restricted store stock.

•The quality of store stock presented at our three centres has had tremendous this year this had the effect of increasing the number of buyers which in turn has seen Holsworthy increase its store cattle numbers by some 45%.

•We continue to produce catalogues for our store cattle sales. Our text service has been well received by our buyers and we will continue to communicate to the best of our ability with the use of text and email through 2012 to ensure customers stock receives maximum publicity and

## Liskeard Snowballs

The Kivells team at Liskeard Market report a very busy year with a tremendous trade throughout. Commencing with our spring sales in February with large entries of cattle which continued through March with nearly 700 cattle going under the hammer in the month. Numbers remained good through late Spring and Summer with our special suckler sale of Blue Grey cows with Charolais calves at foot on behalf of Mr Steve Palmer from Newton Abbot and a reduction sale from the "Imperial herd" of Pedigree British Charolais cattle, on behalf of Mrs Hilary Roberts from Dobwalls, attracting many buyers from throughout the region with all stock selling to a fast trade. The Autumn then approached with numbers once again starting to build with one of the highlights being the Great St Matthews Fair in late September with nearly 300 cattle on offer, buyers were in attendance from throughout Devon and Cornwall seeing the trade 'on fire' with steers selling to £1280 and heifers to a top of £1015 with yet again new vendors and

purchasers in attendance. Another highlight in the calendar was the annual Snowball sale in mid November, a show and sale of suckled calves and store cattle and this year lived up to expectations. Mr Gavin Doyle from Umberleigh in Devon sent a consignment of Simmental and Limousin bulls and was not disappointed with the best bunch of Simmentals being only 8 months old selling for £1290 to a buyer making the long journey down from Torfaen in Wales, with many other producers of suckled calves seeing premium prices for all on offer. We are now looking forward to the change in market day at Liskeard being a Tuesday and are sure this will strengthen the service we can offer our customers and the market will continue to prosper.

**Now the festive season is upon us, may your Christmas be filled with joy and happiness, best wishes for now and the coming year.**

## SHEEP RACING AHEAD

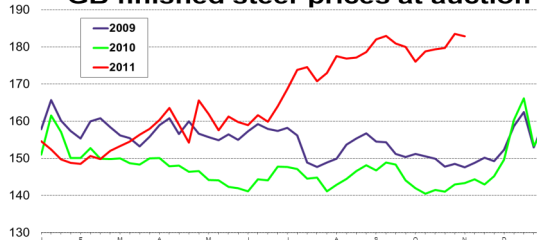
Numbers of sheep have increased over the past 12 months with weekly auctions in excess of 2000 head being the norm during the Autumn at both Holsworthy & Hallworthy.

At Hallworthy in north Cornwall, trade has been flying with plenty of new vendors joining our loyal and regular sellers to enjoy excellent prices with the best cull ewes to £137 and lambs up and over the magical £100. It has been a similar story at Holsworthy in all sheep sections, with the breeding ewe trade being outstanding seeing more than 1400 ewes topping the £150 figure with several pens between £160 to £175. With vendors choosing to sell at Holsworthy from Lands End to Exeter. July to December has seen a flying trade for all store lambs at all of our markets with the strong lambs realising £77 to £83.

Not to be out done our south east Cornwall market at Liskeard has seen plenty of success with the breeding ewe trade on fire together with excellent results coming from the specialist breed sales to include the Polled Dorset Sale in June and the two Devon and Cornwall Longwool sales later in the year. Looking forward there is strong confidence in the industry which should result in a good trade for the finished lambs, draft ewes and couples in the first half of 2012 combined with large numbers of sheep expected at all of our auctions boosted by an unrivalled crowd of buyers from throughout the south west of England (and beyond) will result in another successful year for all.



GB finished steer prices at auction



**TB or not TB**  
It doesn't really matter!

•What a year! Almost 4000 TB restricted cattle from over 200 vendors in Holsworthy and Hallworthy. The days of TB reducing the value of store cattle are over, following great support from our buyers and vendors.

•The trade we have seen in the store markets for 15mth + cattle is every pound of the weekly market trade. TB stores have hit £908 (January), £988 (July), £1170 (October), £1302 (November) and fats flew to £1500+.

•Many large dairy herds that have been restricted for many years are forwarding stores and cull cows into a market and enjoying the increased prices that competition brings. With proper planning young cattle can also sell to a strong trade as shown at New Closes Farm where suckled calves averaged £530. While the government refuses to sort out the TB problem, Kivells are limiting the damage caused to south west farmers.

**If we can help we will!**

## Kivells Poultry Sales



During 2011 we have seen literally thousands of people attend our ever popular poultry sales at Hallworthy and Holsworthy, with customers in attendance from throughout the South West and travelling from as far as Berkshire, with over 10,700 lots going under the hammer. At Hallworthy we moved our Summer sales to a Monday evening which proved very popular with all the sales being fully booked, as was the rest of the season. Despite a difficult financial climate, vendors enjoyed buoyant trade throughout the year, with all sales always seeing plenty of buyers on hand. We now look forward to 2012 and our dates are available on the website or by request and we would encourage all our vendors to book their pens well in advance to avoid disappointment.

## Pulling Power On The Farm

The farm sales team have been really busy during 2011 with farm sales from Lands End to Somerset. Led by senior auctioneers David Kivell and Mark Bromell the on farm team has seen a massive following from established and new purchasers, pushing prices up to a top call for the year at £22,000 for the pick of farm equipment at the 'Vognacott Sale' in the summer. With the new Kivells & Husseys team it has been a similar story with on farm sales at 'Smokey Cross' on the edge of Dartmoor to the highly successful 'Aller Cross' sale in the autumn on the outskirts of Exmoor.

The team week to week cover the south west travelling from Lands End to Dorset, with regular visits to the South Eastern counties, the far North of England and beyond to Scotland.



Kivells...  
working harder  
for you!



## Charity begins at home

The Kivells team are delighted to announce that they have helped raise over £50,000 during 2011 for charities and good causes throughout the south west of England.

Amongst some of the highlights was the Grand Ball & auction at Hartland Abbey set in the wonderful grounds of the estate which raised over £22,000 over two nights. Harvest Festival auctions are always a busy period with 2011 being no exception with a number of sales such as at Tideford where the auction went on until well after midnight raising funds for the new 'Cornish' premises for Children's Hospice South West (CHSW). The Kivells team at Holsworthy were very pleased to do their bit this year for Exeter Leukemia Fund (ELF) in memory of their colleague and friend Debbie Wilson.

The Holsworthy Ball raised over £5000 which was given to Elf and also the Devon Air Ambulance.

## Harvesting The Best

During 2011 the Kivells fodder department has been extremely busy, over 5000 bales of fodder and 45 lorry loads of straw sold on behalf of farmers throughout the South West region.

Another very grassy summer has seen a mass of fodder harvested by many of our farmers and with the phone regularly ringing from upcountry buyers the 2012 season looks to be even busier than last year.



## More Pop Pop than Chuff Chuff this Year

More pop pop than chuff this year with steam featuring in our private treaty sales but with more on farm heritage sales of tractors and machinery from Wellington to Truro. Interestingly this year we have seen a revival in the value of Field Marshall tractors with £10,000 realised for a Series II Model at the annual Dingles Sale. Other highlights this year include the Ransom Ipswich Prize plough at Wellington which sold to a remarkable £1100, the memorable sale of seats, toolboxes and plates for Mr Bill Northam at Dingles with a top price for seats at £1000, £600 for toolboxes and name plates in groups up to £380. Also sold at Dingles was a model thrashing engine to Scotland by telephone bid for £480. The power of the internet is evermore noticeable with enquiries from home and abroad and purchasers prepared to bid on a good photograph and description. **We hold enquiries for quality tractors, machinery and for steam engines from the UK, Ireland and the Continent**



## Green Green Grass Sales.....

The Kivells grass sales team saw a highly successful 2011 year with over 1780 acres sold for owners throughout the Westcountry. Many new instructions were received in the Spring to include 87 acres near Hartland which was sold in 6 lots having had no fertiliser sown and purchasers responsible for seeding their own stock, which reached a top call of £114 per acre and averaged £91.50 per acre. The team continued to sell grass keep well into the summer as well as renting out a good number of farms on short and long term agreements.

# The South West's leading Dairy Auctioneers

Kivells dairy team have had an exceptional 2011 having sold over 8,000 dairy cattle and our thanks go out to our consignors who have consistently supplied great quality animals for sale. The year commenced with a large entry for the January show and sale at Holsworthy topping at £2120 on behalf of Matt & Becky Jenkin of the "Mabec" herd from Helston, who must be congratulated on turning out fantastic consignments of cattle throughout the year at both Hallworthy and Holsworthy. Trade remained strong with Hallworthy topping at £2220 for "Willsbro" in March and a large entry of over 200 dairy cattle at the Holsworthy Spring Challenge Cup enjoying a flying trade to top at £2280 for Roger Vanstone "Lanawood" Holsworthy. The numbers and trade continued into May with the first mid-month sale at Holsworthy seeing an entry of 251 head providing a joint top call at £2,200 for two regular vendors Treginegar Dairy Farm of Padstow and Tony, Sandy and Martin Loud of the "Combebow" herd. The Spring was incredibly busy for Kivells and saw a number of large top quality sales including the Willsbro sale at Bristol attracting a top bid of 20,00gns for the 10 month old calf *Willsbro M Carmel ET*. The on-farm TB restricted dispersal sale of the "Gorgeous" herd of Chris Goaman of Meeth received an excellent trade and saw prices hit 2,700gns.



## Kivells Gallop To Success

The Kivells equine team have seen a highly successful year, which has firmly placed Hallworthy Stockyard as their premier venue to sell Horses, Ponies and Donkeys in Cornwall. A total of 907 equine animals went under the hammer, with a superb sale rate of 93.4%

Amongst the highlights of the year was a dispersal of the 'Snowbella' Stud from Mid Devon consisting of a wonderful line up of registered miniatures including the 2000 Horse of the Year champion. The Autumn 'Drift Sales' are always a special event, this years being no exception seeing a top of £1740, with buyers travelling to the North Cornwall auction from Ireland, Yorkshire, Lancashire, Wales and all parts of Southern England.



The dispersal of the Brighton based "Springbird" herd held at Exeter Livestock Centre attracted huge interest from across the UK including national TV coverage and saw the two day sale top at 4,800gns. The "Winscott" 400 head dispersal on farm at Exeter saw an excellent trade for the loose housed herd with a top call of 2,900gns and 23 lots achieving over 2,000gns.

The Dispersal of the Truro based "Carlyon" herd of Rodger and Phil Laity saw Hallworthy packed with 70 different buyers and a strong trade with twin sisters topping the sale at 3,250gns and 3,000gns.

The "Loford" dispersal of youngstock from the Wade Family of Bideford attracted national interest and saw a top price of 6,900gns for "Loford Damion Rhonda" and an average of £2262.

Other spring dispersal sales included Messrs DW & RP Dingle of Truro at Hallworthy Stockyard, the on-farm dispersal at Tiverton on behalf of Messrs TI & RS Vigus and the dispersal on behalf of Messrs JW & ML Snell of Winkleigh at Holsworthy market. The annual sale of Ayrshires at Exeter Livestock Centre saw 140 head sell on a fast trade topping at 1650gns. Trade remained strong throughout the summer with a large number of very successful dispersal sales held at Hallworthy Stockyard & Holsworthy market. The autumn saw the trade firm further with rising calf, store cattle, cull cows and milk prices boosting trade. Hallworthy topped at £2,100 in September for Matt & Becky Jenkin. Regular vendors Ivor, Pauline & Wayne Stephens topped the Holsworthy October mid-month sale at £2,200 with their consignment averaging £2076.

Our sincere thanks to our purchasers and vendors for their support during the year. How lucky we are to work with such excellent genuine clients and cattle! We look forward to seeing you in 2012.

Mark Bromell

The 18<sup>th</sup> annual Holsworthy dairy evening saw a flying trade top at £2,800 for the overall champion from Treginegar Dairy Farm whose consignment averaged £2272.

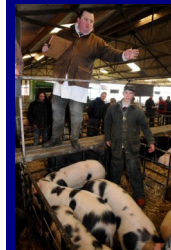
November saw a roaring trade with Mark and Lyn Bray of South Molton topping at £2350 and an overall in-milk average of £1740, and the "Hilkeigh" herd from Umberleigh selling a consignment of quality yearlings to top at £810. The year has also seen a very active private treaty department selling cattle from all over England, Wales and Scotland although with such a good trade the auction ring remains the best place to sell and select dairy cattle to buy.

## SNORTING SALES

### What a year!

Holsworthy market pig section has seen a fantastic trade throughout 2011 which saw the trade for cull sows reach £240 and the best prime pigs to £124. The busiest auction was our November sale which saw 452 pigs going under the hammer with vendors selecting Holsworthy to sell their pigs from as far West as Helston in deepest Cornwall to West Buckland on the edge of Exmoor. Our buyers have also supported Holsworthy with loyalty travelling from Bristol, Bridgwater, Bridport & all parts of the West Country.

A wise man once said "from little acorns grow big trees" this is made possible due to our loyal & genuine customers.



### "A BITTER TRADE"

The Spring Charolais Sale at Holsworthy saw strong trade topping at 4,600gns for a "Loviston" bull sold by Brian and Rob Nancekivell, followed by other lots at 4,400gns and 4,200gns. The South West Limousin spring sale also at Holsworthy had a large attendance of buyers and topped at 4,500gns for "Loosebeare Eclipse" from the Quick family and it travelled with new buyers to Usk in Monmouthshire.

The South Devon breed had another record breaking year with the Spring sale at Exeter seeing records tumble. A new breed record was set at £11,025 for polled bull "X Al Mutterton Aston Bitter" sold on behalf of Mr and Mrs Bartley of Cullompton. At the Midland Club sale at Stratford upon Avon more records fell with a sale centre record of 8,500gns for a "Welland Valley" bull. The autumn sale at Bristol saw a fantastic trade for the top females topping at 3,800gns for a polled in-calf heifer from the "Waddeton" herd of the Tully Partnership from Brixham.

## A "Sparkling" 2011

Our Holsworthy Market Auction Room has experienced a record year with many excellent prices obtained for our clients in Devon & Cornwall. Top sparkler was a 1.7 carat diamond crossover ring at £3500 sold in our September catalogued select antiques auction with the overall total being a record. In the same auction a square shouldered Chinese vase sold at £2000, a Japanese bronze jardiniere at £1000 and a Mahogany breakfront bookcase at £2200. Other spectacular prices during the year included a rare George Fuller cylindrical slide rule at £3800, a Clarence Roe oil painting of the Broadwood in Engleton, Yorkshire at £1700, a Fiji 50 dollar coin at £510, an Ivory fan £800, a 1690 map book £380, an Irish silver 3 piece tea service £950, a 4 inch Worcester plaque £1350 & a small brass Hardy fishing reel £1000.



## Hallworthy Hails Success

Having only joined Kivells during May of this year, it has been very pleasing to see the cattle and sheep prices increase month on month. We have had an increase in the number of heads through the ring, which given the number of cattle around is encouraging and the quality of cattle has certainly got better and better. Best of the stores are starting at around £1000 with a top of the year so far at £1280. Cows and calves at a premium of £1630 with many others at £1200. Suckled calves enjoyed a tremendous trade from start to finish selling to buyers locally as well as Hereford, Lincoln and Essex. Best suckled calves sold to £1000 with many more selling for £800 and above, which will give suckler producers the confidence to continue turning out such quality cattle. In the sheep section Steve Prouse has had another exceptional year seeing increased numbers of sheep coming through the market. It has been a pleasure to have met many vendors, purchasers and hauliers, old and new, in my first year here at Kivells. *Fieldsman Stuart Cornelius*