



Evans Bros are proud to be the official Auctioneers of the Llanwenog Sheep Society and is one of the traditions that has been a longstanding role in its 124 year of existence with the mart being in the heart of Llanwenog Country.

Being a traditional event in the Society calendar, the annual Show and Sale provides an opportunity for new and existing breeders alike to buy and sell animals which is an integral process of any flock to sell surplus stock and introduce new bloodlines to their flocks.

As any tradition, we often assume that everyone is aware of the process and if you are new to the Society, or sheep farming in general, may not know how this process works, especially as many flocks are now based from outside the area and with flockmasters not necessarily aware of how the Society Show and Sale operates, here are some guidelines :-

The Show and Sale is held on the fourth Saturday in August annually, where breeders congregate to offer for sale both male and female warranted sheep in one event for purchasers to inspect and compare the animals on offer and choose the type and often bloodlines they require for the coming breeding season.

Entries are required for inclusion in the catalogue by the 30th July. The catalogue is then produced and distributed to all members and previous purchasers and new members which have shown an interest.

The entries are inspected on arrival by the society's inspectors and ultimately a veterinary surgeon to confirm their suitability and health, and the show commences for all classes which culminates in class winners, female champion, male champion and overall champion, needless to say the success in the show will undoubtedly result in higher prices.

All entries are sold through the ring for you to have a chance to see the animals move around the ring. Females are sold in either pairs or up to 5 in a lot and sold in price per head.

Males are sold individually and any rams over 150 gns are warranted as capable of effective at natural service, with an upset price of 200 gns for rams & 150gns for ram lambs which means male stock will not be sold for under these levels to preserve the value of the stock for the breeders.

All stock is sold in the traditional guinea (£1.05) which is still used for the sale of pedigree livestock.

The buzz of the auction ring is common to many but for new breeders can be a new experience, if so here are some tips:-

- identify which lots you are interested in and make a note in your catalogue
- listen to any announcements that may be made when lots enter the ring and made before selling starts
- speak to the auctioneers to make them aware of your interest before the sale begins
- Bid clearly and make sure you have either decided on a price to bid to or make sure you understand if buying females it is price per head you are bidding on
- In this sale no buyers numbers are used so be ready to shout out your name or if a little shy have a small piece of paper with your name and address on to pass to the clerk
- After the sale you will pay for your purchases, complete the license, be given a hand to load them and then be ready to take your purchases to their new home.

Many visit to see the trade i.e. how well the stock is selling for and will be tempted to buy more stock from established breeders as they see them as reasonable purchases.

Best of luck and remember the other mart tradition – that most vendors will offer “luck money” on your successful purchases which is a small amount of money to wish you well with your lots. Traditionally buyers at a mart will spit on it as a gesture of thanks before burying it deep in their pockets! (especially if from Cardiganshire).