

cogent™



BEEF IMPACT

Spring 2018



BREEDING INNOVATION

www.cogentuk.com



“Through using different sires it has enabled me to select genetics to produce great quality calves with good calving ease.”

JAMES BARTLETT
Sandyke Farm

COGENT BEEF IMPACT

The release of our financial index in the form of the COGENT BEEF IMPACT (£CBI) is aimed at customers wanting to find bulls that will suit their systems for Ease of Management and added Market Value.



www.cogentuk.com



Welcome to the second edition of the **Cogent Beef Impact Catalogue.**

Cogent Beef Impact is designed to reaffirm Cogent's Beef line-up and is aimed at Dairy customers wanting to find bulls that will suit their systems for Ease of Management and added Market Value. Prices achieved for Beef calves remain strong nationwide and we continue to expand our Beef range, whilst focusing on increasing profits achieved by Dairy farmers for their Beef calf crop.

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COGENT BEEF IMPACT SIRES

ABERDEEN-ANGUS

6	THRUNTON PICADOR
7	QUAKER HILL DISCIPLE
8	OAKCHURCH DE ADMIRAL
9	QUAKER HILL DEAD CENTER
10	RAWBURN ENIGMATIC

BRITISH BLUE

11	MAIDENLANDS FORCE
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» BEEF IMPACT - HOW IT WORKS

Cogent's Beef Impact encompasses all the data we have collected in the last decade. Our strong Beef Visions Programme is a testament to Cogent's motto Tried, Tested, Trusted and is renowned worldwide. Cogent Beef Impact has been formulated with the Dairy farmer in mind, to push the growing industry forward and make a positive impact on profits made from Beef calves.

The Cogent Beef Impact (£CBI) is a combination of the Ease of Management Impact (£EMI) and

Market Value Impact (£MVI), these financial values have been derived from literature reviews and market research. This research provides reliable information that highlights key strengths of individual bulls and allows Dairy farmers to identify bulls that are specialists for desired traits. We know from experience that not all Dairy farmers have the same priorities with regards to Beef bull selection, therefore using this innovative new tool, bulls can be more suited to Dairy systems.



EASE OF MANAGEMENT IMPACT

£EMI capitalises on live and vigorous calves born without assistance. Selecting Cogent Beef sires ranking highly for £EMI gives Dairy cows the best chance to have a profitable lactation.

MARKET VALUE IMPACT

£MVI optimises values achieved for Beef calves bred from the Dairy herd. Using Cogent sires with a high £MVI will help increase prices achieved and reduce time taken for calves to reach optimum sale weights.

		BEEF AVG.			
CALVING EASE (%)	Harder	92	99.0	Easier	
GESTATION LENGTH (D)	Longer	285	281	Shorter	
CALF VIGOUR (UNITS)	- Vigorous	1	1.62	+ Vigorous	
BIRTH WEIGHT (KG)	Lighter	0	-0.73	Heavier	
CALF QUALITY (%)	Poorer	80	93.4	Excellent	
CALF COLOUR (%)	Poorer	80	94.5	Desirable	

MEASURED TRAITS

Detailing each trait measured. Calf colour only applies to British Blues.

BEEF AVERAGE

Average figures which apply to all breeds.

TRAIT VALUES

Figures for each trait that have been calculated from Beef Visions data.

£CBI COGENT BEEF IMPACT

£CBI combines £EMI and £MVI to give the average value of that sire's calves compared to the national average. High £CBI sires are well-rounded, providing the perfect combination of easily managed calves that achieve high sale prices.



PROVEN

Highly reliable proven sire with data from 100+ calving surveys.



NUMBER OF SURVEYS GUIDE

An easy to use guide to reliabilities of calf data collected through beef calving surveys.

"I have been using Cogent Beef sires for the last 6 years and I find the calves hard to fault; they just get up and go"

ROB CULLIMORE
Mobley Farm



Thrunton **PICADOR**

» Sire: Netherallan Peter Pershore Dam: Thrunton Poppy G747
Eartag: UK106935 101567 AI Code: AA1367



THE COMPLETE PACKAGE

Picador is a tremendous bull that produces offspring with short gestation lengths and easy calving credentials. His calves are of outstanding quality and are well suited to the UK Beef market. He has one of the greatest CBI figures amongst our selection of bulls. Picador is suitable for use on Dairy maiden heifers.



GESTATION LENGTH (D)	Longer	285	281	Shorter
CALVING EASE (%)	Harder	92	99	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.66	+ Vigorous
CALF QUALITY (%)	Poorer	80	93.9	Excellent
BIRTH WEIGHT (KG)	Lighter	0	-0.75	Heavier

Quaker Hill **DISCIPLE**



» Sire: G A R Prophet Dam: Quaker Hill Blackcap 1C450
Ear Tag: AAA 18019895 AI Code: AA1544

Sexed**ULTRA 4M**TM

ONLY ABERDEEN-ANGUS SIRE AVAILABLE IN THE UK WITH MALE SEXEDULTRA 4M SEMEN.

Disciple is an outstanding bull that offers exceptionally easy calving EPDs and short gestations. He has a direct calving ease figure of +15. He originates from the Quaker Hill Blackcap 1C450 cow family, which is the same as our leading Angus bull Quaker Hill Dead Center. Disciple will offer our customers great quality calves that are full of vitality, easily born, and have exceptional growth rates.



Figures based on American Angus Association EPDs (19/03/18)

CALVING EASE(%)	Harder	0	+15	Easier
BIRTH WEIGHT(KG)	Lighter	0	-0.64	Heavier
WEANING WEIGHT(KG)	Lighter	0	+20.87	Heavier

Oakchurch DE ADMIRAL P164

Sire: Ardrossan Admiral A2 Dam: Oakchurch Dame M093
 Ear Tag: UK313622 200164 AI Code: AA1348



THE PROVEN PACKAGE

De Admiral carries the ideal credentials for today's UK Dairy farmer. He produces progeny that carry short gestations which are easily born and of great quality. His outstanding physical performance puts his 200, 400, and 600-day weights in the top 5% of the breed. De Admiral is suitable for use on maiden heifers.



ROYALTY

MEADOW QUALITY

FARM ENDORSED SIRE
 ★ PROVEN ★

GESTATION LENGTH (D)	Longer	285	280	Shorter
CALVING EASE (%)	Harder	92	97.8	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.52	+ Vigorous
CALF QUALITY (%)	Poorer	80	85.6	Excellent
BIRTH WEIGHT (KG)	Lighter	0	-0.19	Heavier

Quaker Hill DEAD CENTER

Sire: Exar Denver 2002B Dam: Quaker Hill Blackcap OA32
 Ear Tag: US4017831035 AI Code: AA1369



THE EASY CALVING BULL

Dead Center carries the highest CBI amongst our selection of Aberdeen Angus bulls. This bull is proven to provide progeny with exceptionally short gestations of 278 days and a calving ease of 99%. Dead Center is suitable for Dairy maiden heifers producing calves that are small born and grow exceptionally fast.



ROYALTY

MEADOW QUALITY

FARM ENDORSED SIRE
 ★ PROVEN ★

GESTATION LENGTH (D)	Longer	285	278	Shorter
CALVING EASE (%)	Harder	92	99	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.74	+ Vigorous
CALF QUALITY (%)	Poorer	80	96.1	Excellent
BIRTH WEIGHT (KG)	Lighter	0	-0.96	Heavier

Rawburn ENIGMATIC P886

Sire: Rawburn Transformer Dam: Rawburn Evening Star G705
 Ear Tag: UK562106 601886 AI Code: AA1393



THE CONSISTENT PRODUCER

Enigmatic is sired by the world renowned 'Rawburn Transformer' a very good bull for direct and daughter calving ease, 200-day weight and fat depth EBVs. Expect a good quality calf that is born easily and displays good vitality.

ROYALTY

MEADOW QUALITY

FARM ENDORSED SIRE
 ★ PROVEN ★

GESTATION LENGTH (D)	Longer	285	282	Shorter
CALVING EASE (%)	Harder	92	95.2	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.62	+ Vigorous
CALF QUALITY (%)	Poorer	80	86.2	Excellent
BIRTH WEIGHT (KG)	Lighter	0	1.07	Heavier

Maidenlands FORCE

Sire: Navac Ultimo Dam: Maidenlands Wanda
 Ear Tag: UK104493 100372 AI Code: BB1261



THE LEADING BULL FOR PRODUCING MARKET TOPPING CALVES

This bull produces strong calves which develop quickly and display good muscle development, as well as being consistently blue roan in colour.

Force is suitable for cows in early lactation.

FARM ENDORSED SIRE
 ★ PROVEN ★

GESTATION LENGTH (D)	Longer	285	284	Shorter
CALVING EASE (%)	Harder	92	92.6	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.5	+ Vigorous
CALF QUALITY (%)	Poorer	80	95.4	Excellent
BIRTH WEIGHT (KG)	Lighter	0	3.46	Heavier
CALF COLOUR (%)	Poorer	80	86.9	Desirable

Auchenlay HITMAN

» Sire: Mountjoy Utopia Dam: Auchenlay Bianca
Ear Tag: UK542740 500435 AI Code: BB1316



THE BULL FOR CUSTOMER SATISFACTION

Hitman is a bull who appears in all continental trait leader tables and is noted for producing good quality calves that are dark blue roan and born easily. He has a CBI of £61.80 making this bull a great combination of EMI and MVI.



GESTATION LENGTH (D)	Longer	285	282	Shorter
CALVING EASE (%)	Harder	92	96.9	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.29	+ Vigorous
CALF QUALITY (%)	Poorer	80	91.8	Excellent
BIRTH WEIGHT (KG)	Lighter	0	1.99	Heavier
CALF COLOUR (%)	Poorer	80	92.4	Desirable

Springhill IMPROVEMENT

» Sire: Springhill Fabulous Dam: Springhill Elsie
Ear Tag: UK933262 903824 AI Code: BB1381



THE BULL FOR GOOD QUALITY CALVES

Improvement produces progeny with excellent muscle definition who are consistently blue roan in coat colour. This bull is the proven continental £CBI leader and an all-round producer of quality, easy born calves.



GESTATION LENGTH (D)	Longer	285	282	Shorter
CALVING EASE (%)	Harder	92	99.2	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.4	+ Vigorous
CALF QUALITY (%)	Poorer	80	93.9	Excellent
BIRTH WEIGHT (KG)	Lighter	0	1.93	Heavier
CALF COLOUR (%)	Poorer	80	90.6	Desirable

Newpole **ICON**

» Sire: Tamhorn Sumo Dam: Astbury Valentine
Ear Tag: UK344206 400105 AI Code: BB1342



THE CONSISTENT ALLROUNDER

Icon is one of the highest ranking British Blue bulls for our EMI Index. He produces consistent progeny which are small born but develop into market topping calves. They are also blue roan in colour.



GESTATION LENGTH (D)	Longer	285	282	Shorter
CALVING EASE (%)	Harder	92	98.6	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.52	+ Vigorous
CALF QUALITY (%)	Poorer	80	93.4	Excellent
BIRTH WEIGHT (KG)	Lighter	0	0	Heavier
CALF COLOUR (%)	Poorer	80	82.9	Desirable

Kelowna **JIMBO**

» Sire: Bringlee Ecstasy Dam: Kelowna Claire
Ear Tag: UK102530 100996 AI Code: BB1393



A TRUE CUSTOMER FAVOURITE

This bull is consistently delivering the complete package, he is exceptionally easy calving accompanied by short gestations, with the desired blue roan coat colour. His progeny develop quickly and grow on to be market topping calves at an early age. He is sired by Cogent's great Bringlee Ecstasy, a consistent calf quality and calving ease bull.



GESTATION LENGTH (D)	Longer	285	282	Shorter
CALVING EASE (%)	Harder	92	98.4	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.32	+ Vigorous
CALF QUALITY (%)	Poorer	80	89	Excellent
BIRTH WEIGHT (KG)	Lighter	0	1.08	Heavier
CALF COLOUR (%)	Poorer	80	81.1	Desirable

Stoneleigh JUKE

» Sire: Stoneleigh Celebration Dam: Julians Duchess
Ear Tag: UK362207 401058 AI Code: BB1403



THE CONSISTENT EASY CALVING BULL

Juke's progeny are born easily and are full of vitality. Juke is the ideal bull to be used on late lactation cows, without sacrificing calf quality.



GESTATION LENGTH (D)	Longer	285	282	Shorter
CALVING EASE (%)	Harder	92	99	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.52	+ Vigorous
CALF QUALITY (%)	Poorer	80	91.6	Excellent
BIRTH WEIGHT (KG)	Lighter	0	1.1	Heavier
CALF COLOUR (%)	Poorer	80	69.3	Desirable

Springhill JASPER

» Sire: Springhill Big Brother Dam: Springhill Galaxy
Ear Tag: UK933262 903883 AI Code: BB1404



THE EASY USED SIRE, SUITABLE IN ALL HERDS

Jasper ticks boxes in both calving ease and calf quality credentials. Expect him to provide progeny which show great thickness from an early age.



NUMBER OF SURVEYS >70

GESTATION LENGTH (D)	Longer	285	282	Shorter
CALVING EASE (%)	Harder	92	98.8	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.36	+ Vigorous
CALF QUALITY (%)	Poorer	80	92.3	Excellent
BIRTH WEIGHT (KG)	Lighter	0	-0.49	Heavier
CALF COLOUR (%)	Poorer	80	78.5	Desirable

THE TRAIT LEADERS

The Cogent Beef sires that feature in these trait leader tables are Proven bulls that have been ranked according to their EMI, MVI, calving ease and gestation length scoring. These rankings are highlighted to enable you to make comparisons between bulls and to allow you to select the most suitable beef genetics for your herd.

“Cogent beef sires give us easily born calves that develop quickly and are saleable at an early age, ideal for the modern dairy farmer.”

JOEL REDFERN
Upper Farm, Staffordshire



NATIVE EASE OF MANAGEMENT IMPACT (£EMI)



1	QUAKER HILL DEAD CENTER	78.47
2	THRUNTON PICADOR	60.35
3	OAKCHURCH DE ADMIRAL	55.37
4	RAWBURN ENIGMATIC	36.05

NATIVE GESTATION LENGTH



1	QUAKER HILL DEAD CENTER	278.08
2	OAKCHURCH DE ADMIRAL	280.18
3	THRUNTON PICADOR	280.62
4	RAWBURN ENIGMATIC	281.66

CONTINENTAL EASE OF MANAGEMENT IMPACT (£EMI)



1	SPRINGHILL IMPROVEMENT	47.20
2	NEWPOLE ICON	44.33
3	KELOWNA JIMBO	41.90
4	STONELEIGH JUKE	40.13
5	AUCHENLAY HITMAN	37.24

CONTINENTAL GESTATION LENGTH



1	SPRINGHILL IMPROVEMENT	281.96
2	NEWPOLE ICON	282.13
3	AUCHENLAY HITMAN	282.15
4	KELOWNA JIMBO	282.25
5	STONELEIGH JUKE	282.48

NATIVE MARKET VALUE IMPACT (£MVI)



1	QUAKER HILL DEAD CENTER	19.08
2	THRUNTON PICADOR	18.39
3	ROMANY 1 LAWBREAKER	12.19
4	OAKCHURCH DE ADMIRAL	11.48

NATIVE CALVING EASE



1	THRUNTON PICADOR	99.00
2	QUAKER HILL DEAD CENTER	99.00
3	OAKCHURCH DE ADMIRAL	97.85
4	RAWBURN ENIGMATIC	95.19

CONTINENTAL MARKET VALUE IMPACT (£MVI)



1	MAIDENLANDS FORCE	28.85
2	AUCHENLAY HITMAN	24.56
3	SPRINGHILL IMPROVEMENT	22.96
4	STONELEIGH JUKE	20.45
5	KELOWNA JIMBO	18.68

CONTINENTAL CALVING EASE



1	SPRINGHILL IMPROVEMENT	99.23
2	NEWPOLE ICON	98.61
3	KELOWNA JIMBO	98.38
4	STONELEIGH JUKE	98.10
5	AUCHENLAY HITMAN	96.89

Tanat JACK DANIELS

» Sire: Harpon De L'Orgelot Dam: Whiterock Diamond
Ear Tag: UK706191 100832 AI Code: BB1394



THE BULL WITH OUTSTANDING CALF QUALITY CREDENTIALS

Jack Daniels produces easily born, blue roan calves that show muscle development from an early age. His pedigree is packed with easy calving genetics.



NUMBER OF SURVEYS >70

GESTATION LENGTH (D)	Longer	285	286	Shorter
CALVING EASE (%)	Harder	92	95.2	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.29	+ Vigorous
CALF QUALITY (%)	Poorer	80	93.7	Excellent
BIRTH WEIGHT (KG)	Lighter	0	2.47	Heavier
CALF COLOUR (%)	Poorer	80	92	Desirable

NEO VD SIJSLOBERG

» Sire: Obligeant De Belle Eau Dam: Loes VD Sijlsloberg
Ear Tag: BE911913182 AI Code: BB1395



THE EASE OF MANAGEMENT SPECIALIST

Neo is predicted to provide easily born blue-roan calves which are of outstanding quality and develop quickly. He is fast becoming a farmer favourite.



NUMBER OF SURVEYS >50

GESTATION LENGTH (D)	Longer	285	281	Shorter
CALVING EASE (%)	Harder	92	99	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.35	+ Vigorous
CALF QUALITY (%)	Poorer	80	94.1	Excellent
BIRTH WEIGHT (KG)	Lighter	0	1.37	Heavier
CALF COLOUR (%)	Poorer	80	95.6	Desirable

PROVISIONAL DATA - LOW RELIABILITY

Bridge **ELMO**

» Sire: Tillbridge Van Dam: Bridge Tia
Ear Tag: UK161737 200502 AI Code: BL1047



THE CALF QUALITY PRODUCER

Elmo produces progeny of exceptional quality that develop quickly with good loins.

This bull is for use on cows only.



GESTATION LENGTH (D)	Longer	285	288	Shorter
CALVING EASE (%)	Harder	92	86.5	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.5	+ Vigorous
CALF QUALITY (%)	Poorer	80	94.3	Excellent
BIRTH WEIGHT (KG)	Lighter	0	-0.29	Heavier

Rothesay **EILDON** E238 (P)

» Sire: Tofts Landlord B1261 (P) Dam: Dunsyre Nettle 8th (P)
Ear Tag: UK580400 400238 AI Code: BS0866



THE MARKET TOPPER

Eildon produces high quality native calves that display strength from an early age.



Meonhill **FIREFOX** (P)

» Sire: Chapelton Covenanter I3021 (P) Dam: Glenisla Waterloo Zola R73 (P)
Ear Tag: UK281673 200477 AI Code: BS0861



THE EASY CALVING BEEF SHORTHORN

Firefox is a breed leader for gestation length and calving ease direct. Firefox produces calves that grow quickly and display exceptional weight gains.



BOOSTER

Sire: Souci Dam: Upie
Ear Tag: FR4241233034 AI Code: CH4282



THE PROVEN BULL FROM A HIGHLY RESPECTED EUROPEAN TESTING PROGRAMME

Booster has an impressive French muscle index of +113. This bull is exceptionally easy calving and produces small calves of good quality that develop quickly.

For commercial use only.



GESTATION LENGTH (D)	Longer	285	286	Shorter
CALVING EASE (%)	Harder	92	97.6	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.45	+ Vigorous
CALF QUALITY (%)	Poorer	80	94.7	Excellent
BIRTH WEIGHT (KG)	Lighter	0	-0.73	Heavier

GOLF

Sire: Vaudou Dam: Delta
Ear Tag: FR4241721964 AI Code: CH4126



QUALITY COMBINED WITH EASY CALVING

Golf is a European Cullard sire with a genomic value of 6.6 for muscle. He produces easily born calves that develop quickly, with great conformation.

For commercial use only.



GESTATION LENGTH (D)	Longer	285	284	Shorter
CALVING EASE (%)	Harder	92	99	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.15	+ Vigorous
CALF QUALITY (%)	Poorer	80	100	Excellent
BIRTH WEIGHT (KG)	Lighter	0	0.77	Heavier

NUMBER OF SURVEYS <50

Davally ILLUSION

Sire: Balthayock Longbow Dam: Wesley Tasteful
 Ear Tag: UK171698 300048 AI Code: CH4139



THE PERFECT CHAROLAIS BULL FOR USE ON DAIRY COWS

He is the first British Charolais to be tested through our Beef Visions Programme. This bull is proving he produces progeny of great quality and conformation that have rapid growth rates.



ROYALTY

SEXED SEMEN



NUMBER OF SURVEYS <50

GESTATION LENGTH (D)	Longer	285	287	Shorter
CALVING EASE (%)	Harder	92	92.5	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.35	+ Vigorous
CALF QUALITY (%)	Poorer	80	73.8	Excellent
BIRTH WEIGHT (KG)	Lighter	0	2.05	Heavier

PROVISIONAL DATA - LOW RELIABILITY

Netherhall 1 OZ DAFFY

Sire: Wirruna Daffy Dam: Wirruna Last Day E163
 Ear Tag: UK103719 202024 AI Code: H9375



PROMISING YOUNG SIRE

Daffy's first calves have been born with no assistance and show great vigour from birth. Preliminary results suggest small progeny that grow quickly and show great development from an early age.



MEADOW QUALITY

ROYALTY



NUMBER OF SURVEYS <50

GESTATION LENGTH (D)	Longer	285	286	Shorter
CALVING EASE (%)	Harder	92	99	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.59	+ Vigorous
CALF QUALITY (%)	Poorer	80	92.6	Excellent
BIRTH WEIGHT (KG)	Lighter	0	0.37	Heavier

PROVISIONAL DATA - LOW RELIABILITY

Romany 1 **LAWBREAKER** REL23 (P)

» Sire: Spurstow 1 Recruit 1st (P) Dam: Romany 1 Dawn A84 G2 (P)
Ear Tag: UK562010 701002 AI Code: H9410



THE MARKET TOPPING BULL

Lawbreaker produces great quality calves that display exceptional muscle development and outstanding conformation from an early age.

This bull is for use on cows only.



GESTATION LENGTH (D)	Longer	285	283	Shorter
CALVING EASE (%)	Harder	92	90.5	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.45	+ Vigorous
CALF QUALITY (%)	Poorer	80	84.5	Excellent
BIRTH WEIGHT (KG)	Lighter	0	2.83	Heavier

Wilodge **GOLDCARD**

» Sire: Wilodge Cerberus Dam: Sarkley Bellola
Ear Tag: UK305117 201018 AI Code: LN2360



THE PROVEN PRODUCER

Goldcard consistently produces outstanding quality calves with average gestations which are easily born. Goldcard progeny consistently achieve market topping prices for our customers.



GESTATION LENGTH (D)	Longer	285	285	Shorter
CALVING EASE (%)	Harder	92	99	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.32	+ Vigorous
CALF QUALITY (%)	Poorer	80	86.1	Excellent
BIRTH WEIGHT (KG)	Lighter	0	3.06	Heavier

Tomschoice JET

» Sire: Kaprico Eravelle Dam: Tomschoice Diamante
Ear Tag: UK124148 100307 AI Code: LN2561



OUR LIMOUSIN LEADER FOR SHORT GESTATIONS

Jet is consistently providing our customers with fantastic quality calves with exceptional growth rates.

ROYALTY

MEADOW QUALITY

SEXED SEMEN

NUMBER OF SURVEYS >50

GESTATION LENGTH (D)	Longer	285	286	Shorter
CALVING EASE (%)	Harder	92	99	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.55	+ Vigorous
CALF QUALITY (%)	Poorer	80	95	Excellent
BIRTH WEIGHT (KG)	Lighter	0	0.98	Heavier

PROVISIONAL DATA - LOW RELIABILITY

COGENT BEEF VISIONS

Beef Visions is Cogent's pioneering testing programme. It has been developed to provide UK Dairy farmers with reliable information allowing them to select the right easy calving genetics to suit their business. Through accurately selecting and proving the bulls that enter our Visions Programme, we are able to supply breed leading sires to our customers. This improves the productivity and profitability of Dairy herds.

Dunlouse EARLSTON

» Sire: Dunlouse Raider Dam: Dunlouse Emerald
Ear Tag: UK540196 200629 AI Code: AA1521



- Earlston has a pedigree packed full of easy calving genetics and short gestations.
- Expected to produce easily born, small calves with exceptional growth rates.

Weeton PANTHER

» Sire: Bushs Strut 756 Dam: Frieso 6013 Prairie H019
Ear Tag: UK181671702498 AI Code: AA1540



- Panther has a strong pedigree background of easy calving credentials and his EBVs display fantastic credentials for calf quality.
- Predicted to provide easily born calves, with good growth rates and muscle definition.

Kersey KARATE

FOR COMMERCIAL USE ONLY

» Sire: Bringlee Ecstasy ET Dam: Kersey Frost
Ear Tag: UK222 596200980 AI Code: BB1440



- The sire of Karate, Bringlee Ecstasy, is one of our best proven bulls who is noted for producing calves of tremendous quality. Karate is also paternal brother to one of our up and coming stars Kelowna Jimbo.

Kersey LINCHPIN

FOR COMMERCIAL USE ONLY

» Sire: Twyning Ash Ukulele Dam: Kersey Frost
Ear tag: UK222596101021



- Sired by the outstanding AI sire Twyning Ash Ukulele.
- Predicted to deliver exceptional calf quality and short gestations.

Kersey KINGPIN

FOR COMMERCIAL USE ONLY

» Sire: Auchenlay Echo Dam: Blue Mist Blossom
Ear tag: UK222596701013 AI Code: BB1489



- Sired by our exceptional proven sire Auchenlay Echo.
- Expected to follow in his father's footsteps, producing easy born calves of outstanding quality.

NORTH TEAM

Ian Plews Regional Sales Manager	07855 506136
Alan Robson	07554 401234
Andrew Howie	07977 281073
John Howie	07977 281074
Robert Marshall	07940 535975
Steven Carruthers	07710 095493
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TRIPLE ANGUS MIX

Is aimed at customers wanting to capitalise on live vigorous Aberdeen Angus calves born without assistance.

Fertility enhancing semen that features three bulls with variations in maturation rates.

This product has been created for the UK Dairy farmer and will provide our customers with consistent calving ease.

Quality calves, that are easily born with short gestation lengths.



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THE EMI MIX

COGENT EASE OF MANAGEMENT mix (£EMI) is aimed at customers wanting to capitalise on live and vigorous calves born without assistance.

Fertility enhancing semen that features three bulls with variations in semen maturation rates.

All bulls featured in this Triple Impact mix score above £40 on the EMI value.

Selecting Cogent Beef sires ranking highly for £EMI gives dairy cows the best chance to have a profitable lactation.

Provides consistent quality calves that are easily managed and full of vitality.



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