

# BEEF IMPACT

SPRING 2026

The cogent *difference*

cogent™



Part of the **STgenetics** group.

[www.stgen.com](http://www.stgen.com)



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## WELCOME

With tight margins, rising costs and higher welfare and sustainability targets, a well-executed beef-on-dairy strategy is one of the most reliable ways to put money back into your business – and that’s what this catalogue is here to help with.

The UK has been a pioneer in sexed semen, and its adoption has fundamentally changed our national herd. Beef-on-dairy registrations have risen 77% since 2013, and with suckler numbers in long-term decline, over half of all cattle slaughtered in the UK now originate from the dairy herd. The dairy cow has become the engine room of British beef production – and the genetics used at service have never mattered more.

Our Beef Impact breeding programme has been developed specifically for the UK dairy herd. Our satellite herds give us full genetic control over both male and female lines, delivering consistent, repeatable outcomes. Each bull is evaluated across the full supply chain, supported by Beef Impact indices built on progeny data from over 10,000 UK dairy cows annually.

The Ultimate Breeding Strategy follows a simple three-tier approach that puts every cow to work. The top 30% of your herd – your genetic elite – are served with 4M Ultraplus Dairy Female sexed semen, securing the high-merit replacements your herd depends on. The next 20% receive 4M Ultraplus Beef Male sexed semen, producing over 90% male beef calves at a meaningful premium. The remaining 50% are served with Cogent Beef Impact conventional semen, maximising conception rates and calf value. Together, the system drives dairy genetic progress while capturing the full potential of every beef calf produced.

With the dairy herd now the dominant source of UK beef, genetics must satisfy two audiences: the farmer managing calving and workload, and the processor, retailer and consumer expecting consistent, high-quality beef. Every bull in this catalogue has been selected with both firmly in mind.

**Ecofeed**<sup>®</sup>

ABERDEEN ANGUS BULLS WITH AN ECOFEED SYMBOL HAVE UNDERGONE PROGENY FEED EFFICIENCY TRIALS



PROGENY ACHIEVE ABOVE AVERAGE GROWTH ON THE COGENT GROWTH INDEX

**4M Ultraplus** Male

SIRE IS AVAILABLE IN 4M ULTRAPLUS MALE



SIRE HAS BEEN SELECTED AS ONE OF MEADOW QUALITY'S SUPERIOR SIRE

**SEMEN ROYALTY** SIRE

THIS SIRE CARRIES A SEMEN ROYALTY FOR PEDIGREE REGISTRATIONS

**DATA PROVEN**

PROVEN SIRE WITH OVER 150 RECORDED CALVINGS

HIGH GENETIC SIRE

SIRE IS SUITABLE FOR TESCO INTEGRATED BEEF SCHEME

# BEEF IMPACT INDEX EXPLAINED

Expressed as a monetary value, Cogent Beef Impact index (£CBI) combines a range of favourable traits associated with producing excellent beef on dairy calves to indicate the profitable advantage of using one beef sire over another. A high £CBI sire incorporates health, management, quality and performance benefits for the ultimate in beef on dairy progeny. £CBI has been further split down into Ease of Management Index (£EMI) and Market Value Index (£MVI) which highlight bulls whose progeny excel in certain traits – together they give calves the best start in life to maximise future performance.

## GENOMICS

Identify desirable genes through internal evaluations

## PEDIGREE

Selecting the most desirable pedigrees

## PHENOMICS

Continuous phenotyping of quantitative traits

## DATA ANALYSIS

Continuous reliable statistical evaluations

## SUPERIOR SIRES

Identifying bespoke genetics for Beef On Dairy

BEEF SEMEN  
ACCOUNTS FOR OVER

50%

OF SEMEN SALES TO  
UK DAIRY FARMS



CBI DATA COLLECTED THROUGH A **BESPOKE TESTING PROGRAMME** UTILISING UK DAIRY FARMS TO PROVIDE RELIABLE AND ROBUST DATA RELEVANT TO YOUR HERD.

CALVING EASE

GESTATION LENGTH

CALF VIGOUR

£EMI

£CBI

£MVI

CALF QUALITY

BIRTH WEIGHT

# OUR DATA EXPLAINED



## BIRTH WEIGHT (KG)

Expertly recorded, weights are displayed as the differentiation from the Cogent average, for breed type.\*

## CALF QUALITY (%)

A visual appraisal of conformation and fleshing ability. Expressed as the percentage of progeny who are average quality or above.

## CALF VIGOUR

The offspring's vitality and potential to thrive in the first 24 hours of life.

## CALVING DIFFICULTY (%)

Based on a 1 to 5 scale of calving ease, this displays the percentage of calves that required moderate assistance to be born.

## BLUE ROAN (%)

The % of Light Blue, Blue and Dark Blue Roan calves, with the remainder being White, or Black and White.

## GESTATION LENGTH (DAYS)

The average number of days pregnant.

Using a sire with a -2kg birthweight it is predicted that resulting calves will be -2kg under their respective Birth Weight Average (Av.)\*



SCAN THE QR CODE

FOR MORE INFORMATION



# ADVANCE WITH PATHWAY FARMING.

At Pathway, we have developed a vertically aligned supply chain, to produce high quality Angus beef directly to a premium retailer. Combining our own farms, with farming partners to raise and finish Angus calves, sourced direct from British dairy farms and sired by proven tested bulls

## RECRUITING DAIRY FARMERS NOW!

Preferred areas are South West Scotland, Cumbria, Yorkshire, East Anglia, Lancashire and South East England.

### ➤ STABLE PRICING

Very competitive rates for your calves.

### ➤ LONG-TERM CONTRACTS

Future-proof your farm with our extended agreements.

### ➤ NO HIDDEN CHARGES

Transparency at every transaction.

### ➤ FEEDBACK LOOP

Insights to drive your farm's success.

With Pathway, you're choosing a partner committed to excellence in every aspect - for our cattle, our environment, and our consumers. Discover beef that's not just produced, but crafted with care and precision.

To talk about joining us, contact us on:

Tel: **01989 495101** Email: **office@pathwayfarming.co.uk**

Pathway is an aligned supply chain that supplies high-quality Angus beef. From birthweight and calving ease, to health and growth rates, Pathway monitors performance and wellbeing throughout each animal's life to provide the ultimate standard in traceability and efficiency throughout the entire supply chain. At Pathway, relationships are central to our success, extending through every link in our supply chain. We are committed to supporting our partners with the resources they need to meet programme requirements, whether on the farm or through innovative learning and technology. Our goal is to enhance the efficiency of the supply chain and boost the long term sustainability of all participating businesses.



**PATHWAY**

[www.pathwayfarming.co.uk](http://www.pathwayfarming.co.uk)

# Ecofeed®

GENETICS THAT MAKE EVERY BITE COUNT



EcoFeed® is a genomic index for feed efficiency with a heritability of 24%, allowing for significant generational improvement. Independent of size, high EcoFeed® animals maintain productivity with less feed, expanding profitability and reducing greenhouse gas emissions.

Each 10 points of EcoFeed® above 100 corresponds to £29.20\* in feed savings per head, with no impact on days on feed, average daily gain or carcass value.

EcoFeed® is more than an index - it's a future-proof genetic strategy that helps farmers cut costs whilst maintaining performance, and reduce environmental impact, backed by world-leading science.



\* Each point of EcoFeed® corresponds to £2.92 in feed savings per head based on £0.24 feed cost/kg with 0.045 kg saved daily for 270 days



- 🌿 **REDUCED FEED COSTS**
- 🌿 **MORE ANIMALS GROWN ON THE SAME VOLUME OF FEED**
- 🌿 **LOWER CARBON FOOTPRINT PER KG OF MEAT**
- 🌿 **HIGHER HERD PROFITABILITY**
- 🌿 **EFFICIENCY THAT GETS BETTER EVERY GENERATION**



**IDENTIFYING ECOFEED®  
BULLS IN THIS CATALOGUE:**

**G BEEF  
111**

**G** Genomic prediction of Ecofeed

**🌿 BEEF  
111**

**🌿** Genomic and progeny proven Ecofeed

For every 10 points on the EcoFeed® scale above 100 = 225g less feed per progeny per day or 60.75 kg across the feeding period of 270 days.

Feed is the biggest cost on any farm - around 70% of total production costs - and is the largest contributor to a farms carbon footprint. EcoFeed® is an index that identifies animals proven to get more out of every mouthful.

What makes EcoFeed® different is the science behind it; it's built from measured feed intake records on over 30,000 animals and backed by more than 2 million genomic evaluations from STgenetics research herds and partner farms.

EcoFeed® focuses on Residual Feed Intake (RFI), which shows how efficiently an animal uses feed independent of size or growth rate. That means it selects for true, genetic feed efficiency, not just smaller or faster-growing animals.



**SPEAK TO YOUR GENETIC CONSULTANT,  
SCAN HERE OR FREEPHONE:**

**0800 783 7258**

# EMI ABERDEEN ANGUS

ABERDEEN ANGUS sires, specifically selected for their Ease of Management traits - Calving Ease, short Gestation Length and low Birth Weights. Giving calves the best start in life to maximise their future performance.


**100%**

**OF OUR BULLS ARE BELOW  
NATIONAL AVERAGE FOR  
GESTATION LENGTH\***

\* NATIONAL AVERAGE GESTATION LENGTH 283 DAYS

**SCAN THE CODE TO FIND  
MORE ABOUT EMI & MVI**



ABERDEEN ANGUS	Name	EMI	Calving Difficulty (%)	Gestation Length (days)	Calf Vigour (Av. score)	Birth Weight (Kg)	 ELITE CGI SIRE
	BLACKHAUGH MASTER JUSTIN X218	90.50	1.8	276	1.0	1.6	✓
	BLACKHAUGH LUCAS U848	87.40	1.5	277	1.4	-2.0	
	BLACKHAUGH LORD ROSS Y701	74.70	1.0	279	1.1	-4.0	
	BLACKHAUGH MR ROBERT Y300	72.00	1.0	280	1.5	-0.3	✓
	BLACKHAUGH BLACK BYRON W084	69.70	1.6	279	1.4	2.2	
	BLACKHAUGH IAN BERN Y456	61.30	1.4	281	1.3	-1.8	✓
	CBL NON STOP W236	56.20	1.8	281	1.2	-1.7	
	QUAKER HILL CHIEFTAIN	55.10	1.9	282	1.4	0.9	
	BLACKHAUGH REMINGTON X234	46.30	2.7	282	1.2	1.0	
BLACKHAUGH PLATO W181	44.10	1.3	283	1.3	-2.5		
BLACKHAUGH PHILO X239	40.50	3.1	280	1.1	-0.7		

**DATA PROVEN**



Ear Tag: UK562121 602084 AI Code: AA1846

BLACKHAUGH BLACK BYRON W084

# BLACK BYRON



**4M**™ **Ultraplus**™ Male

Ecofeed<sup>®</sup>



SCAN THE QR CODE  
FOR MORE INFORMATION



GESTATION LENGTH (D)	LONGER	285	279	SHORTER
CALVING DIFFICULTY (%)	HARDER	5	1.6	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1	1.4	+ VIGOROUS
CALF QUALITY (%)	POORER	80	95.7	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0	2.2	HEAVIER

**EXCEPTIONAL CALF QUALITY  
WHILE MAINTAINING  
ALL-ROUND PERFORMANCE**

**DATA PROVEN**



Ear Tag: US4318025238 AI Code: AA1828

QUAKER HILL CHIEFTAIN

# CHIEFTAIN



SCAN THE QR CODE  
FOR MORE INFORMATION



HIGH GENETIC SIRE

GESTATION LENGTH (D)	LONGER	285	282	SHORTER
CALVING DIFFICULTY (%)	HARDER	5	1.9	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1	1.4	+ VIGOROUS
CALF QUALITY (%)	POORER	80	94.6	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0	0.9	HEAVIER

**AN ULTIMATE CALVING EASE  
SIRE WITH OUTSTANDING  
FEED EFFICIENCY**

**DATA PROVEN**



**NEW  
SIRE**

Ear Tag: UK562121 702456 AI Code: AA2035

BLACKHAUGH IAN BERN Y456

# IAN BERN



**4M™ Ultraplus™ Male**

**Ecofeed®**

**G BEEF 98**

SCAN THE QR CODE  
FOR MORE INFORMATION



GESTATION LENGTH (D)	LONGER	285		281	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		1.4	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.3	+ VIGOROUS
CALF QUALITY (%)	POORER	80		97.2	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		-1.8	HEAVIER

**STYLISH, NATURALLY  
FLESHED CALVES THAT  
ARE EASILY BORN**

**DATA PROVEN**



Ear Tag: UK562121 702218 AI Code: AA1958

BLACKHAUGH MASTER JUSTIN X218

# JUSTIN



**4M** Ultraplus<sup>TM</sup> Male

SINCE **B** 1922  
BUITELAAR  
GROUP

Ecofeed<sup>®</sup>

**BEEF 91**



HIGH GENETIC SIRE

SCAN THE QR CODE  
FOR MORE INFORMATION



GESTATION LENGTH (D)	LONGER	285		276	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		1.8	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.0	+ VIGOROUS
CALF QUALITY (%)	POORER	80		81.1	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		1.6	HEAVIER

**THE TRAIT LEADER FOR  
GESTATION LENGTH**

**DATA PROVEN**



Ear Tag: UK562121 101848 AI Code: AA1705

BLACKHAUGH LUCAS U848

# LUCAS

CBI

£126.30

EMI

£87.40

MVI

£38.90

Ecofeed<sup>®</sup>

BEEF  
98

SCAN THE QR CODE  
FOR MORE INFORMATION



MEADOW QUALITY  
LIVESTOCK TRADING SINCE 1975

HIGH GENETIC SIRE



GESTATION LENGTH (D)	LONGER	285	277	SHORTER
CALVING DIFFICULTY (%)	HARDER	5	1.5	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1	1.4	+ VIGOROUS
CALF QUALITY (%)	POORER	80	80.3	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0	-2.0	HEAVIER

**THE HEAVILY PROVEN  
SHORT GESTATION  
CALVING EASE SIRE**

**DATA PROVEN**



**NEW SIRE**

Ear Tag: UK562121 502300 AI Code: AA2012

BLACKHAUGH MR ROBERT Y300

# MR ROBERT



**4M Ultraplus** Male

Ecofeed

**G BEEF 94**



ELITE CGI SIRE

HIGH GENETIC SIRE

SCAN THE QR CODE FOR MORE INFORMATION



GESTATION LENGTH (D)	LONGER	285	280	SHORTER
CALVING DIFFICULTY (%)	HARDER	5	1.0	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1	1.5	+ VIGOROUS
CALF QUALITY (%)	POORER	80	89.7	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0	-0.3	HEAVIER

**AN ULTRA-EASY CALVING  
OPTION WITH MAINTAINED  
CALF QUALITY**

**DATA PROVEN**



Ear Tag: UK222596 501326 AI Code: AA1815

CBL NON STOP W326

# NON STOP

CBI  
**£103.00**

EMI  
**£56.20**

MVI  
**£46.80**

**4M™ Ultraplus™ Male**  
**Ecofeed®**  
**BEEF 94**

**SCAN THE QR CODE  
FOR MORE INFORMATION**



HIGH GENETIC SIRE



GESTATION LENGTH (D)	LONGER	285		281	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		1.8	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.2	+ VIGOROUS
CALF QUALITY (%)	POORER	80		91.7	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		-1.7	HEAVIER

**A LEADING CARCASS  
SIRE WITH IMPRESSIVE  
MANAGEMENT TRAITS**

**DATA PROVEN**



Ear Tag: UK562121 702239 AI Code: AA1996

BLACKHAUGH PHILO X239

# PHILO

CBI

**£73.40**

EMI

**£40.50**

MVI

**£32.90**

Ecofeed<sup>®</sup>

**G BEEF 100**

**SCAN THE QR CODE FOR MORE INFORMATION**



HIGH GENETIC SIRE



GESTATION LENGTH (D)	LONGER	285		280	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		3.1	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.1	+ VIGOROUS
CALF QUALITY (%)	POORER	80		87.4	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		-0.7	HEAVIER

**BALANCED  
PERFORMANCE  
ACROSS ALL TRAITS**

**DATA PROVEN**



Ear Tag: UK562121 502181 AI Code: AA1813

BLACKHAUGH PLATO W181

# PLATO



**4M** **Ultraplus** Male

**Ecofeed**



SCAN THE QR CODE FOR MORE INFORMATION



HIGH GENETIC SIRE



GESTATION LENGTH (D)	LONGER	285	283	SHORTER
CALVING DIFFICULTY (%)	HARDER	5	1.3	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1	1.3	+ VIGOROUS
CALF QUALITY (%)	POORER	80	87.9	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0	-2.5	HEAVIER

**A CALVING EASE FAVOURITE  
PRODUCING VIGOROUS,  
FAST-GROWING CALVES**

**DATA PROVEN**



Ear Tag: UK562121 202234 AI Code: AA1997

BLACKHAUGH REMINGTON X234

# REMINGTON

<b>CBI</b> £105.30	<b>EMI</b> £46.30	<b>MVI</b> £59.00
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**4M** **Ultraplus** Male

**Ecofeed**

**G BEEF 100**

SINCE **B** 1922  
**BUITELAAR**  
GROUP



**MEADOW QUALITY**  
LIVESTOCK TRADING SINCE 1975

**HIGH GENETIC SIRE**

**SCAN THE QR CODE  
FOR MORE INFORMATION**



<b>GESTATION LENGTH (D)</b>	LONGER	<b>285</b>		<b>282</b>	SHORTER
<b>CALVING DIFFICULTY (%)</b>	HARDER	<b>5</b>		<b>2.7</b>	EASIER
<b>CALF VIGOUR (UNITS)</b>	- VIGOROUS	<b>1</b>		<b>1.2</b>	+ VIGOROUS
<b>CALF QUALITY (%)</b>	POORER	<b>80</b>		<b>98.6</b>	EXCELLENT
<b>BIRTH WEIGHT (KG)</b>	LIGHTER	<b>0</b>		<b>1.0</b>	HEAVIER

**CONSISTENT, TARGET-MEETING PROGENY WITH STYLE AND FRAME**

**DATA PROVEN**



Ear Tag: UK560182 200701 AI Code: AA1999

BLACKHAUGH LORD ROSS Y701

# LORD ROSS



**4M**™ **Ultraplus**™ Male

**Ecofeed**®

**G BEEF 101**

SINCE **B** 1922  
**BUITELAAR**  
GROUP



**MEADOW QUALITY**  
LIVESTOCK TRADING SINCE 1975

**HIGH GENETIC SIRE**

**SCAN THE QR CODE  
FOR MORE INFORMATION**



<b>GESTATION LENGTH (D)</b>	LONGER	285		279	SHORTER
<b>CALVING DIFFICULTY (%)</b>	HARDER	5		1.0	EASIER
<b>CALF VIGOUR (UNITS)</b>	- VIGOROUS	1		1.1	+ VIGOROUS
<b>CALF QUALITY (%)</b>	POORER	80		97.6	EXCELLENT
<b>BIRTH WEIGHT (KG)</b>	LIGHTER		0	-4.0	HEAVIER

**OUTSTANDING CALF QUALITY  
FROM A RELIABLE CALVING  
EASE SIRE**

# MVI ABERDEEN ANGUS

Aberdeen Angus sires, whose progeny demonstrate impressive growth rates and exceptional early-life performance rank prominently on the MVI Index, ensuring the production of highly marketable calves.



EPDS



EBVS

NAME	MVI (£)	CALF QUALITY (%)	BIRTH WEIGHT (KG)	EPDS			EBVS		
				CARCASE WEIGHT (LBS)	MARBLING	BEEF VALUE (\$B)	CARCASE WEIGHT (KG)	IMF%	TERMINAL RANKING (%)
BLACKHAUGH BLACK BYRON W084	70.50	95.7	2.2	40	1.14	157	79	1.1	15
BLACKHAUGH REMINGTON X234	59.00	98.6	1.0	68	0.70	179	82	1.0	20
QUAKER HILL CHIEFTAIN	49.10	94.6	0.9	58	0.72	160	76	1.5	15
CBL NON STOP W236	46.80	91.7	-1.7	75	1.15	207	95	2.0	1
BLACKHAUGH MASTER JUSTIN X218	42.40	81.1	1.6	70	0.59	166	87	1.4	5
BLACKHAUGH LORD ROSS Y701	40.40	97.6	-4.0	49	0.74	145	82	1.8	15
BLACKHAUGH IAN BERN Y456	39.90	97.2	-1.8	52	0.65	167	68	1.0	35
BLACKHAUGH LUCAS U848	38.90	80.3	-2.0	34	0.98	154	75	1.2	20
BLACKHAUGH PLATO W181	37.30	87.9	-2.5	72	0.98	191	93	1.9	5
BLACKHAUGH MR ROBERT Y300	34.90	89.7	-0.3	51	0.73	154	78	1.4	5
BLACKHAUGH PHILO X239	32.90	87.4	-0.7	65	0.35	158	94	0.9	5

ABERDEEN ANGUS

SCAN THE CODE TO FIND MORE ABOUT EMI & MVI



Beef Value Index (\$B)

Dollar Value Index (\$B) known as dollar beef, is a genomic prediction that anticipates the average profitability difference attributed to genetic factors in future progeny. Providing a basis for some of the selection criteria in our breeding programme.

Expected Progeny Differences (EPD)

EPDs are predictions of the genetic transmitting ability of a parent to its offspring and are used in the USA in a similar way to EBVs in the UK.

# Is predictable **GROWTH** possible?

## COGENT GROWTH INDEX (CGI)

Cogent's latest proprietary index highlights sires whose progeny achieve significantly higher early life growth rates. The progeny of these elite CGI sires achieve significantly higher growth than their contemporaries.

### CREATING THE OPPORTUNITY TO INCREASE THE VALUE OF YOUR CALVES

Calves by Elite CGI sires are better equipped to meet growth targets and deliver desired sales specifications. Enhancing your tools for genetic selection.

LOOK OUT FOR THIS  
SYMBOL TO IDENTIFY  
HIGH CGI Sires



ELITE CGI SIRE



Identify the bulls whose progeny hit early growth targets



SCAN THE CODE TO FIND  
OUT MORE ABOUT CGI



# GAMECHANGER



Sainsbury's

DISCOVERY RANGE  
NOW IN STORES

**DATA PROVEN  
SIREs, EXCLUSIVE  
TO GAMECHANGER  
FARMERS.**

ENSURING STABILITY, SECURITY AND CONSISTENCY.

“

Absolutely delicious steak. So tender and juicy. It's very difficult to get thick steaks, these are fantastic. Can't wait to buy again, well done Sainsburys!

I was going to purchase from on-line specialist butchers, but this product is good enough to keep me on-side.

SAINSBURY'S DISCOVERY RANGE CONSUMERS

”

## DAIRY FARMERS

- Base price at time of insemination, with monthly calf pricing reviews
- Industry-leading, proven beef on dairy sires
- Regular farm collections
- Collection available from 10 days old

## REARERS

- Guaranteed regular income
- No capital outlay
- Dedicated support team and vet

## FINISHERS

- Industry-leading genetics
- Locked in lifetime price
- Options to suit a variety of systems
- High health status animals

Recruiting Dairy Farmers in England, Scotland and Wales.

**TO FIND OUT MORE  
SCAN THE QR CODE.**



**ADDITIONAL OPPORTUNITIES**  
Dairy to Rear  
Dairy to Store  
Dairy to Finish

enquiries@gamechangerfarming.com | 01458 259413



@GamechangerBeef



gamechangerbeef

Cogent, ABP and Sainsbury's are proud to work in partnership, embracing exclusive Aberdeen Angus genetics to deliver quality British beef with reduced environmental impacts.

## GAMECHANGER DEDICATED ABERDEEN ANGUS SIRES

### REUBEN Y704

EAR TAG: UK560182 500704 AI Code: AA2000

AVAILABLE IN

**4M** **Ultraplus** Male

GESTATION LENGTH (D)	LONGER	285		278 SHORTER
CALVING DIFFICULTY (%)	HARDER	5		1.6 EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.1 + VIGOROUS
CALF QUALITY (%)	POORER	80		92.1 EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		-2.9 HEAVIER

### LUDOLF W654

EAR TAG: UK560182 400654 AI Code: AA1859

AVAILABLE IN

**4M** **Ultraplus** Male

GESTATION LENGTH (D)	LONGER	285		282 SHORTER
CALVING DIFFICULTY (%)	HARDER	5		2.9 EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.1 + VIGOROUS
CALF QUALITY (%)	POORER	80		97.6 EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		0.9 HEAVIER



USE SIRE EAR TAG WHEN INPUTTING SIRE DETAILS ON SERVICE RECORDS AND ON CALF'S PASSPORT.



# TRIPLE **IMPACT**

One Straw. Three Superior Sires. Maximum Conception.



**Cogent's best-selling Triple Impact semen combines three highly proven beef sires into one powerful straw – delivering an uplift in conception rate with 30 million cells packed into every dose.**

- **MORE GENETIC VARIETY** - better chance of getting cows in calf
- **STRONGER SPERM COMPETE** - best one reaches the egg first - improving conception
- **BETTER BIOLOGICAL MATCH TO THE COW** gives sperm a smoother path and higher success
- **LONGER FERTILISATION WINDOW** - more time for a successful pregnancy

This results in more cows back in calf on time, keeping the herd on schedule and fewer days open and fewer services per cow.



Our Triple Impact mixes are carefully selected for short gestation lengths and low birthweights for calving ease - without compromising on calf quality. Only fully progeny tested/proven sires are included. Triple Impact has proven successful in cows where conception has been challenging. After twenty years on market, its popularity continues to grow.

**Rachel Dickinson**  
Cogent Beef-on-Dairy Specialist

With Triple Impact products available across breeds, Cogent delivers tailored combinations of British Blue, Aberdeen Angus, Hereford, and Native mixes – ensuring quality beef calves from any dairy system.

- **TRIPLE IMPACT EMI (TRIPLE BLUE)** Also available as Male sexed
- **TRIPLE IMPACT ANGUS** Also available as Male sexed
- **TRIPLE IMPACT NATIVE**
- **TRIPLE IMPACT L-A-B**
- **TRIPLE IMPACT HEREFORD**
- **TRIPLE IMPACT SHORTHORN**




**ORDER YOUR TRIPLE IMPACT MIX NOW  
AND MAXIMISE EVERY INSEMINATION.**

**0800 783 7258**

# EMI BRITISH BLUE

British Blue sires that excel in crucial Ease of Management traits such as Calving Ease, short Gestation Length, and exceptional Calf Vigor, providing progeny with the optimal start for maximising future performance.

Name	EMI	Calving Difficulty (%)	Gestation Length (days)	Calf Vigour (Av. score)	Birth Weight (Kg)	
CBL SPRITE	100.80	1.9	275	1.5	-0.5	
CBL POLARIS	88.30	1.3	277	1.3	-0.8	
CBL STOKES	84.50	1.6	278	1.4	-1.2	
CBL ROCKSTAR	84.20	1.6	278	1.2	-3.7	✓
CBL STALLONE	83.40	1.2	278	1.3	1.3	
CBL STARMAN	80.20	1.9	278	1.3	0.2	
CBL SONIC BOOM	78.50	1.0	279	1.3	0.6	
CBL SKYFALL	77.00	1.5	279	1.4	2.2	✓
CBL SOVEREIGN P	75.30	1.5	279	1.2	1.1	
CBL SAMMY	72.20	2.7	278	1.7	2.1	
KERSEY RHINESTONE P	70.80	1.6	279	1.5	-0.3	
CBL SNICKER	70.40	1.9	280	1.4	0.9	
CBL RODEO	68.40	1.9	280	1.4	-1.0	✓
CBL SIRLOIN	68.00	1.5	279	1.2	2.6	
CBL SARGASSO	67.20	2.8	279	1.2	1.3	✓
CBL ROAD MAN	66.60	2.6	279	1.3	-0.4	
CBL THOR PP	65.40	1.8	280	1.3	0.6	
CBL TOBLERONE	64.50	1.0	281	1.5	1.8	
CBL PLASMA	64.50	2.2	279	1.6	-2.8	
CBL SUMO	59.50	1.6	281	1.2	1.1	

BRITISH BLUE

THE AVERAGE  
GESTATION  
LENGTH OF OUR  
BRITISH BLUE BULLS IS  
**278.8 DAYS**

SCAN THE CODE TO FIND  
MORE ABOUT EMI & MVI



**DATA PROVEN**

Ear Tag: UK102530 301418 AI Code: BB1876

CBL PLASMA

# PLASMA

CBI

£103.80

EMI

£64.50

MVI

£39.30

**4M**™ **Ultraplus**™ Male

**SCAN THE QR CODE  
FOR MORE INFORMATION**



<b>GESTATION LENGTH (D)</b>	LONGER	285		279	SHORTER
<b>CALVING DIFFICULTY (%)</b>	HARDER	5		2.2	EASIER
<b>CALF VIGOUR (UNITS)</b>	- VIGOROUS	1		1.6	+ VIGOROUS
<b>CALF QUALITY (%)</b>	POORER	80		96.2	EXCELLENT
<b>BIRTH WEIGHT (KG)</b>	LIGHTER	0		-2.8	HEAVIER
<b>BLUE ROAN (%)</b>	0%	50%		85	100%

**THE ULTIMATE SIRE FOR CALVING  
EASE WITHOUT COMPROMISING  
ON GROWTH AND QUALITY**

**DATA PROVEN**

Ear Tag: UK222596 601355 AI Code: BB1872

CBL POLARIS

# POLARIS

CBI

£135.50

EMI

£88.30

MVI

£47.20

**4M**™ **Ultraplus**™ Male

**SCAN THE QR CODE  
FOR MORE INFORMATION**



**MEADOW QUALITY**  
LIVESTOCK TRADING SINCE 1975



GESTATION LENGTH (D)	LONGER	285		277	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		1.3	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.3	+ VIGOROUS
CALF QUALITY (%)	POORER	80		92.2	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		-0.8	HEAVIER
BLUE ROAN (%)	0%	50%		68	100%

**PERFECTLY SUITED TO A MULTITUDE  
OF SYSTEMS, POLARIS PROVIDES  
TRUE ALL-ROUND PERFORMANCE**

**DATA PROVEN**

Ear Tag: UK222596 301366 AI Code: BB1904

KERSEY RHINESTONE (P)

# RHINESTONE P

CBI

£137.60

EMI

£70.80

MVI

£66.80

**4M** **Ultraplus** Male

SCAN THE QR CODE

FOR MORE INFORMATION



SINCE **B** 1922  
BUITELAAR  
GROUP



GESTATION LENGTH (D)	LONGER	285	279	SHORTER
CALVING DIFFICULTY (%)	HARDER	5	1.6	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1	1.5	+ VIGOROUS
CALF QUALITY (%)	POORER	80	97.8	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0	-0.3	HEAVIER
BLUE ROAN (%)	0%	50%	87	100%

**A HETEROZYGOUS POLLED SIRE  
PERFORMING EXCEPTIONALLY  
ACROSS ALL TRAITS**

**DATA PROVEN**



Ear Tag: UK942210 316063 AI Code: BB1947

CBL ROAD MAN

# ROAD MAN

CBI

£127.10

EMI

£66.60

MVI

£60.50

**4M** **Ultraplus** Male



**SCAN THE QR CODE  
FOR MORE INFORMATION**



GESTATION LENGTH (D)	LONGER	285	279	SHORTER
CALVING DIFFICULTY (%)	HARDER	5	2.6	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1	1.3	+ VIGOROUS
CALF QUALITY (%)	POORER	80	98.0	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0	-0.4	HEAVIER
BLUE ROAN (%)	0%	50%	81	100%

**A DEPENDABLE SIRE  
TRANSMITTING ALL DESIRABLE  
TRAITS WITH AN EMPHASIS ON  
QUALITY AND COLOUR**

**DATA PROVEN**

Ear Tag: UK102530 101472 AI Code: BB1969



CBL ROCKSTAR

# ROCKSTAR



**4M™ Ultraplus™ Male**

SINCE **B** 1922  
BUITELAAR  
GROUP



**MEADOW QUALITY**  
LIVESTOCK TRADING SINCE 1975

**SCAN THE QR CODE  
FOR MORE INFORMATION**



<b>GESTATION LENGTH (D)</b>	LONGER	285		278	SHORTER
<b>CALVING DIFFICULTY (%)</b>	HARDER	5		1.6	EASIER
<b>CALF VIGOUR (UNITS)</b>	- VIGOROUS	1		1.2	+ VIGOROUS
<b>CALF QUALITY (%)</b>	POORER	80		99.4	EXCELLENT
<b>BIRTH WEIGHT (KG)</b>	LIGHTER	0		-3.7	HEAVIER
<b>BLUE ROAN (%)</b>	0%	50%		75	100%

**A TRUE SUPERSTAR – THE BULL  
THAT DOES IT ALL: GESTATION,  
CALVING EASE, QUALITY AND  
COLOUR**

**DATA PROVEN**

Ear Tag: UK942210 316085 AI Code: BB1946



CBL RODEO

# RODEO

CBI

£126.20

EMI

£68.40

MVI

£57.80

**4M** **Ultraplus**™ Male



**SCAN THE QR CODE  
FOR MORE INFORMATION**



GESTATION LENGTH (D)	LONGER	285	280	SHORTER
CALVING DIFFICULTY (%)	HARDER	5	1.9	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1	1.4	+ VIGOROUS
CALF QUALITY (%)	POORER	80	89.9	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0	-1.0	HEAVIER
BLUE ROAN (%)	0%	50%	70	100%

**A SIRE YOU CAN PUT YOUR  
CONFIDENCE IN, BRINGING  
QUALITY AND CONVENIENCE**

**DATA PROVEN**

Ear Tag: UK314080 100106 AI Code: BB2015

CBL SAMMY

# SAMMY

CBI

£134.60

EMI

£72.20

MVI

£62.40

**4M** **Ultraplus** Male

**SCAN THE QR CODE  
FOR MORE INFORMATION**



<b>GESTATION LENGTH (D)</b>	LONGER	<b>285</b>	<b>278</b>	SHORTER
<b>CALVING DIFFICULTY (%)</b>	HARDER	<b>5</b>	<b>2.7</b>	EASIER
<b>CALF VIGOUR (UNITS)</b>	- VIGOROUS	<b>1</b>	<b>1.7</b>	+ VIGOROUS
<b>CALF QUALITY (%)</b>	POORER	<b>80</b>	<b>91.6</b>	EXCELLENT
<b>BIRTH WEIGHT (KG)</b>	LIGHTER	<b>0</b>	<b>2.1</b>	HEAVIER
<b>BLUE ROAN (%)</b>	0%	<b>50%</b>	<b>90</b>	100%

**PRODUCES HIGH-QUALITY  
PROGENY WHILE RETAINING AN  
IMPRESSIVE GESTATION PERIOD**

**DATA PROVEN**

Ear Tag: UK222596 701468 AI Code: BB2084

CBL SARGASSO

# SARGASSO

CBI

£138.40

EMI

£67.20

MVI

£71.20

**NEW  
SIRE**

MacG  
JAN 26

SCAN THE QR CODE

FOR MORE INFORMATION



ELITE CGI SIRE



GESTATION LENGTH (D)	LONGER	285		279	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		2.8	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.2	+ VIGOROUS
CALF QUALITY (%)	POORER	80		96.4	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		1.3	HEAVIER
BLUE ROAN (%)	0%	50%		93	100%

**EXCEPTIONAL CALF QUALITY, PRODUCES  
HIGHLY MARKETABLE CALVES WITHOUT  
BIRTHWEIGHT EXTREMES**

**DATA PROVEN**



Ear Tag: UK222596 401458 AI Code: BB2046

CBL SIRLOIN

# SIRLOIN

CBI

**£128.70**

EMI

**£68.00**

MVI

**£60.70**



**SCAN THE QR CODE  
FOR MORE INFORMATION**



GESTATION LENGTH (D)	LONGER	285	279	SHORTER
CALVING DIFFICULTY (%)	HARDER	5	1.5	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1	1.2	+ VIGOROUS
CALF QUALITY (%)	POORER	80	92.1	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0	2.6	HEAVIER
BLUE ROAN (%)	0%	50%	94	100%

**WELL-FRAMED, HIGH-QUALITY  
CALVES BUILT FOR MODERN  
SYSTEMS**

**DATA PROVEN**

Ear Tag: UK222596 601467 AI Code: BB2080



**NEW  
SIRE**

CBL SKYFALL

# SKYFALL

CBI

**£128.80**

EMI

**£77.00**

MVI

**£51.80**



**SCAN THE QR CODE  
FOR MORE INFORMATION**



**ELITE CGI SIRE**



<b>GESTATION LENGTH (D)</b>	LONGER	<b>285</b>	<b>279</b>	SHORTER
<b>CALVING DIFFICULTY (%)</b>	HARDER	<b>5</b>	<b>1.5</b>	EASIER
<b>CALF VIGOUR (UNITS)</b>	- VIGOROUS	<b>1</b>	<b>1.4</b>	+ VIGOROUS
<b>CALF QUALITY (%)</b>	POORER	<b>80</b>	<b>89.2</b>	EXCELLENT
<b>BIRTH WEIGHT (KG)</b>	LIGHTER	<b>0</b>	<b>2.2</b>	HEAVIER
<b>BLUE ROAN (%)</b>	0%	<b>50%</b>	<b>92</b>	100%

**A VERSATILE, EASY CALVING  
SIRE EXHIBITING A WEALTH OF  
DESIRABLE TRAITS**

**DATA PROVEN**



**NEW  
SIRE**

Ear Tag: UK102530 701506 AI Code: BB2045

CBL SNICKER

# SNICKER

CBI  
**£109.50**

EMI  
**£70.40**

MVI  
**£39.10**



**SCAN THE QR CODE  
FOR MORE INFORMATION**



GESTATION LENGTH (D)	LONGER	285	280	SHORTER
CALVING DIFFICULTY (%)	HARDER	5	1.9	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1	1.4	+ VIGOROUS
CALF QUALITY (%)	POORER	80	82.9	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0	0.9	HEAVIER
BLUE ROAN (%)	0%	50%	95	100%

**ALL-ROUND PERFORMANCE FOR  
THOSE SEEKING TO PRODUCE  
HIGH-QUALITY PROGENY**

**DATA PROVEN**



MaxG  
JAN 26

**NEW  
SIRE**

Ear Tag: UK104493 600720 AI Code: BB2116

CBL SONIC BOOM

# SONIC BOOM

CBI  
**£121.30**

EMI  
**£78.50**







MVI  
**£42.70**

**4M** Ultraplus<sup>™</sup> Male



**SCAN THE QR CODE  
FOR MORE INFORMATION**



<b>GESTATION LENGTH (D)</b>	LONGER	<b>285</b>		<b>279</b>	SHORTER
<b>CALVING DIFFICULTY (%)</b>	HARDER	<b>5</b>		<b>1.0</b>	EASIER
<b>CALF VIGOUR (UNITS)</b>	- VIGOROUS	<b>1</b>		<b>1.3</b>	+ VIGOROUS
<b>CALF QUALITY (%)</b>	POORER	<b>80</b>		<b>93.2</b>	EXCELLENT
<b>BIRTH WEIGHT (KG)</b>	LIGHTER	<b>0</b>		<b>0.6</b>	HEAVIER
<b>BLUE ROAN (%)</b>	0%	<b>50%</b>		<b>98</b>	100%

**AN EASY CALVING, SHORT  
GESTATION SIRE DELIVERING  
UNIFORM, WELL-FRAMED CALVES**

**DATA PROVEN**



**NEW SIRE**

Ear Tag: UK222596 501466 AI Code: BB2079

CBL SOVEREIGN P

# SOVEREIGN P



**4M™ Ultraplus™ Male**

**SCAN THE QR CODE FOR MORE INFORMATION**



GESTATION LENGTH (D)	LONGER	285	279	SHORTER
CALVING DIFFICULTY (%)	HARDER	5	1.5	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1	1.2	+ VIGOROUS
CALF QUALITY (%)	POORER	80	93.1	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0	1.1	HEAVIER
BLUE ROAN (%)	0%	50%	93	100%

**BALANCED, CONSISTENT PERFORMANCE FROM A HETEROZYGOUS POLLED SIRE**

**DATA PROVEN**

Ear Tag: UK222596 101448 AI Code: BB2049



CBL SPRITE

# SPRITE

CBI

£159.40

EMI

£100.80

MVI

£58.60

**4M** Ultraplus™ Male



SCAN THE QR CODE

FOR MORE INFORMATION



SINCE **B** 1922  
BUITELAAR  
GROUP



**MEADOW QUALITY**  
LIVESTOCK TRADING SINCE 1975

GESTATION LENGTH (D)	LONGER	285		275	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		1.9	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.5	+ VIGOROUS
CALF QUALITY (%)	POORER	80		97.9	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		-0.5	HEAVIER
BLUE ROAN (%)	0%	50%		98	100%

**ULTRA CONSISTANT ACROSS ALL TRAITS  
AND THE SHORTEST GESTATION BRITISH  
BLUE SIRE AVAILABLE IN AI**

**DATA PROVEN**



**NEW  
SIRE**

Ear Tag: UK222596 401465 AI Code: BB2081

CBL STALLONE

# STALLONE



**4M** Ultraplus™ Male

**SCAN THE QR CODE  
FOR MORE INFORMATION**



GESTATION LENGTH (D)	LONGER	285	278	SHORTER
CALVING DIFFICULTY (%)	HARDER	5	1.2	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1	1.3	+ VIGOROUS
CALF QUALITY (%)	POORER	80	78.8	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0	1.3	HEAVIER
BLUE ROAN (%)	0%	50%	94	100%

**BRINGING CONFIDENCE  
TO CALVING WITHOUT  
SACRIFICING PERFORMANCE**

**DATA PROVEN**



Ear Tag: UK102530 601505 AI Code: BB2050

CBL STARMAN

# STARMAN

CBI

£127.60

EMI

£80.20

MVI







£47.40

**4M** Ultraplus<sup>™</sup> Male



**SCAN THE QR CODE  
FOR MORE INFORMATION**



GESTATION LENGTH (D)	LONGER	285		278	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		1.9	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.3	+ VIGOROUS
CALF QUALITY (%)	POORER	80		90.4	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		0.2	HEAVIER
BLUE ROAN (%)	0%	50%		97	100%

**THE ULTIMATE SHORT GESTATION,  
EASY CALVING OPTION WELL SUITED  
TO A VARIETY OF SYSTEMS**

**DATA PROVEN**



MacG  
JAN 76

**NEW  
SIRE**

Ear Tag: UK222596 101462 AI Code: BB2082

CBL STOKES

**STOKES**

CBI  
**£131.40**

EMI  
**£84.50**

MVI  
**£46.90**

**4M™ Ultraplus™ Male**

**SCAN THE QR CODE  
FOR MORE INFORMATION**



GESTATION LENGTH (D)	LONGER	285		278	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		1.6	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.4	+ VIGOROUS
CALF QUALITY (%)	POORER	80		93.1	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		-1.2	HEAVIER
BLUE ROAN (%)	0%	50%		98	100%

**A RELIABLE, LOW BIRTHWEIGHT,  
EASY CALVING SIRE WITH A SHORT  
GESTATION LENGTH**

**DATA PROVEN**



Ear Tag: UK222596 201470 AI Code: BB2094

CBL SUMO

# SUMO

CBI

£113.90

EMI

£59.50

MVI

£54.40

**NEW  
SIRE**



**SCAN THE QR CODE  
FOR MORE INFORMATION**



<b>GESTATION LENGTH (D)</b>	LONGER	285		281	SHORTER
<b>CALVING DIFFICULTY (%)</b>	HARDER	5		1.6	EASIER
<b>CALF VIGOUR (UNITS)</b>	- VIGOROUS	1		1.2	+ VIGOROUS
<b>CALF QUALITY (%)</b>	POORER	80		93.9	EXCELLENT
<b>BIRTH WEIGHT (KG)</b>	LIGHTER	0		1.1	HEAVIER
<b>BLUE ROAN (%)</b>	0%	50%		94	100%

**CONSISTENTLY DELIVERS PREMIUM CALF QUALITY, WHILE MAINTAINING MANAGEMENT CRITERIA**

**DATA PROVEN**

Ear Tag: UK222596 201526 AI Code: BB2110

CBL THOR PP

# THOR PP

CBI

£127.80

EMI

£65.40

MVI

£62.40

**4M** Ultraplus<sup>TM</sup> Male

**NEW  
SIRE**

**SCAN THE QR CODE  
FOR MORE INFORMATION**



GESTATION LENGTH (D)	LONGER	285		280	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		1.8	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.3	+ VIGOROUS
CALF QUALITY (%)	POORER	80		95.0	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		0.6	HEAVIER
BLUE ROAN (%)	0%	50%		98	100%

**THE FIRST PROGENY-TESTED  
HOMOZYGOUS POLLED SIRE  
AVAILABLE IN AI**

**DATA PROVEN**



**NEW SIRE**

Ear Tag: UK222596 301485 AI Code: BB2111

CBL TOBLERONE

# TOBLERONE



**SCAN THE QR CODE FOR MORE INFORMATION**



<b>GESTATION LENGTH (D)</b>	LONGER	285	281	SHORTER
<b>CALVING DIFFICULTY (%)</b>	HARDER	5	1.0	EASIER
<b>CALF VIGOUR (UNITS)</b>	- VIGOROUS	1	1.5	+ VIGOROUS
<b>CALF QUALITY (%)</b>	POORER	80	93.3	EXCELLENT
<b>BIRTH WEIGHT (KG)</b>	LIGHTER	0	1.8	HEAVIER
<b>BLUE ROAN (%)</b>	0%	50%	95	100%

**A RELIABLE CHOICE FOR OPTIMAL CALVING EASE AND CONSISTENT QUALITY**

# MVI BRITISH BLUE

British Blue sires that excel in generating high-value calves. These calves inherit desirable traits related to quality and growth, which not only enhance their marketability but also offer increased profit potential.



## AHDB NATIONAL BEEF EVALUATIONS



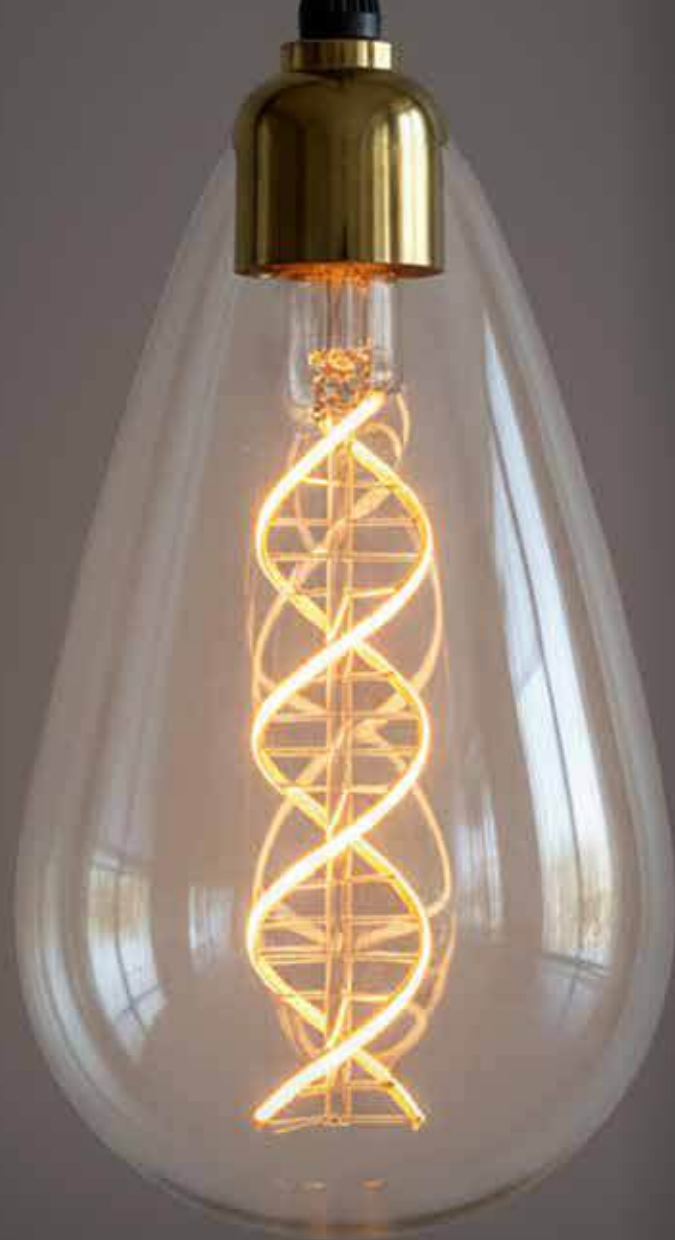
Estimated Breeding Values to help with selection of bulls based on their genetic potential for carcase performance.

NAME	MVI (£)	CALF QUALITY (%)	CALF WEIGHT (KG)	CARCASE WEIGHT EBV	FAT CLASS EBV	CONFORMATION EBV	SLAUGHTER AGE EBV
CBL SARGASSO	71.20	96.4	1.3	16.42	-4.91	4.16	1.25
KERSEY RHINESTONE P	66.80	97.8	-0.3	28.05	-4.70	4.54	-9.23
CBL THOR PP	62.40	95.0	0.6				
CBL SAMMY	62.40	91.6	2.1	19.10	-5.19	2.83	-8.42
CBL SIRLOIN	60.70	92.1	2.6	19.10	-5.19	2.83	-8.42
CBL ROAD MAN	60.50	98.0	-0.4	23.14	-6.64	3.73	-6.70
CBL SPRITE	58.60	97.9	-0.5	20.99	-7.25	3.60	0.02
CBL RODEO	57.80	89.9	-1.0	21.96	-6.36	3.43	-6.17
CBL TOBLERONE	56.70	93.3	1.8	15.59	-4.50	3.20	-7.65
CBL SOVEREIGN P	55.70	93.1	1.1				
CBL ROCKSTAR	54.90	99.4	-3.7	18.44	-6.04	2.72	-8.12
CBL SUMO	54.40	93.9	1.1	20.11	-6.00	3.17	-11.34
CBL SKYFALL	51.80	89.2	2.2	20.20	-5.57	3.21	-7.09
CBL STARMAN	47.40	90.4	0.2	20.84	-5.97	2.89	-12.06
CBL POLARIS	47.20	92.2	-0.8	31.45	-6.80	4.27	-13.69
CBL STOKES	46.90	93.1	-1.2	20.20	-5.57	3.21	-7.09
CBL SONIC BOOM	42.70	93.2	0.6	21.13	-6.43	3.51	-9.17
CBL PLASMA	39.30	96.2	-2.8	19.00	-6.05	2.45	-17.48
CBL STALLONE	39.20	78.8	1.3	20.20	-5.57	3.21	-7.09
CBL SNICKER	39.10	82.9	0.9	17.97	-5.62	3.49	-13.25

BRITISH BLUE

SCAN THE CODE TO FIND MORE ABOUT EMI & MVI





# SWITCH ON YOUR GENETICS



At Cogent, we have market-leading expertise and a full range of reproductive tools to support you in improving genetics, driving profitability and strengthening longevity of your herd.

**COGENT'S PRODUCTS AND TOOLS ARE BUILT ON:**

- UNWAVERING QUALITY CONTROL
- ONGOING SIGNIFICANT INVESTMENT
- RELIABLE UK DATA
- UNRIVALLED KNOWLEDGE

We are committed to driving innovation in breeding. Our complete range of solutions delivers real reproductive improvement on farm.

For all your breeding requirements contact our genetic consultants on:

**0800 783 7258**

The cogent *difference*

Part of the **STgenetics** group.

[www.stgen.com](http://www.stgen.com)



# SHIELD YOUR HERD THIS CALVING SEASON.



The cogent *difference*

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SCAN ME

## PRIMESTART COLOSTRUM REPLACER

The quality of maternal colostrum can vary with weather, nutrition, cow condition, and calving stress. But newborn immunity should never vary. Primestart Colostrum replacer delivers consistent protection, ensuring every calf receives the immunity it needs – every time, without guesswork.



Guarantee immunity this calving season,  
**FREEPHONE: 0800 783 7258**



“ Moving to a Culard bull puts a lot more growth into the Jersey calves, and has improved calf sales and price significantly compared to when we were using a Hereford bull.

GEORGE MORGAN | FARDRE FARMS, CONWY

**NEW  
SIRE**

# RIORGES

Ear Tag: FR4243250143 AI Code: CH3783



- OFFERS OPTIMAL CALVING EASE
- WILL TRANSMIT ENHANCED MUSCLE DEFINITION TO HIS PROGENY
- WELL SUITED TO THOSE LOOKING TO PRODUCE CHAROLAIS CALVES WHILE RETAINING POSITIVE MANAGEMENT TRAITS

# OCHUIVERT

Ear Tag: FR4242930235 AI Code: CH3853



- GOOD CALVING EASE
- IMPRESSIVE SHAPE AND CARCASS PERFORMANCE
- EXPECT CALVES TO BE FULL OF VITALITY AND GROW QUICKLY

# POIROT

Ear Tag: FR0120304945 AI Code: CH3855



- MODERATE CALVING EASE WITH POSITIVE BIRTH WEIGHTS
- MARKET-TOPPING CALVES THAT SHOW EXCEPTIONAL QUALITY FROM A YOUNG AGE
- EXPECT CALVES TO BE WELL-FRAMED, DEMONSTRATING EXCEPTIONAL MUSCLING



KNOCKMAHON OPEL

# OPEL

- PROGENY PROVEN ON IRISH DAIRY FARMS
- AN EASY CALVING CHAROLAIS SIRE WITH SHORT GESTATION LENGTH
- EXCELLENT CALF QUALITY DELIVERING LEADING MARKET PRICES IN IRELAND

**NEW  
SIRE**

SCAN THE QR CODE  
FOR MORE INFORMATION



DAIRY BEEF INDEX				
DAIRY HEIFER CALVING DIFFICULTY				
DAIRY COW CALVING DIFFICULTY				
GESTATION LENGTH				
CALF MORTALITY				

€128  
14.2 (TOP 14%)  
5.9 (TOP 28%)  
-0.18 (TOP 1%)  
-0.12 (TOP 22%)

**AN EXCITING IRISH SIRE, OFFERING THE CONVENIENCE OF POSITIVE MANAGEMENT TRAITS COMBINED WITH EXCELLENT CALF QUALITY.**

Data converted from ICBF



**NEW  
SIRE**

Ear tag: UK160855 500120 AI Code: SG1510

FISHPOOL ROCKY P

# ROCKY P

- PROVEN EASY CALVING PEDIGREE
- EXPECT CALVES THAT DISPLAY GOOD GROWTH
- HETEROZYGOUS POLLED SIRE

SIMMENTAL

AVAILABLE FOR PEDIGREE USE

# KEEP GREAT GENETICS GREAT



**FREEPHONE**  
**0800783 7258**  
for all your liquid  
nitrogen needs

Our reliable liquid nitrogen delivery service keeps your tanks topped up on schedule. With a high capacity supply, trained drivers and consistent routes, you can count on us to protect your semen storage all year.

The cogent *difference*



Part of the **STgenetics** group.  
[www.stgen.com](http://www.stgen.com)

**DATA PROVEN**



Ear Tag: UK103719 503098 AI Code: H9277

NETHERHALL 1 MATTY S098 (PP)

# MATTY PP



**SCAN THE QR CODE  
FOR MORE INFORMATION**



**SEMEN ROYALTY SIRE**

GESTATION LENGTH (D)	LONGER	285		279	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		1.9	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.3	+ VIGOROUS
CALF QUALITY (%)	POORER	80		88.8	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		2.6	HEAVIER

**A FANTASTIC CALF QUALITY  
SIRE WITH A SHORT  
GESTATION LENGTH**

**DATA PROVEN**



Ear Tag: UK103719 703247 AI Code: H9244

NETHERHALL 1 MINDSET (P)

# MINDSET P

CBI

£113.60

EMI

£72.70

MVI

£40.90



**SCAN THE QR CODE  
FOR MORE INFORMATION**



**MEADOW QUALITY**  
LIVESTOCK TRADING SINCE 1975

GESTATION LENGTH (D)	LONGER	285		277	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		1.5	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.9	+ VIGOROUS
CALF QUALITY (%)	POORER	80		80.1	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		-0.2	HEAVIER

**THE PERFECT CHOICE FOR  
THOSE PUTTING AN EMPHASIS  
ON MANAGEMENT TRAITS**

**DATA PROVEN**



**NEW SIRE**

Ear Tag: UK232449 500179 AI Code: LN3095

GREENSONS THEODEN PP

# THEODEN PP



**4M™ Ultraplus™ Male**



**SCAN THE QR CODE FOR MORE INFORMATION**



SEMEN ROYALTY SIRE

GESTATION LENGTH (D)	LONGER	285	286	SHORTER
CALVING DIFFICULTY (%)	HARDER	5	2.0	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1	1.5	+ VIGOROUS
CALF QUALITY (%)	POORER	80	93.0	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0	1.5	HEAVIER

**A HOMOZYGOUS POLLED OPTION, OFFERING OPTIMAL ALL-ROUND PERFORMANCE**

**DATA PROVEN**



Ear Tag: UK305928 401634 AI Code: LN2844

TWEMLOWS OFFICER

# OFFICER

CBI

£37.60

EMI

£25.80

MVI

£11.80

**4M** **Ultraplus** Male



**SCAN THE QR CODE  
FOR MORE INFORMATION**



**MEADOW QUALITY**  
LIVESTOCK TRADING SINCE 1975


**SEMEN ROYALTY SIRE**

<b>GESTATION LENGTH (D)</b>	LONGER	285	286	SHORTER
<b>CALVING DIFFICULTY (%)</b>	HARDER	5	1.0	EASIER
<b>CALF VIGOUR (UNITS)</b>	- VIGOROUS	1	1.2	+ VIGOROUS
<b>CALF QUALITY (%)</b>	POORER	80	90.4	EXCELLENT
<b>BIRTH WEIGHT (KG)</b>	LIGHTER	0	2.1	HEAVIER

**A RENOWNED  
CALVING EASE  
SPECIALIST**

SINCE **B** 1922  
**BUITELAAR**  
GROUP

GET IN TOUCH

 UK +44 (0) 1244 662705

 info@buitelaargroup.com

 @buitelaargroup

[www.buitelaaragriculture.com](http://www.buitelaaragriculture.com)



## WHY THE LONGHORN?

With the planet-conscious consumer expected to eat less meat in the future, we are seeing a shift in demand; customers are increasingly looking for high quality, environmentally friendly beef that offers both the reassurance of sustainability and extraordinary taste.

With well over 6000 calvings to Longhorn behind us, and a strong forward plan, we are continually looking to work with forward-thinking and progressive businesses to add value to stakeholders throughout the supply chain.

### BREED SUITABILITY:

- Naturally easy calving
- Short gestation period
- Length & leanness

### THE LONGHORN CALF:

- Tough and hardy type
- Bright and vibrant, quickly up and sucking
- Impressive daily liveweight gains right from birth

### DAIRY FARMER BENEFITS:

- Underwritten price guarantee
- Business security – TB guarantee
- Dedicated on farm livestock buyer and Longhorn advisor

### LONGHORN SCHEME SPECIFICATION:

- Eligible herds must have a cow average of 600Kg+
- Calves must be 100% fit and healthy
- Minimum weight into collection centre: 55Kg
- Minimum DLWG into collection centre: 0.40Kg/Day
- Age into collection centre: 14-41 Days



### LONGHORN BEEF:

- Little genetic interference
- Extraordinary taste
- Produces a relaxed meat
- Meat offers a rich flavour

### AN EXCEPTIONAL END PRODUCT

Destined for Michelin restaurants, the product quality has not gone unnoticed, receiving multiple sought after and prestigious industry awards in 2023 reflecting the passion and commitment from one end of the chain to the other. All whilst providing the customer with a product that makes a positive environmental impact.





Ear Tag: UK200538 301182 AI Code: LH0904

## BLACKBROOK FREDDIE

# FREDDIE

- ✓ AN IDEAL CHOICE TO PRODUCE HIGH QUALITY PROGENY
- ✓ CALVES ARE WELL-MUSCLED WITH A MODERATE FRAME
- ✓ EXPECT EASY BORN PROGENY WITH GREAT CONFORMATION

SCAN THE CODE TO  
TO SEE PROGENY VIDEOS



Ear Tag: UK200538 401162 AI Code: LH0899

## BLACKBROOK FLASH HARRY

# FLASH HARRY

- ✓ PRODUCES EASILY BORN PROGENY
- ✓ CALVES ARE WELL FRAMED AND NATURALLY FLESHED
- ✓ EXPECT CALVES TO GROW QUICKLY AND DISPLAY THEIR SIRE'S CREDENTIALS

SCAN THE CODE TO  
TO SEE PROGENY VIDEOS





# MEADOW QUALITY

LIVESTOCK TRADING SINCE 1975

**MEADOW QUALITY IS A FARMER-OWNED, PROFESSIONAL LIVESTOCK MARKETING BUSINESS THAT OFFERS PREMIUMS FOR CALVES SIRED BY OUR SPECIALLY SELECTED 'SUPERIOR SIRES'.**

MQL produces an annual Superior Sires list, and our 2026 list contains 9 sires from the Cogent stud.

Meadow Quality has a proven record in sourcing fit and healthy baby calves throughout the year. We use knowledge transfer of finished cattle data to directly influence and continuously improve supply to the mutual benefit of dairy and beef farmers alike.

Our team of expert fieldsmen cover England and Wales providing an on farm selection service and advice with a focus on the health of your livestock and profitability.



MEADOW QUALITY LTD



@MEADOWQUALITY



T: 01789 734100

[WWW.MEADOWQ.CO.UK](http://WWW.MEADOWQ.CO.UK)

## Did you know?

We run two Red Tractor, DEFRA, and ABM-approved calf collection centres in Shropshire and Wiltshire, offering dairy and beef producers a secure, welfare- friendly, and efficient service for buying and supplying calves.



Ear Tag: UK317544 700124 AI Code: MS0091



Ear Tag: UK728173 400426 AI Code: WA1001

Ear Tag: UK317544 600193 AI Code: MS0102

## WYNDFORD DIABLO DIABLO



- TOP 5% MARBLE SCORE
- TOP 10% FOR EYE MUSCLE AREA
- AN EASY CALVING SIRE OFFERING EXCEPTIONAL CARCASS TRAITS

## CBL TEPPANYAKI V00426 TEPPANYAKI



ALSO AVAILABLE IN  
**4M** **Ultraplus** Male



- TOP 10% FOR CARCASS WEIGHT & TOP 5% FOR EYE MUSCLE AREA.
- TOP 10% ON BOTH THE FULLBLOOD TERMINAL & BREEDER-FEEDER INDICES
- EXPECT PROGENY TO SHOW GOOD VIGOUR AND IMPESSIVE GROWTH

## WYNDFORD BIG DADDY BIG DADDY



- TOP 5% FOR CARCASS WEIGHT AND ALL GROWTH TRAITS
- MAINTAINS CALVING EASE & CARCASS TRAITS
- PRODUCES LARGER BORN PROGENY THAT MEET TARGETS EASILY



Ear Tag: UK744463 402185 AI Code: WB1063

CARAN CALEB 5TH

# CALEB

- ✓ AN IMPRESSIVE WELSH BLACK SIRE FULL OF QUALITY AND BREED CHARACTER
- ✓ EXPECT CALVES TO SHOW GOOD CONFORMATION AND NATURAL FLESHING
- ✓ CALVING EASE COUPLED WITH GREAT GROWTH RATES



Ear Tag: UK177609 600078 AI Code: BL1150

ROSEBANK VICTORIOUS

# VICTORIOUS

- ✓ A STYLISH YOUNG BULL, EXPECTED TO PRODUCE SUPERB QUALITY FROM A YOUNG AGE
- ✓ PROGENY WILL EXPRESS VISIBLE MUSCLING
- ✓ A PEDIGREE THAT BOASTS A RANGE OF EASY CALVING GENETICS



Ear Tag: UK132248 100176 AI Code: BS0667

HIGLEE THEODORE PP

# THEODORE PP

- ✓ A STYLISH YOUNG BULL, EXPECTED TO PRODUCE SUPERB QUALITY FROM A YOUNG AGE
- ✓ PROGENY WILL EXPRESS VISIBLE MUSCLING
- ✓ A PEDIGREE THAT BOASTS A RANGE OF EASY CALVING GENETICS



ALSO AVAILABLE IN **4M** **Ultraplus** Male

# BEEF UP *your* BOTTOM LINE

EVERY STRAW IS AN INVESTMENT - BUT NOT EVERY STRAW DELIVERS THE SAME RETURN.  
WITH BULL CALVES BRED FROM MALE SEXED SEMEN PROFITING £75\* HIGHER THAN HEIFER CALVES BRED CONVENTIONALLY,  
THE QUICKEST WAY TO STRENGTHEN YOUR BOTTOM LINE IS SIMPLE: PRODUCE MORE BULL CALVES, MORE RELIABLY, MORE OFTEN.

**4M™** **Ultraplus™** **Male** PUTS GUARANTEED VALUE INTO EVERY BREEDING DECISION.



- ▶ **+90% GENDER ACCURACY - HIGHEST ACCURACY MALE SEXED SEMEN ON THE MARKET**
- ▶ **4 MILLION SPERM PER STRAW - INDUSTRY LEADING FOR BETTER CONCEPTION PER SERVICE**
- ▶ **+14% CONCEPTION RATE - COMPARED TO ORIGINAL GENDER-SORTED TECHNOLOGY FOR FEWER REPEATS**
- ▶ **GLOBALLY RENOWNED SEXED SORTING TECHNOLOGY MEANS HEALTHIER SPERM AND HIGHER FERTILITY**

\* ALL FIGURES ARE RELATIVE TO ANGUS CALVES BEING SOLD IN REGIONAL UK MARKETS DURING THE PERIOD JUN-24 - FEB-26. COGENT SEMEN PRICES MAR-26, FIRST SERVICE CONCEPTION



# CBL THOR PP

THE WORLD'S FIRST  
HOMOZYGOUS POLLED, FULLY PROGENY-TESTED  
WHITE BRITISH BLUE SIRE AVAILABLE IN AI.

POLLED WITHOUT  
SACRIFICING  
CONFORMATION  
OR GROWTH



The cogent *difference*

Part of the **STgenetics** group.  
[www.stgen.com](http://www.stgen.com)

