



BEEF IMPACT

AUTUMN 2022



www.cogentuk.com

Part of the **STgenetics** group.
www.stgen.com



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PROVEN – Proven sire with over 100 calving surveys.



ULTRAPLUS – Sire is available in male sexed Ultraplus

R

ROYALTY – Sire is eligible for royalty fee for any progeny that is registered as pedigree.



PROVISIONAL DATA – For sires that have under 100 calvings



MEADOW QUALITY – Meadow quality approved Superior Sire Scheme.



BUITELAAR - Buitelaar approved selected sire scheme.



HIGH GENETIC SIRE – Tesco integrated beef scheme

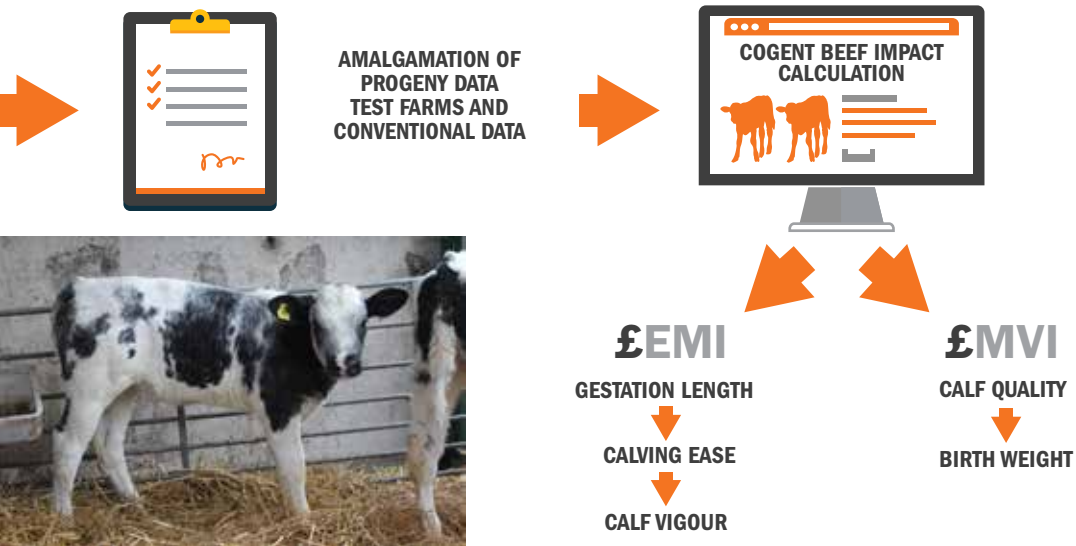
NOT FOR PEDIGREE USE
Progeny born from this sire can not be registered as pedigree, for commercial use only.

EARLY LACTATION ONLY
It is recommended that this sire is used in early lactation cows to avoid problems associated with older cows at the point of calving.

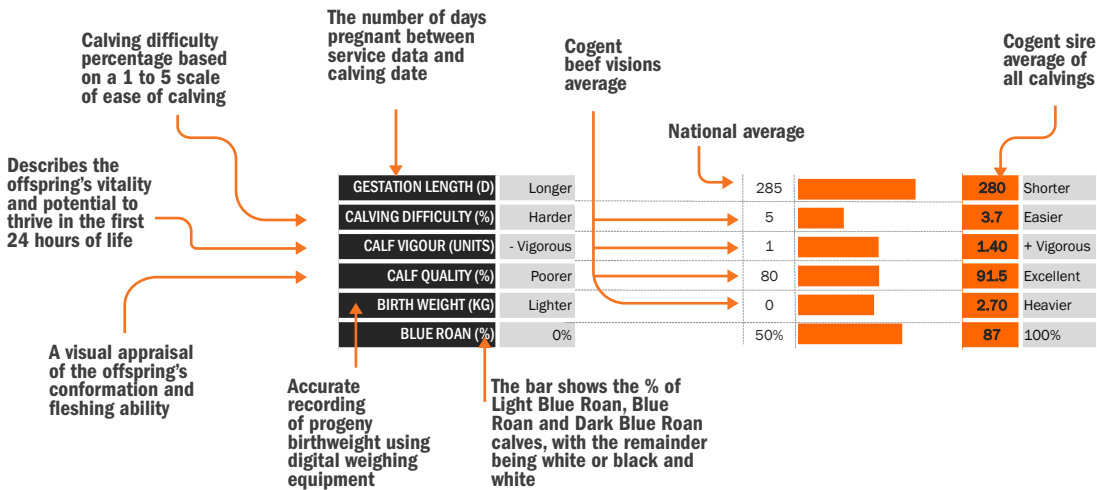
COGENT BEEF INDEX

Beef Visions, Cogent's bespoke progeny testing programme, continues to develop and improve its processes to gain more accurate and reliable bull data on it's bulls, for UK dairy farmers. More semen than ever before is entering a large number of test farms and Visions farms UK-wide, with the aim of graduating more beef bulls with superior genetics. Improvement in the performance recording of both sire and progeny has allowed for larger and more accurate datasets.

ON-FARM QUALITY ASSESSMENT
The on-farm assessment of quality scoring consists of an overall visual inspection of the calf as well as a manual hands-on approach where the loin, ribs, rump, and shoulder are physically examined to determine the quality grade. The grade is based on the fullness and fleshing cover over these four points as well as an overall conformation / muscle formation. The grade is then scored on a 1-5 scale 1 being poor and 5 being excellent. Raw birthweights are now recorded using approved equipment and are analysed based on their deviation from the Cogent breed group average.



UNDERSTANDING OUR DATA



A PROVEN ADDED-VALUE BEEF PROGRAMME FOR THE MODERN DAY DAIRY FARMER



**“THROUGH OUR PARTNERSHIP WITH
COGENT, KERSEY BRITISH BLUE BULLS
ARE HAVING A POSITIVE INFLUENCE ON
THE BEEF AND DAIRY INDUSTRIES”**

**CHRIS PARTRIDGE,
KERSEY BRITISH BLUES**



The main goal of the Cogent Beef Breeding Programme is to ensure selection of bulls that can perform in any system, that is why Cogent has partnered with some of the most forward thinking, progressive beef herds in the UK. Working with breeders that implement high herd health plans ensures bulls selected for the programme are free from all diseases such as IBR, BVD, Lepto and Johne's before entering the EU facility.

By utilising advanced breeding technologies, Cogent can create multiple pregnancies from programme leading males and females to ensure they are bringing the correct genetics

into the stud.

Cogent boasts a state-of-the-art bull stud providing high performance, high quality semen to both UK and international markets. The production facility aims to produce a disease-free product that allows our customers to enjoy the benefits of the beef genetics programme. The quality of the beef semen and advancements in technology and sorting procedures allows Cogent to provide male sexed semen with greater than 90% gender purity, and quality control parameters to match the sexedULTRA 4M offering.



Rawburn

BLACK BUSH

S420

Sire: Bushs Strut 756 Dam: DBRL Blackbird 2N Ear Tag: UK562106102420 AI Code: AA1562



Ultraplus
MALE

CBI
£72.40

EMI
£44.30

MVI
£30.10

LATEST PROGENY PICTURES



R

HIGH GENETIC SIRE

MEADOW QUALITY
LIVESTOCK TRADING SINCE 1975

SINCE 1922
B
BUITELAAR
GROUP

GESTATION LENGTH (D)	Longer	285		282	Shorter
CALVING DIFFICULTY (%)	Harder	5		3.0	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.30	+ Vigorous
CALF QUALITY (%)	Poorer	80		95.9	Excellent
BIRTH WEIGHT (KG)	Lighter	0		5.00	Heavier

Morven

MR ALBERT

S792

Sire: Sydgen CC & 7 (SS) (IMP) Dam: Coldstream Miss Annie 124W Ear Tag: UK21115603792 AI Code: AA1608



Ultraplus
MALE

CBI
£76.30

EMI
£65.20

MVI
£11.10

LATEST PROGENY PICTURES



R

MEADOW QUALITY
LIVESTOCK TRADING SINCE 1975

GESTATION LENGTH (D)	Longer	285		279	Shorter
CALVING DIFFICULTY (%)	Harder	5		2.7	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.20	+ Vigorous
CALF QUALITY (%)	Poorer	80		82.8	Excellent
BIRTH WEIGHT (KG)	Lighter	0		-2.70	Heavier

NOT FOR PEDIGREE USE

Blackhaugh **LUCAS** U848

Sire: K C F Bennett Absolute (SS) (IMP) Dam: Thomas Lucy Rose 41092 (ET) (IMP) Ear Tag: UK562121101848 AI Code: AA1705

Ultraplus
MALE



CBI
£104.8

EMI
£91.70

MVI
£13.00

LATEST PROGENY PICTURES



R

HIGH GENETIC SIRE

GESTATION LENGTH (D)	Longer	285		276	Shorter
CALVING DIFFICULTY (%)	Harder	5		1.3	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.40	+ Vigorous
CALF QUALITY (%)	Poorer	80		79.4	Excellent
BIRTH WEIGHT (KG)	Lighter	0		-2.20	Heavier

NOT FOR PEDIGREE USE

Cape Wrath **ELDAMAN** U793

Sire: Blackhaugh Iceman N356 Dam: Cape Wrath Elda L460 Ear Tag: UK502862 400793 AI Code: AA1713



CBI
£87.60

EMI
£73.70

MVI
£14.00

LATEST PROGENY PICTURES



GESTATION LENGTH (D)	Longer	285		278	Shorter
CALVING DIFFICULTY (%)	Harder	5		3.2	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.40	+ Vigorous
CALF QUALITY (%)	Poorer	80		81.5	Excellent
BIRTH WEIGHT (KG)	Lighter	0		-1.30	Heavier

NOT FOR PEDIGREE USE

Lunevalley MAJESTIC U916

Sire: Quaker Hill Rampage OA36 (SS) (IMP) Dam: Thomas Miss Jet 4861 (ET) (IMP) Ear Tag: UK103719 502916 AI Code: AA1651



CBI
£32.10

EMI
£26.10

MVI
£6.00

LATEST PROGENY PICTURES



R

HIGH GENETIC SIRE

GESTATION LENGTH (D)	Longer	285		284	Shorter
CALVING DIFFICULTY (%)	Harder	5		4.4	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.50	+ Vigorous
CALF QUALITY (%)	Poorer	80		83.3	Excellent
BIRTH WEIGHT (KG)	Lighter	0		0.10	Heavier

NOT FOR PEDIGREE USE

Chapelton EAGLE V224

Sire: Chapelton Europa R231 Dam: Chapelton Erica T792 Ear Tag: UK582662 306224 AI Code: AA1721



CBI
£42.10

EMI
£43.60

MVI
-£1.60

LATEST PROGENY PICTURES



GESTATION LENGTH (D)	Longer	285		282	Shorter
CALVING DIFFICULTY (%)	Harder	5		3.3	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.50	+ Vigorous
CALF QUALITY (%)	Poorer	80		66.4	Excellent
BIRTH WEIGHT (KG)	Lighter	0		1.60	Heavier

NOT FOR PEDIGREE USE

Blackhaugh **INGER** U847

Sire: Blackhaugh Krocus L086 Dam: Blackhaugh Ina P391 Ear Tag: UK562121 701847 AI Code: AA1714



CBI
£52.10

EMI
£50.80

MVI
£1.30

LATEST PROGENY PICTURES



HIGH GENETIC SIRE

GESTATION LENGTH (D)	Longer	285		281	Shorter
CALVING DIFFICULTY (%)	Harder	5		3.7	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.30	+ Vigorous
CALF QUALITY (%)	Poorer	80		77.4	Excellent
BIRTH WEIGHT (KG)	Lighter	0		-0.50	Heavier

NOT FOR PEDIGREE USE

Rawburn **EVANDER** V870

Sire: Rawburn Makka Pakka R076 Dam: Rawburn Evening Star T581 Ear Tag: UK562106302870 AI Code: AA1748



CBI
£84.70

EMI
£65.50

MVI
£19.20

LATEST PROGENY PICTURES



HIGH GENETIC SIRE

GESTATION LENGTH (D)	Longer	285		279	Shorter
CALVING DIFFICULTY (%)	Harder	5		2.8	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.10	+ Vigorous
CALF QUALITY (%)	Poorer	80		89.9	Excellent
BIRTH WEIGHT (KG)	Lighter	0		0.40	Heavier

NOT FOR PEDIGREE USE

NEW

Ultraplus
MALE

NEW

Blackhaugh LORD HIGHDEAL U917

Ultraplus
MALE

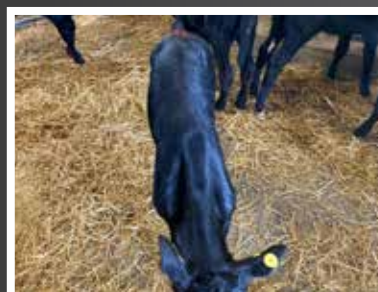
Sire: Blackhaugh Ideal N369 Dam: Blackhaugh Lady Heather P471 Ear Tag: UK562121701917 AI Code: AA1770


 CBI
£85.00

 EMI
£77.60

 MVI
£7.40

LATEST PROGENY PICTURES



HIGH GENETIC SIRE

GESTATION LENGTH (D)	Longer	285		278	Shorter
CALVING DIFFICULTY (%)	Harder	5		1.5	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.30	+ Vigorous
CALF QUALITY (%)	Poorer	80		83.7	Excellent
BIRTH WEIGHT (KG)	Lighter	0		-1.50	Heavier

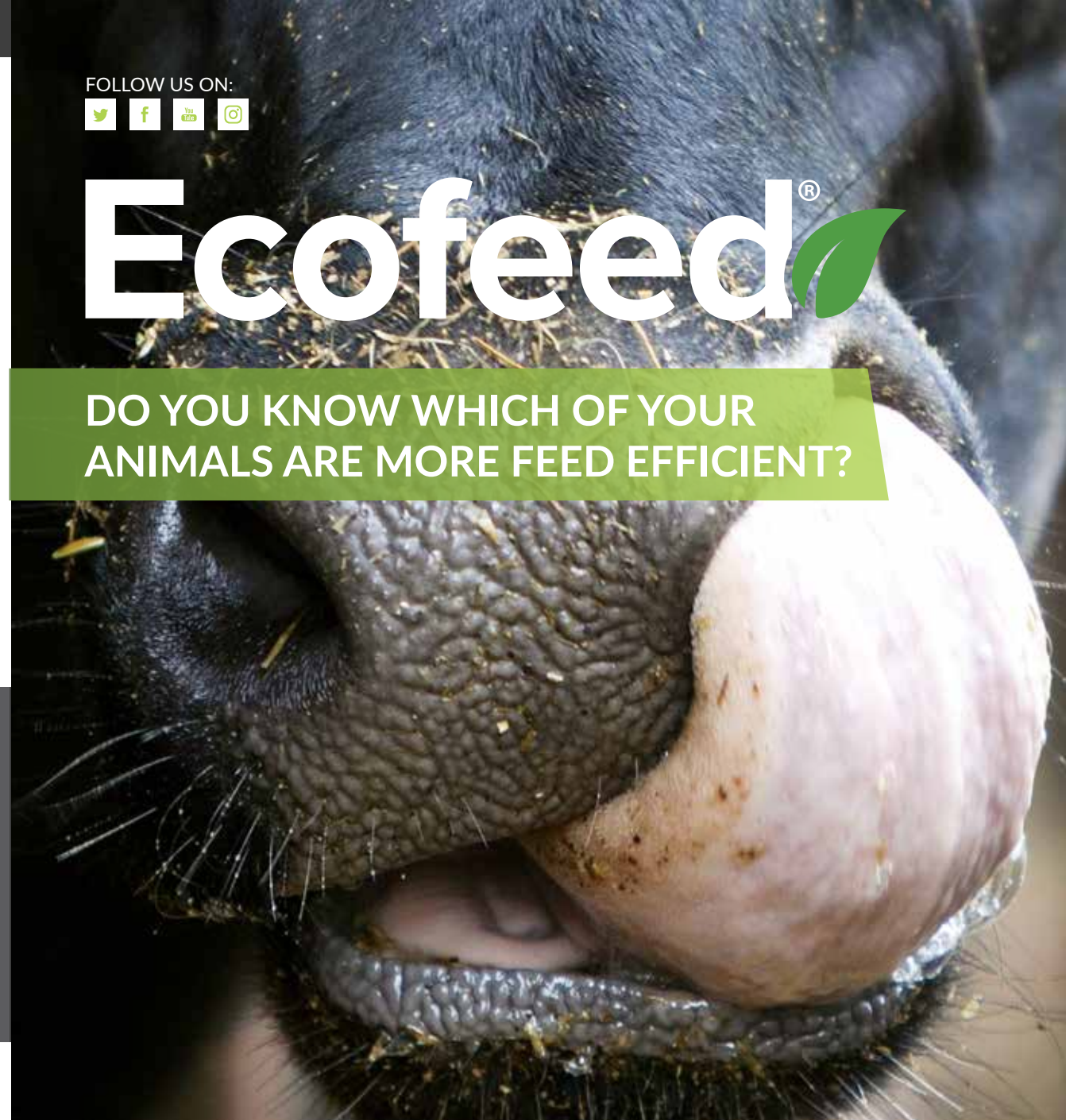
NOT FOR PEDIGREE USE

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The **TRIPLE IMPACT** mixes contain fertility enhancing semen that features three bulls with variations in semen maturation. All the triple mixes provide consistent quality calves that are easily managed and full of vitality.

This product has been designed for UK dairy farmers and provides our customers with consistent calving ease.

TRIPLE

IMPACT

TRIPLE IMPACT EMI



EASE OF MANAGEMENT IS AIMED AT CUSTOMERS WANTING TO CAPITALISE ON LIVE AND VIGOROUS CALVES BORN WITHOUT ASSISTANCE. ALL BULLS FEATURED IN THIS TRIPLE IMPACT EMI MIX SCORE ABOVE £40 ON THEIR EMI VALUE. AVAILABLE IN ULTRAPLUS

TRIPLE IMPACT HEREFORD



A COMBINATION OF 3 HEREFORD SIRES THAT ARE DESIGNED TO PRODUCE CALVES THAT ARE EASILY BORN WITHOUT ASSISTANCE AND WITH HIGH VIGOUR AT BIRTH.

TRIPLE IMPACT ANGUS



AVAILABLE IN MALE ULTRAPLUS THIS MIX IS AIMED AT CUSTOMERS WANTING TO CAPITALISE ON LIVE VIGOROUS ABERDEEN ANGUS CALVES BORN WITHOUT ASSISTANCE.

TRIPLE IMPACT NATIVE



TRIPLE IMPACT NATIVE COMBINES THREE NATIVE BREEDS SIRES, WHICH GIVES THE COW THE BEST CHANCE TO HAVE A PROFITABLE LACTATION PERFECT FOR THOSE LOOKING TO PRODUCE A NATIVE-SIRED CALF THAT IS OF A HIGH QUALITY AND BORN EASILY.

ALL TRIPLE MIXES ARE NOT SUITABLE FOR PEDIGREE USE AND ALL HAVE RELEVANT SIRE IDENTIFICATION PRINTED ON THE STRAWS. THIS SHOULD BE RECORDED AT THE TIME OF SERVICE.

FOR MORE INFORMATION CONTACT YOUR LOCAL GENETICS CONSULTANT OR CALL:

FREEPHONE: 0800 783 7258



PATHWAY

Pathway Farming is an integrated beef company, specialising in the production of high-quality Angus beef for premium retailers. Cogent and Pathway partnered in 2019 to develop a programme which will accelerate genetic improvements within the breed.

WE ARE LOOKING FOR FARMERS LIKE YOU TO...



PRODUCE OUR CALVES...

All our cattle are premium Angus X Holstein, purchased directly from dairy farmers, who have high health status cattle and use our selected Cogent exclusive genetics. We are partnered with Cogent, and carry out all their Angus evaluations, including selection for feed efficiency and growth. All calves are reared on a high nutrition programme on our own farms, with a full vaccination programme and health history.



GRAZE OUR CATTLE...

Pathway Farming is looking for partner grow-out farms to graze and over-winter our premium Angus cross calves.

Calves are sent to our partnered farm from 170kg for them to grow out to around 400kg. Partner farms are paid per kilogram liveweight gain.

**COGENT ANGUS X CALVES ARE THE PERFECT FIT FOR
THE PATHWAY FARMING SUPPLY CHAIN**

Whether you are interested in producing calves for the Pathway programme or have the capacity to accommodate grazing animals, get in touch

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



@pathwayfarming



@Pathway_Farming

Auchenlay **HITMAN**

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



CBI
£78.20

EMI
£47.30

MVI
£30.90

LATEST PROGENY PICTURES



R



GESTATION LENGTH (D)	Longer	285		280	Shorter
CALVING DIFFICULTY (%)	Harder	5		4.8	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.40	+ Vigorous
CALF QUALITY (%)	Poorer	80		91.5	Excellent
BIRTH WEIGHT (KG)	Lighter	0		1.90	Heavier
BLUE ROAN (%)	0%	50%		87	100%

NOT FOR PEDIGREE USE

SUITABLE FOR USE IN EARLY LACTATION ONLY

Springhill **IMPROVEMENT**

Sire: Springhill Fabulous Dam: Springhill Elsie Ear Tag: UK933262903824 AI Code: BB1381



CBI
£83.50

EMI
£58.80

MVI
£24.70

LATEST PROGENY PICTURES



R



GESTATION LENGTH (D)	Longer	285		280	Shorter
CALVING DIFFICULTY (%)	Harder	5		3.2	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.50	+ Vigorous
CALF QUALITY (%)	Poorer	80		90.7	Excellent
BIRTH WEIGHT (KG)	Lighter	0		3.10	Heavier
BLUE ROAN (%)	0%	50%		73	100%

NOT FOR PEDIGREE USE

SUITABLE FOR USE IN EARLY LACTATION ONLY



Kersey **KARATE**

Sire: Bringlee Ecstasy Dam: Kersey Frost Ear Tag: UK222596200980 AI Code: BB1440



CBI
£80.90

EMI
£67.10

MVI
£13.90

LATEST PROGENY PICTURES



GESTATION LENGTH (D)	Longer	285		279	Shorter
CALVING DIFFICULTY (%)	Harder	5		2.5	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.60	+ Vigorous
CALF QUALITY (%)	Poorer	80		80.8	Excellent
BIRTH WEIGHT (KG)	Lighter	0		1.30	Heavier
BLUE ROAN (%)	0%	50%		67	100%

NOT FOR PEDIGREE USE



Kersey **KINGPIN**

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



CBI
£73.40

EMI
£61.90

MVI
£11.50

LATEST PROGENY PICTURES



GESTATION LENGTH (D)	Longer	285		280	Shorter
CALVING DIFFICULTY (%)	Harder	5		2.1	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.60	+ Vigorous
CALF QUALITY (%)	Poorer	80		87.1	Excellent
BIRTH WEIGHT (KG)	Lighter	0		-1.60	Heavier
BLUE ROAN (%)	0%	50%		89	100%

NOT FOR PEDIGREE USE

Springhill **LALA**

Sire: Winston Van Perenof Dam: Springhill Cathy Ear Tag: UK933293500157 AI Code: BB1558



CBI

£85.00

EMI

£62.30

MVI

£22.70

LATEST PROGENY PICTURES



GESTATION LENGTH (D)	Longer	285		279	Shorter
CALVING DIFFICULTY (%)	Harder	5		3.8	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.20	+ Vigorous
CALF QUALITY (%)	Poorer	80		97.5	Excellent
BIRTH WEIGHT (KG)	Lighter	0		-1.10	Heavier
BLUE ROAN (%)	0%	50%		82	100%

NOT FOR PEDIGREE USE

Kelowna **MOJO**

Sire: Kersey Geronimo Dam: Kelowna Brandy Ear Tag: UK102530701212 AI Code: BB1588



CBI

£55.50

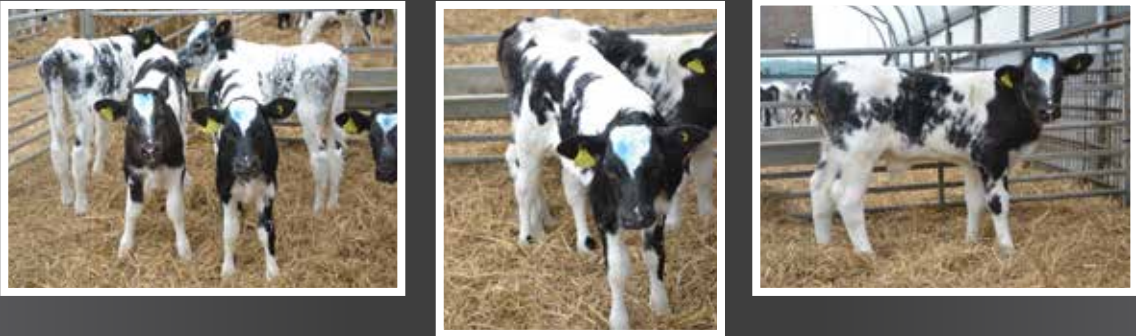
EMI

£32.60

MVI

£22.90

LATEST PROGENY PICTURES



GESTATION LENGTH (D)	Longer	285		284	Shorter
CALVING DIFFICULTY (%)	Harder	5		1.8	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.30	+ Vigorous
CALF QUALITY (%)	Poorer	80		91.3	Excellent
BIRTH WEIGHT (KG)	Lighter	0		-1.30	Heavier
BLUE ROAN (%)	0%	50%		94	100%

NOT FOR PEDIGREE USE





Kersey **NIMROD**

Sire: Maidenlands Force Dam: Kersey Flash Ear Tag: UK222596701160 AI Code: BB1674



CBI
£65.90

EMI
£49.70

MVI
£16.20

LATEST PROGENY PICTURES



GESTATION LENGTH (D)	Longer	285		281	Shorter
CALVING DIFFICULTY (%)	Harder	5		2.2	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.60	+ Vigorous
CALF QUALITY (%)	Poorer	80		89.9	Excellent
BIRTH WEIGHT (KG)	Lighter	0		-0.70	Heavier
BLUE ROAN (%)	0%	50%		86	100%

NOT FOR PEDIGREE USE



Kersey **NIMBUS**

Sire: Springhill Improvement Dam: Kersey Kitkat Ear Tag: UK222596201204 AI Code: BB1716



CBI
£81.50

EMI
£60.00

MVI
£21.50

LATEST PROGENY PICTURES



GESTATION LENGTH (D)	Longer	285		281	Shorter
CALVING DIFFICULTY (%)	Harder	5		1.1	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.50	+ Vigorous
CALF QUALITY (%)	Poorer	80		90.6	Excellent
BIRTH WEIGHT (KG)	Lighter	0		-0.70	Heavier
BLUE ROAN (%)	0%	50%		92	100%

NOT FOR PEDIGREE USE

NEW

Old Stackyard Blues **POLO**

Sire: Kelowna Jimbo Dam: Stonebyres Heidi Ear Tag: UK715984100027 AI Code: BB1824



CBI
£59.20

EMI
£58.80

MVI
£0.40

LATEST PROGENY PICTURES



PROVEN

GESTATION LENGTH (D)	Longer	285		281	Shorter
CALVING DIFFICULTY (%)	Harder	5		1.7	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.50	+ Vigorous
CALF QUALITY (%)	Poorer	80		68.6	Excellent
BIRTH WEIGHT (KG)	Lighter	0		0.20	Heavier
BLUE ROAN (%)	0%	50%		91	100%

NOT FOR PEDIGREE USE

NEW

Newpole **PRIORITY**

Sire: Newton Blue Kracker Dam: Almeley Uvita Ear Tag: UK344206100228 AI Code: BB1800



CBI
£70.40

EMI
£56.50

MVI
£13.90

LATEST PROGENY PICTURES



PROVEN

GESTATION LENGTH (D)	Longer	285		280	Shorter
CALVING DIFFICULTY (%)	Harder	5		2.8	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.10	+ Vigorous
CALF QUALITY (%)	Poorer	80		80.9	Excellent
BIRTH WEIGHT (KG)	Lighter	0		2.10	Heavier
BLUE ROAN (%)	0%	50%		79	100%

NOT FOR PEDIGREE USE

SUITABLE FOR USE IN EARLY LACTATION ONLY

Topside NO HORNS #1 (P)

Sire: Kubitus De Bray Dam: Top Side Lass Ear Tag: UK115268400134 AI Code: BB1733



CBI
£62.00

EMI
£34.90

MVI
£27.10

LATEST PROGENY PICTURES



FIRST PROGENY TESTED BRITISH BLUE POLLED SIRE AVAILABLE

GESTATION LENGTH (D)	Longer	285		284	Shorter
CALVING DIFFICULTY (%)	Harder	5		2.2	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.60	+ Vigorous
CALF QUALITY (%)	Poorer	80		90.8	Excellent
BIRTH WEIGHT (KG)	Lighter	0		-4.40	Heavier
BLUE ROAN (%)	0%	50%		49	100%

NOT FOR PEDIGREE USE

Kersey ORION

Sire: Kersey Kaleidoscope Dam: Kersey Dancer Ear Tag: UK222596 601208 AI Code: BB1715



CBI
£91.50

EMI
£69.20

MVI
£22.30

LATEST PROGENY PICTURES



GESTATION LENGTH (D)	Longer	285		279	Shorter
CALVING DIFFICULTY (%)	Harder	5		1.8	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.40	+ Vigorous
CALF QUALITY (%)	Poorer	80		87.3	Excellent
BIRTH WEIGHT (KG)	Lighter	0		-4.60	Heavier
BLUE ROAN (%)	0%	50%		82	100%

NOT FOR PEDIGREE USE

NEW

Kelowna **OSIRIS**

Sire: Neo Vd Sijlsloberg Dam: Kelowna Hemloe Ear Tag: UK102530301369 AI Code: BB1823



CBI
£78.90

EMI
£65.30

MVI
£13.50

LATEST PROGENY PICTURES



PROVEN

GESTATION LENGTH (D)	Longer	285		280	Shorter
CALVING DIFFICULTY (%)	Harder	5		1.5	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.40	+ Vigorous
CALF QUALITY (%)	Poorer	80		89.4	Excellent
BIRTH WEIGHT (KG)	Lighter	0		-4.40	Heavier
BLUE ROAN (%)	0%	50%		99	100%

NOT FOR PEDIGREE USE

NEW

Maidenlands **ODDS ON**

Sire: Springhill Jasper Dam: 840 Vd Jorchridhoeve Ear Tag: UK104493600601 AI Code: BB1798



CBI
£62.60

EMI
£46.90

MVI
£15.70

LATEST PROGENY PICTURES



PROVEN

GESTATION LENGTH (D)	Longer	285		282	Shorter
CALVING DIFFICULTY (%)	Harder	5		1.7	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.50	+ Vigorous
CALF QUALITY (%)	Poorer	80		86.1	Excellent
BIRTH WEIGHT (KG)	Lighter	0		-0.50	Heavier
BLUE ROAN (%)	0%	50%		98	100%

NOT FOR PEDIGREE USE

NIAGARA

Sire: Destin Dam: Indra SC Ear Tag: CHAFRAM004242601434 AI Code: CH3931



NOT FOR PEDIGREE USE

LUTIN_{Pp}

Sire: Fantasio Dam: G57 Gemini Ear Tag: CHFRAM007122266776 AI Code: CH3932



NOT FOR PEDIGREE USE

Niagara is one of our two new proven Cullard Charolais. This sire carries all the performance that Golf had but with increased calving ease. Expect calves to be full of vitality and grow quickly.

Lutin Pp is one of our new heavily-proven Cullard Charolais added to our line up. This heterozygous polled sire is a fantastic replacement for Golf. Lutin provides outstanding calf quality with moderate birth weights. The perfect bull for producing those market-topping calves.

Whitecliffe ORWELL

NEW

Ultraplus[™]
MALE

Sire: Thrunton Fairfax MBM0047633 Dam: Whitecliffe Lioness MBF0070157 Ear Tag: UK122919400995 AI Code: CH4020



CBI
£89.90

EMI
£50.70

MVI
£39.30

ORWELL IS SET TO BE A GREAT ADDITION TO OUR PORTFOLIO OF CHAROLAIS. HIS POSITIVE CALVING EASE AND TOP 5% GESTATION LENGTH IS MIRRORED BY HIS BEEF ON DAIRY PROGENY. HIS FIRST CALVES WERE BORN EASILY, GREW QUICKLY AND WERE FULL OF VITALITY.

PROVISIONAL DATA



GESTATION LENGTH (D)	Longer	285	283	Shorter
CALVING DIFFICULTY (%)	Harder	5	1.0	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.30	+ Vigorous
CALF QUALITY (%)	Poorer	80	96.1	Excellent
BIRTH WEIGHT (KG)	Lighter	0	-5.70	Heavier

Netherhall 1 **OZ DAFFY** M024 (P)

Sire: Wirruna Daffy D1 Dam: Wirruna Last Day E163 Ear Tag: UK103719202024 AI Code: H9375



CBI
£56.50

EMI
£35.40

MVI
£21.10

LATEST PROGENY PICTURES



R



GESTATION LENGTH (D)	Longer	285	285	Shorter
CALVING DIFFICULTY (%)	Harder	5	1.0	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.20	+ Vigorous
CALF QUALITY (%)	Poorer	80	86.7	Excellent
BIRTH WEIGHT (KG)	Lighter	0	-4.40	Heavier

Netherhall 1 **JACK** P602 (P)

Sire: Wirruna Jack J12 Dam: Netherhall 1 Oz Tigress M018 Ear Tag: UK103719602602 AI Code: H9322



CBI
£72.30

EMI
£49.20

MVI
£23.10

LATEST PROGENY PICTURES



R

GESTATION LENGTH (D)	Longer	285	283	Shorter
CALVING DIFFICULTY (%)	Harder	5	1.0	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.20	+ Vigorous
CALF QUALITY (%)	Poorer	80	81.0	Excellent
BIRTH WEIGHT (KG)	Lighter	0	-6.70	Heavier

Netherhall 1 **MATTY** S098 (P)

Sire: Wirruna Matty M288 Dam: Wirruna Victoria G7 Ear Tag: UK103719 503098 AI Code: H9277

Ultraplus
MALE



CBI
£86.90

EMI
£73.20

MVI
£13.60

LATEST PROGENY PICTURES



Elite **LACETTE**

Sire: Ampertaine Foreman Dam: Ardlea Gig Ear Tag: IE221062721390 AI Code: LN2755

Ultraplus
MALE



CBI
£42.60

EMI
£10.30

MVI
£32.30

LATEST PROGENY PICTURES



R **PROVEN**

MEADOW QUALITY
LIVESTOCK TRADING SINCE 1975

GESTATION LENGTH (D)	Longer	285		278	Shorter
CALVING DIFFICULTY (%)	Harder	5		2.0	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.10	+ Vigorous
CALF QUALITY (%)	Poorer	80		88.1	Excellent
BIRTH WEIGHT (KG)	Lighter	0		1.10	Heavier

PROVEN

MEADOW QUALITY
LIVESTOCK TRADING SINCE 1975

R

GESTATION LENGTH (D)	Longer	285		287	Shorter
CALVING DIFFICULTY (%)	Harder	5		2.8	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.40	+ Vigorous
CALF QUALITY (%)	Poorer	80		93.9	Excellent
BIRTH WEIGHT (KG)	Lighter	0		2.90	Heavier

SUITABLE FOR USE IN EARLY LACTATION ONLY

Twemlows OFFICER

Sire: Ampertaine Commander Dam: Twemlows Hum Ear Tag: UK 305928/401634 AI Code: LN2844

Ultraplus
MALE

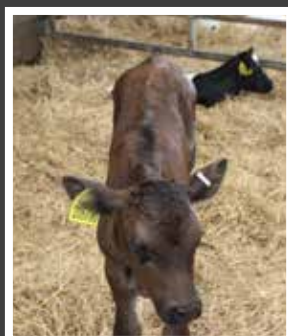


CBI
£81.10

EMI
£45.50

MVI
£35.60

LATEST PROGENY PICTURES



R PROVISIONAL DATA

GESTATION LENGTH (D)	Longer	285		283	Shorter
CALVING DIFFICULTY (%)	Harder	5		1.0	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.40	+ Vigorous
CALF QUALITY (%)	Poorer	80		99	Excellent
BIRTH WEIGHT (KG)	Lighter	0		-2.60	Heavier

A NEW STAR OF THE WAGYU BREED



MacG
OCT 21



Ultraplus



Dam: Nanashi FB10054

MR NANASHI 204790

MR NANASHI is a new Wagyu to the Cogent portfolio, coming from an elite breeding operation in Germany. Mr Nanashi has a unique parentage, with bloodlines which are extremely rare in Europe. His sire is the bull Sanjiro 3 FB2900, the No. 1 bull for marbling on EBVs in the US. Nanashi has very good breeding values for eye muscle area (+6.6cm²) and for

marbling (+1.5) and scores (+0.31) for marbling fineness, on the Australian evaluation system.

Mr Nanashi's dam is Nanashi FB10054, a legend that many breeders around the world call the best Wagyu cow outside of Japan. For those who have seen her, they say she is a big powerhouse of a cow with extreme power and length.

- ELITE EYE MUSCLE BULL
- SIRED BY SANJIRO 3
- NEGATIVE FOR IARS/F11/F13/CHS/CL16 AND BAND 3
- OUTCROSS GENETICS TO MANY EUROPEAN BLOODLINES
- AVAILABLE IN MALE AND FEMALE ULTRAPLUS

cogent™



BUITELAAR LONGHORN SCHEME POPULARITY ROCKETS

Building year on year, Buitelaar Group's Longhorn Scheme is going from strength to strength since its 2019 launch. With over 11,782 UK inseminations thus far in 2022 alone, Buitelaar's fixed premium calf prices and scheme security benefits have instigated unprecedented demand for the England's oldest breed with the dairy farmer.

HOW DOES IT WORK?

Not only does the dairy farmer benefit from guaranteed fixed, premium calf prices from the day semen is purchased, Buitelaar deliver on a TB calf guarantee, ensuring shut down farms are able to continue with business as usual.

To be eligible for such business security, dairy farmers with qualifying herds (cows exceeding 600kg average) must supply the Longhorn calf at a healthy 55kg or above at 2 - 4 weeks of age, irrespective of grade.

Farmers may deliver their calves or choose Buitelaar organised transport into one of their four Collection Centres (Castle Douglas, Wrexham, Frome and Haddiport), where calves are health checked and placed into even batches ready for one of Buitelaar's beef farmers to take from rearing through to fat.

Dairy Farmer, Michael Oakes said: "I get the assurance of a fixed price going forward, removing some of the volatility in the marketplace. Additionally, the contract gives me reassurance that I have a home for all calves should I be shut down with TB."

WHY THE LONGHORN?

With rapidly changing eating habits and a more planet conscious consumer in recent years, Buitelaar is working with select dairy farmers and finishers to establish a securely integrated supply chain, delivering nutrient dense Longhorn beef which offers extraordinary taste, coupled with a rich history.

It was the Longhorn's suitability to the entire supply chain; the dairy farmer, the finisher and the consumer's requirements that secured its place as Buitelaar's signature breed.

With a docile nature, short gestation, easy calving and a resulting hardy, spritely calf, the Longhorn is renowned for being particularly low maintenance when compared to their continental counterparts.



As a breed which has seen little genetic interference, Longhorn cattle also hold highly desirable attributes for the finisher.

Historically bred to provide meat for the masses during the industrial revolution, the traditional breed heavily compliments the dairy dam and fattens easily on poor ground, resulting in an animal less reliant on imported grains.

AN EXCEPTIONAL END PRODUCT

The calm and docile nature of the Longhorn produces a relaxed meat, offering superior eating qualities that has led to an unparalleled demand for meat.

Buitelaar Meat Sales Manager, Oliver King said: "The meat speaks for itself, our customers love the product, it's exceptionally tender and has an excellent flavour profile."

Destined for Michelin restaurants, the product

quality has not gone unnoticed, receiving two sought after and prestigious industry awards in 2022, reflecting the passion and commitment from one end of the chain to the other.

Jose Souto, Senior Chef Lecturer at Westminster Kingsway College said: "The Longhorn offer good carcass formation with the right amount of intramuscular fat, producing an all-round marbled and flavoursome meat that we're proud to have on our menus."



"THE MEAT SPEAKS FOR ITSELF, OUR CUSTOMERS LOVE THE PRODUCT, IT'S EXCEPTIONALLY TENDER AND HAS AN EXCELLENT FLAVOUR PROFILE."

Oliver King
 Buitelaar Meat Sales Manager

Collection or Drop Off



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NEW

Blackbrook FREDDIE

Sire: Blackbrook Captin Jack Dam: Blackbrook Circe Ear Tag: UK200538301182 AI Code: LH0904



FREDDIE COMBINES TWO OUTSTANDING FAMILIES AT THE BLACKBROOK HERD. THIS NATURALLY FLESHED, WELL MUSCLED, MODERATE FRAMED BULL DISPLAYS ALL THE PERFORMANCE TRAITS OF A GREAT CROSSING SIRE. EXPECT PROGENY TO BE EASILY BORN AND SHOW CONFORMATION AND WIDTH FROM AN EARLY AGE.

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 GROUP

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NOT FOR PEDIGREE USE

NEW

Blackbrook FRIAR TUCK

Sire: Blackbrook Baroque Dam: Blackbrook Bo Peep Ear Tag: UK200538401169 AI Code: LH0903



THIS EXCEPTIONALLY LONG BULL COMES FROM ONE OF THE MOST CONSISTENT FAMILIES AT BLACKBROOK. TUCK CARRIES ALL THE EASY CALVING CREDENTIALS YOU WOULD EXPECT FROM A LONGHORN BULL WHILST MAINTAINING CONFORMATION AND WIDTH.

SINCE **B** 1922
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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.

NATIVE EASE OF MANAGEMENT IMPACT (£EMI)



1	Blackhaugh Lucas	91.70
2	Blackhaugh Lord Highdeal U917	77.60
3	Cape Wrath Eldaman U793	73.70
4	Netherhall 1 Matty S098 (P)	73.20

NATIVE GESTATION LENGTH



1	Blackhaugh Lucas U848	276
2	Blackhaugh Lord Highdeal U917	278
3	Cape Wrath Eldaman U793	278
4	Netherhall 1 Matty S098 (P)	278

CONTINENTAL EASE OF MANAGEMENT IMPACT (£EMI)



1	Kersey Orion	69.20
2	Kersey Karate	67.10
3	Kelowna Osiris	65.30
4	Springhill Lala	62.30

CONTINENTAL GESTATION LENGTH



1	Kersey Orion	279
2	Kersey Karate	279
3	Springhill Lala	279
4	Kelowna Osiris	280

NATIVE MARKET VALUE IMPACT (£MVI)



1	Rawburn Blackbush	27.90
2	Netherhall Jack	23.10
3	Netherhall 1 Oz Daffy	21.10
4	Rawburn Evander V870	19.20

NATIVE CALVING EASE



1	Netherhall Jack	1
2	Netherhall 1 Oz Daffy	1
3	Blackhaugh Lucas	1.3
4	Blackhaugh Lord Highdeal	1.5

CONTINENTAL MARKET VALUE IMPACT (£MVI)



1	Twemlows Officer	35.60
2	Elite Lacette	32.30
3	Auchenlay Hitman	30.90
4	Topside No Horns #1	27.10

CONTINENTAL CALVING EASE



1	Twemlows Officer	1
2	Kersey Nimbus	1.1
3	Kelowna Osiris	1.5
4	Maidenlands Odds On	1.7

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PROVIDE MORE DATA ON THE SIRES YOU CHOOSE.

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THE HIGHEST CONCEPTION RATES EVER SEEN IN THE CATTLE INDUSTRY

Ultraplus is an enhanced Conception Rate gender-sorted semen with a 3% fertility increase over the current industry-leading 4M. Backed by three years of research and confirmed by field data on 72 farms with 15,434 inseminations of 52 different sires in lactating cows, Ultraplus has a 14% Conception Rate increase over the initial gender-sorted semen. All current sires are available through this refined semen sorting process and at 90+% of desired gender.



AHDB NATIONAL BEEF EVALUATIONS

THE AHDB NATIONAL BEEF EVALUATIONS PROVIDE A SET OF FIVE ESTIMATED BREEDING VALUES (EBVS) THAT ALLOW BREEDERS TO DIRECTLY SELECT BULLS BASED ON THEIR GENETIC POTENTIAL FOR CARCASE PERFORMANCE. THESE FIVE NEW EBVS ARE :

CARCASE WEIGHT (KG)

CARCASE CONFORMATION (EUROP CLASSIFICATION)

CARCASE FAT CLASS (EUROP CLASSIFICATION)

SLAUGHTER AGE (DAYS)

AVERAGE DAILY CARCASE GAIN (KG)

THESE EBVS ARE GENERATED BY COMBINING LARGE VOLUMES OF NATIONAL DATA FROM BCMS, PROCESSORS AND BREED SOCIETIES, GIVING HIGH ACCURACY FIGURES FOR BULLS THAT HAVE HAD PROGENY SLAUGHTERED.

BULL NAME	AHDB Evaluations	02/06/2022			
AHDB	Days to slaughter	Carcase weight	Carcase conformation	Carcase fat class	ADCG
Rawburn Blackbush S420	-42.55	12.80	-0.28	1.59	0.05
Morven Mr Albert S792	-8.43	2.14	-0.43	-0.18	0.01
Cape Wrath Eldaman U793	-7.00	1.16	0.23	1.20	0.01
Blackhaugh Inger U847	-14.64	2.49	0.09	1.70	0.01
Rawburn Evander V870	-17.60	18.42	0.25	0.66	0.05
Blackhaugh Lord Highdeal U917	-16.87	1.56	0.26	1.50	0.01
Auchenlay Hitman	-21.86	8.30	2.75	-3.68	0.02
Springhill Improvement	-14.08	14.94	3.93	-4.33	0.03
Kersey Karate	-11.33	12.95	4.06	-3.63	0.02
Kersey Kingpin	35.49	8.43	3.11	-6.17	-0.01
Springhill Lala	-35.91	20.00	5.35	-0.92	0.05
Kelowna Mojo	4.08	9.66	3.70	-4.71	0.01
Kersey Nimrod	4.18	6.03	2.33	-3.43	0.00
Kersey Nimbus	1.11	10.86	3.07	-3.93	0.01
Kersey Orion	5.12	16.00	3.58	-4.92	0.02
Old Stackyard Blues Polo	4.59	6.66	3.04	-3.62	0.00
Newpole Priority	-0.62	4.65	3.00	-2.82	0.00
Kelowna Osiris	1.08	10.21	2.40	-3.07	0.01
Whitecliffe Orwell	-10.35	15.79	0.12	-0.63	0.03
Netherhall 1 Oz Daffy M024 (P)	-26.94	-14.22	-1.35	3.01	-0.01
Netherhall 1 Jack P602 (P)	-28.45	-13.22	-0.73	3.74	-0.01

FOR FURTHER DETAILS, PLEASE SEE [HTTPS://AHDB.ORG.UK/KNOWLEDGE-LIBRARY/NATIONAL-BEEF-EVALUATIONS](https://ahdb.org.uk/knowledge-library/national-beef-evaluations)

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