

BEEF IMPACT

AUTUMN 2025

The cogent *difference*



“ WORKING CLOSELY WITH OUR GENETIC SERVICES SPECIALIST AND OUR GENETIC CONSULTANT, WE CAN IDENTIFY THE COWS MOST SUITABLE FOR A MALE SEXED STRAW. USING EASY CALVING, SHORT GESTATION ABERDEEN ANGUS BULLS, ALLOWS US TO ADD VALUE TO OUR CALF CROP WITHOUT CONCERN.

Mylah Farm, Lancashire

4M™ **Ultraplus™** Male

The cogent *difference*

Part of the STgenetics group.
www.stgen.com

SCAN THE CODE TO

FIND OUT MORE





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Ecofeed

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



MEADOW QUALITY
LIVESTOCK TRADING SINCE 1975

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



SIRE IS SUITABLE FOR TESCO INTEGRATED BEEF SCHEME

SINCE 1922
BUITELAAR
GROUP

THIS SIRE HAS BEEN SELECTED AS PART OF BUITELAAR'S RECOMMENDED SIRE COLLECTION

FREEPHONE: 0800 783 7258

E: INFO@COGENTUK.COM

WWW.COSENTUK.COM

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, our focus is to refine the production of beef cattle through a dedicated approach that benefits everyone in the supply chain - from our cattle and farmers to the consumers who trust in the quality of our product.

RECRUITING DAIRY FARMERS NOW!

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

➤ STABLE PRICING

Fair 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 a dedicated supply chain that supplies high-quality Angus beef to premium retailers. 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

Ecofeed®

EFFICIENCY ISN'T MEASURED ONCE,
IT'S PROVEN ACROSS GENERATIONS



Genotypic profiles
and phenotypic data
quantify genetic merit
for sire feed efficiency.



Integrating genetic
insights with observed
phenotypic traits
informs mating
strategies designed
to optimise feed
efficiency.



Feed intake, growth, and
genotype validate models
for multi-generational
feed efficiency.

**G BEEF
111**

G: Genomic prediction of Ecofeed

**BEEF
111**

🌿: Genomic and progeny proven Ecofeed

Sustainable Beef-on-Dairy starts with the right genetics

Ecofeed® Higher is better

70 80 90 100 110 120 130...

High

Ecofeed®
Progeny



> 10% difference in
feed intake

> 7% difference in
average daily gain

> 11% difference in
feed cost

Low

Ecofeed®
Progeny



Data represents percentage differences between high (e.g. 107) and low (e.g. 92) efficiency animals from UK feed efficiency trials as part of a controlled study in 2024.

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.

THE AVERAGE
GESTATION
LENGTH OF **OUR**
ABERDEEN-ANGUS BULLS IS
280 DAYS

ABERDEEN-ANGUS	NAME	EMI (£)	CALVING DIFFICULTY (%)	GESTATION LENGTH (DAYS)	CALF VIGOUR (UNITS)	BIRTH WEIGHT (KG)	 ELITE CGI SIRE
	BLACKHAUGH MASTER JUSTIN X218	£90.50	1.8	276	1.0	1.2	✓
	BLACKHAUGH LUCAS U848	£87.40	1.5	277	1.4	-2.0	
	BLACKHAUGH LORD ROSS Y701	£79.40	1.0	279	1.0	-3.9	✓
	BLACKHAUGH BLACK BYRON W084	£72.10	2.2	278	1.4	2.2	
	BLACKHAUGH BARNABY W175	£57.20	2.1	281	1.2	-2.7	
	CBL NON STOP W326	£56.20	1.8	281	1.2	-2.0	
	QUAKER HILL CHIEFTAIN	£55.10	1.0	282	1.4	0.5	
	BLACKHAUGH REMINGTON X234	£44.20	2.9	281	1.1	0.6	✓
	BLACKHAUGH PLATO W181	£44.10	1.3	283	1.3	-2.5	✓
	BLACKHAUGH PHILO X239	£41.40	2.2	280	1.2	-0.9	

SCAN THE CODE TO FIND

MORE ABOUT EMI & MVI



DATA PROVEN

Ear Tag: UK562121 602175 AI Code: AA1845

BLACKHAUGH BARNABY W175

BARNABY

CBI

£95.40

EMI

£57.20

MVI

£38.20

Ecofeed®

BEEF
99

SCAN THE QR CODE

FOR MORE INFORMATION



MEADOW QUALITY
LIVESTOCK TRADING SINCE 1975

HIGH GENETIC SIRE

GESTATION LENGTH (D)	LONGER	285		281	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		2.1	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.2	+ VIGOROUS
CALF QUALITY (%)	POORER	80		97.1	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		-2.7	HEAVIER

A BULL THAT DOES IT ALL FROM CALF TO CARCASE

DATA PROVEN



GESTATION LENGTH (D)	LONGER	285		278	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		2.2	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.4	+ VIGOROUS
CALF QUALITY (%)	POORER	80		95.4	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		2.2	HEAVIER

Ear Tag: UK562121 602084 AI Code: AA1846

BLACKHAUGH BLACK BYRON W084

BLACK BYRON

CBI

£140.80

EMI

£72.10

MVI

£68.80

4M **Ultraplus** Male

Ecofeed

BEEF
111

SINCE 1922
B
BUIITELAAR
GROUP



MEADOW QUALITY
LIVESTOCK TRADING SINCE 1975

HIGH GENETIC SIRE

SCAN THE QR CODE

FOR MORE INFORMATION



EXCEPTIONAL CALF QUALITY WITHOUT COMPROMISE

DATA PROVEN

Ear Tag: US4318025238 AI Code: AA1828

QUAKER HILL CHIEFTAIN

CHIEFTAIN

CBI

£103.60

EMI

£55.10

MVI

£48.60

Ecofeed[®]

BEEF
110

SCAN THE QR CODE

FOR MORE INFORMATION



HIGH GENETIC SIRE

Chris Terembes



GESTATION LENGTH (D)	LONGER	285		282	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		1.0	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.4	+ VIGOROUS
CALF QUALITY (%)	POORER	80		94.6	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		0.5	HEAVIER

THE TOP CHOICE FOR
SUSTAINABILITY AND
EXCEPTIONAL CALVING EASE

DATA PROVEN

Ear Tag: UK562121 702218 AI Code: AA1958

BLACKHAUGH MASTER JUSTIN X218

JUSTIN

CBI

£132.00

EMI

£90.50

MVI

£41.50

4M **Ultraplus** Male

Ecofeed

BEEF
91

SINCE 1922
B
BUITELAAR
GROUP



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		1.2	HEAVIER

THE TRAIT LEADER FOR GESTATION LENGTH

DATA PROVEN



Ear Tag: UK562121 101848 AI Code: AA1705

BLACKHAUGH LUCAS U848

LUCAS

CBI

£126.80

EMI

£87.40

MVI

£39.30

Ecofeed[®]

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

A PROVEN FAVOURITE FOR CALVING EASE

DATA PROVEN

Ear Tag: UK222596 501326 AI Code: AA1815

CBL NON STOP W326

NON STOP

CBI

£102.50

EMI

£56.20

MVI

£46.40

4M **Ultraplus** Male

Ecofeed

BEEF
94

B
SINCE 1922
BUITELAAR
GROUP



MEADOW QUALITY
LIVESTOCK TRADING SINCE 1975

HIGH GENETIC SIRE

SCAN THE QR CODE

FOR MORE INFORMATION



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		-2.0	HEAVIER

A LEADING SIRE FOR CARCASE TRAITS

DATA PROVEN



NEW
SIRE



GESTATION LENGTH (D)	LONGER	285		280	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		2.2	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.2	+ VIGOROUS
CALF QUALITY (%)	POORER	80		88.8	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		-0.9	HEAVIER

Ear Tag: UK562121 702239 AI Code: AA1996

BLACKHAUGH PHILO X239

PHILO

CBI

£75.70

EMI

£41.40

MVI

£34.20

Ecofeed[®]

G BEEF
101

SCAN THE QR CODE
FOR MORE INFORMATION



HIGH GENETIC SIRE

AN EASY CALVING OPTION
FOR USE ACROSS THE
HERD

DATA PROVEN

Ear Tag: UK562121 502181 AI Code: AA1813

BLACKHAUGH PLATO W181

PLATO

CBI

£81.80

EMI

£44.10

MVI

£37.70

4M™ **Ultraplus™** Male

Ecofeed®

BEEF
92



ELITE CGI SIRE

HIGH GENETIC SIRE

SCAN THE QR CODE
FOR MORE INFORMATION



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

**EASILY BORN CALVES
THAT DISPLAY
EXCEPTIONAL GROWTH**

DATA PROVEN



Ear Tag: UK562121 202234 AI Code: AA1997

BLACKHAUGH REMINGTON X234

REMINGTON

CBI

£98.10

EMI

£44.20

MVI

£51.10

4M **Ultraplus** Male

SINCE 1922
B
BUITELAAR
GROUP

Ecofeed

G BEEF 100



HIGH GENETIC SIRE

SCAN THE QR CODE
FOR MORE INFORMATION



GESTATION LENGTH (D)	LONGER	285		281	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		2.5	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.1	+ VIGOROUS
CALF QUALITY (%)	POORER	80		97.6	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		0.6	HEAVIER

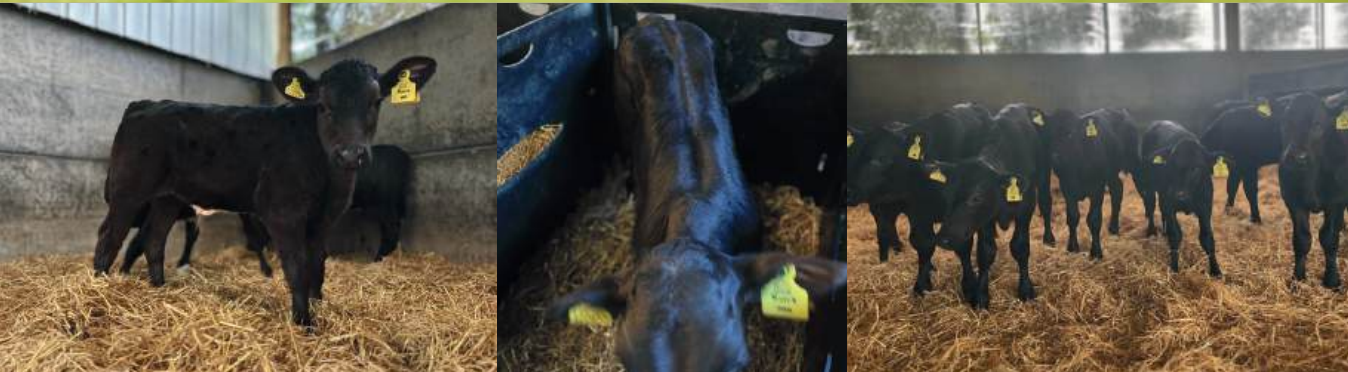
**THE OBVIOUS CHOICE FOR
THOSE SEEKING PROGENY
THAT MEET TARGETS QUICKLY**

DATA PROVEN



IMAGE OF SIRE, CBL BLACK PRECISION W317

NEW
SIRE



GESTATION LENGTH (D)	LONGER	285		279	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		1.0	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.0	+ VIGOROUS
CALF QUALITY (%)	POORER	80		96.9	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER		0	-3.9	HEAVIER

Ear Tag: UK560182 200701 AI Code: AA1999

BLACKHAUGH LORD ROSS Y701

ROSS

CBI

£121.70

EMI

£79.40

MVI

£42.30

Ecofeed[®]

G BEEF
101

SCAN THE QR CODE
FOR MORE INFORMATION



ELITE CGI SIRE



HIGH GENETIC SIRE

OUTSTANDING CALF
QUALITY WITH EXCEPTIONAL
CALVING EASE

TRIPLE IMPACT

30 MILLION CELLS PER STRAW

“ SINCE MOVING TO COGENT’S TRIPLE EMI LAST YEAR, WE’VE TIGHTENED OUR CALVING BLOCK BY A FULL MONTH. THE CALVES HAVE BEEN CONSISTENTLY EASY CALVING, WELL-MARKED AND SHOWING EXCELLENT GROWTH.

Coleg Meirion Dwyfor, North Wales.

SCAN THE CODE TO
FIND OUT MORE



IMPROVED HERD
PRODUCTIVITY AND
FERTILITY



REDUCES
DAYS OPEN



REDUCES HEALTH
RELATED COSTS



MAINTAINS
CALVING INTERVALS



INCREASES
MILK REVENUE



LESS SERVICES
PER COW



REDUCES REPLACEMENT
REQUIREMENT

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

ABERDEEN-ANGUS	NAME	MVI (£)	CALF QUALITY (%)	BIRTH WEIGHT (KG)	CARCASE WEIGHT (LBS)	MARBLING	BEEF VALUE (\$B)	CARCASE WEIGHT (KG)	IMF%	TERMINAL RANKING (%)
	BLACKHAUGH BLACK BYRON W084	£68.80	95.4	2.2	38	47	152	81	5	10
	BLACKHAUGH REMINGTON X234	£51.10	97.6	0.6	68	64	178	82	5	25
	QUAKER HILL CHIEFTAIN	£48.60	94.6	0.5	57	27	161	77	1	10
	CBL NON STOP W326	£46.40	91.7	-2.0	74	66	201	95	1	1
	BLACKHAUGH LORD ROSS Y701	£42.30	96.9	-3.9	51	17	147	82	1	10
	BLACKHAUGH MASTER JUSTIN X218	£41.50	81.1	1.2	69	68	160	86	1	5
	BLACKHAUGH LUCAS U848	£39.30	80.3	-2.0	33	73	150	78	5	25
	BLACKHAUGH BARNABY W175	£38.20	97.1	-2.7	60	66	176	80	1	10
	BLACKHAUGH PLATO W181	£37.70	87.9	-2.5	73	61	190	93	1	5
	BLACKHAUGH PHILO X239	£34.20	88.8	-0.9	66	48	167	93	5	5

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

IN STORE
NOW



**DELIVERING BRITISH DAIRY AND BEEF
PRODUCERS GREATER SECURITY AND STABILITY.**

The cogent *difference*

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

DAIRY FARMERS

- Fixed forward calf price
- Industry-leading, proven beef on dairy sires
- Regular farm collections

REARERS

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

FINISHERS

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



@GamechangerBeef



gamechangerbeef

Recruiting Dairy Farmers in Wales, Southwest, Lancashire and Central England, to find out more:

Gareth Scott: Beef Supply Chain Specialist
E: gareth.scott@cogentuk.com M: 07741507871

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 SIRES

GAMECHANGER 1402

EAR TAG: UK562121 402173 AI Code: AA1847GC

AVAILABLE IN

4M **Ultraplus** Male

GESTATION LENGTH (D)	LONGER	285		279 SHORTER
CALVING DIFFICULTY (%)	HARDER	5		1.1 EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.3 + VIGOROUS
CALF QUALITY (%)	POORER	80		93.1 EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		-2.6 HEAVIER

GAMECHANGER 1403

EAR TAG: UK560182 400654 AI Code: AA1859GC

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		97.8 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.

Sainsbury's



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.

BRITISH BLUE	NAME	EMI (£)	CALVING DIFFICULTY (%)	GESTATION LENGTH (DAYS)	CALF VIGOUR (UNITS)	BIRTH WEIGHT (KG)	
	CBL SPRITE	£100.90	2.2	275	1.5	-0.6	
	CBL POLARIS	£88.30	1.3	277	1.3	-0.7	
	CBL ROCKSTAR	£84.20	1.6	278	1.2	-3.7	✓
	CBL STARMAN	£79.00	1.1	278	1.3	0.2	
	CBL SAMMY	£72.20	2.7	278	1.7	2.4	
	KERSEY RHINESTONE P	£70.00	1.7	279	1.5	-0.1	
	CBL RODEO	£68.90	1.8	280	1.4	-1.1	✓
	CBL SIRLOIN	£68.00	1.8	279	1.2	2.6	
	CBL ROAD MAN	£66.60	2.6	279	1.3	0.1	✓
	CBL PLASMA	£64.50	2.2	279	1.6	-3	✓
	CBL RONALDO	£63.60	2.0	280	1.2	-1.2	
	OLD STACKYARD BLUES POWER	£42.00	2.5	282	1.6	0.6	



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



DATA PROVEN

Ear Tag: UK102530 301418 AI Code: BB1876

CBL PLASMA

PLASMA

CBI

£103.80

EMI

£64.50

MVI

£39.30

4MTM **Ultraplus**TM Male



ELITE CGI SIRE



MEADOW QUALITY

LIVESTOCK TRADING SINCE 1975

SCAN THE QR CODE
FOR MORE INFORMATION



GESTATION LENGTH (D)	LONGER	285		279	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		2.2	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.6	+ VIGOROUS
CALF QUALITY (%)	POORER	80		96.2	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		-3.0	HEAVIER
BLUE ROAN (%)	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

£136.10

EMI

£88.30

MVI

£47.80

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		-0.7	HEAVIER
BLUE ROAN (%)	0%	50%		79	100%

**PROVEN FARM FAVOURITE
FOR GESTATION LENGTH AND
CALF QUALITY**

DATA PROVEN

Ear Tag: UK715984 200028 AI Code: BB1825

OLD STACKYARD BLUES POWER

POWER

CBI

£93.80

EMI

£42.00

MVI

£51.80

4M™ **Ultraplus™** Male

SCAN THE QR CODE

FOR MORE INFORMATION



SINCE **B** 1922
BUITELAAR
GROUP

GESTATION LENGTH (D)	LONGER	285		282	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		2.5	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.6	+ VIGOROUS
CALF QUALITY (%)	POORER	80		93.7	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		0.6	HEAVIER
BLUE ROAN (%)	0%	50%		81	100%

**PRODUCES IMPRESSIVE
CALVES WITH SHAPE AND
POWER**

DATA PROVEN



Ear Tag: UK222596 301366 AI Code: BB1904

KERSEY RHINESTONE (P)

RHINESTONE P

CBI

£135.80

EMI

£70.00

MVI

£65.80

4M Ultraplus Male



SCAN THE QR CODE
FOR MORE INFORMATION



SINCE 1922
B
BUITELAAR
GROUP

GESTATION LENGTH (D)	LONGER	285		279	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		1.7	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.5	+ VIGOROUS
CALF QUALITY (%)	POORER	80		97.7	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		-0.1	HEAVIER
BLUE ROAN (%)	0%	50%		97	100%

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

DATA PROVEN



MacG
DEC '24

Ear Tag: UK942210 316063 AI Code: BB1947

CBL ROAD MAN

ROAD MAN

CBI

£129.30

EMI

£66.60

MVI

£62.70

4M **Ultraplus** Male



ELITE CGI SIRE



MEADOW QUALITY

LIVESTOCK TRADING SINCE 1975

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		98.7	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		0.1	HEAVIER
BLUE ROAN (%)	0%	50%		81	100%

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

DATA PROVEN



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

Ear Tag: UK102530 101472 AI Code: BB1969

CBL ROCKSTAR

ROCKSTAR

CBI

£139.3

EMI

£84.20

MVI

£55.10

4M **Ultraplus** Male

SINCE 1922
B
BUITELAAR
GROUP



ELITE CGI SIRE



MEADOW QUALITY
LIVESTOCK TRADING SINCE 1975

SCAN THE QR CODE
FOR MORE INFORMATION



**A RISING STAR – 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

£134.00

EMI

£68.90

MVI

£65.10

4M Ultraplus Male

SINCE 1923
BUITELAAR
GROUP



ELITE CGI SIRE



MEADOW QUALITY
LIVESTOCK TRADING SINCE 1975

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		1.4	+ VIGOROUS
CALF QUALITY (%)	POORER	80		91.8	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		-1.1	HEAVIER
BLUE ROAN (%)	0%	50%		86	100%

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

DATA PROVEN

EarTag: UK102530 701478 AI Code: BB1968

CBL RONALDO

RONALDO

CBI

£107.30

EMI

£63.60

MVI

£43.70

SCAN THE QR CODE
FOR MORE INFORMATION



GESTATION LENGTH (D)	LONGER	285		280	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		2.0	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.2	+ VIGOROUS
CALF QUALITY (%)	POORER	80		96.7	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		-1.2	HEAVIER
BLUE ROAN (%)	0%	50%		43	100%

ONE FOR THOSE WITH NO
PREFERENCE ON COLOUR;
RONALDO PERFORMS RELIABLY
ACROSS ALL TRAITS

DATA PROVEN

EarTag: UK314080 100106 AI Code: BB2015

CBL SAMMY

SAMMY

CBI

£135.80

EMI

£72.20

MVI

£63.50

NEW
SIRE

SCAN THE QR CODE

FOR MORE INFORMATION



GESTATION LENGTH (D)	LONGER	285		278	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		2.7	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.7	+ VIGOROUS
CALF QUALITY (%)	POORER	80		91.6	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		2.4	HEAVIER
BLUE ROAN (%)	0%	50%		90	100%

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

DATA PROVEN

Ear Tag: UK222596 401458 AI Code: BB2046

CBL SIRLOIN

SIRLOIN

CBI

£129.20

EMI

£68.00

MVI

£61.20

NEW
SIRE

SCAN THE QR CODE

FOR MORE INFORMATION



GESTATION LENGTH (D)	LONGER	285		279	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		1.8	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%

PRODUCING WELL FRAMED
PROGENY WITH A SHORTER
THAN AVERAGE GESTATION

DATA PROVEN

EarTag: UK222596 101448 AI Code: BB2049

CBL SPRITE

SPRITE

CBI

£159.90

EMI

£100.90

MVI

£59.00

4M **Ultraplus**™ Male

NEW
SIRE

SCAN THE QR CODE

FOR MORE INFORMATION



SINCE **B** 1922
BUITELAAR
GROUP



GESTATION LENGTH (D)	LONGER	285		275	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		2.2	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.5	+ VIGOROUS
CALF QUALITY (%)	POORER	80		97.8	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		-0.6	HEAVIER
BLUE ROAN (%)	0%	50%		98	100%

**THE SHORTEST GESTATION
PROGENY TESTED BRITISH BLUE
SIRE AVAILABLE IN AI**

DATA PROVEN



NEW
SIRE

Ear Tag: UK102530 601505 AI Code: BB2050

CBL STARMAN

STARMAN

CBI

£125.20

EMI

£79.00

MVI

£46.20

4M™ **Ultraplus™** Male

SCAN THE QR CODE
FOR MORE INFORMATION



GESTATION LENGTH (D)	LONGER	285		278	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		1.1	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.3	+ VIGOROUS
CALF QUALITY (%)	POORER	80		89.7	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		0.2	HEAVIER
BLUE ROAN (%)	0%	50%		97	100%

AN ULTRA CONSISTENT EASY
CALVING SIRE PERFORMING
WELL ACROSS ALL TRAITS

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
KERSEY RHINESTONE P	£65.80	97.7	-0.1	28.1	-4.7	4.5	-9.2
CBL RODEO	£65.10	91.8	-1.1	21.6	-6.3	3.5	-9.9
CBL SAMMY	£63.50	91.6	2.4	19.7	-5.4	3.0	-11.9
CBL ROAD MAN	£62.70	98.7	0.1	23.1	-6.6	3.7	-6.7
CBL SIRLOIN	£61.20	92.1	2.6	3.0	-5.4	3.0	-11.9
CBL SPRITE	£59.00	97.8	-0.6	20.3	-7.1	3.5	-12.0
CBL ROCKSTAR	£55.10	99.4	-3.7	17.7	-6.0	2.7	-7.5
OLD STACKYARD BLUES POWER	£51.80	93.7	0.6	13.6	-5.9	3.7	-4.3
CBL POLARIS	£47.80	92.2	-0.7	16.6	-5.2	2.9	-11.0
CBL STARMAN	£46.20	89.7	0.2	19.8	-6.0	3.0	-11.6
CBL RONALDO	£43.70	96.7	-1.2	23.4	-6.9	5.2	0.3
CBL PLASMA	£39.30	96.2	-3.0	17.3	-5.9	2.3	-9.9

BRITISH BLUE

SCAN THE CODE TO FIND

MORE ABOUT EMI & MVI





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 2025 list contains 20 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.

CONTACT US TODAY TO SEE HOW WE CAN HELP YOUR BUSINESS!



MEADOW QUALITY LTD



@MEADOWQUALITY



T: 01789 734100

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.



THE ULTIMATE BREEDING STRATEGY

30%

4M[™] Ultraplus[™] DAIRY
Genetic Elite

20%

4M[™] Ultraplus[™] BEEF
90%+ Male Calves

50%

Cogent BEEF IMPACT
Maximise preg rate / calf value

Experience the pinnacle of precision breeding with Cogent's Ultimate Breeding Strategy. Utilise female sexed semen on your highest genetic merit cows to secure superior dairy replacements.

By then applying male sexed semen to the next 20% of cows, herds can take advantage of the increased value of male beef calves, enhancing revenue. This can be optimised further by using elite beef semen on the remaining cows, increasing the profit margin.

This three way approach not only maximises your herd's genetic potential but also boosts overall profitability, setting a new standard in agricultural excellence.

The cogent *difference*



“ Having taken each of Cogent’s Culard sires this year, I am very pleased with the calves being born. With a good level of calving ease and growing into market toppers in weeks.

White House Farm, Derbyshire



RAFIKI P

Ear Tag: FR4243242071 AI Code: CH3854



- OPTIMAL CALVING EASE
- WILL TRANSMIT ENHANCED MUSCLE DEFINITION TO HIS PROGENY
- HETEROZYGOUS POLLED SIRE

OCHUIVERT

Ear Tag: FR4242930235 AI Code: CH3853



- GOOD CALVING EASE
- IMPRESSIVE SHAPE AND CARCASE 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



DATA PROVEN

Ear Tag: UK122919 400995 AI Code: CH4020

WHITECLIFFE ORWELL

ORWELL

CBI

£109.10

EMI

£39.60

MVI

£69.50

MacG
Dec 19

SCAN THE QR CODE

FOR MORE INFORMATION



MEADOW QUALITY

LIVESTOCK TRADING SINCE 1975

SEMEN ROYALTY SIRE



GESTATION LENGTH (D)	LONGER	285		283	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		2.4	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.3	+ VIGOROUS
CALF QUALITY (%)	POORER	80		95.5	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		-0.4	HEAVIER

AN EASY CALVING CHAROLAIS FAVOURITE

WHAT'S IN YOUR STRAW?

4 MILLION
sperm per straw

Industry's highest sperm count in a sexed straw, giving you a better chance of pregnancy per service

+14%
conception rate

Compared to original gender-sorted technology, resulting in more pregnancies, helping improve herd fertility and reduce repeats

+90%
gender accuracy

Highest male-sorted sexed semen on the market, ensuring more valuable male beef calves

HIGHEST FERTILITY
sexed semen

Thanks to targeted sorting technology with minimal cell damage, meaning healthier sperm for better conception results

If it's not

4MTM UltraplusTM Male
it's not even close.





WHAT IS ELITE BEEF?



Elite Beef, established in 2013, is a fully integrated supply chain. Working closely with rearing partner Buitelaar Group & Morrisons owned Woodhead Bros, Elite Beef supplies high quality British beef into Morrisons supermarkets. It partners with approved dairy farmers and utilises Elite Beef approved sires to produce quality calves, which are professionally reared and then placed on finishing farms across the UK. Elite Beef provides farmers with stability, security, and comprehensive support, ensuring a sustainable future for their businesses.



WHY BECOME AN ELITE BEEF APPROVED CALF SUPPLIER?

- Underwritten calf price
- Elite Beef approved sires
- Male sexed semen for more valuable male calves
- Regular calf collections

WHY BEEF SHORTHORN:

- Native British breed
- Easy calving and short gestations
- Thrives on forage-based diets
- Included in Morrisons "The Best" range

HERD REQUIREMENTS:

- Requires Holstein / Holstein Friesian cows
- Cow average of 600kg+
- Herds of 200+ cows or high-volume beef calf producers
- High herd health status
- Actively milk recording
- All year round calving

SCAN THE CODE TO
TO FIND OUT MORE



Email the Cogent Beef Team: supplychains@cogentuk.com



ELITE BEEF APPROVED BEEF SHORTHORN SIRES



FEARN STRAUSS P

Ear Tag: UK502113 501998 AI Code: BS0678

**EXPECT CALVES WITH LENGTH, THAT
GROW RAPIDLY AND EXPRESS GOOD
CONFORMATION**

ALSO AVAILABLE IN

4M™ **Ultraplus™** Male



HIGHLEE THEODORE PP

Ear Tag: UK132248 100176 AI Code: BS0667

**HOMOZYGOUS POLLED; EXPECT
SHORTER GESTATION LENGTHS AND
GOOD QUALITY**

ALSO AVAILABLE IN

4M™ **Ultraplus™** Male

DATA PROVEN

Ear Tag: UK103719 503098 AI Code: H9277

NETHERHALL 1 MATTY S098 (PP)

MATTY PP

CBI

£126.80

EMI

£69.00

MVI

£57.90

SCAN THE QR CODE

FOR MORE INFORMATION



MEADOW QUALITY
LIVESTOCK TRADING SINCE 1975

SEMEN ROYALTY SIRE

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

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

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		80.0	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		-0.2	HEAVIER

THE PERFECT CHOICE FOR
THOSE PUTTING AN EMPHASIS
ON MANAGEMENT TRAITS

DATA PROVEN

Ear Tag: IE221062 721390 AI Code: LN2755

ELITE LACETTE

LACETTE

CBI

£81.30

EMI

£9.60

MVI

£71.80

SCAN THE CODE TO

TO SEE PROGENY VIDEOS



MEADOW QUALITY
LIVESTOCK TRADING SINCE 1975

SEMEN ROYALTY SIRE

A VERSATILE SIRE THAT PERFORMS ACROSS ALL TRAITS



GESTATION LENGTH (D)	LONGER	285	287	SHORTER
CALVING DIFFICULTY (%)	HARDER	5	2.5	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1	1.4	+ VIGOROUS
CALF QUALITY (%)	POORER	80	95.0	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0	-0.1	HEAVIER

DATA PROVEN



Ear Tag: UK305928 401634 AI Code: LN2844

TWEMLOWS OFFICER

OFFICER

CBI

£52.10

EMI

£25.80

MVI

£26.40

4M **Ultraplus** Male



SCAN THE QR CODE
FOR MORE INFORMATION



MEADOW QUALITY
LIVESTOCK TRADING SINCE 1975

SEMEN ROYALTY SIRE

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

**A RENOWNED
CALVING EASE
SPECIALIST**

GET IN TOUCH

 UK +44 (0) 1244 662705

 info@buitelaargroup.com

 @buitelaargroup

www.buitelaaragriculture.com

SCAN THE CODE TO
 TO FIND OUT MORE



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



Ear Tag: UK317544 700124 AI Code: MS0091

Ear Tag: UK317544 600193 AI Code: MS0102

WYNDFORD DIABLO

DIABLO



ALSO AVAILABLE IN
4M **Ultraplus** Male



**TOP 1%
MARBLE SCORE**

**TOP 5% FOR EYE
MUSCLE AREA**

**HIGH VIGOUR
CALVES THAT
ARE BORN EASILY**

WYNDFORD BIG DADDY

BIG DADDY



**TOP 5% FOR CARCASS
WEIGHT & GROWTH**

**MAINTAINS
CALVING EASE**

**LARGER BORN
PROGENY THAT
MEET TARGETS
QUICKLY**

Ear Tag: UK744463 402185 AI Code: WB1063

Ear Tag: UK561544 400221 AI Code: SG1409

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**

FALLHILLS MARVEL

MARVEL



**AN EASY CALVING
SIMMENTAL SIRE**

**PRODUCING MODERATELY
FRAMED PROGENY**

HETEROZYGOUS POLLED

SEMEN ROYALTY SIRE

PRIMESTART COLOSTRUM

A complete replacer for the newborn calf

- ✓ COMPLETE CALF COLOSTRUM
- ✓ THE NATURAL COLOSTRUM SOLUTION FOR CALVES
- ✓ QUALITY COLOSTRUM FOR WHEN THEY NEED IT MOST

European Derived, High Health
Status Colostrum Ingredients:

FREE FROM

- | | |
|-------|----------|
| ✓ TB | ✓ EBL |
| ✓ IBR | ✓ JOHNES |

Feeding good quality colostrum in the first few hours and days after birth has a major influence on how calves develop. It supports their health, growth, and performance throughout life

- HIGH LEVELS OF HARVESTED COLOSTRUM
- PROVIDES ESSENTIAL NUTRIENTS
- HIGH FAT CONTENT 21%
- MIXES UP TO 2 LITRES
- 700 G SACHET



MAXIMISE YOUR PROFITABILITY WITH

4M™ **Ultraplus™** **Male**

BEEF UP *your* BOTTOM LINE



▶ **INCREASE MARKET VALUE
AND YOUR OVERALL RETURNS**

▶ **BULLS OR STEERS ARE
MORE EFFICIENT TO FINISH**

▶ **ALSO AVAILABLE IN
TRIPLE IMPACT**

The cogent *difference*

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

