

BEEF IMPACT

SPRING 2025

The cogent *difference*



4M™ Ultraplus™ Male

“ I AM REALLY PLEASED WITH HOW OUR MALE SEXED BLUE CALVES HAVE ALL BEEN BORN EASILY AND JUST KEPT GROWING. BUYERS HAVE BEEN MORE THAN HAPPY WITH THEM AND WE HAVE SEEN GREAT CONCEPTION RATES. IT DEFINITELY MAKES SENSE.

Gwaenyng Bach, North Wales

SCAN THE CODE TO

FIND OUT MORE



The cogent *difference*

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





INDEX	18	EVANDER	33	STANLEY	42	REBEL		BEEF SHORTHORN		LIMOUSIN	62	BIG DADDY	
	ANGUS	19	REGINALD	34	POLO	43	ODDS ON	53	STRAUSS P	58	LACETTE	62	SURUMU
11	JUSTIN	20	CHIEFTAIN	35	RODEO	44	HITMAN	53	SEXTON P	59	OFFICER		WELSH BLACK
12	BLACK BYRON	21	REMINGTON	36	RONALDO		CHAROLAIS	53	THEODORE PP		LONGHORN	63	CALEB
13	PLATO		BRITISH BLUE	37	SATURN	49	LUTIN P		HEREFORD	61	FREDDIE		BRITISH BLONDE
14	BARNABY	29	RHINESTONE P	38	ROCKSTAR	49	RAFIKI P	54	DUNCAN P	61	FLASH HARRY	63	SALAH
15	NON STOP	30	POLARIS	39	PLATINUM	49	OCHUIVERT	55	MATTY PP		WAGYU		SIMMENTAL
16	LLOYD	31	ROAD MAN	40	PARTY BOY	49	POIROT	56	MINDSET P	62	NANASHI	63	MAJOR
17	LUCAS	32	PLASMA	41	POWER	50	ORWELL			62	DIABLO		

Ecofeed[®]



ELITE CGI SIRE

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 SIRES

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

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[®]

Less is more.

Ecofeed Beef On Dairy is a genomic Index for feed efficiency derived from UK Aberdeen Angus data with a heritability of 24%. Independent of size, high EcoFeed animals maintain or improve productivity with less feed, reducing greenhouse gas emissions and enhancing environmental sustainability.



Sire selection: the key to profitability and sustainability in beef-on-dairy



9%
FEED INTAKE

11%
FEED COST

8%
AV. DAILY GAIN



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
279.5 DAYS

	NAME	EMI (£)	CALVING DIFFICULTY (%)	GESTATION LENGTH (DAYS)	CALF VIGOUR (UNITS)	BIRTH WEIGHT (KG)	ELITE CGI SIRE	
							✓	✓
ABERDEEN-ANGUS	BLACKHAUGH MASTER JUSTIN X218	90.50	1.8	276	1	1.1	✓	
	BLACKHAUGH LUCAS U848	87.40	1.5	277	1.4	-2.2		
	BLACKHAUGH MASTER LLOYD X236	79.40	1.7	278	1.1	-0.1	✓	
	BLACKHAUGH BLACK BYRON W084	72.10	2.2	278	1.4	1.9	✓	
	RAWBURN EVANDER V870	65.30	2.9	279	1.2	0.4		
	BLACKHAUGH REGINALD W176	63.40	2.2	280	1.1	-3.5		
	BLACKHAUGH REMINGTON X234	60.00	2.5	280	1.1	0.2		
	BLACKHAUGH BARNABY W175	57.20	2.1	281	1.2	-2.9		
	CBL NON STOP W326	56.20	1.8	281	1.2	-2		
	QUAKER HILL CHIEFTAIN	55.10	1.9	282	1.4	0.5		
BLACKHAUGH PLATO W181	44.10	1.3	283	1.3	-2.5	✓		

SCAN THE CODE TO FIND
MORE ABOUT EMI & MVI



DATA PROVEN

Ear Tag: UK562121 702218 AI Code: AA1958

BLACKHAUGH MASTER JUSTIN X218

JUSTIN

CBI

£102.90

EMI

£90.50

MVI

£12.40

4M Ultraplus[™] Male

Ecofeed[®]

BEEF
109



ELITE CGI SIRE

HIGH GENETIC SIRE

SCAN THE QR CODE
FOR MORE INFORMATION



**NEW
SIRE**



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		1.1	HEAVIER

**THE TRAIT LEADER FOR
GESTATION LENGTH**

DATA PROVEN



Ear Tag: UK562121 602084 AI Code: AA1846

BLACKHAUGH BLACK BYRON W084

BLACK BYRON



4M **Ultraplus**™ Male



ELITE CGI SIRE

Ecofeed®



SCAN THE QR CODE
FOR MORE INFORMATION



MEADOW QUALITY

LIVESTOCK TRADING SINCE 1975

HIGH GENETIC SIRE



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		1.9	HEAVIER

**EXCEPTIONAL CALF
QUALITY WITHOUT
COMPROMISE**

DATA PROVEN

Ear Tag: UK562121 502181 AI Code: AA1813



BLACKHAUGH PLATO W181

PLATO

 CBI £59.30	 EMI £44.10	 MVI £15.20
--	--	--

4M™ Ultraplus™ Male

Ecofeed®






BEEF 92

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

**EASILY BORN CALVES
THAT DISPLAY
EXCEPTIONAL GROWTH**

DATA PROVEN

Ear Tag: UK562121 602175 AI Code: AA1845

BLACKHAUGH BARNABY W175

BARNABY

CBI
£73.00

EMI
£57.20

MVI
£15.80

4M **Ultraplus**™ Male

Ecofeed[®]

BEEF 100

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	-2.9	HEAVIER

A BULL THAT DOES IT ALL FROM CALF TO CARCASE

DATA PROVEN

Ear Tag: UK222596 501326 AI Code: AA1815



CBL NON STOP W326

NON STOP



4M™ Ultraplus™ Male



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 CARCASS TRAITS

DATA PROVEN

Ear Tag: UK562121 402236 AI Code: AA1959

BLACKHAUGH MASTER LLOYD X236

LLOYD

CBI
£88.70

EMI
£79.40

MVI
£9.30

**NEW
SIRE**

4M **Ultraplus**™ Male

Ecofeed®

**BEEF
115**



ELITE CGI SIRE

HIGH GENETIC SIRE

**SCAN THE QR CODE
FOR MORE INFORMATION**



GESTATION LENGTH (D)	LONGER	285	278	SHORTER
CALVING DIFFICULTY (%)	HARDER	5	1.7	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1	1.1	+ VIGOROUS
CALF QUALITY (%)	POORER	80	80.0	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0	-0.1	HEAVIER

**A LEADING ECOFEED
SIRE WITH EXEMPLARY
CALVING EASE**

DATA PROVEN

Ear Tag: UK562121 101848 AI Code: AA1705

BLACKHAUGH LUCAS U848

LUCAS

CBI

£102.80

EMI

£87.40

MVI

£15.40

Ecofeed

**BEEF
91**

**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		-2.2	HEAVIER

**A PROVEN FAVOURITE
FOR CALVING EASE**

DATA PROVEN

Ear Tag: UK562106 302870 AI Code: AA1748

RAWBURN EVANDER V870

EVANDER

CBI

£90.90

EMI

£65.30

MVI

£25.60

4M **Ultraplus** Male

Ecofeed

BEEF 98

SCAN THE QR CODE FOR MORE INFORMATION



HIGH GENETIC SIRE



GESTATION LENGTH (D)	LONGER	285	279	SHORTER
CALVING DIFFICULTY (%)	HARDER	5	2.9	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1	1.2	+ VIGOROUS
CALF QUALITY (%)	POORER	80	90.3	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0	0.4	HEAVIER

THE CONSISTENT CALF QUALITY EXPERT

DATA PROVEN

Ear Tag: UK562121 702176 AI Code: AA1830

BLACKHAUGH REGINALD W176

REGINALD

CBI

£79.60

EMI

£63.40

MVI

£16.20

4M™ **Ultraplus™** Male

Ecofeed®

BEEF
93

SCAN THE QR CODE

FOR MORE INFORMATION



MEADOW QUALITY
LIVESTOCK TRADING SINCE 1975

HIGH GENETIC SIRE



GESTATION LENGTH (D)	LONGER	285	280	SHORTER
CALVING DIFFICULTY (%)	HARDER	5	2.2	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1	1.1	+ VIGOROUS
CALF QUALITY (%)	POORER	80	93.5	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0	-3.5	HEAVIER

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

DATA PROVEN



Ear Tag: US4318025238 AI Code: AA1828

QUAKER HILL CHIEFTAIN

CHIEFTAIN



ONLY AVAILABLE IN

4M **Ultraplus** Male

Ecofeed



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		0.5	HEAVIER

**THE ULTIMATE CHOICE
FOR MALE SEXED**

DATA PROVEN

Ear Tag: UK562121 202234 AI Code: AA1997

BLACKHAUGH REMINGTON X234

REMINGTON

CBI

£79.10

EMI

£60.00

MVI

£19.10

**NEW
SIRE**

MacG
JUNE '23



**SCAN THE QR CODE
FOR MORE INFORMATION**



HIGH GENETIC SIRE

GESTATION LENGTH (D)	LONGER	285		280	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		2.5	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.1	+ VIGOROUS
CALF QUALITY (%)	POORER	80		94.0	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		0.2	HEAVIER

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

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)	USA (EPDS)			UK (EBVS)		
					CARCASE WEIGHT (LBS)	MARBLING	BEEF VALUE (\$B)	CARCASE WEIGHT (KG)	IMF%	TERMINAL RANKING (%)
ABERDEEN-ANGUS	BLACKHAUGH BLACK BYRON W084	31.10	95.4	1.9	42	1.13	156	82	1	10
	RAWBURN EVANDER V870	25.60	90.3	0.4	57	0.31	157	108	0.4	1
	CBL NON STOP W326	20.90	91.7	-2	78	1.14	203	95	1.8	1
	BLACKHAUGH REMINGTON X234	19.10	94	0.2	71	0.68	183	82	1.1	10
	QUAKER HILL CHIEFTAIN	18.70	94.6	0.5	58	0.76	165	77	1.4	10
	BLACKHAUGH REGINALD W176	16.20	93.5	-3.5	44	1.37	171	81	2.1	10
	BLACKHAUGH BARNABY W175	15.80	97.1	-2.9	60	1.21	175	78	2.2	10
	BLACKHAUGH LUCAS U848	15.40	80.3	-2.2	31	0.98	147	79	1.1	10
	BLACKHAUGH PLATO W181	15.20	87.9	-2.5	71	0.96	185	93	1.9	1
	BLACKHAUGH MASTER JUSTIN X218	12.40	81.1	1.1	69	0.58	159	88	1.5	5
	BLACKHAUGH MASTER LLOYD X236	9.30	80	-0.1	72	1.11	192	90	1.5	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*

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



TRIPLE IMPACT

Triple Impact combines three top sires in one straw for greater genetic diversity, sperm competition, and conception success. With short gestation, easy calving, and low birth weight, it optimises calving intervals, reduces replacements, and boosts herd productivity. Available in British Blue, Aberdeen-Angus, Hereford, and 4M Ultraplus Male sexed semen, it maximises efficiency and profitability.

KEY BENEFITS:

- ✓ **INCREASED GENETIC DIVERSITY**
Higher likelihood of successful fertilisation
- ✓ **SPERM COMPETITION**
The most viable sperm reach the egg first
- ✓ **BIOLOGICAL COMPATIBILITY**
Optimal match to the cow's reproductive environment

SCAN THE CODE TO
FIND OUT MORE



ADDITIONAL ADVANTAGES



**SHORT
GESTATION**



**EASY
CALVING**



**LOW BIRTH
WEIGHT**



**30 MILLION CELLS
PER STRAW**



“ **TRIPLE IMPACT EMI BOOSTS FERTILITY IN PROBLEM COWS, ENSURES EASY CALVING, AND PRODUCES TOP-QUALITY CALVES THAT TOP CALF MARKETS AND ATTRACT EAGER BUYERS.**

Evening Holsteins - Emma & Charlotte.





**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**



EMI BRITISH BLUE

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

NAME	EMI (£)	CALVING DIFFICULTY (%)	GESTATION LENGTH (DAYS)	CALF VIGOUR (UNITS)	BIRTH WEIGHT (KG)	
CBL POLARIS	88.30	1.3	276	1.3	0.5	
CBL ROCKSTAR	84.20	1.6	278	1.2	-2.1	✓
CBL SATURN	74.10	1	279	1.3	0	
KERSEY RHINESTONE P	70.00	1.7	279	1.5	0.9	
CBL RODEO	68.90	1.8	280	1.4	0.1	✓
CBL STANLEY	68.70	1.4	280	1.1	-0.9	
CBL ROAD MAN	66.60	2.6	279	1.3	0.9	
CBL PLASMA	64.50	2.2	279	1.6	-2.8	✓
CBL RONALDO	64.30	2.2	280	1.2	-0.2	
KERSEY PLATINUM	62.80	1.8	280	1.4	-0.9	
KERSEY REBEL	56.90	1.6	281	1.3	0.3	✓
OLD STACKYARD BLUES POLO	54.10	1.6	281	1.5	0.3	
LUCE WATER PARTY BOY	51.70	3.4	280	1.7	1.7	
MAIDENLANDS ODDS ON	47.70	2	282	1.5	-0.7	
AUCHENLAY HITMAN	47.30	4.8	280	1.4	1.9	
OLD STACKYARD BLUES POWER	42.00	2.5	282	1.6	0.7	

BRITISH BLUE



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: UK222596 301366 AI Code: BB1904

KERSEY RHINESTONE (P)

RHINESTONE P

CBI

£103.00

EMI

£70.00

MVI

£33.00

4M™ Ultraplus™ Male

SCAN THE QR CODE

FOR MORE INFORMATION



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	0.9	HEAVIER
BLUE ROAN (%)	0%	50%	97	100%

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

DATA PROVEN



Ear Tag: UK222596 601355 AI Code: BB1872

CBL POLARIS

POLARIS



4M™ Ultraplus™ Male



**SCAN THE QR CODE
FOR MORE INFORMATION**



MEADOW QUALITY
LIVESTOCK TRADING SINCE 1975

GESTATION LENGTH (D)	LONGER	285	276	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	0.5	HEAVIER
BLUE ROAN (%)	0%	50%	79	100%

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

DATA PROVEN

Ear Tag: UK942210 316063 AI Code: BB1947

CBL ROAD MAN

ROAD MAN

CBI

£97.00

EMI

£66.60

MVI

£30.40

**NEW
SIRE**



**SCAN THE QR CODE
FOR MORE INFORMATION**



MEADOW QUALITY
LIVESTOCK TRADING SINCE 1975

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	0.9	HEAVIER
BLUE ROAN (%)	0%	50%	89	100%

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

DATA PROVEN

Ear Tag: UK102530 301418 AI Code: BB1876



CBL PLASMA

PLASMA



4M™ Ultraplus™ Male



**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		-2.8	HEAVIER
BLUE ROAN (%)	0%	50%		85	100%

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

DATA PROVEN

Ear Tag: UK102530 101486 AI Code: BB2003

CBL STANLEY

STANLEY

CBI

£97.30

EMI

£68.70

MVI

£28.60

**NEW
SIRE**

SCAN THE QR CODE

FOR MORE INFORMATION



GESTATION LENGTH (D)	LONGER	285	<div style="width: 100%;"></div>	280	SHORTER
CALVING DIFFICULTY (%)	HARDER	5	<div style="width: 100%;"></div>	1.4	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1	<div style="width: 10%;"></div>	1.1	+ VIGOROUS
CALF QUALITY (%)	POORER	80	<div style="width: 100%;"></div>	95.7	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0	<div style="width: 10%;"></div>	-0.9	HEAVIER
BLUE ROAN (%)	0%	50%	<div style="width: 100%;"></div>	91	100%

A TRUE ALL-ROUNDER

DATA PROVEN

Ear Tag: UK715984 100027 AI Code: BB1824



OLD STACKYARD BLUES POLO

POLO



4M TM **Ultraplus** TM Male



**SCAN THE QR CODE
FOR MORE INFORMATION**



GESTATION LENGTH (D)	LONGER	285	281	SHORTER
CALVING DIFFICULTY (%)	HARDER	5	1.6	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1	1.5	+ VIGOROUS
CALF QUALITY (%)	POORER	80	87.6	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0	0.3	HEAVIER
BLUE ROAN (%)	0%	50%	92	100%

**A RELIABLE ALL-ROUNDER WHO
CONSISTENTLY PRODUCES
EASILY BORN PROGENY**

DATA PROVEN

Ear Tag: UK942210 316085 AI Code: BB1946

CBL RODEO

RODEO

CBI

£92.90

EMI

£68.90

MVI

£24.00

**NEW
SIRE**



**SCAN THE QR CODE
FOR MORE INFORMATION**



ELITE CGI SIRE



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	88.7	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0	0.1	HEAVIER
BLUE ROAN (%)	0%	50%	86	100%

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

DATA PROVEN

Ear Tag: UK102530 701478 AI Code: BB1968

CBL RONALDO

RONALDO

CBI

£81.90

EMI

£64.30

MVI

£17.60

**NEW
SIRE**



**SCAN THE QR CODE
FOR MORE INFORMATION**



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	96.6	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0	-0.2	HEAVIER
BLUE ROAN (%)	0%	50%	41	100%

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

DATA PROVEN

Ear Tag: UK222596 601446 AI Code: BB2035

CBL SATURN

SATURN

CBI

£92.70

EMI

£74.10

MVI

£18.60

**NEW
SIRE**



**SCAN THE QR CODE
FOR MORE INFORMATION**



GESTATION LENGTH (D)	LONGER	285	279	SHORTER
CALVING DIFFICULTY (%)	HARDER	5	1.0	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1	1.3	+ VIGOROUS
CALF QUALITY (%)	POORER	80	91.0	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0	0.0	HEAVIER
BLUE ROAN (%)	0%	50%	90	100%

**PRODUCES CONSISTENT,
EASILY BORN PROGENY WITH
GREAT STYLE AND COLOUR**

DATA PROVEN

Ear Tag: UK102530 101472 AI Code: BB1969

CBL ROCKSTAR

ROCKSTAR

CBI

£114.50

EMI

£84.20

MVI

£30.30

4M™ **Ultraplus™** Male

**NEW
SIRE**



ELITE CGI SIRE



MEADOW QUALITY

LIVESTOCK TRADING SINCE 1975

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		1.2	+ VIGOROUS
CALF QUALITY (%)	POORER	80		99.4	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		-2.1	HEAVIER
BLUE ROAN (%)	0%	50%		75	100%

A RISING STAR - THE BULL THAT DOES IT ALL: GESTATION, CALVING EASE, QUALITY AND COLOUR

DATA PROVEN

EarTag: UK222596 401353 AI Code: BB1871

KERSEY PLATINUM

PLATINUM

CBI

£89.00

EMI

£62.80

MVI

£26.20

4M™ Ultraplus™ Male



**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	94.0	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0	-0.9	HEAVIER
BLUE ROAN (%)	0%	50%	76	100%

**A CONSISTENT SIRE
WHO SPECIALISES IN
CALVING EASE**

DATA PROVEN

Ear Tag: UK116863 300075 AI Code: BB1847

LUCE WATER PARTY BOY

PARTY BOY



4M **Ultraplus** Male

**SCAN THE QR CODE
FOR MORE INFORMATION**



GESTATION LENGTH (D)	LONGER	285	280	SHORTER
CALVING DIFFICULTY (%)	HARDER	5	3.4	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1	1.7	+ VIGOROUS
CALF QUALITY (%)	POORER	80	91.8	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0	1.7	HEAVIER
BLUE ROAN (%)	0%	50%	95	100%

A SUPERIOR CALF QUALITY SIRE

DATA PROVEN

Ear Tag: UK715984 200028 AI Code: BB1825

OLD STACKYARD BLUES POWER

POWER



4M™ Ultraplus™ Male



SCAN THE QR CODE FOR MORE INFORMATION



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	0.7	HEAVIER
BLUE ROAN (%)	0%	50%	82	100%

PRODUCES IMPRESSIVE CALVES WITH SHAPE AND POWER

DATA PROVEN



Ear Tag: UK222596 501396 AI Code: BB1903

KERSEY REBEL

REBEL



4M™ Ultraplus™ Male



SCAN THE QR CODE FOR MORE INFORMATION



GESTATION LENGTH (D)	LONGER	285		281	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		1.6	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.3	+ VIGOROUS
CALF QUALITY (%)	POORER	80		96.8	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		0.3	HEAVIER
BLUE ROAN (%)	0%	50%		98	100%

A VERSATILE SIRE THAT CONSISTENTLY DISPLAYS EXCEPTIONAL GROWTH

DATA PROVEN

Ear Tag: UK104493 600601 AI Code: BB1798

MAIDENLANDS ODDS ON

ODDS ON

CBI

£73.70

EMI

£47.70

MVI

£26.00



**SCAN THE QR CODE
FOR MORE INFORMATION**



GESTATION LENGTH (D)	LONGER	285		282	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		2.0	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.5	+ VIGOROUS
CALF QUALITY (%)	POORER	80		87.0	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		-0.7	HEAVIER
BLUE ROAN (%)	0%	50%		95	100%

**CONSISTENT CROWD
PLEASER ACROSS ALL
TRAITS**

DATA PROVEN

Ear Tag: UK542740 500435 AI Code: BB1316

AUCHENLAY HITMAN

HITMAN

CBI

£78.20

EMI

£47.30







MVI

£30.90



**SCAN THE QR CODE
FOR MORE INFORMATION**



GESTATION LENGTH (D)	LONGER	285		280	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		4.8	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.4	+ VIGOROUS
CALF QUALITY (%)	POORER	80		91.5	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		1.9	HEAVIER
BLUE ROAN (%)	0%		50%	36	100%

**THE RENOWNED CALF
QUALITY SPECIALIST**

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 carcass performance.

NAME	MVI (£)	CALF QUALITY (%)	CALF WEIGHT (KG)	CARCASS WEIGHT EBV	FAT CLASS EBV	CONFORMATION EBV	SLAUGHTER AGE EBV
KERSEY RHINESTONE P	33.00	97.7	0.9				
AUCHENLAY HITMAN	30.90	91.5	1.9	16.38	-5.72	3.68	-10.96
CBL ROAD MAN	30.40	98.7	0.9	22.51	-6.4	3.65	-5.76
CBL ROCKSTAR	30.30	99.4	-2.1	18.47	-5.98	2.86	-5.02
KERSEY REBEL	29.10	96.8	0.3	17.63	-6	4.07	11.18
CBL STANLEY	28.60	95.7	-0.9	18.64	-5.09	3.55	-5.89
KERSEY PLATINUM	26.20	94	-0.9	22.54	-5.91	4.14	11.61
MAIDENLANDS ODDS ON	26.00	87	-0.7	13.85	-5.26	3.38	10.16
OLD STACKYARD BLUES POLO	24.10	87.6	0.3	16.65	-5.18	4.04	0.31
CBL RODEO	24.00	88.7	0.1	20.53	-6.07	3.38	-10.18
OLD STACKYARD BLUES POWER	21.20	93.7	0.7	18.57	-6.39	4.41	8.72
CBL POLARIS	20.60	92.2	0.5	18.4	-5.77	3.09	3.71
CBL SATURN	18.60	91	0	15.51	-5.31	3.83	-2.73
CBL RONALDO	17.60	96.6	-0.2	23.59	-6.8	5.28	-8.15
CBL PLASMA	16.70	96.2	-2.8	18.47	-5.98	2.86	-5.02
LUCE WATER PARTY BOY	13.90	91.8	1.7	20.99	-6.7	5.76	6.24

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*



“ We have used Cogent Culard Charolais for 9 years and continue to be impressed with the level of calving ease they offer. They are great quality calves that allow us to top the market regularly.

Rob Gadsby
Yarlet Hall Farm, Stafford.





LUTIN P

Ear Tag: FR7122266776 AI Code: CH3932

- **HETEROZYGOUS POLLED SIRE**
- **OUTSTANDING CALF QUALITY WITH MODERATE BIRTH WEIGHTS**
- **THE PERFECT BULL FOR PRODUCING THOSE MARKET-TOPPING CALVES**



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

£74.20

EMI

£39.60

MVI

£34.60

MaxG
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		-2.5	HEAVIER

**AN EASY CALVING
CHAROLAIS FAVOURITE**



Quality you can **COUNT ON**

Redefine success with Cogent, where quality is more than just a standard - it's a promise. At Cogent, we are raising the bar for conventional semen, guaranteeing that each straw contains a minimum of 20 million cells and is safeguarded by our Ultraplus Media to ensure optimal cell integrity and performance.

Our rigorous, industry-leading quality control standards apply to every product, ensuring reliability and excellence at every stage. Trust in Cogent's conventional semen for consistent performance and proven results that support your goals. Choose Cogent, where every straw takes you a step closer to unmatched success.



UNCOMPROMISING STANDARDS

Each straw contains a minimum of 20 million cells, ensuring consistent, reliable performance.



PROPRIETARY ULTRAPLUS MEDIA

Optimised to maintain cell integrity and enhance performance at every stage.



INDUSTRY-LEADING QUALITY CONTROL

Rigorous checks at every step to guarantee excellence and reliability.



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

SCAN THE CODE TO
TO FIND OUT MORE



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

Email the Cogent Beef Team: supplychains@cgentuk.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.

SCAN THE CODE TO
TO FIND OUT MORE



ALSO AVAILABLE IN

4M™ **Ultraplus™** Male



GLEBEFARM SEXTON P

Ear Tag: UK961015 409982 AI Code: BS0683

Calves will develop and express good muscle development from an early age.

SCAN THE CODE TO
TO FIND OUT MORE



ALSO AVAILABLE IN

4M™ **Ultraplus™** Male



HIGHLEE THEODORE PP

Ear Tag: UK132248 100176 AI Code: BS0667

Homozygous polled, expect shorter gestation lengths, while producing a good quality calf.

SCAN THE CODE TO
TO FIND OUT MORE



ALSO AVAILABLE IN

4M™ **Ultraplus™** Male

DATA PROVEN



Ear Tag: IE214806 891239 AI Code: H9215

GOULDINGPOLL 1 DUNCAN (P)

DUNCAN P

CBI

£79.10

EMI

£37.20

MVI

£41.90

4M **Ultraplus** Male



SCAN THE QR CODE
FOR MORE INFORMATION



SEMEN ROYALTY SIRE

GESTATION LENGTH (D)	LONGER	285		282	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		2.2	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.3	+ VIGOROUS
CALF QUALITY (%)	POORER	80		90.7	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		1.5	HEAVIER

**PRODUCES WELL-FRAMED, EASILY
FLESHED CALVES THAT SHOW
HIGH QUALITY FROM BIRTH**

DATA PROVEN

Ear Tag: UK103719 503098 AI Code: H9277

NETHERHALL 1 MATTY S098 (PP)

MATTY PP

CBI

£90.80

EMI

£69.00

MVI

£21.80

4M **Ultraplus** Male

**SCAN THE QR CODE
FOR MORE INFORMATION**



MEADOW QUALITY
LIVESTOCK TRADING SINCE 1975

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		0.9	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



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		1.5	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.9	+ VIGOROUS
CALF QUALITY (%)	POORER	80		80.0	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		-1.9	HEAVIER

THE PERFECT CHOICE FOR THOSE PUTTING AN EMPHASIS ON MANAGEMENT TRAITS

CompleteSTART

COLOSTRUM

A complete replacer for the newborn calf

Support your genetic selections by giving your calves the best start at life with a natural, full-fat, 100% bovine colostrum replacer.

- 48% PROTEIN & 23% FAT
- 100% ALL-MILK PROTEINS
- ESSENTIAL NUTRIENTS AND IMMUNE FACTORS

ANOTHER LINK IN THE CHAIN TO A MORE PROFITABLE HERD!

100% Pure Colostrum	100% Colostral Proteins	All crucial bioactive substances preserved	High Energy Source	TB, EBL, JOHNES, IBR, Antibody



GOT COLOSTRUM?



FREEPHONE: 0800 783 7258

DATA PROVEN

Ear Tag: IE221062 721390 AI Code: LN2755

ELITE LACETTE

LACETTE

CBI

£45.50

EMI

£9.60

MVI

£35.90



**SCAN THE CODE TO
TO SEE PROGENY VIDEOS**



MEADOW QUALITY
LIVESTOCK TRADING SINCE 1975

SEMEN ROYALTY SIRE

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	-2.1	HEAVIER

**A VERSATILE SIRE THAT
PERFORMS ACROSS ALL
TRAITS**

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


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	-2.5	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

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: DE0954826447 AI Code: MS0070

Ear Tag: UK317544 700124 AI Code: MS0091

Ear Tag: UK317544 600193 AI Code: MS0102

Ear Tag: DE0364368355 AI Code: MS0102

WDE MR NANASHI

NANASHI



ELITE EYE
MUSCLE SIRE

EASILY BORN
PROGENY

EXPECT CALVES
THAT HAVE SERIOUS
GROWTH POTENTIAL

WYDNFORD DIABLO

DIABLO



ALSO AVAILABLE IN
4M **Ultraplus** Male

TOP 1%
MARBLE SCORE

TOP 10% FOR EYE
MUSCLE AREA

HIGH VIGOUR
CALVES THAT
ARE BORN EASILY

WYDNFORD BIG DADDY

BIG DADDY



TOP 1% FOR CARCASS
WEIGHT & GROWTH

MAINTAINS
CALVING EASE

LARGER BORN
PROGENY THAT
MEET TARGETS EASILY

WDE SURUMU

SURUMU



TOP 1% FOR EYE
MUSCLE AREA

TOP 5% FOR
RETAIL YIELD

EASILY BORN,
LOW BIRTH
WEIGHT PROGENY



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: UK942210 315735 AI Code: BL1141

SILVERWOOD SALAH

SALAH

- ✓ EASY CALVING SIRE THAT PRODUCES SUPERB QUALITY FROM A YOUNG AGE
- ✓ PROGENY EXPRESS VISIBLE MUSCLING
- ✓ A PEDIGREE PACKED WITH EASY CALVING GENETICS



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



Ear Tag: UK541429 300744 AI Code: SG1414

BROOMBRAE MAJOR

MAJOR

- ✓ SUPERIOR GROWTH SIRE
- ✓ SURE TO TRANSMIT SUPERIOR CARCASE TRAITS AND FANTASTIC RETAIL YIELD TO PROGENY
- ✓ A GOOD SIMMENTAL OPTION TO INCREASE MARKETABILITY



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

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

