

BEEF IMPACT

SUMMER 2024

The cogent *difference*





“ More **DATA**
More **RELIABLE**
More **PROFITABLE**

The cogent *difference*



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Ecofeed

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



PROGENY ACHIEVE
ABOVE AVERAGE
GROWTH ON THE
COGENT GROWTH INDEX

4M Ultraplus Male

SIRE IS AVAILABLE IN
4M ULTRAPLUS MALE



SIRE HAS BEEN
APPROVED FOR THE
ELITE BEEF SCHEME



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

FREEPHONE: 0800 783 7258

E: INFO@COGENTUK.COM

WWW.COSENTUK.COM

PRECISION DNA GENOMIC TESTING

Create a breeding strategy
based on reliable data

ULTIMATE BREEDING STRATEGY

4M Ultraplus

Maximise genetic gain by using the most elite dairy sires on your genetically elite females.

4M Ultraplus^{Male}

Capitalise on the increased value of male beef calves by selecting for them at conception.

BEEF IMPACT

Data driven genetics, designed to produce the calf you want, time and time again.



Beef semen
accounts for over
49%
of semen sales into
UK dairy farms

COGENT BEEF IMPACT OUR DATA ADVANTAGE

At Cogent we have always aimed to provide the highest value product possible. With the unprecedented level of data we are now collecting on a daily basis, we are able to provide more information on our Beef Impact sires than ever before, capturing full lifetime data on our beef on dairy progeny.

By combining our superior beef on dairy sires, with genomic selection, 4M Ultraplus sexed semen and 4M Ultraplus sexed male beef semen, you can maximise the value of every calf born on the farm.



GENOMICS

Identify desirable genes



GENETICS

Select the best pedigrees



PHENOMICS

Data from all the measurable traits



DATA ANALYSIS

Consistent, repeatable evaluations



SUPERIOR SIRES

Bespoke Genetics for Beef on Dairy

COGENT 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.

£EMI

GESTATION LENGTH
CALVING EASE
CALF VIGOUR

£MVI

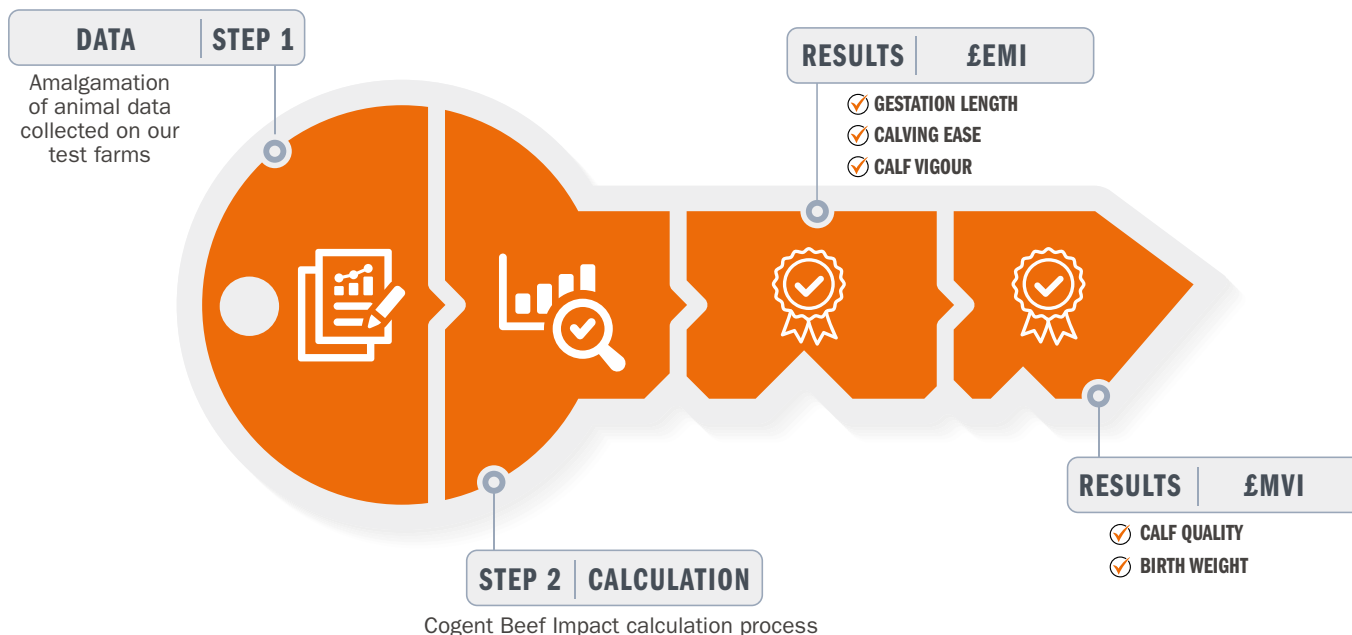
CALF QUALITY
BIRTH WEIGHT

Rigorously tested on UK Dairy farms, Cogent Beef Impact data is highly reliable.

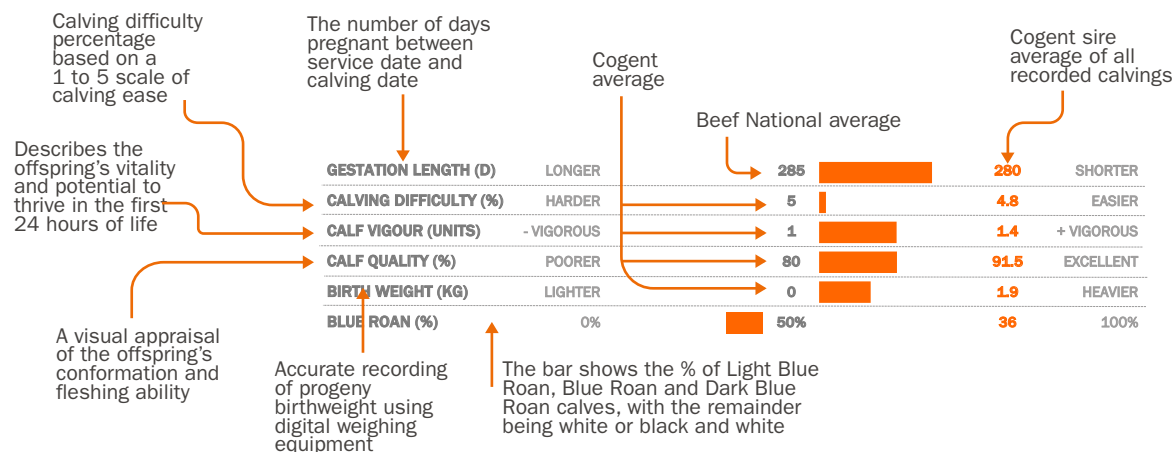
MORE DATA
MORE RELIABLE
MORE PROFITABLE

UNLOCKING THE POTENTIAL

Data collection commences long before the conception of calves. From semen to slaughter, each animal's growth, performance and management traits are meticulously monitored at our test farms.



UNDERSTANDING OUR DATA





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[®]

FEED CONVERSION EFFICIENCY OF GROWING BEEF ON DAIRY CALVES

DAIRY PROGENY SIRED BY FAVOURABLE ECOFEED[®] BEEF SIRES EXHIBIT EFFICIENCY THROUGHOUT THE SUPPLY CHAIN

Over 50% of UK beef animals are derived from the dairy herd. Cogent and STgenetics[®] are committed to advancing feed efficiency through continuous phenotyping in both the UK and USA, with excellence in genomic technologies enabling the precise isolation of genetic components that make bovines elite.

EcoFeed[®] is a genomic index for feed efficiency with a heritability of 24%, allowing for significant generational improvement. Independent of size, high EcoFeed[®] animals maintain or improve productivity with less feed, reducing greenhouse gas emissions and enhancing environmental sustainability.



THE **HIGHER** THE SCORE
THE MORE **EFFICIENT** THE ANIMAL



For every 10 points, expect one pound less feed consumption per day per progeny while maintaining production levels.

**24%
GREATER
FEED:GAIN
RATIO***

**493 KG
LESS FEED
CONSUMED***

**£61.38
GREATER PROFIT
PER HEAD***

SCAN THE CODE TO FIND


OUT MORE ABOUT ECOFEED



*Comparing high and low EcoFeed®
progeny across a 320d feeding
period in UK feed trials

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.

ABERDEEN-ANGUS	NAME	EMI (£)	CALVING DIFFICULTY (%)	GESTATION LENGTH (DAYS)	CALF VIGOUR (UNITS)	BIRTH WEIGHT (KG)	 ELITE CGI SIRE
	BLACKHAUGH LUCAS U848	87.40	1.5	277	1.4	-2.3	
	BLACKHAUGH LORD HIGHDEAL U917	72.70	1.3	279	1.3	-1.2	
	BLACKHAUGH BLACK BYRON W084	69.70	1.6	279	1.4	0.8	✓
	RAWBURN EVANDER V870	65.30	2.9	279	1.2	0.5	
	CBL BLACK SURETHING W347	63.90	3.1	279	1.0	1.7	✓
	BLACKHAUGH REGINALD W176	63.40	2.2	280	1.1	-3.0	
	BLACKHAUGH LUCIUS W642	57.10	2.4	281	1.1	0.0	
	CBL NON STOP W326	56.20	1.8	281	1.2	-1.6	
	QUAKER HILL CHIEFTAIN	55.10	1.9	282	1.4	1.6	
ABERDEEN-ANGUS	BLACKHAUGH PLATO W181	44.10	1.3	283	1.3	-1.9	✓
	BLACKHAUGH MASTER LUDOLF W654	42.40	2.9	282	1.1	1.2	✓

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

SCAN THE CODE TO FIND

MORE ABOUT EMI & MVI



DATA PROVEN



Ear Tag: UK562121 101848 AI Code: AA1705

BLACKHAUGH LUCAS U848

LUCAS

CBI

£102.90

EMI

£87.40

MVI

£15.50

Ecofeed®

BEEF
98

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		1.4	+ VIGOROUS
CALF QUALITY (%)	POORER	80		80.3	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		-2.3	HEAVIER

THE TRAIT LEADER FOR GESTATION LENGTH

DATA PROVEN

Ear Tag: UK562106 302870 AI Code: AA1748

RAWBURN EVANDER V870

EVANDER

CBI

£91.40

EMI

£65.30

MVI

£26.10

4MTM **Ultraplus**TM Male

Ecofeed[®]

BEEF
97

SCAN THE QR CODE

FOR MORE INFORMATION



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		0.5	HEAVIER

**SHORT GESTATION WITH
NO COMPROMISE ON
CALF QUALITY**

DATA PROVEN



GESTATION LENGTH (D)	LONGER	285		279	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		1.3	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.3	+ VIGOROUS
CALF QUALITY (%)	POORER	80		84.6	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		-1.2	HEAVIER

Ear Tag: UK562121 701917 AI Code: AA1770

BLACKHAUGH LORD HIGHDEAL U917

HIGHDEAL

CBI

£89.90

EMI

£72.70

MVI

£17.20

4M™ **Ultraplus™** Male

Ecofeed®

BEEF 99

SCAN THE QR CODE

FOR MORE INFORMATION



THE ULTIMATE ALL ROUNDER

DATA PROVEN

Ear Tag: UK562121 502181 AI Code: AA1813

BLACKHAUGH PLATO W181

PLATO

CBI

£60.00

EMI

£44.10

MVI

£15.90



ELITE CGI SIRE

Ecofeed

BEEF
94

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	-1.9	HEAVIER

A CALVING EASE
SPECIALIST

DATA PROVEN



GESTATION LENGTH (D)	LONGER	285		279	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		1.6	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.4	+ VIGOROUS
CALF QUALITY (%)	POORER	80		95.7	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		0.8	HEAVIER

Ear Tag: UK562121 602084 AI Code: AA1846

BLACKHAUGH BLACK BYRON W084

BLACK BYRON

CBI

£102.10

EMI

£69.70

MVI

£32.40

4M **Ultraplus** Male



ELITE CGI SIRE

Ecofeed

BEEF
108

SCAN THE QR CODE

FOR MORE INFORMATION



EXCEPTIONAL CALF QUALITY WITHOUT COMPROMISE

DATA PROVEN



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	-3.0	HEAVIER

Ear Tag: UK562121 702176 AI Code: AA1830

BLACKHAUGH REGINALD W176

REGINALD

CBI

£80.10

EMI

£63.40

MVI

£16.70

4M™ **Ultraplus™** Male

Ecofeed®

BEEF
97

SCAN THE QR CODE
FOR MORE INFORMATION



MEADOW QUALITY
LIVESTOCK TRADING SINCE 1975

EASILY BORN CALVES THAT DISPLAY EXCEPTIONAL GROWTH

DATA PROVEN

Ear Tag: UK560182 400654 AI Code: AA1859

BLACKHAUGH MASTER LUDOLF W654

LUDOLF

CBI

£72.40

EMI

£42.40

MVI

£30.00

NEW
SIRE

4M **Ultraplus** Male



ELITE CGI SIRE

Ecofeed



SCAN THE QR CODE

FOR MORE INFORMATION



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		1.2	HEAVIER

**PRODUCING CALVES
DISPLAYING OUTSTANDING
MUSCLE AND FRAME**

DATA PROVEN

Ear Tag: UK222596 501326 AI Code: AA1815

CBL NON STOP W326

NON STOP

CBI

£77.60

EMI

£56.20

MVI

£21.40

4M™ **Ultraplus™** Male

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		-1.6	HEAVIER

A LEADING SIRE FOR CARCASS TRAITS

DATA PROVEN



GESTATION LENGTH (D)	LONGER	285		279	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		3.1	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.0	+ VIGOROUS
CALF QUALITY (%)	POORER	80		99.0	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		1.7	HEAVIER

Ear Tag: UK222596 501347 AI Code: AA1903

CBL BLACK SURETHING W347

SURETHING

CBI

£99.80

EMI

£63.90

MVI

£35.90

4M **Ultraplus**™ Male



ELITE CGI SIRE

Ecofeed®

BEEF
105

SCAN THE QR CODE
FOR MORE INFORMATION



WELL FRAMED AND HIGH QUALITY PROGENY

DATA PROVEN

Ear Tag: UK560182 600642 AI Code: AA1858

BLACKHAUGH LUCIUS W642

LUCIUS

CBI

£85.80

EMI

£57.10

MVI

£28.70

NEW
SIRE

4M™ **Ultraplus**™ Male

Ecofeed®

BEEF
98

SCAN THE QR CODE
FOR MORE INFORMATION



GESTATION LENGTH (D)	LONGER	285		281	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		2.4	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.1	+ VIGOROUS
CALF QUALITY (%)	POORER	80		97.4	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		0.0	HEAVIER

A TRUE ALL ROUNDER PRODUCING QUALITY CALVES

DATA PROVEN



Ear Tag: US4318025238 AI Code: AA1828

QUAKER HILL CHIEFTAIN

CHIEFTAIN

CBI

£75.20

EMI

£55.10

MVI

£20.10

ONLY AVAILABLE IN

4M **Ultraplus**™ Male

Ecofeed®

BEEF
111

SCAN THE QR CODE

FOR MORE INFORMATION



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		1.6	HEAVIER

COMBINES CALVING EASE WITH CALF QUALITY

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 (%)
	CBL BLACK SURETHING W347	35.90	99.0	1.7	75	0.59	182	98	1.0	1
	BLACKHAUGH BLACK BYRON W084	32.40	95.7	0.8	43	1.11	158	79	0.9	10
	BLACKHAUGH MASTER LUDOLF W654	30.00	97.8	1.2	45	0.85	154	94	1.5	1
	BLACKHAUGH LUCIUS W642	28.70	97.4	0.0	47	0.60	143	86	1.5	5
	RAWBURN EVANDER V870	26.10	90.3	0.5	55	0.31	151	106	0.4	1
	CBL NON STOP W326	21.40	91.7	-1.6	69	1.13	192	95	1.8	1
	QUAKER HILL CHIEFTAIN	20.10	94.6	1.6	58	0.79	164	77	1.4	10
	BLACKHAUGH LORD HIGHDEAL U917	17.20	84.6	-1.2	47	0.11	116	79	0.3	25
	BLACKHAUGH REGINALD W176	16.70	93.5	-3.0	41	1.28	169	81	2.1	10
	BLACKHAUGH PLATO W181	15.90	87.9	-1.9	59	0.91	167	94	1.9	1
	BLACKHAUGH LUCAS U848	15.50	80.3	-2.3	30	0.98	144	78	1.1	10

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.

SCAN THE CODE TO FIND
MORE ABOUT EMI & MVI



4M™ Ultraplus™ Male

“ THE BEEF INDUSTRY WANTS STEERS TO FATTEN, FOR WHICH THEY WILL PAY A PREMIUM. WITH EASY CALVING MALE SEXED BEEF, WE HAVE MAINTAINED OUR CONCEPTION RATES WHILE ADDING VALUE TO A BY-PRODUCT OF THE DAIRY INDUSTRY.

Bryn Mawr Farm, North Wales.

SCAN THE CODE TO

FIND OUT MORE



The cogent *difference*

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

cogent™



GAMECHANGER

**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 and Central England, to find out more:

Contact Robert Morley, M: 07855506136
or e-mail: robert.morley@cogentuk.com

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 1401

HBN: MISC8329 AI Code: MS8329

AVAILABLE IN

4M **Ultraplus** Male

GESTATION LENGTH (D)	LONGER	285		282 SHORTER
CALVING DIFFICULTY (%)	HARDER	5		3.0 EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.3 + VIGOROUS
CALF QUALITY (%)	POORER	80		95.9 EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		5.0 HEAVIER

GAMECHANGER 1402

HBN: MISC8331 AI Code: MS8331

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



USE SIRE AI CODE WHEN INPUTTING SIRE DETAILS ON SERVICE RECORDS AND ON CALF'S PASSPORT.

Sainsbury's



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 of 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



Identify the bulls whose
progeny hit early growth
targets



SCAN THE CODE TO FIND
OUT MORE ABOUT CGI



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)	ELITE CCI SIRE
	CBL POLARIS	89.90	1.2	276	1.5	-0.2	
	CBL PATHFINDER	72.00	1.5	279	1.6	1.3	
	KERSEY RHINESTONE P	70.70	1.7	279	1.5	1.8	
	KERSEY ORION	68.00	1.8	279	1.3	-1.0	✓
	CBL PLASMA	64.50	2.2	279	1.6	-0.8	
	KERSEY PLATINUM	60.80	1.0	281	1.5	1.2	
	CBL PYTHON	55.90	2.3	281	1.6	-0.2	✓
	OLD STACKYARD BLUES POLO	54.10	1.6	281	1.5	0.5	
	LUCE WATER PARTY BOY	52.70	3.0	281	1.6	1.1	
	KELOWNA OSIRIS	50.90	2.1	281	1.4	-0.4	
	KERSEY REBEL	50.00	1.9	282	1.5	-0.2	✓
	MAIDENLANDS ODDS ON	47.70	2.0	282	1.5	-0.7	
	AUCHENLAY HITMAN	47.30	4.8	280	1.4	1.9	
	OLD STACKYARD BLUES POWER	39.20	2.1	283	1.6	1.0	

93%

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: UK542740 500435 AI Code: BB1316

AUCHENLAY HITMAN

HITMAN

CBI

£78.20

EMI

£47.30

MVI

£30.90



SCAN THE QR CODE

FOR MORE INFORMATION



MEADOW QUALITY
LIVESTOCK TRADING SINCE 1975

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

DATA PROVEN



MacG
JAN '24

NEW
SIRE

Ear Tag: UK222596 601355 AI Code: BB1872

CBL POLARIS

POLARIS

CBI

£112.40

EMI

£89.90

MVI

£22.50

4MTM UltraplusTM Male



SCAN THE QR CODE

FOR MORE INFORMATION



GESTATION LENGTH (D)	LONGER	285		276	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		1.2	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.5	+ VIGOROUS
CALF QUALITY (%)	POORER	80		92.4	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		-0.2	HEAVIER
BLUE ROAN (%)	0%	50%		79	100%

GESTATION LENGTH
SPECIALIST

DATA PROVEN

Ear Tag: UK102530 301418 AI Code: BB1876

CBL PLASMA

PLASMA

CBI

£82.90

EMI

£64.50

MVI

£18.40



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		-0.8	HEAVIER
BLUE ROAN (%)	0%	50%		85	100%

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

DATA PROVEN



NEW
SIRE

Ear Tag: UK222596 301366 AI Code: BB1904

KERSEY RHINESTONE (P)

RHINESTONE P

CBI

£104.00

EMI

£70.70

MVI

£33.30

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	97.1	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0	1.8	HEAVIER
BLUE ROAN (%)	0%	50%	97	100%

**HETEROZYGOUS POLLED
SIRE PERFORMING
ACROSS ALL TRAITS**

DATA PROVEN

Ear Tag: UK715984 100027 AI Code: BB1824

OLD STACKYARD BLUES POLO

POLO

CBI

£78.80

EMI

£54.10

MVI

£24.70

4MTM **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		0.5	HEAVIER
BLUE ROAN (%)	0%	50%		92	100%

RELIABLE ALL ROUNDER,
SURE TO SUIT MANY
SYSTEMS

DATA PROVEN



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%

Ear Tag: UK104493 600601 AI Code: BB1798

MAIDENLANDS ODDS ON

ODDS ON

CBI

£74.00

EMI

£47.70

MVI

£26.30

4MTM UltraplusTM Male

SCAN THE QR CODE
FOR MORE INFORMATION



CONSISTENT CROWD
PLEASER ACROSS ALL
TRAITS

DATA PROVEN



Ear Tag: UK222596 401339 AI Code: BB1833

CBL PATHFINDER

PATHFINDER

CBI

£94.60

EMI

£72.00

MVI

£22.60

4M™ **Ultraplus™** Male



SCAN THE QR CODE
FOR MORE INFORMATION



GESTATION LENGTH (D)	LONGER	285		279	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		1.5	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.6	+ VIGOROUS
CALF QUALITY (%)	POORER	80		94.8	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		1.3	HEAVIER
BLUE ROAN (%)	0%	50%		96	100%

THE COMPLETE PACKAGE.
SHORT GESTATION LENGTH,
CALVING EASE AND QUALITY

DATA PROVEN



Ear Tag: UK222596 501396 AI Code: BB1903

KERSEY REBEL

REBEL

CBI

£76.90

EMI

£50.00

MVI

£26.90

4M™ **Ultraplus™** Male



SCAN THE QR CODE
FOR MORE INFORMATION



GESTATION LENGTH (D)	LONGER	285		282	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		1.9	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.5	+ VIGOROUS
CALF QUALITY (%)	POORER	80		90.6	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		-0.2	HEAVIER
BLUE ROAN (%)	0%	50%		98	100%

A VERSATILE SIRE THAT
SUITS A VARIETY OF
SYSTEMS

DATA PROVEN

Ear Tag: UK222596 201344 AI Code: BB1834

CBL PYTHON

PYTHON

CBI

£67.40

EMI

£55.90

MVI

£11.50



ELITE CGI SIRE

SCAN THE QR CODE
FOR MORE INFORMATION



GESTATION LENGTH (D)	LONGER	285		281	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		2.3	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.6	+ VIGOROUS
CALF QUALITY (%)	POORER	80		95.5	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		-0.2	HEAVIER
BLUE ROAN (%)	0%	50%		97	100%

MODERATELY FRAMED
CALVES THAT SHOW
EXCEPTIONAL GROWTH

DATA PROVEN

Ear Tag: UK222596 401353 AI Code: BB1871

KERSEY PLATINUM

PLATINUM

CBI

£88.70

EMI

£60.80

MVI

£27.90

4MTM **Ultraplus**TM Male

NEW
SIRE

SCAN THE QR CODE

FOR MORE INFORMATION



GESTATION LENGTH (D)	LONGER	285		281	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		1.0	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.5	+ VIGOROUS
CALF QUALITY (%)	POORER	80		93.5	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		1.2	HEAVIER
BLUE ROAN (%)	0%	50%		76	100%

A CALVING EASE SIRE
OFFERING QUALITY
FROM BIRTH

DATA PROVEN



Ear Tag: UK102530 301369 AI Code: BB1823

KELOWNA OSIRIS

OSIRIS

CBI

£72.40

EMI

£50.90

MVI

£21.50

4M TM **Ultraplus** TM Male



SCAN THE QR CODE
FOR MORE INFORMATION



GESTATION LENGTH (D)	LONGER	285		281	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		2.1	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.4	+ VIGOROUS
CALF QUALITY (%)	POORER	80		91.1	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		-0.4	HEAVIER
BLUE ROAN (%)	0%	50%		97	100%

A CONSISTENT CALVING EASE FAVOURITE

DATA PROVEN

Ear Tag: UK116863 300075 AI Code: BB1847

LUCE WATER PARTY BOY

PARTY BOY

CBI

£69.70

EMI

£52.70

MVI

£17.00

4M **Ultraplus** Male

SCAN THE QR CODE

FOR MORE INFORMATION



MEADOW QUALITY
LIVESTOCK TRADING SINCE 1975

A SUPERIOR CALF QUALITY SIRE

GESTATION LENGTH (D)	LONGER	285		281	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		3.0	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.6	+ VIGOROUS
CALF QUALITY (%)	POORER	80		91.8	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		1.1	HEAVIER
BLUE ROAN (%)	0%	50%		95	100%

DATA PROVEN

Ear Tag: UK715984 200028 AI Code: BB1825

OLD STACKYARD BLUES POWER

POWER

CBI

£64.40

EMI

£39.20

MVI

£25.20

4M **Ultraplus** Male

SCAN THE QR CODE
FOR MORE INFORMATION



GESTATION LENGTH (D)	LONGER	285		283	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		2.1	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.6	+ VIGOROUS
CALF QUALITY (%)	POORER	80		93.4	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		1.0	HEAVIER
BLUE ROAN (%)	0%	50%		82	100%

**PRODUCES IMPRESSIVE
CALVES WITH SHAPE AND
POWER**

DATA PROVEN



GESTATION LENGTH (D)	LONGER	285		279	SHORTER
CALVING DIFFICULTY (%)	HARDER	5		1.8	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.3	+ VIGOROUS
CALF QUALITY (%)	POORER	80		88.5	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER	0		-1.0	HEAVIER
BLUE ROAN (%)	0%	50%		86	100%

Ear Tag: UK222596 601208 AI Code: BB1715

KERSEY ORION

ORION

CBI

£92.80

EMI

£68.00

MVI

£24.80



ELITE CGI SIRE

SCAN THE QR CODE
FOR MORE INFORMATION



MEADOW QUALITY
LIVESTOCK TRADING SINCE 1975

THE ULTIMATE CALVING EASE BRITISH BLUE SIRE

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.

BRITISH BLUE	NAME	MVI (£)	CALF QUALITY (%)	CALF WEIGHT (KG)	CARCASE WEIGHT EBV	FAT CLASS EBV	CONFORMATION EBV	SLAUGHTER AGE EBV
	KERSEY RHINESTONE P	33.30	97.1	1.8	NO DATA AVAILABLE	NO DATA AVAILABLE	NO DATA AVAILABLE	NO DATA AVAILABLE
	AUCHENLAY HITMAN	30.90	91.5	1.9	7.33	-3.17	2.33	-13.08
	KERSEY PLATINUM	27.90	93.5	1.2	14.55	-3.76	2.80	9.63
	KERSEY REBEL	26.90	90.6	-0.2	9.55	-3.78	2.71	9.65
	MAIDENLANDS ODDS ON	26.30	87.0	-0.7	5.11	-2.82	1.99	6.47
	OLD STACKYARD BLUES POWER	25.20	93.4	1.0	9.89	-3.98	3.10	3.03
	KERSEY ORION	24.80	88.5	-1.0	14.15	-3.59	3.19	-37.19
	OLD STACKYARD BLUES POLO	24.70	87.6	0.5	8.64	-3.67	2.75	3.05
	CBL PATHFINDER	22.60	94.8	1.3	9.09	-3.11	2.47	6.43
	CBL POLARIS	22.50	92.4	-0.2	9.47	-3.66	1.69	0.24
	KELOWNA OSIRIS	21.50	91.1	-0.4	10.04	-3.02	2.32	3.43
	CBL PLASMA	18.40	96.2	-0.8	9.04	-3.75	1.43	-9.69
	LUCE WATER PARTY BOY	17.00	91.8	1.1	13.28	-4.33	4.32	3.18
	CBL PYTHON	11.50	95.5	-0.2	8.69	-3.54	1.74	13.37

SCAN THE CODE TO FIND
MORE ABOUT EMI & MVI



Make the right choice with your future breeding



MEADOW QUALITY

LIVESTOCK TRADING SINCE 1975

Meadow Quality Limited (MQL) is an independent 100% British Farmer owned livestock marketing business, that purchases calves between 2 and 6 weeks of age from dairy producers, procuring calves from around 800-1,000 dairy farms annually, predominantly in England and Wales.

MQL produces an annual Superior Sires list, and our 2024 list contains 19 Sires from the Cogent stud. We operate a simple weekly pricing matrix that is circulated to our customers, showing the most competitive prices we are paying for calves by breed, for both clean and TB-restricted calves.



MQL run collection centres in two locations: Chippenham in Wiltshire and Ash in Shropshire. We collect calves 51 weeks of the year for clean calves and hold 2 TB collections each month in our Wiltshire centre. These are often over-subscribed, and we do support those customers who are loyal to us i.e., those who sell calves to us if they are under TB restriction or not. The restrictions on TB calves are governed by the number of buyers with AFU units for both rearing of calves and finishing of beef animals.

It's important to us that our dairy farmer suppliers treat all calves we buy with the same care and attention. Colostrum as early in life as possible, then milk powder or pasteurised milk, so that the calves grow at a rate of a minimum of 500g/day in the first two to six weeks of life. We do not expect dairy farmers to castrate or dis-bud calves, as we buy all our young calves under six weeks of age.



MQL have 12 full-time fieldsmen on the road in the calf division, so if you're interested in working with us the first step would be to contact us directly:

North Midlands & North Wales
Midlands
South & South West
West & South Wales

Julian Dale
Simon Fryar
Dale Buckingham
Adrian Bowen

07714 321169
07703 563787
07585 224077
07736 056712

Email us at
info@meadowq.co.uk



**“ We have used Cogent
Culard Charolais for 8 years
and are pleased with the
calf quality, allowing us to
top the market with our
calves regularly.**

Rob Gadsby
Yarlet Hall Farm, Stafford.



LUTIN P

Ear Tag: FR7122266776 AI Code: CH3932

HETEROZYGOUS POLLED SIRE

OUTSTANDING CALF QUALITY

MODERATE BIRTH WEIGHTS

**PERFECT FOR PRODUCING
MARKET TOPPING CALVES**



RAFIKI P

Ear Tag: FR4243242071 AI Code: CH3854

OPTIMAL CALVING EASE

HETEROZYGOUS POLLED SIRE

**EXPECT EASILY BORN
CALVES THAT GROW WELL**

**TRANSMITS ENHANCED MUSCLE
DEFINITION TO PROGENY**

**NEW
SIRE**



UCHUIVERT

Ear Tag: FR4242930235 AI Code: CH3853

GOOD CALVING EASE

**CALVES DISPLAY
IMPRESSIVE SHAPE**

**EXPECT GOOD CARCASE
PERFORMANCE**

**CALVES ARE FULL OF VITALITY
AND GROW QUICKLY**

**NEW
SIRE**



POIROT

Ear Tag: FR0120304945 AI Code: CH3855

MARKET TOPPING CALVES

**EXCEPTIONAL QUALITY
FROM A YOUNG AGE**

**MODERATE CALVING EASE WITH
POSITIVE BIRTH WEIGHTS**

**EXPECT WELL FRAMED CALVES,
DEMONSTRATING MUSCLING**

**NEW
SIRE**

DATA PROVEN

Ear Tag: UK122919 400995 AI Code: CH4020

WHITECLIFFE ORWELL

ORWELL

CBI

£74.20

EMI

£39.60

MVI

£34.60

SCAN THE QR CODE

FOR MORE INFORMATION



MEADOW QUALITY

LIVESTOCK TRADING SINCE 1975

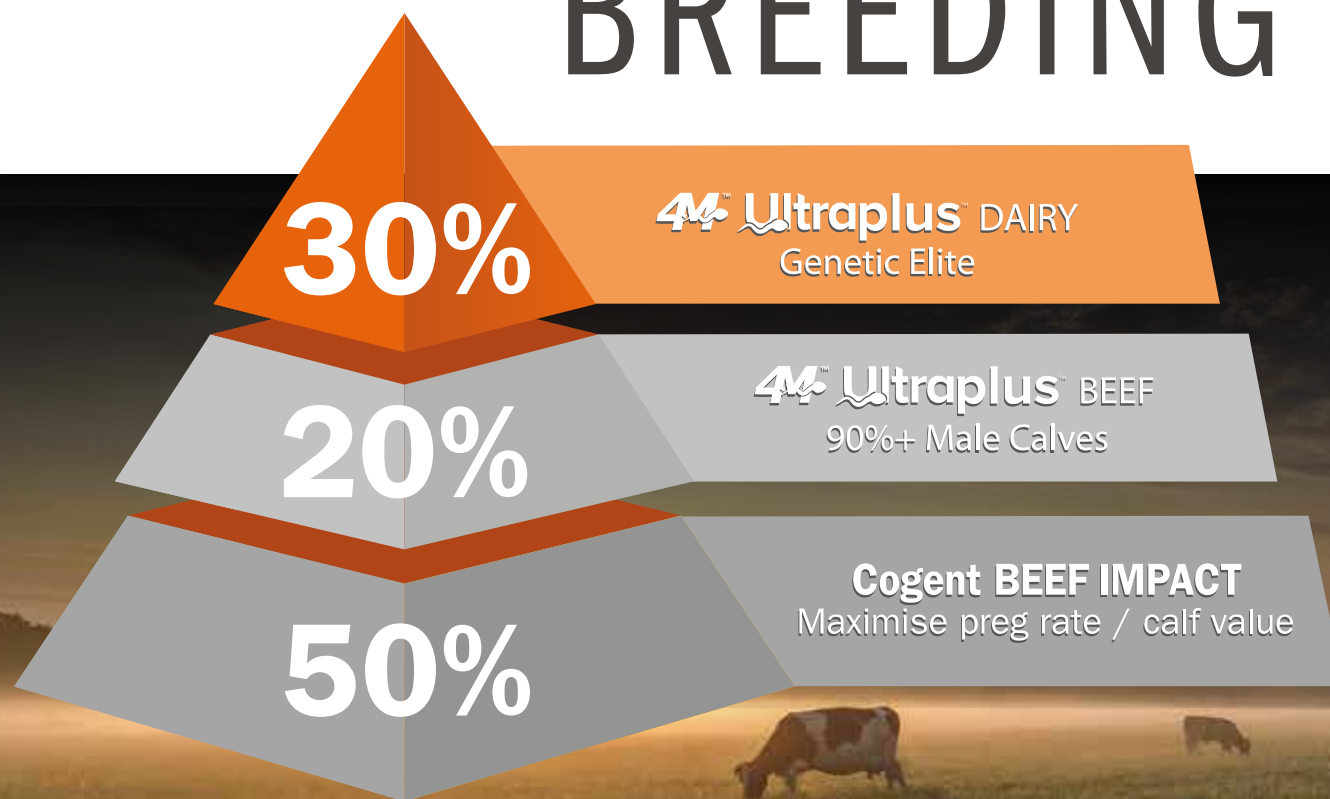
SEMEN ROYALTY SIRE



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 OPTION

THE **ULTIMATE** BREEDING STRATEGY



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*





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



**CALF CONTRACTS AVAILABLE FOR BEEF SHORTHORN CALVES, TO FIND OUT MORE
CONTACT GARETH SCOTT, 07741 507871 OR E-MAIL: GARETH.SCOTT@COGENTUK.COM**

Elite Beef approved Aberdeen Angus & British Blue sires can be identified throughout this brochure by the Elite Beef logo:



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

4MTM UltraplusTM Male



GLEBEFARM SEXTON P

Ear Tag: UK961015 409982 AI Code: BS0683

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



ALSO AVAILABLE IN

4MTM UltraplusTM Male



HIGHLEE THEODORE PP

Ear Tag: UK132248 100176 AI Code: BS0667

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



ALSO AVAILABLE IN

4MTM UltraplusTM Male

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: UK167077 400201 AI Code: H9262

SKY HIGH 1 TAKE-A-CHANCE (P)

TAKE-A-CHANCE P

CBI

£56.90

EMI

£43.50

MVI

£13.40



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		1.7	EASIER
CALF VIGOUR (UNITS)	- VIGOROUS	1		1.3	+ VIGOROUS
CALF QUALITY (%)	POORER	80		87.3	EXCELLENT
BIRTH WEIGHT (KG)	LIGHTER		0	-3.2	HEAVIER

A SIRE SUITED TO MANY SYSTEMS

DATA PROVEN



Ear Tag: UK103719 703247 AI Code: H9244

NETHERHALL 1 MINDSET (P)

MINDSET P

CBI

£85.70

EMI

£72.70

MVI

£13.00

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

AN EASY CALVING SIRE WITH LOW BIRTHWEIGHTS

PROVISIONAL DATA

Ear Tag: IE372214806 891239 AI Code: H9215

GOULDINGPOLL 1 DUNCAN (P)

DUNCAN P

CBI

£79.10

EMI

£37.20

MVI

£41.90

MacG
DEC '22

NEW
SIRE

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: 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



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

AN IMPRESSIVE CALVING
EASE SPECIALIST WHO PERFORMS
ACROSS ALL MANAGEMENT TRAITS

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



COMPLETE START COLOSTRUM









A complete replacer for the newborn calf

The quality of colostrum a calf receives in its first hours of life is crucial to its development.

Complete Start Colostrum is a full-fat all natural colostrum replacer for when maternal colostrum is in short supply or of insufficient quality. It is made from 100% bovine colostrum and contains all the functional nutrients found in maternal colostrum and high levels of energy from colostral fat.

- **100% NATURAL COLOSTRUM**
- **ESSENTIAL NUTRIENTS**
- **A HIGH FAT CONTENT AT 21%**

NEW

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



www.cogentuk.com



SCAN THE CODE TO
TO FIND OUT MORE



QUALITY YOU CAN COUNT ON

Redefine success with Cogent, where quality is not just a standard but a promise. At Cogent, we're elevating the standard for conventional semen, ensuring each straw contains a minimum of 20 million cells and is safeguarded by our Ultraplus Media for optimal cell integrity and performance. Our rigorous, industry-leading quality control standards apply to every product, guaranteeing reliability and excellence across the board. Trust in Cogent's conventional semen for consistent excellence and proven results that support your goals. Choose Cogent, where every straw is a step towards unmatched results.

- ✓ **MINIMUM OF 20 MILLION CELLS PER STRAW**
- ✓ **ULTRAPLUS MEDIA TO OPTIMISE CELL INTEGRITY AND PERFORMANCE**
- ✓ **INDUSTRY LEADING QC STANDARDS**



DELIVERING EXCELLENCE IN EVERY STRAW

Ear Tag: DE0954826447 AI Code: MS0070

WDE MR NANASHI

NANASHI

AN ELITE EYE MUSCLE SIRE

EASILY BORN PROGENY WITH
LOW BIRTH WEIGHTS

EXPECT PROGENY THAT ARE MODERATELY
FRAMED AND HAVE GROWTH POTENTIAL



Ear Tag: UK317544 700124 AI Code: MS0091

WYNDFORD DIABLO

DIABLO

TOP 1% OF THE BREED FOR MARBLING

TOP 10% OF THE BREED FOR
EYE MUSCLE AREA

EXPECT PROGENY THAT ARE BORN EASILY
AND DEMONSTRATE HIGH VIGOUR



ALSO AVAILABLE IN
4M Ultraplus[™] Male

Ear Tag: UK317544 600193 AI Code: MS0102

WYNDFORD BIG DADDY

BIG DADDY

TOP 1% OF THE BREED FOR CARCASE WEIGHT
AND GROWTH TRAITS

PROVIDES A GOOD LEVEL OF CALVING EASE

CALVES DISPLAY HIGHER BIRTH WEIGHTS
AND MEET TARGET WEIGHTS QUICKLY



Ear Tag: DE0364368355 AI Code: MS0102

WDE SURUMU

SURUMU

TOP 1% OF THE BREED FOR EYE MUSCLE AREA

TOP 5% OF THE BREED FOR RETAIL YEILD

EXPECT CALVES TO BE BORN EASILY WITH
LOW BIRTH WEIGHTS





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



WELSH BLACK



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



BRITISH BLONDE



Ear Tag: IE217613 650632 AI Code: SG1453

COOSE PAT (PP)

PAT PP

- ✓ HOMOZYGOUS POLLED SIMMENTAL
- ✓ EXPECT CALVES TO SHOW GOOD CONFORMATION AND NATURAL FLESHING
- ✓ PROGENY WILL GROW QUICKLY AND DISPLAY GOOD VIGOUR



SIMMENTAL - SEMEN ROYALTY SIRE

TRIPLE YOUR POTENTIAL

TRIPLE
IMPACT
EMI

TRIPLE
IMPACT
ANGUS

TRIPLE
IMPACT
HEREFORD

TRIPLE
IMPACT
NATIVE

- ✓ **ENHANCED FERTILITY PRODUCT**
- ✓ **THREE SUPERIOR SIRES IN ONE STRAW**
- ✓ **30 MILLION CELLS PER STRAW**
- ✓ **TRIPLE IMPACT 4M ULTRAPLUS MALE SEXED ALSO AVAILABLE**

SCAN THE CODE TO
TO FIND OUT MORE



4M™ **Ultraplus**™ Male

WHY USE ULTRAPLUS MALE?

- ✓ INCREASE MARKET VALUE AND OVERALL FARM RETURNS
- ✓ BULLS OR STEERS ARE MORE EFFICIENT TO FINISH
- ✓ UP TO £100 DIFFERENCE IN A MALE BEEF CALF WHETHER NATIVE OR CONTINENTAL
- ✓ ALSO AVAILABLE IN TRIPLE IMPACT

The cogent *difference*

FIND OUT MORE ABOUT
ULTRAPLUS MALE HERE

