

cogent™



**BEEF IMPACT**



BREEDING INNOVATION

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



# Male SexedULTRA 4M

maximises the value of every pregnancy in your dairy herd.

A MALE SEXEDULTRA 4M BEEF STRATEGY CAN INCREASE THE VALUE OF A FARM'S BEEF CALF CROP BY REDUCING THE NUMBER OF LOWER VALUE HEIFER CALVES. THIS IS EVEN MORE IMPORTANT WHEN USING NATIVE BREEDS, WHERE THE GAP BETWEEN BULL AND HEIFER CALVES IS WIDER.

Only live and healthy sperm cells are selected



Reduces the number of dairy bred bull calves



Avg >90% male sperm cells per straw



Maximising the value of every pregnancy



Conception rates comparable to conventional semen



Available in a range of Cogent Beef Impact sires



Male sexed beef should be used on second tier animals. This 20% are still highly fertile but have less genetic value than the elite in the herd. Producing a male calf creates greater value within the herd by producing a higher quality calf which will achieve a greater price than a heifer.



Gain more **£££** by breeding a **MALE BEEF CALF!**

**“Ultimately, our aim is to increase the quality and value of beef going out of the unit, and male sexed beef semen is the key to our success”.**

**Easom & Sons, Broom House Farm**

Dairy farmer Eric Easom along with his brothers David, John, and Mark, and sister Helen, are second generation farmers at Broom House Farm and have started implementing the use of male sexed semen. Their efforts are now paying dividends within their specialist beef unit, which was previously used for finishing dairy bull calves.

The family are very forward thinking and have implemented a progressive breeding strategy, whereby they have used genomic testing and parent averages to select the top 20% (genetic elite) of cows to serve with Holstein sexed semen. 80% of heifers in the herd also go to Holstein sexed semen. They are using Male SexedULTRA 4M British Blue semen on the remainder of their herd. “The quality of AI sires has increased, and more bulls are now available as sexed, so we decided to give it a go” explains Eric. They can now gain some

**“With only two females out of 60 calves born from male sexed Hitman, we’ve had a good rate of gender accuracy”**

real profit by swapping out the lower value Holstein bull in the beef unit to specialised beef breeds to increase the

quality and value of the entire beef unit.

“The higher cost of the semen is justified on the beef unit, because we have found that a British Blue bull at 12 months achieves £250 more than a Holstein bull at the same age. We haven’t changed how we rear animals, we have just changed the breed that we use” David explains. The decision to go to male sexed over conventional was to ensure they reduced the number of female calves born, in order to achieve maximum value from their calf crop.

“With only two females out of 60 calves born from male sexed Hitman, we’ve had a good rate of gender accuracy” explains Eric.



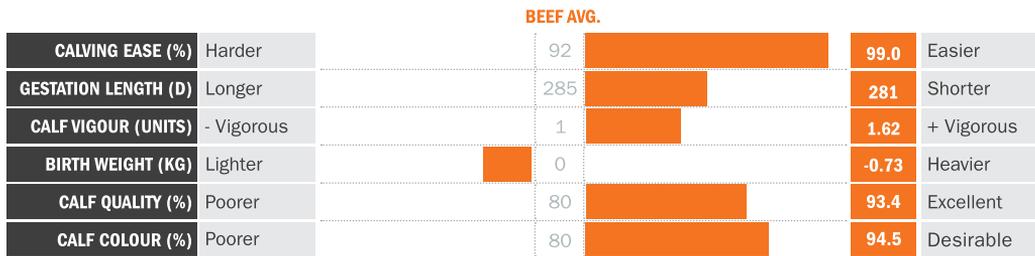
# BEEF IMPACT

## How it works...

Cogent's Beef Impact encompasses all the data we have collected in the last decade. Our strong Beef Visions Programme is a testament to Cogent's motto 'Tried, Tested, Trusted' and is renowned worldwide. Cogent Beef Impact has been formulated with the Dairy farmer in mind, to push the growing industry forward and make a positive impact on profits made from Beef calves.

The Cogent Beef Impact (£CBI) is a combination of the Ease of Management Impact (£EMI) and

Market Value Impact (£MVI), these financial values have been derived from literature reviews and market research. This research provides reliable information that highlights key strengths of individual bulls and allows Dairy farmers to identify bulls that are specialists for desired traits. We know, from experience, that not all Dairy farmers have the same priorities with regards to Beef bull selection, therefore using this innovative tool, bulls can be more suited to Dairy systems.



**MEASURED TRAITS**  
Detailing each trait measured. Calf colour only applies to British Blues.

**BEEF AVERAGE**  
Average figures which apply to all breeds.

**TRAIT VALUES**  
Figures for each trait that have been calculated from Beef Visions data.



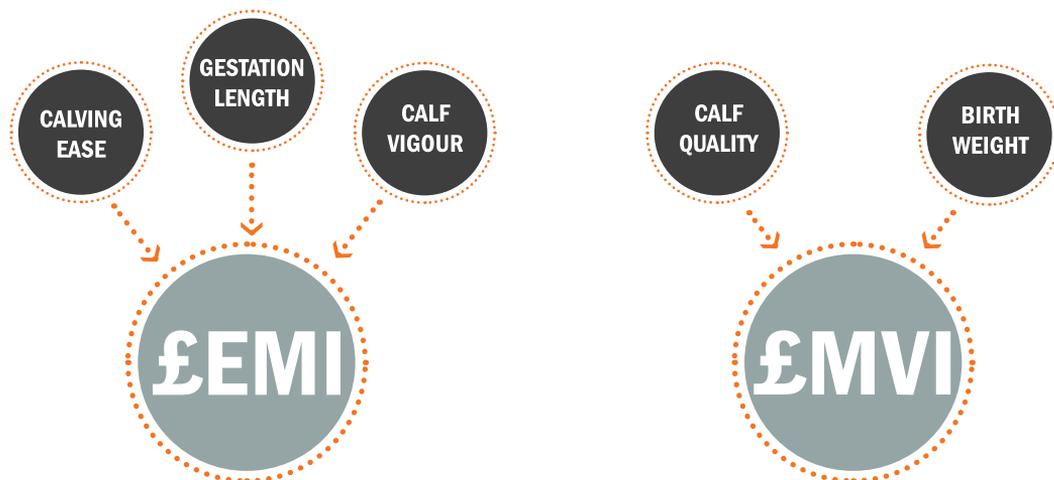
**PROVEN**

Highly reliable proven sire with data from 100+ calving surveys.



**NUMBER OF SURVEYS GUIDE**

An easy to use guide to reliabilities of calf data collected through Beef calving surveys.



### EASE OF MANAGEMENT IMPACT

£EMI capitalises on live and vigorous calves born without assistance. Selecting Cogent

Beef sires ranking highly for £EMI gives Dairy cows the best chance to have a short gestation period with an unassisted labour.

### MARKET VALUE IMPACT

£MVI optimises values achieved for Beef calves bred from the Dairy herd. Using Cogent sires with a high £MVI will help increase prices achieved and reduce time taken for calves to reach optimum sale weights.

# £CBI

## COGENT BEEF IMPACT

£CBI combines £EMI and £MVI to give the average value of that sire's calves compared to the national average. High £CBI sires are well-rounded, providing the perfect combination of easily managed calves that achieve high sale prices.



**“Our beef calves are full of vigour, they’re up and drinking from the minute they’re born, meaning they are very easily managed.”**



Neil & Donna Lovatt, Shropshire.



## Welcome to our Winter 2018/19 edition of the Cogent Beef Impact Catalogue.

Cogent Beef Impact is designed to reaffirm Cogent's Beef line-up and is aimed at Dairy customers wanting to find bulls that will suit their systems for Ease of Management and added Market Value. Prices achieved for Beef calves remain strong nationwide and we continue to expand our Beef range, whilst focusing on increasing profits achieved by Dairy farmers for their Beef calf crop.

In order to maximise the value of every pregnancy on the farm, Cogent has introduced **Male SexedULTRA 4M**, a market leading sexed semen product with improved conception rates.

### ABERDEEN ANGUS

- 07 THRUNTON PICADOR
- 08 QUAKER HILL DISCIPLE
- 09 QUAKER HILL FARM BLACK ONYX **NEW**
- 10 BLACKHAUGH TITUS **NEW**
- 11 OAKCHURCH DE ADMIRAL
- 12 QUAKER HILL DEAD CENTER
- 13 LINTON GILBERTINES DUBLINER **NEW**
- 14 MELVIEW GET ITON **NEW**

### BRITISH BLUE

- 16 MAIDENLANDS FORCE
- 17 AUCHENLAY HITMAN
- 18 SPRINGHILL IMPROVEMENT
- 19 NEWPOLE ICON
- 20 KELOWNA JIMBO
- 21 STONELEIGH JUKE
- 24 SPRINGHILL JASPER
- 25 AUCHENLAY JAVELIN
- 26 TANAT JACK DANIELS
- 27 NEO VD SIJSLOBERG
- 28 KURTEX D'AUBRY **NEW**
- 29 BOROSIDE IRONMAN **NEW**

### CHAROLAIS

- 30 GOLF
- 31 ERKI **NEW**
- 31 UDEFIX **NEW**
- 32 WHITECLIFFE JAMES **NEW**

### HEREFORD

- 34 NETHERHALL 1 OZ DAFFY
- 35 ROMANY 1 LAWBREAKER

### LIMOUSIN

- 36 WILODGE GOLDCARD
- 37 TOMSCHOICE JET

### YOUNG SIRES

#### ABERDEEN ANGUS

- 38 LINTON GILBERTINES PREACHER **NEW**
- 38 RAWBURN BLACK BUSH **NEW**

#### BRITISH BLUE

- 38 SPRINGHILL LALA **NEW**
- 39 KELOWNA LARS **NEW**

#### OTHER BREEDS

- 39 GOULDINGPOLL 1 GOLD SPICE **NEW**
- 39 ELITE LACETTE **NEW**

# Thrunton **PICADOR**

» Sire: Netherallan Peter Pershore Dam: Thrunton Poppy G747  
Eartag: UK106935 101567 AI Code: AA1367



**THE COMPLETE PACKAGE**

Picador is a tremendous bull that produces offspring with short gestation lengths and easy calving credentials. His calves are small born but grow on to develop a good frame making them well suited to UK Beef finishing systems. Picador is suitable for use on Dairy maiden heifers.



<b>GESTATION LENGTH (D)</b>	Longer	285		280	Shorter
<b>CALVING EASE (%)</b>	Harder	92		94.1	Easier
<b>CALF VIGOUR (UNITS)</b>	- Vigorous	1		1.79	+ Vigorous
<b>CALF QUALITY (%)</b>	Poorer	80		94.0	Excellent
<b>BIRTH WEIGHT (KG)</b>	Lighter	0		-0.22	Heavier

Male  
Sexed **ULTRA 4M**  
Available\*

**Quaker Hill DISCIPLE**



» Sire: G A R Prophet Dam: Quaker Hill Blackcap 1C450  
Ear Tag: AAA 18019895 AI Code: AA1544

**Sexed *ULTRA* 4M™**

**ABERDEEN-ANGUS SIRE AVAILABLE IN THE UK  
WITH MALE SEXEDULTRA 4M SEMEN.**

Disciple is an outstanding bull that offers exceptionally easy calving EPDs and short gestations. He has a direct calving ease figure of +14. He originates from the Quaker Hill Blackcap 1C450 cow family, which is the same as our leading Angus bull Quaker Hill Dead Center. Disciple will offer our customers great quality calves that are full of vitality, easily born, and have exceptional growth rates.



Figures based on American Angus Association EPDs (26/10/18)

<b>CALVING EASE (%)</b>	Harder	7		<b>14.0</b>	Easier
<b>BIRTH WEIGHT (KG)</b>	Lighter	1.3		<b>-1.0</b>	Heavier
<b>WEANING WEIGHT (KG)</b>	Lighter	52		<b>50.0</b>	Heavier

\*Only available in Male SexedULTRA 4M

Male  
Sexed **ULTRA 4M**  
Available\*

Quaker Hill Farm **BLACK ONYX**



» Sire: Connealy Black Granite Dam: Wilks Blackcap OD82  
Eartag: AAA18463791 AI Code: AA1579

**SexedULTRA 4M**™

**ABERDEEN-ANGUS SIRE AVAILABLE IN THE UK  
WITH MALE SEXEDULTRA 4M SEMEN.**

Quaker Hill Farm Black Onyx is a uniquely bred high genomic sire that ticks all the boxes. He is one of the few Black Granite sons that combines calving ease and growth into one. His dam is full sister to Quaker Hill Rampage, one of the top performance sires in the Aberdeen Angus breed. With proven performance genetics stacked throughout his elite pedigree he ranks in the top 1% of the breed for \$W and \$B. Black Onyx will produce easy born calves that develop and grow at an exceptional rate.



Figures based on American Angus Association EDPs (26/10/18)

<b>CALVING EASE (%)</b>	Harder	7		14.0	Easier
<b>BIRTH WEIGHT (KG)</b>	Lighter	1.3		-0.6	Heavier
<b>WEANING WEIGHT (KG)</b>	Lighter	52		87.0	Heavier

\*Only available in Male SexedULTRA 4M

Male Sexed **ULTRA 4M** Available

# Blackhaugh TITUS

➤ Sire: Blackhaugh Krocus L086 Dam: Blackhaugh Tibbie K031  
 Ear Tag: UK562121401466 AI Code: AA1491



**THE CONSISTENT PRODUCER**  
 Titus has consistently produced small calves which are born easily, making him a suitable bull for use on Dairy maiden heifers. Titus carries carcase performance and growth figures in the top 1% of the breed.

**ROYALTY**

**SEXED SEMEN**

**FARM ENDORSED SIRE**  
 ★ **PROVEN** ★

<b>GESTATION LENGTH (D)</b>	Longer	285		281	Shorter
<b>CALVING EASE (%)</b>	Harder	92		99.0	Easier
<b>CALF VIGOUR (UNITS)</b>	- Vigorous	1		1.77	+ Vigorous
<b>CALF QUALITY (%)</b>	Poorer	80		81.0	Excellent
<b>BIRTH WEIGHT (KG)</b>	Lighter	0		-0.32	Heavier

Male  
Sexed **ULTRA 4M**  
Available

Oakchurch **DE ADMIRAL** P164

» Sire: Ardrossan Admiral A2 Dam: Oakchurch Dame M093  
Ear Tag: UK313622 200164 AI Code: AA1348



**THE PROVEN PACKAGE**  
De Admiral carries the ideal credentials for today's UK Dairy farmer. He produces progeny that carry short gestations which are easily born and of great quality. His outstanding physical performance puts his 200, 400, and 600-day weights in the top 5% of the breed. De Admiral is suitable for use on maiden heifers.

**ROYALTY**

**MEADOW QUALITY**

**FARM ENDORSED SIRE**  
★ **PROVEN** ★

<b>GESTATION LENGTH (D)</b>	Longer	285		279	Shorter
<b>CALVING EASE (%)</b>	Harder	92		98.5	Easier
<b>CALF VIGOUR (UNITS)</b>	- Vigorous	1		1.66	+ Vigorous
<b>CALF QUALITY (%)</b>	Poorer	80		85.6	Excellent
<b>BIRTH WEIGHT (KG)</b>	Lighter	0		-0.13	Heavier

# Quaker Hill **DEAD CENTER**

» Sire: Exar Denver 2002B Dam: Quaker Hill Blackcap OA32  
 Ear Tag: US4017831035 AI Code: AA1369



**THE EASY CALVING BULL**  
 Dead Center carries the highest CBI amongst our selection of Aberdeen Angus bulls. This bull is proven to provide progeny with exceptionally short gestations of 278 days and a calving ease of 99%. Dead Center is suitable for Dairy maiden heifers producing calves that are small born and grow exceptionally fast.

**ROYALTY**

**MEADOW QUALITY**

**FARM ENDORSED SIRE**  
**★ PROVEN ★**

<b>GESTATION LENGTH (D)</b>	Longer	285	278	Shorter
<b>CALVING EASE (%)</b>	Harder	92	99.0	Easier
<b>CALF VIGOUR (UNITS)</b>	- Vigorous	1	1.70	+ Vigorous
<b>CALF QUALITY (%)</b>	Poorer	80	96.4	Excellent
<b>BIRTH WEIGHT (KG)</b>	Lighter	0	-0.86	Heavier

Male  
Sexed **ULTRA 4+**  
Available

Linton Gilbertines

# DUBLINER R970

» Sire: Linton Gilbertines Rowan K414 Dam: Linton Gilbertines Duchess Dixy K315  
Ear Tag: UK560236200970 AI Code: AA1500



**THE ABERDEEN ANGUS BULL FOR QUALITY CALVES**

Dubliner delivers exceptional customer satisfaction when it comes to calf quality. His calves stand out against any contemporaries due to their exceptional growth rates and muscle development. With a calf quality score of 100%, Dubliner is the ideal bull for breeders looking for higher value calves.

Dubliner is for use on cows only.



NUMBER OF SURVEYS >70

<b>GESTATION LENGTH (D)</b>	Longer	285		278	Shorter
<b>CALVING EASE (%)</b>	Harder	92		97.5	Easier
<b>CALF VIGOUR (UNITS)</b>	- Vigorous	1		1.95	+ Vigorous
<b>CALF QUALITY (%)</b>	Poorer	80		100	Excellent
<b>BIRTH WEIGHT (KG)</b>	Lighter	0		0.60	Heavier

# Melview **GET ITON** S207

» Sire: Tofts Date Time N125 Dam: Melview Gerri M099  
 Ear Tag: UK311688 700207 AI Code: AA1512



**THE ALL-ROUND ANGUS SIRE**

Get Iton is from the same family as Goliath and Granville, he's a Tofts Date Time son with the rare combination of incredible EBVs and a stunning phenotype. Expect Get Iton to provide easily born progeny with short gestation lengths.



NUMBER OF SURVEYS >70

<b>GESTATION LENGTH (D)</b>	Longer	285		282	Shorter
<b>CALVING EASE (%)</b>	Harder	92		95.9	Easier
<b>CALF VIGOUR (UNITS)</b>	- Vigorous	1		1.82	+ Vigorous
<b>CALF QUALITY (%)</b>	Poorer	80		100.0	Excellent
<b>BIRTH WEIGHT (KG)</b>	Lighter	0		0.00	Heavier

**PROVISIONAL DATA - LOW RELIABILITY**

# SEXED & BEEF

**“We have been using a Sexed and Beef breeding strategy for the past 10 years and are reaping the benefits!”**

Richard Lynham  
Herd Manager at Leahug Farm.

Photograph – Newborn calf sired by Winterset Demon

Richard is able to breed enough heifer replacements whilst also producing high-quality beef calves to sell. Using the Cogent Breeding Strategy he has increased genetic gain, lowered his vet bills, improved the fertility on farm, whilst reducing the number of dairy bred bull calves born.

## #SoWhyWouldntYou



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# Maidenlands **FORCE**

➤ Sire: Navac Ultimo Dam: Maidenlands Wanda  
Ear Tag: UK104493 100372 AI Code: BB1261



## THE LEADING BULL FOR PRODUCING MARKET TOPPING CALVES

This bull produces strong calves which develop quickly and display good muscle development, as well as being consistently blue roan in colour.

Force is suitable for use on early lactating cows.



<b>GESTATION LENGTH (D)</b>	Longer	285		282	Shorter
<b>CALVING EASE (%)</b>	Harder	92		93.9	Easier
<b>CALF VIGOUR (UNITS)</b>	- Vigorous	1		1.75	+ Vigorous
<b>CALF QUALITY (%)</b>	Poorer	80		95.4	Excellent
<b>BIRTH WEIGHT (KG)</b>	Lighter	0		1.98	Heavier
<b>CALF COLOUR (%)</b>	Poorer	80		86.9	Desirable

# Auchenlay **HITMAN**

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



## THE BULL FOR CUSTOMER SATISFACTION

Hitman is a bull who is noted for producing good quality calves that are dark blue roan and born easily. He has a CBI of £75.35 making this bull a great combination of EMI and MVI.

Suitable for use on early lactating cows.



<b>GESTATION LENGTH (D)</b>	Longer	285		281	Shorter
<b>CALVING EASE (%)</b>	Harder	92		96.6	Easier
<b>CALF VIGOUR (UNITS)</b>	- Vigorous	1		1.54	+ Vigorous
<b>CALF QUALITY (%)</b>	Poorer	80		94.6	Excellent
<b>BIRTH WEIGHT (KG)</b>	Lighter	0		1.63	Heavier
<b>CALF COLOUR (%)</b>	Poorer	80		92.4	Desirable

# Springhill IMPROVEMENT

» Sire: Springhill Fabulous Dam: Springhill Elsie  
 Ear Tag: UK933262 903824 AI Code: BB1381



**THE BULL FOR GOOD QUALITY CALVES**  
 Improvement produces progeny with excellent muscle definition who are easily born, and have short gestations. This bull has proven to be a farmer favourite and an all-round producer of quality, easy born calves.



<b>GESTATION LENGTH (D)</b>	Longer	285		280	Shorter
<b>CALVING EASE (%)</b>	Harder	92		96.7	Easier
<b>CALF VIGOUR (UNITS)</b>	- Vigorous	1		1.51	+ Vigorous
<b>CALF QUALITY (%)</b>	Poorer	80		90.7	Excellent
<b>BIRTH WEIGHT (KG)</b>	Lighter	0		2.34	Heavier
<b>CALF COLOUR (%)</b>	Poorer	80		72.7	Desirable

Male Sexed **ULTRA 4M** Available

# Newpole **ICON**

» Sire: Tamhorn Sumo Dam: Astbury Valentine  
 Ear Tag: UK344206 400105 AI Code: BB1342



**THE CONSISTENT ALLROUNDER**  
 Icon produces consistent progeny which are small born and easy calving. However, they grow quickly and develop good conformation. Icon is very much an EMI specialist.

**MEADOW QUALITY**

**FARM ENDORSED SIRE**  
 ★ **PROVEN** ★

<b>GESTATION LENGTH (D)</b>	Longer	285		282	Shorter
<b>CALVING EASE (%)</b>	Harder	92		98.6	Easier
<b>CALF VIGOUR (UNITS)</b>	- Vigorous	1		1.52	+ Vigorous
<b>CALF QUALITY (%)</b>	Poorer	80		93.4	Excellent
<b>BIRTH WEIGHT (KG)</b>	Lighter	0		0.00	Heavier
<b>CALF COLOUR (%)</b>	Poorer	80		82.9	Desirable

# Kelowna JIMBO

>> Sire: Bringlee Ecstasy Dam: Kelowna Claire  
 Ear Tag: UK102530 100996 AI Code: BB1393



## A TRUE CUSTOMER FAVOURITE

Jimbo carries easy calving credentials accompanied by short gestations. His progeny develop quickly and grow on to be market topping calves at an early age. He is sired by Cogent's great Bringlee Ecstasy, a consistent calf quality and calving ease bull.



<b>GESTATION LENGTH (D)</b>	Longer	285		282	Shorter
<b>CALVING EASE (%)</b>	Harder	92		98.5	Easier
<b>CALF VIGOUR (UNITS)</b>	- Vigorous	1		1.35	+ Vigorous
<b>CALF QUALITY (%)</b>	Poorer	80		89.6	Excellent
<b>BIRTH WEIGHT (KG)</b>	Lighter	0		0.99	Heavier
<b>CALF COLOUR (%)</b>	Poorer	80		82.5	Desirable

# Stoneleigh JUKE

» Sire: Stoneleigh Celebration Dam: Julians Duchess  
 Ear Tag: UK362207 401058 AI Code: BB1403



**THE EASILY USED BULL**

Juke's progeny are born easily and are full of vitality. Juke is the ideal bull to be used on late lactation cows, without sacrificing calf quality.

<b>GESTATION LENGTH (D)</b>	Longer	285		282	Shorter
<b>CALVING EASE (%)</b>	Harder	92		98.0	Easier
<b>CALF VIGOUR (UNITS)</b>	- Vigorous	1		1.56	+ Vigorous
<b>CALF QUALITY (%)</b>	Poorer	80		91.9	Excellent
<b>BIRTH WEIGHT (KG)</b>	Lighter	0		1.06	Heavier
<b>CALF COLOUR (%)</b>	Poorer	80		69.2	Desirable

# THE TRAIT LEADERS

The Cogent Beef sires that feature in these trait leader tables are Proven bulls that have been ranked according to their EMI, MVI, calving ease and gestation length scoring. These rankings are highlighted to enable you to make comparisons between bulls and to allow you to select the most suitable beef genetics for your herd.

## NATIVE EASE OF MANAGEMENT IMPACT (£EMI)



1	QUAKER HILL DEAD CENTER	76.57
2	OAKCHURCH DE ADMIRAL	63.33
3	BLACKHAUGH TITUS	57.96
4	THRUNTON PICADOR	44.16

## NATIVE GESTATION LENGTH



1	QUAKER HILL DEAD CENTER	278
2	OAKCHURCH DE ADMIRAL	279
3	THRUNTON PICADOR	280
4	BLACKHAUGH TITUS	281

## NATIVE MARKET VALUE IMPACT (£MVI)



1	QUAKER HILL DEAD CENTER	20.54
2	THRUNTON PICADOR	19.69
3	ROMANY 1 LAWBREAKER	12.14
4	OAKCHURCH DE ADMIRAL	11.59

## NATIVE CALVING EASE



1	BLACKHAUGH TITUS	99.0
2	NETHERHALL 1 OZ DAFFY	99.0
3	QUAKER HILL DEAD CENTER	99.0
4	OAKCHURCH DE ADMIRAL	98.5

“I use sexed semen on my very best cows and put the rest to Aberdeen Angus beef semen. By using sexed semen on our best animals, and having access to a good beef market we can create extra value from our offspring”

**TIM DOWNES**  
The Farm, Shropshire



**CONTINENTAL EASE OF MANAGEMENT IMPACT (£EMI)**



1	NEO VD SIJSLOBERG	53.92
2	SPRINGHILL IMPROVEMENT	52.11
3	SPRINGHILL JASPER	47.64
4	AUCHENLAY HITMAN	45.27

**CONTINENTAL GESTATION LENGTH**



1	SPRINGHILL IMPROVEMENT	280
2	SPRINGHILL JASPER	281
3	AUCHENLAY HITMAN	281
4	NEO VD SIJSLOBERG	281

**CONTINENTAL MARKET VALUE IMPACT (£MVI)**



1	AUCHENLAY HITMAN	30.08
2	TANAT JACK DANIELS	28.08
3	MAIDENLANDS FORCE	25.99
4	NEO VD SIJSLOBERG	22.69

**CONTINENTAL CALVING EASE**



1	NEO VD SIJSLOBERG	99.0
2	AUCHENLAY JAVELIN	99.0
3	NEWPOLE ICON	98.6
4	KELOWNA JIMBO	98.5

# Springhill JASPER

» Sire: Springhill Big Brother Dam: Springhill Galaxy  
 Ear Tag: UK933262 903883 AI Code: BB1404



**THE EASY USED SIRE,  
 SUITABLE IN ALL  
 HERDS**

Jasper's pedigree is packed with low birth weights and calf quality sires, proven both in the UK and Belgium. Jasper is a bull who ticks all the boxes in both calving ease and calf quality credentials so expect his progeny to be easily born and grow quickly. The calves will be light blue roan in colour.



<b>GESTATION LENGTH (D)</b>	Longer	285		<b>281</b>	Shorter
<b>CALVING EASE (%)</b>	Harder	92		<b>97.2</b>	Easier
<b>CALF VIGOUR (UNITS)</b>	- Vigorous	1		<b>1.63</b>	+ Vigorous
<b>CALF QUALITY (%)</b>	Poorer	80		<b>92.9</b>	Excellent
<b>BIRTH WEIGHT (KG)</b>	Lighter	0		<b>-0.07</b>	Heavier
<b>CALF COLOUR (%)</b>	Poorer	80		<b>80.0</b>	Desirable

Male Sexed **ULTRA 4M** Available

# Auchenlay JAVELIN

» Sire: Tamhorn Ethan Dam: Auchenlay Bianca  
Ear Tag: UK542740500470 AI Code: BB1436



**THE BULL FOR INTEGRATED SUPPLIES**

Javelin is a 99% calving ease bull. He is a suitable to produce calves for integrated supply chains, as he produces dark roan calves who display good quality and early development. His dam Auchenlay Bianca is from an exceptional natural calving line that has produced bulls like our proven sire Auchenlay Hitman.

<b>GESTATION LENGTH (D)</b>	Longer	285	286	Shorter
<b>CALVING EASE (%)</b>	Harder	92	99.0	Easier
<b>CALF VIGOUR (UNITS)</b>	- Vigorous	1	1.53	+ Vigorous
<b>CALF QUALITY (%)</b>	Poorer	80	90.1	Excellent
<b>BIRTH WEIGHT (KG)</b>	Lighter	0	0.63	Heavier
<b>CALF COLOUR (%)</b>	Poorer	80	68.9	Desirable

# Tanat JACK DANIELS

» Sire: Harpon De L'Orgelot Dam: Whiterock Diamond  
Ear Tag: UK706191 100832 AI Code: BB1394



## THE BULL WITH OUTSTANDING CALF QUALITY CREDENTIALS

Jack Daniels produces easily born, blue roan calves that show muscle development from an early age. He ranks in the top three for calf quality credentials amongst our selection of British Blue sires.

This bull is suitable for cows in early lactation only.



<b>GESTATION LENGTH (D)</b>	Longer	285	285	Shorter
<b>CALVING EASE (%)</b>	Harder	92	96.1	Easier
<b>CALF VIGOUR (UNITS)</b>	- Vigorous	1	1.42	+ Vigorous
<b>CALF QUALITY (%)</b>	Poorer	80	94.6	Excellent
<b>BIRTH WEIGHT (KG)</b>	Lighter	0	2.09	Heavier
<b>CALF COLOUR (%)</b>	Poorer	80	92.4	Desirable

# NEO VD SIJSLOBERG

» Sire: Obligeant De Belle Eau Dam: Loes VD Sijsloberg  
 Ear Tag: BE11913182 AI Code: BB1395



<b>GESTATION LENGTH (D)</b>	Longer	285		281	Shorter
<b>CALVING EASE (%)</b>	Harder	92		99.0	Easier
<b>CALF VIGOUR (UNITS)</b>	- Vigorous	1		1.59	+ Vigorous
<b>CALF QUALITY (%)</b>	Poorer	80		95.1	Excellent
<b>BIRTH WEIGHT (KG)</b>	Lighter	0		0.64	Heavier
<b>CALF COLOUR (%)</b>	Poorer	80		96.4	Desirable

**THE CALVING EASE BRITISH BLUE BULL**  
 Neo is our £CBI leader amongst our selection of British Blue sires, combining calving ease and calf quality. His calves are also consistently blue-roan in colour, this bull is fast becoming a farmer favourite.

# KURTEX D'AUBRY

» Sire: Bruegel D'au Chene Dam: Malvina Hof Ter Zilverberg  
 Ear Tag: BE112495504 AI Code: BB1463



**A REAL BOX TICKER**  
 Kurtex is predicted to provide small born progeny which show muscle development from a young age. They are consistently light blue-roan in colour.



NUMBER OF SURVEYS >70

GESTATION LENGTH (D)	Longer	285		282	Shorter
CALVING EASE (%)	Harder	92		95.0	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.39	+ Vigorous
CALF QUALITY (%)	Poorer	80		93.9	Excellent
BIRTH WEIGHT (KG)	Lighter	0		1.43	Heavier
CALF COLOUR (%)	Poorer	80		79.7	Desirable

**PROVISIONAL DATA - LOW RELIABILITY**

# Boroside IRONMAN

» Sire: Lotto VD Vloeikenshoeve Dam: Boherard Diamond  
 Ear Tag: IE371479951294 AI Code: BB1432



## THE BULL FOR GOOD QUALITY CALVES

Ironman consistently produces high quality, easily born calves with short gestations. He is the ideal bull for producing market topping calves due to their early development.

This bull is suitable for use on cows in early lactation only.



NUMBER OF SURVEYS >70

GESTATION LENGTH (D)	Longer	285		282	Shorter
CALVING EASE (%)	Harder	92		98.5	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.36	+ Vigorous
CALF QUALITY (%)	Poorer	80		91.4	Excellent
BIRTH WEIGHT (KG)	Lighter	0		1.76	Heavier
CALF COLOUR (%)	Poorer	80		95.4	Desirable

PROVISIONAL DATA - LOW RELIABILITY

# GOLF

» Sire: Vaudou Dam: Delta  
 Ear Tag: FR4241721964 AI Code: CH4126



**QUALITY COMBINED WITH EASY CALVING**

Golf is a European Culard sire with a genomic value of 6.6 for muscle. He produces easily born calves that develop quickly, with great conformation.

For commercial use only.



NUMBER OF SURVEYS <50



<b>GESTATION LENGTH (D)</b>	Longer	285		284	Shorter
<b>CALVING EASE (%)</b>	Harder	92		99.0	Easier
<b>CALF VIGOUR (UNITS)</b>	- Vigorous	1		1.73	+ Vigorous
<b>CALF QUALITY (%)</b>	Poorer	80		100	Excellent
<b>BIRTH WEIGHT (KG)</b>	Lighter	0		0.24	Heavier

**PROVISIONAL DATA - LOW RELIABILITY**

# ERKI

» Sire: Tsigane MGS: Novotel  
 Ear Tag: FR4241588187 AI Code: CH4052



**THE BULL FOR PRODUCING HIGH QUALITY CALVES**

Erki progeny have exceptional growth and remarkable conformation. Use on Dairy cows will produce calves that grow quickly and develop good conformation.

For commercial use only.



# UDEFIX

» Sire: Fanfan MGS: Sol  
 Ear Tag: FR2539551025 AI Code: CH4051



**AN EASIER CALVING OPTION WITH THE CHAROLAIS BREED**

Udefix produces easily born progeny of good quality and display muscle development from an early age.

For commercial use only.



# Whitecliffe JAMES

➤ Sire: Blelack Digger Dam: Whitecliffe Emma  
MGS: Mowbray Park Paramount Ear Tag: UK122919200650 AI Code: CH4130



## THE PERFECT CHAROLAIS BULL TO USE ON DAIRY COWS

James is sired by one of the easy calving greats 'Blelack Digger' and is predicted to provide easily born progeny with good muscle development. Preliminary data suggests he will carry short gestation credentials.

ROYALTY



NUMBER OF SURVEYS <50

GESTATION LENGTH (D)	Longer	285		283	Shorter
CALVING EASE (%)	Harder	92		95.0	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.34	+ Vigorous
CALF QUALITY (%)	Poorer	80		95.0	Excellent
BIRTH WEIGHT (KG)	Lighter	0		1.46	Heavier

PROVISIONAL DATA - LOW RELIABILITY

THE PERFECT PARTNERSHIP

# BEEF & SEXED



**Sexed** **ULTRA** **4M**<sup>TM</sup>

Some things are just meant to be together



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Male Sexed **ULTRA 4M** Available

Netherhall 1 **0Z DAFFY** M024

» Sire: Netherhall Daffy Dam: Wirruna Last Day E163  
Ear Tag: UK103719 202024 AI Code: H9375



**THE EASY CALVING HEREFORD SIRE**  
Daffy's calves are easily born and show great vigour from birth. His progeny have proved themselves to be easily managed but also display great calf quality.

**MEADOW QUALITY**

**ROYALTY**

**FARM ENDORSED SIRE**  
★ **PROVEN** ★

<b>GESTATION LENGTH (D)</b>	Longer	285		285	Shorter
<b>CALVING EASE (%)</b>	Harder	92		99.0	Easier
<b>CALF VIGOUR (UNITS)</b>	- Vigorous	1		1.82	+ Vigorous
<b>CALF QUALITY (%)</b>	Poorer	80		84.6	Excellent
<b>BIRTH WEIGHT (KG)</b>	Lighter	0		-1.12	Heavier

# Romany 1 **LAWBREAKER** RE L23 (P)

» Sire: Spurstow 1 Recruit 1st (P) Dam: Romany 1 Dawn A84 G2 (P)  
 Ear Tag: UK562010 701002 AI Code: H9410



**THE MARKET TOPPING BULL**

Lawbreaker produces great quality calves that display exceptional muscle development and outstanding conformation from an early age.

This bull is for use on cows only.



<b>GESTATION LENGTH (D)</b>	Longer	285		283	Shorter
<b>CALVING EASE (%)</b>	Harder	92		90.5	Easier
<b>CALF VIGOUR (UNITS)</b>	- Vigorous	1		1.45	+ Vigorous
<b>CALF QUALITY (%)</b>	Poorer	80		84.5	Excellent
<b>BIRTH WEIGHT (KG)</b>	Lighter	0		2.80	Heavier

# Wilodge **GOLDCARD**

» Sire: Wilodge Cerberus Dam: Sarkley Bellola  
 Ear Tag: UK305117 201018 AI Code: LN2360



**OUR LIMOUSIN LEADER FOR EMI**

Goldcard consistently produces outstanding quality calves, that are easily born and have a gestation length better than average. Goldcard progeny consistently achieve market topping prices for our customers.



<b>GESTATION LENGTH (D)</b>	Longer	285	285	Shorter
<b>CALVING EASE (%)</b>	Harder	92	99.0	Easier
<b>CALF VIGOUR (UNITS)</b>	- Vigorous	1	1.32	+ Vigorous
<b>CALF QUALITY (%)</b>	Poorer	80	83.8	Excellent
<b>BIRTH WEIGHT (KG)</b>	Lighter	0	2.89	Heavier

# Tomschoice JET

» Sire: Kaprico Eravelle Dam: Tomschoice Diamante  
 Ear Tag: UK124148 100307 AI Code: LN2561



**OUR LIMOUSIN LEADER FOR MVI**

Jet is consistently providing our customers with fantastic quality calves with exceptional growth rates.

**ROYALTY**

**MEADOW QUALITY**

**SEXED SEMEN**

NUMBER OF SURVEYS >70

<b>GESTATION LENGTH (D)</b>	Longer	285	287	Shorter
<b>CALVING EASE (%)</b>	Harder	92	97.4	Easier
<b>CALF VIGOUR (UNITS)</b>	- Vigorous	1	1.57	+ Vigorous
<b>CALF QUALITY (%)</b>	Poorer	80	95.0	Excellent
<b>BIRTH WEIGHT (KG)</b>	Lighter	0	1.00	Heavier

**PROVISIONAL DATA - LOW RELIABILITY**

# COGENT BEEF VISIONS

BeefVisions is Cogent's pioneering progeny testing programme. It has been developed to provide UK Dairy farmers with reliable on-farm data, allowing them to identify the right genetics to suit their Dairy system. Through accurately testing and proving bulls it allows the most superior bulls to be incorporated in our Cogent Beef Impact sire portfolio, meaning we are able to supply breed leading sires to our customers.

Linton Gilbertines

## PREACHER

ABERDEEN ANGUS



Sire: Linton Gilbertines Jack Eric P859. Dam: Linton Gilbertines Princess N780  
MGS: Galawater Bentley H495 Ear Tag: UK560236101088 AI Code: AA1569



- Preacher is a moderate frame, well-muscled bull, who carries an exceptional milk figure of +15
- Preacher is predicted to produce small, easily born calves that develop quickly



Rawburn

## BLACK BUSH

ABERDEEN ANGUS



Sire: Bushs Strut 756. Dam: DBRL Blackbird 2N  
MGS: Coldstream Blackburn 10L. Ear Tag: UK562106102420 AI Code: AA1562



- Black Bush boasts an impressive set of figures, ranked in the top 1% of the breed for Terminal Index, Self-Replacing Index, 400-day growth and eye muscle
- We expect this bull to produce calves with short gestions and to display outstanding growth for an early age



Springhill

## LALA

BRITISH BLUE

COMMERCIAL USE ONLY



Sire: Winston Van Perenhof. Dam: Springhill Cathy  
MGS: Felicien De Courriaultx. Ear Tag: UK933293500157 AI Code: BB1558



- Lala offers some of the best genetics available both in the UK and Belgium
- We expect Lala to produce progeny with an average birth weight that grow quickly and show outstanding quality from an early age



# Kelowna **LARS**

**BRITISH BLUE**  
COMMERCIAL USE ONLY

» Sire: Lawns Dominic Dam: Kelowna Indigo.  
MGS: Bluegrass Cyclone Ear Tag: UK102530101171 AI Code: BB1539



- **Lars has a pedigree packed with proven natural calving genetics**
- **Lars features in the top 1% of the breed for both Carcase profitability and Pedigree breeding value, and has a calving value in the top 10% of the breed**

# Gouldingpoll 1 **GOLD SPICE**

**HEREFORD**

» Sire: Panmure 1 Henry. Dam: Barwise 1 Rambling Rosie 2267  
MGS: Barwise 1 Wellington Ear Tag: IE191198930827 AI Code: H9333



- **Gold Spice carries five-star rankings for terminal and maternal breeding values on the ICBF system across all breeds**
- **Predicted to deliver easily born calves with good growth rates**

**ROYALTY**

# Elite **LACETTE**

**LIMOUSIN**

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



- **Lacette models all the attributes of a modern day Limousin with both five-star Maternal and Terminal Indexes**
- **Expected to produce easily born progeny that muscle and grow well from an early age**

**ROYALTY**



# TRIPLE ANGUS MIX

Aimed at customers wanting to capitalise on live vigorous Aberdeen Angus calves born without assistance.

Fertility enhancing semen that features three bulls with variations in maturation rates.

This product has been created for the UK Dairy farmer and will provide our customers with consistent calving ease.

Quality calves, that are easily born with short gestation lengths.



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# THE EMI MIX

**COGENT EASE OF MANAGEMENT mix (£EMI) is aimed at customers wanting to capitalise on live and vigorous calves born without assistance.**

Fertility enhancing semen that features three bulls with variations in semen maturation rates.

All bulls featured in this Triple Impact mix score above £40 on the EMI value.

Selecting Cogent Beef sires ranking highly for £EMI gives dairy cows the best chance to have a profitable lactation.

Provides consistent quality calves that are easily managed and full of vitality.



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

# SEXED & BEEF

Combined could add an extra...

# 0.7 ppl,

For a typical 8,000 litre, 200 cow herd, the extra profit to be gained from using **SexedULTRA 4M** and **Cogent Beef Impact** semen over conventional dairy and beef semen would be **£11,225pa**. This equates to 0.7ppl and a return on investment of 8:1

**#SoWhyWouldntYou**



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

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John Howie	07977281074
Steven Carruthers	07710095493
Richard Lapthorne	07794657040
Michael Stobbart	07889807969

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Jemma Dunkerley	07710 093064
John Cole	07711 590979
Nathan Jones	07968700720
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Stephen Shanks	07972704738
Jamie Sproule	07827304010
John Boyd	07501500016
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David Willcox	07827243249
Lisa Hopwood	07772976935
Martin Ley	07818573481
Amanda Clements	07711593941
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Hefin Evans	07531648419

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Carla Madeley	01829773421
Deborah Francis	01829773493
Emma Fleming	01829773493
Hannah McTiernan	01829773420
Jodie Lumsden	01829773422

## COGENT PRECISION SERVICES

Gary Pleavin <small>Precision Operations Manager</small>	07841340361
Michael Jones <small>Precision Technical Support Manager</small>	07584238635

## COGENT PRECISION MATCH EVALUATORS

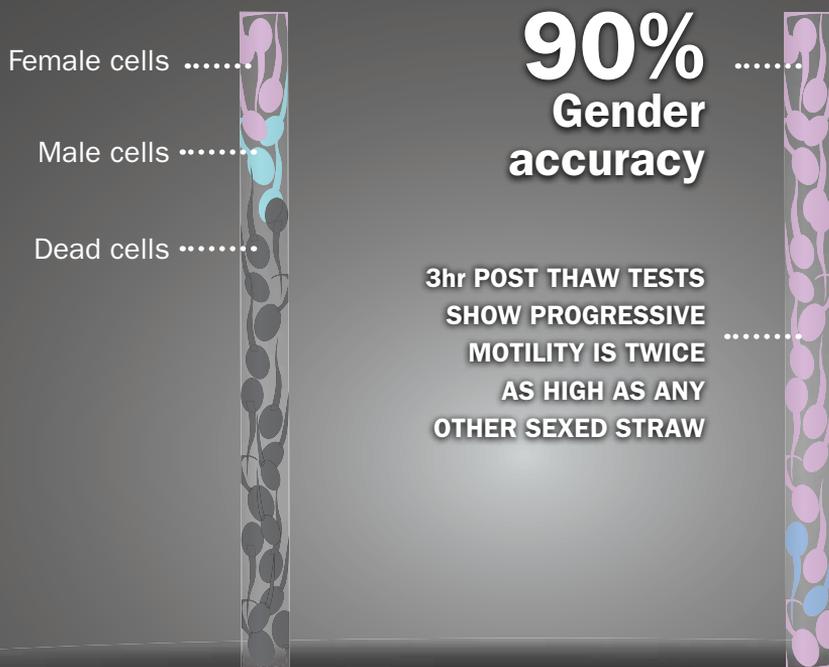
Amy Hall Brown South	07718210066
Phil Arrell Central	07889538859
Kevin Rickard Wales	07800534621
James Sproule N Ireland	07827304010



# FREEPHONE: 0800 783 7258

# DO YOU KNOW **WHAT'S INSIDE** YOUR STRAW?

As the pioneers and market leader of **SexedULTRA 4M** technology, we can guarantee twice as many live sperm cells of the desired gender per straw, powerful conception rates that can achieve parity with conventional semen and over 90% gender purity.



Other Technology

**SexedULTRA 4M™**

# Sexed**ULTRA** 4M™

**DON'T SETTLE FOR ANYTHING LESS, CHOOSE 4 MILLION, CHOOSE 4M.**



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