



cogent

# The LINE-UP

PROOF SPECIAL | AUGUST 2018



**Tom Peters**  
International Sales Manager



## **Cogent SUPERSHOT**

- **#26 GTPI Proven Sire  
@ +2606 GTPI**
- **2324lbs Milk**
- **Now <6.7% SCE**
- **Positive teat length**
- **Milking daughters  
impressing around the  
world**
- **SexedUltra 4M available**

## **Welcome!**

The August proof run is arguably the most important proof run of the year and Cogent is pleased to share that August has delivered some fantastic results.

We are keen to share with you that the partnership with ST, resulting in Cogent being able to have sexed semen capabilities in Canada, our portfolio of Ultra 4M sexed sires continues to increase. Popular sires such as Endco Evolve P, Endco Supreme, Mr Blondin Powerful PP and Swissbec Yoda P are all available sexed, as well as new sires such as Blondin Chipotle, Cookiecutter Harvey, Glenhaven Super Cecil and many others. The popularity of 4M continues to grow as the trusted leader in sexed semen technology and 4M sexed will

play an important role in breeding programmes for years to come. As we gather more and more data the results show that Ultra 4M does indeed deliver comparative if not better pregnancy results than conventional semen.

Find out more about our new release sires in this lineup. There are also details on a selection of bulls which are already marketed and available. Blondin Chiptole is a red hot new launch sire who will be available as sexed Ultra 4M only for an initial period.

# **Sexed**ULTRA 4M™

**BREEDING INNOVATION**



# NEW RELEASE ELITE SIRES

## BLONDIN CHIPOTLE

Hotline x Silver x Doorman

Chipotle is one of the hottest stars of the August proof round. Chipotle, bred from the famous Barbie family, has it all. Being slightly different by Hotline - Chipotle has a very well rounded proof. Over 2800 GTPI, over 2 points on PTAT and low calving ease. Chipotle will be available as Ultra 4M sexed semen only and semen will be limited, we expect first semen to be available in September.

**GTPI +2846 Net Merit \$929**  
**Milk +1370 PTAT +2.21**  
**DPR +2.3 PL +4.9**



GDAM BLONDIN DOORMAN CAMAY VG86

## COOKIECUTTER HASTE

Modesty x Greenway x Man O Man

From the same family as Harvey, Haste is another release sire from the Canadian bull barn. Haste is a well rounded sire, +2682 GTPI, over three points for DPR and <7 for calving ease. Haste appeals to farmers not looking for extreme animals, Haste is low stature with positive chest width. Haste will be available as sexed and conventional semen. Haste is BB kappa casein.

**GTPI +2682 Net Merit \$810**  
**Milk +927 SCE +609**  
**DPR +3.1 FI +3.2**



Frank Robinson

## COOKIECUTTER HARVEY

Jedi x Supershot x Jacey

Harvey is a very appealing new release sire who is available in both conventional and Ultra 4M sexed semen. A high milk sire, in the higher 2700s for GTPI and excellent DPR at +3.7. Harvey will also be considered a calving ease sire at 6.6% SCE. Another big appeal of this bull is his

teat length score of +1.32, a trait many dairyman are asking for..

**GTPI +2764 Milk +2031**  
**DPR +3.7 Teat Length +1.32**  
**FI +3.8 Net Merit \$830**



Frank Robinson

## OCD KINGS RESERVE

Modesty x Kingboy x Numero Uno

Kings Reserve a direct descendent of Sandy-Valley Robust Ruby the dam of global proven superstar EDG Rubicon. Kings Reserve is another new release sire. A bull with a balanced profile and again a positive teat length, will appeal to many people at +2619 GTPI, over 2 points

on type as well as being an A2A2 beta casein and BB kappa casein sire. Kings Reserve will be available in conventional and Ultra 4M sexed semen.

**GTPI +2619 Net Merit \$761**  
**Milk +532 PTAT +2.27**  
**DPR +2.4 PL +5.3**



Frank Robinson



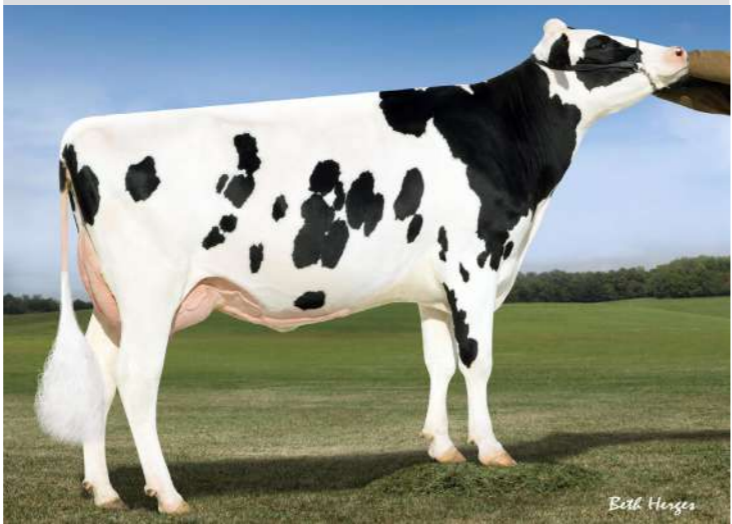
# STAND OUT SIRE

## GENOSOURCE JSR REINO

Josuper x Montross x Robust

Without doubt Reino is one of the hottest sires in the breed right now with semen available. Reino along with Elder and Dyson are exclusive to Cogent distributors around the world. Reino has held his proof very nicely this August proof round. He offers oceans of milk, over \$850 Net Merit, positive DPR and over 2 PTAT. Reino also offers over 150lbs of combined fat and protein. Reino really is the complete combination. Add to this Reino is available as an Ultra 4M sexed semen sire.

**GTPI +2793 Net Merit \$863**  
**Milk +2514 PTAT +2.23**  
**DPR +1.8 PL +5.5**



Grand dam Farnear Ready for Adeen

## SEAGULL-BAY ELDER RC

Charismatic x Balisto x Effect P

Elder is the final of the ST trio available to Cogent distributors, also available as an Ultra 4M sexed option. Elder is an elite red carrier sire, tracing back to Ammon-Peachy Shauna. A high productive life sire, low calving ease and other attractive health traits, Elder will tick a lot of boxes for many dairy producers.

**GTPI +2572 Net Merit \$770**  
**SCE +2.64 PL +7.8 DPR +2.7**  
**PL +7.8 DPR +2.7 Liveability +2.4**



## MR COMANCHE DYSON

Comanche x Robust x Planet

Dyson is the second elite offering available in Ultra 4M sexed semen only. A direct son of OCD Robust Delicious one of the most prolific breeding cows in the breed in the genomic era, Dyson is a high Net Merit sire, with low calving ease and negative stature. Health traits are

also very attractive. Dyson offers many of the desired traits which the modern day dairy producer is asking for.

**GTPI +2597 Net Merit \$847**  
**Milk +1405 PL +6.3**  
**Liveability +3.7 SCE +2.83**



## VOGUE LANDSLIDE

Contender x Alta1stclass x Mccutchen

Landslide a son of MR Super Contender, a Cogent sire who was never available in Europe has bred a fantastically rounded bull in the form of Landslide and is also bred from the full sister to the popular Cogent sire Oconnors Lotta Class. Landslide offers very good health traits, +1.5 DPR, 6.5 SCE and a very

impressive +3.17 PTAT. Landslide is also level for pin setting and slightly sickle for leg set which is much desired in todays current Holstein population.

**GTPI +2624 Milk +1175**  
**PTAT +3.17 SCE +6.5**  
**SCS 2.58 Udders +2.97**





# COGENT STUD FAVOURITES

## NH SUNVIEW FANTASTIC

Flattop x Balisto x Sudan

Fantastic has been a fantastic addition to the Cogent portfolio and has been one of the most popular sires in the UK in recent months. Fantastic is a very attractive proposition for those looking for smaller cows and extremely good components. Fantastic is the #1 cell count sire in the UK at -40 SCC and he is also -5% for mastitis resistance, this excellent cell count figure is also backed up with a figure for cell count of an incredible 2.32 in the USA. Fantastic is available as Ultra 4M sexed semen and conventional.



**GTPI +2575 Net Merit \$813 SCS +2.31 PL +5.8 Fat +93 K Casein BB aAa 534**

## R DG ALADDIN RED

Entitle x Olympian x Detox

Aladdin Red is still without doubt one of the very best red sires available in Europe, as he ranks so well on many European indexes. Aladdin is available as Ultra 4M sexed semen and has seen very high demand around the world. Aladdin ranks well on a number of European indexes and looks set to continue as one of the most popular sires within the Cogent portfolio. Inventory pressure has eased on Aladdin and he is readily available for sale.



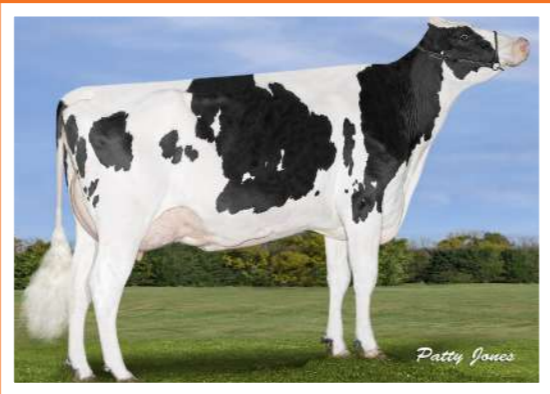
GD; BTS Avea Red

**GTPI +2435 K Casein BB SCS +2.55 DPR +3.2 Udders +2.52 SCE +5.9**

## GLENHAVEN SUPER CECIL

Superhero x Main Event x Supersire

Cecil is a new release sire from the Canadian bull barn and is also now available in Ultra 4M. Cecil is bred from the Larcrest C family and his dam is VG 2yr old Main Event who produced just under 10,000kgs of milk in her first lactation at 4.7% fat and 3.3% protein. Cecil made some impressive gains this August is a bull to be considered by all dairyman. Cecil has an interesting aAa code of 453162.



Dam Murrayholm Main Event Ceci VG85

**GTPI +2657 Net Merit \$794 Milk +1513 PTAT +1.95 DPR +2.5 PL +5.4**

## ENDCO EVOLVE P

Powerball P x Balisto x Epic

This jet black bull has been a very popular sire ever since his launch and continues to prove popular as dairyman are extremely pleased with his calves. Increasing on the American system this time as well as being a polled carrier and BB kappa casein sire Evolve is a very well rounded bull, he too add length to the teat. Evolve is now available as Ultra 4M sexed and semen will be ready to ship in late August.



**GTPI +2610 PTAT +2.11 DPR +2.1 SCE +6.5 Beta Casein A2A2 Teat Length +0.33**



by Phil Arrell

# NEW RELEASE ELITE SIRE

## HUIJBEN DG BUICK

Chevrolet x Altaiota x Jeeves

I have only seen a few Buick daughters in milk and I really like them. They have shallow udders that are full of veins. The attachments both front and rear are excellent with great teat placement. The farmers also say how quiet they are to work with and have a natural will to milk. They are of average size with tremendous strength which are two traits we keep hearing that farmers want. The legs are not too straight and they have very good locomotion. I can see them making great cows. I feel he is a great addition to our proven line-up especially has he has no Mogul or Supersire in his pedigree. Conventional semen readily available with Sexed ULTRA 4M available early September.



Buick dtr at Ferney Lees Farm, Cheshire

## WILTOR DRUMMER

Supersire x Explode x Man-Oman

The Drummer daughters look slightly more refined than the Dreamers, and as his proof suggests they probably milk a little harder. Their udders have nice texture and quality, with significantly longer teats than average. Like Dreamer, the daughters are consistently very dark in colour. At Grosvenor farms they are milking over 30 Drummers and they are their favourite group of 2 year olds currently. Sexed ULTRA 4M will be available early September, with conventional readily available now.



Grosvenor Drummer Madeline

## WILTOR DREAMER

Supersire x Explode x Man-Oman

Anyone who was fortunate enough to see Wiltor Dreamer's dam, Wiltor Dreamgirl will not be surprised by the quality of his daughters. I have seen over twenty in different herds within my work as an Evaluator and they all have the same stamp. They have tremendous front end strength, great rump structures which allow them to support well attached udders that produce lots of milk. They have good length of teat which are in ideal position on the quarters. The trait that I

really like about them is how they walk. The leg is of ideal set and they have excellent depth of heel which equates to an animal that has great locomotion. On one farm they have a dozen milking that are averaging over 40 litres a day. I am really pleased this bull has surpassed his expectation and to me they are what people want now, strong, milky, great legs and feet and they are black. Sexed ULTRA 4M and Conventional semen readily available.



Dreamer Dtrs at Ferney Lees Farm, Cheshire

# SexedULTRA 4M™

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

BREEDING INNOVATION

BREEDING INNOVATION



# TRAIT LEADERS

GTPI			NET MERIT			MILK (LBS)		
1	Blondin CHILI *new*	2846	1	Blondin CHILI *new*	929	1	Genosource Jspr REINO	2514
2	Blondin CHIPOTLE *new*	2846	2	Blondin CHIPOTLE *new*	929	2	Cogent SUPERSHOT *proven*	2324
3	Genosource Jspr REINO	2793	3	Mr M-Duke NECKO *non EU*	867	3	Vogue LUMBERJACK	2168
4	Cookiecutter HARVEY *new*	2764	4	Genosource Jspr REINO	863	4	Mr M-Duke NECKO *non EU*	2152
5	Butz-Hill Silver WINGS *non EU*	2721	5	Main-Drag EBAY *new*	858	5	Cookiecutter HAZE *new, non EU*	2064
6	Main-Drag EBAY *new*	2706	6	Butz-Hill Silver WINGS *non EU*	853	6	Cookiecutter HARVEY *new*	2031
7	Cookiecutter HASTE *new*	2682	7	Mr Comanche DYSON *non EU*	847	7	Cogent Dg SUPERSTYLE *proven*	1970
8	Mr M-Duke NECKO *non EU*	2682	8	Cookiecutter HARVEY *new*	830	8	Alexerin High Octane TIMBER	1948
9	MR SUPER CONTENDER *NON EU*	2678	9	NH Sunview FANTASTIC	813	9	Highhopes Dr PEPPER	1929
10	Cookiecutter HAZE *new, non EU*	2674	10	Cookiecutter HASTE *new*	810	10	OH DG MAXIMUS	1782

FEED EFFICIENCY			SCS			PTAT		
1	Blondin CHILI *new*	223	1	NH Sunview FANTASTIC	2.31	1	Wedgwood BENEFIT	3.27
2	Blondin CHIPOTLE *new*	223	2	Mr Super CONTENDER *non EU*	2.44	2	Vogue LANDSLIDE *new*	3.17
3	Cookiecutter HASTE *new*	214	3	Cogent BILL	2.46	3	Guye Holdings SAMITE	3.11
4	NH Sunview FANTASTIC	202	4	Baltic STAR	2.48	4	Quality Doorman MARIO *proven*	3.1
5	Butz-Hill Silver WINGS *non EU*	202	5	De Oosterhof THE BATTLE	2.48	5	Mapel Wood LAMBTON P	2.92
6	OH DG MAXIMUS	201	6	Mr Jayce NILE *non EU*	2.52	6	Cogent De Crob MOAT	2.91
7	Mr M-Duke NECKO *non EU*	199	7	Stantons PREDATOR	2.54	7	Alexerin Monterey NAILED IT	2.8
8	Cookiecutter HARVEY *new*	195	8	R DG ALADDIN RED	2.55	8	Wintersell DEMON	2.58
9	MR COMANCHE DYSON	185	9	Silvercap SELFIE RC	2.56	9	Cookiecutter HAZE *new, non EU*	2.56
10	Glenhaven Super CECIL	181	10	JK DG STING	2.56	10	Oconnors LOTTA CLASS	2.52

PRODUCTIVE LIFE			FERTILITY INDEX			DPR		
1	Seagull-Bay Chr ELDER RC	7.8	1	Prehen LANCASTER *new*	6.1	1	Prehen LANCASTER *new*	6.6
2	DG BRODY RC	7.7	2	DG BRODY RC	4.5	2	DG BRODY RC	4.8
3	Cogent SUPERSHOT *proven*	7.1	3	Hs Pulsar CHESTER	4.2	3	Hs Pulsar CHESTER	4.3
4	JK DG STING	7.1	4	Glamour ACHIEVE	4.2	4	Glamour ACHIEVE	4.2
5	Glamour Boghill TRADER	7.1	5	Stantons PREDATOR	4	5	Stantons PREDATOR	3.9
6	Mr Jayce NILE	7	6	Swissbec YODA-P	3.9	6	Silvercap SELFIE RC	3.8
7	Prehen LANCASTER *new*	7	7	Silvercap SELFIE RC	3.8	7	Cookiecutter HARVEY *new*	3.7
8	Silvercap SELFIE RC	6.5	8	Cookiecutter HARVEY *new*	3.8	8	Baltic STAR	3.6
9	Main-Drag EBAY *new*	6.4	9	Md-Maple-Lawn SKEET	3.8	9	Md-Maple-Lawn SKEET	3.5
10	Stantons CAMO	6.4	10	Mr Jayce NILE *non EU*	3.7	10	Mr Jayce NILE *non EU*	3.5

UDDERS			FEET & LEGS			CFP (LBS)		
1	Swissbec SHARKS P	3.09	1	Main-Drag EBAY *new, non EU*	2.3	1	Blondin CHILI *new*	165
2	Oconnors LOTTA CLASS	3.04	2	Blondin CHILI *new*	2.14	2	Blondin CHIPOTLE *new*	165
3	Guye Holdings SAMITE	2.99	3	Blondin CHIPOTLE *new*	2.14	3	Butz-Hill Silver WINGS *non EU*	156
4	Vogue LANDSLIDE *new*	2.97	4	Seagull-Bay Chr ELDER RC	2.08	4	Genosource Jspr REINO	155
5	Hs Pulsar CHESTER	2.8	5	Guye Holdings SAMITE	2.06	5	Cookiecutter HARVEY *new*	151
6	Cogent De Crob MOAT	2.76	6	Swissbec SHARKS P	1.92	6	Cookiecutter HASTE *new*	149
7	Heatherleigh ALLEGRO	2.75	7	Wintersell DEMON	1.86	7	Mr M-Duke NECKO *non EU*	146
8	Main-Drag EBAY *new, non EU*	2.6	8	Drakkar BARBICAN RC	1.78	8	OH DG MAXIMUS	144
9	WINTERSELL DEMON	2.55	9	Wiltor DANDY	1.77	9	Glenhaven Super CECIL	138
10	Cogent Het Meer LYNX	2.55	10	Cogent Het Meer LYNX	1.76	10	NH Sunview FANTASTIC	137

THE PERFECT PARTNERSHIP

# BEEF & SEXED



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

Some things are just meant to be together



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

Cogent Breeding Ltd, Heywood House, Chowley Oak Business Park, Chowley Oak Lane, Chester, Cheshire, CH3 9GA