

BEEF IMPACT

December 2020



www.cogentuk.com



WELCOME TO THE 2020 EDITION OF COGENT'S BEEF IMPACT SIRES.

Beef Impact is the ultimate collection of Beef on Dairy sires specifically tested for performance within the dairy herd. With an ever-increasing proportion of UK beef supply coming from dairy herds, it is important that dairy farmers are able to select bulls which benefit both them and the beef supply chain. The Cogent Beef Impact index (£CBI) has been designed purely with the dairy farmer in mind to highlight key strengths of Cogent sires and provides the added average financial value each sire can deliver per calving, categorised by breed type. Gain up to £250 more by breeding a male beef calf with Male SexedULTRA 4M. Selecting for males can increase the value of a farm's beef calf crop by reducing the number of lower value heifer beef calves. This is even more important when using native breeds, where the financial gap between the bull and the heifer calves is wider. Make a positive impact on profits with Male SexedULTRA 4M. All data collected from Holstein Friesian herds.



	ABERDEEN-ANGUS		BRITISH BLUE		CULARD CHAROLAIS
4	BLACK BUSH	14	HITMAN	28	GOLF
5	DEAD CENTER	15	IMPROVEMENT	29	ERKI
6	DIEGO	16	JACK DANIELS		HEREFORD
7	GRAND TIMING	17	JUDGE	29	JACK
8	GREGOR	18	KARATE	30	OZ DAFFY
9	EARLSTON	19	KINGPIN		LIMOUSIN
10	LORD HAM	20	LINCHPIN	32	JET
11	MR ALBERT	21	MOJO	33	LACETTE
12	PADDY	22	LARS		LONGHORN
		23	LALA	34	BAKEWELL
		24	MAINMAN		WAGYU
		25	MARSHALL	34	MR HARUKOE
		26	NIMROD		

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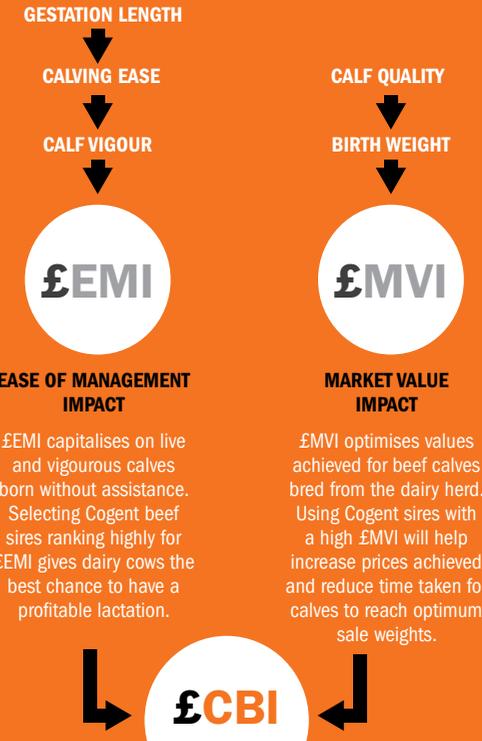
COGENT BEEF VISIONS

Beef Visions is Cogent's pioneering progeny testing programme. Aimed specifically at producing beef from the dairy industry and involves the participation of UK farmers who purchase and test the semen and return calving survey data back to the company. With incentives offered to the producers for the collection of data, Cogent rapidly forms a profile of each sire, and calculates indexes to identify specific strengths. The programme gives customers the confidence to select proven beef genetics, save money with reduced calving difficulties and by adding value in their beef calves.

HOW IT WORKS:

- Genetic elite sires purchased from reputable breeders
- Semen is collected and distributed across our Beef Visions herds; these are made-up of different sizes, breeds & management systems
- 9 months later, data is collected via the use of our Calving Surveys
- Sires that prove themselves to fit our programme graduate into our mainstream sales and will appear in this catalogue with a Cogent Beef Impact index

If you would like to be a part of Cogent's Beef Visions Programme, please contact your Genetics Consultant.



COGENT BEEF IMPACT

£CBI combines both £EMI and £MVI to give an overall value each calf will benefit dairy farmers on average. High £CBI sires are well-rounded, providing the perfect combination of easily managed calves that achieve high sale prices.

Highly reliable proven sire with data from 150+ calving surveys collected from the dairy herd.

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

Sire is eligible for royalty fee for any progeny that is registered as pedigree.

NOT FOR PEDIGREE USE

Progeny born from this sire cannot be registered as pedigree, so not for pedigree use.

Sire is not eligible for export

EARLY LACTATION ONLY

It is recommended that this sire is used in early lactation cows to avoid problems associated at the point of calving.



£49.07 **£66.99** £17.93
 EMI — **CBI** — MVI



£80.78 **£92.78** £12.00
 EMI — **CBI** — MVI



Rawburn **BLACK BUSH** S420

Sire: Bushs Strut 756. Dam: DBRL Blackbird 2N. Ear Tag: UK562106102420 AI Code: AA1562

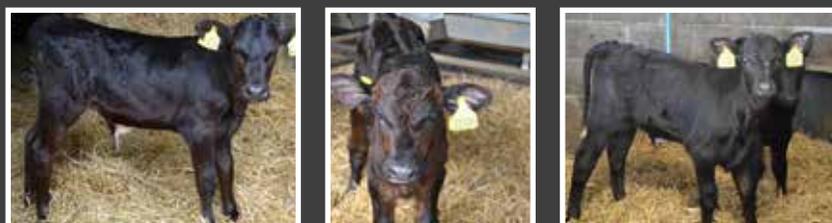
GESTATION LENGTH (D)	Longer	285	<div style="width: 100%;"></div>	282	Shorter
CALVING EASE (%)	Harder	92	<div style="width: 100%;"></div>	99.0	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	<div style="width: 100%;"></div>	1.27	+ Vigorous
CALF QUALITY (%)	Poorer	80	<div style="width: 100%;"></div>	95.9	Excellent
BIRTH WEIGHT (KG)	Lighter	0	<div style="width: 100%;"></div>	-0.14	Heavier

Quaker Hill **DEAD CENTER**

Sire: Exar Denver 2002B Dam: Quaker Hill Blackcap 0A32 Ear Tag: US4017831035 AI Code: AA1369

GESTATION LENGTH (D)	Longer	285	<div style="width: 100%;"></div>	278	Shorter
CALVING EASE (%)	Harder	92	<div style="width: 100%;"></div>	99.0	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	<div style="width: 100%;"></div>	1.36	+ Vigorous
CALF QUALITY (%)	Poorer	80	<div style="width: 100%;"></div>	90.4	Excellent
BIRTH WEIGHT (KG)	Lighter	0	<div style="width: 100%;"></div>	-1.64	Heavier

LATEST PROGENY PICTURES



LATEST PROGENY PICTURES





£62.29 **£69.85** £7.56

EMI — **CBI** — MVI

NOT FOR PEDIGREE USE

Blackhaugh **DIEGO** S689

Sire: Blackhaugh Ingemar P390 Dam: Blackhaugh Dyna P489 Ear Tag: UK562121301689 AI Code: AA1608

GESTATION LENGTH (D)	Longer	285	<div style="width: 80%;"></div>	281	Shorter
CALVING EASE (%)	Harder	92	<div style="width: 80%;"></div>	99.0	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	<div style="width: 10%;"></div>	1.06	+ Vigorous
CALF QUALITY (%)	Poorer	80	<div style="width: 80%;"></div>	90.7	Excellent
BIRTH WEIGHT (KG)	Lighter	0	<div style="width: 0%;"></div>	-0.50	Heavier

LATEST PROGENY PICTURES



£62.77 **£67.55** £4.78

EMI — **CBI** — MVI

NOT FOR PEDIGREE USE

Melview **GRAND TIMING**

Sire : Tofts Time On N110 Dam : Tegsnose Geraldine C095 Tag Number : UK311688 100285 AI Code : AA1586

GESTATION LENGTH (D)	Longer	285	<div style="width: 80%;"></div>	280	Shorter
CALVING EASE (%)	Harder	92	<div style="width: 80%;"></div>	99.0	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	<div style="width: 10%;"></div>	1.02	+ Vigorous
CALF QUALITY (%)	Poorer	80	<div style="width: 80%;"></div>	88.9	Excellent
BIRTH WEIGHT (KG)	Lighter	0	<div style="width: 0%;"></div>	0.26	Heavier

LATEST PROGENY PICTURES



NEW



£57.81

£68.77

£10.95

NOT FOR PEDIGREE USE

EMI — **CBI** — MVI

Melview **GREGOR**

Sire : Melview Grandville L076 Dam : Melview Gemima N149 Tag Number : UK311688 100285 AI Code : AA1587

GESTATION LENGTH (D)	Longer	285	<div style="width: 70%;"></div>	280	Shorter
CALVING EASE (%)	Harder	92	<div style="width: 70%;"></div>	97.9	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	<div style="width: 10%;"></div>	1.03	+ Vigorous
CALF QUALITY (%)	Poorer	80	<div style="width: 70%;"></div>	91.3	Excellent
BIRTH WEIGHT (KG)	Lighter	0	<div style="width: 10%;"></div>	0.47	Heavier

LATEST PROGENY PICTURES



£51.44

£57.70

£6.26

EMI — **CBI** — MVI

Dunlouse **EARLSTON** S629

Sire: Dunlouse Raider N504 Dam: Dunlouse Emerald F205 Ear Tag: UK540196200629 AI Code: AA1521

GESTATION LENGTH (D)	Longer	285	<div style="width: 70%;"></div>	281	Shorter
CALVING EASE (%)	Harder	92	<div style="width: 70%;"></div>	98.7	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	<div style="width: 10%;"></div>	1.33	+ Vigorous
CALF QUALITY (%)	Poorer	80	<div style="width: 70%;"></div>	86.5	Excellent
BIRTH WEIGHT (KG)	Lighter	0	<div style="width: 10%;"></div>	-0.80	Heavier

LATEST PROGENY PICTURES





£42.62

£58.08

£15.46

NOT FOR PEDIGREE USE

EMI — CBI — MVI

Blackhaugh LORD HAM S716

Sire: Blackhaugh Ideal N369 Dam: Blackhaugh Lady Heather M240 Ear Tag: UK562121 201716 AI Code: AA1596

GESTATION LENGTH (D)	Longer	285	<div style="width: 100%; height: 10px; background-color: orange;"></div>	282	Shorter
CALVING EASE (%)	Harder	92	<div style="width: 100%; height: 10px; background-color: orange;"></div>	97.5	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	<div style="width: 100%; height: 10px; background-color: orange;"></div>	1.15	+ Vigorous
CALF QUALITY (%)	Poorer	80	<div style="width: 100%; height: 10px; background-color: orange;"></div>	93.7	Excellent
BIRTH WEIGHT (KG)	Lighter	0	<div style="width: 100%; height: 10px; background-color: orange;"></div>	0.27	Heavier

LATEST PROGENY PICTURES



£61.63

£64.00

£2.36

NOT FOR PEDIGREE USE

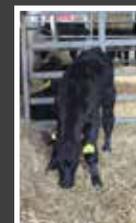
EMI — CBI — MVI

Morven MR ALBERT S792

Sire: Sydgen CC & 7 (SS) (IMP) Dam: Coldstream Miss Annie 124W Ear Tag: UK521115603792 AI Code: AA1595

GESTATION LENGTH (D)	Longer	285	<div style="width: 100%; height: 10px; background-color: orange;"></div>	279	Shorter
CALVING EASE (%)	Harder	92	<div style="width: 100%; height: 10px; background-color: orange;"></div>	97.3	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	<div style="width: 100%; height: 10px; background-color: orange;"></div>	1.19	+ Vigorous
CALF QUALITY (%)	Poorer	80	<div style="width: 100%; height: 10px; background-color: orange;"></div>	82.3	Excellent
BIRTH WEIGHT (KG)	Lighter	0	<div style="width: 100%; height: 10px; background-color: orange;"></div>	-1.39	Heavier

LATEST PROGENY PICTURES





£48.37 **£61.76** £13.39

NOT FOR PEDIGREE USE

EMI — **CBI** — MVI

Goulding **PADDY** T859

Sire: Nightingale Ploughman G376 Dam: Goulding Patriot M531 Ear Tag: IE372214806880859 AI Code: AA1564

GESTATION LENGTH (D)	Longer	285		280	Shorter
CALVING EASE (%)	Harder	92		95.9	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.16	+ Vigorous
CALF QUALITY (%)	Poorer	80		88.0	Excellent
BIRTH WEIGHT (KG)	Lighter	0		-0.57	Heavier



NOT FOR PEDIGREE USE

TRIPLE IMPACT ANGUS

Is 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.

LATEST PROGENY PICTURES



www.cogentuk.com

ALL TRIPLE IMPACT STRAWS HAVE THE RELEVANT SIRE IDENTIFICATION PRINTED ON THE STRAWS. THIS SHOULD BE RECORDED AT THE TIME OF SERVICE.



£48.73

£76.31

£27.58

EARLY LACTATION ONLY

EMI — **CBI** — MVI



Auchenlay **HITMAN**

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

GESTATION LENGTH (D)	Longer	285		280	Shorter
CALVING EASE (%)	Harder	92		96.4	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.45	+ Vigorous
CALF QUALITY (%)	Poorer	80		91.4	Excellent
BIRTH WEIGHT (KG)	Lighter	0		1.50	Heavier
CALF COLOUR (%)	Poorer	80		92	Desirable

LATEST PROGENY PICTURES



£56.82

£77.71

£20.89

EARLY LACTATION ONLY

EMI — **CBI** — MVI



Springhill **IMPROVEMENT**

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

GESTATION LENGTH (D)	Longer	285		280	Shorter
CALVING EASE (%)	Harder	92		97.2	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.49	+ Vigorous
CALF QUALITY (%)	Poorer	80		90.7	Excellent
BIRTH WEIGHT (KG)	Lighter	0		1.88	Heavier
CALF COLOUR (%)	Poorer	80		84	Desirable

LATEST PROGENY PICTURES





£35.02

£64.19

£29.16

EARLY LACTATION ONLY

EMI — CBI — MVI

Tanat JACK DANIELS

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

GESTATION LENGTH (D)	Longer	285	282	Shorter
CALVING EASE (%)	Harder	92	96.5	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.52	+ Vigorous
CALF QUALITY (%)	Poorer	80	95.3	Excellent
BIRTH WEIGHT (KG)	Lighter	0	1.92	Heavier
CALF COLOUR (%)	Poorer	80	93	Desirable

LATEST PROGENY PICTURES



£40.01

£41.13

£1.12

NOT FOR PEDIGREE USE

EMI — CBI — MVI

Auchenlay JUDGE

Sire: Tamhorn Ethan. Dam: Auchenlay Eve Ear Tag: UK542740300461 AI Code: BB1464

GESTATION LENGTH (D)	Longer	285	284	Shorter
CALVING EASE (%)	Harder	92	99.0	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.70	+ Vigorous
CALF QUALITY (%)	Poorer	80	78.0	Excellent
BIRTH WEIGHT (KG)	Lighter	0	-1.45	Heavier
CALF COLOUR (%)	Poorer	80	78	Desirable

LATEST PROGENY PICTURES



Sired by
COGENT

Male
Sexed **ULTRA 4M**
Available



£69.04

£82.22

£13.18

NOT FOR PEDIGREE USE

EMI — **CBI** — MVI

Kersey **KARATE**

Sire: Bringlee Ecstasy Dam: Kersey Frost Ear Tag: UK222596200980 AI Code: BB1440

GESTATION LENGTH (D)	Longer	285		279	Shorter
CALVING EASE (%)	Harder	92		99.2	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.63	+ Vigorous
CALF QUALITY (%)	Poorer	80		80.6	Excellent
BIRTH WEIGHT (KG)	Lighter	0		1.57	Heavier
CALF COLOUR (%)	Poorer	80		81	Desirable

LATEST PROGENY PICTURES



Sired by
COGENT

Male
Sexed **ULTRA 4M**
Available



£57.60

£64.94

£7.34

NOT FOR PEDIGREE USE

EMI — **CBI** — MVI

Kersey **KINGPIN**

Sire: Auchenlay Echo Dam: Blue Mist Blossom Ear Tag: UK222596701013 AI Code: BB1489

GESTATION LENGTH (D)	Longer	285		280	Shorter
CALVING EASE (%)	Harder	92		97.7	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.56	+ Vigorous
CALF QUALITY (%)	Poorer	80		87.8	Excellent
BIRTH WEIGHT (KG)	Lighter	0		-0.07	Heavier
CALF COLOUR (%)	Poorer	80		88	Desirable

LATEST PROGENY PICTURES





£87.43

£100.80

£13.37

NOT FOR PEDIGREE USE

EMI — **CBI** — MVI

Kersey **LINCHPIN**

Sire: Twyning Ash Ukulele Dam: Kersey Frost Ear Tag: UK222596101021 AI Code: BB1490

GESTATION LENGTH (D)	Longer	285		277	Shorter
CALVING EASE (%)	Harder	92		99.0	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.41	+ Vigorous
CALF QUALITY (%)	Poorer	80		90.0	Excellent
BIRTH WEIGHT (KG)	Lighter	0		-0.58	Heavier
CALF COLOUR (%)	Poorer	80		91	Desirable

LATEST PROGENY PICTURES



NEW

Sired by
COGENT

Male
SexedULTRA 4M
Available



£41.00

£60.12

£19.12

NOT FOR PEDIGREE USE

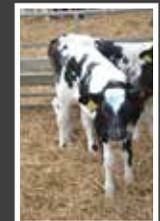
EMI — **CBI** — MVI

Kelowna **MOJO**

Sire: Kersey Geronimo Dam: Kelowna Brandy Tag Number: UK102530701212 AI Code: BB1588 MGS: Dafydd D Ochain

GESTATION LENGTH (D)	Longer	285		284	Shorter
CALVING EASE (%)	Harder	92		99.0	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.12	+ Vigorous
CALF QUALITY (%)	Poorer	80		89.0	Excellent
BIRTH WEIGHT (KG)	Lighter	0		0.26	Heavier
CALF COLOUR (%)	Poorer	80		97	Desirable

LATEST PROGENY PICTURES





£49.24 **£65.92** £16.68

NOT FOR PEDIGREE USE

EMI — **CBI** — MVI

Kelowna **LARS**

Sire: Lawns Dominic Dam: Kelowna Indigo Ear Tag: UK102530101171 AI Code: BB1539

GESTATION LENGTH (D)	Longer	285	<div style="width: 100%;"></div>	282	Shorter
CALVING EASE (%)	Harder	92	<div style="width: 100%;"></div>	99.0	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	<div style="width: 100%;"></div>	1.35	+ Vigorous
CALF QUALITY (%)	Poorer	80	<div style="width: 100%;"></div>	90.4	Excellent
BIRTH WEIGHT (KG)	Lighter	0	<div style="width: 100%;"></div>	1.50	Heavier
CALF COLOUR (%)	Poorer	80	<div style="width: 100%;"></div>	95	Desirable

LATEST PROGENY PICTURES



£65.73 **£87.65** £21.92

NOT FOR PEDIGREE USE

EMI — **CBI** — MVI

Springhill **LALA**

Sire: Winston Van Perenof Dam: Springhill Cathy Ear Tag: UK933293500157 AI Code: BB1558

GESTATION LENGTH (D)	Longer	285	<div style="width: 100%;"></div>	279	Shorter
CALVING EASE (%)	Harder	92	<div style="width: 100%;"></div>	98.1	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	<div style="width: 100%;"></div>	1.24	+ Vigorous
CALF QUALITY (%)	Poorer	80	<div style="width: 100%;"></div>	97.5	Excellent
BIRTH WEIGHT (KG)	Lighter	0	<div style="width: 100%;"></div>	1.71	Heavier
CALF COLOUR (%)	Poorer	80	<div style="width: 100%;"></div>	70	Desirable

LATEST PROGENY PICTURES



Sired by
COGENT



£61.14

£74.29

£13.16

NOT FOR PEDIGREE USE

EMI — **CBI** — MVI

Silverwood

MAINMAN

Sire: Auchenlay Hitman Dam: Grangeford Hazel Ear Tag: UK942210313797 AI Code: BB1621

GESTATION LENGTH (D)	Longer	285	<div style="width: 80%;"></div>	279	Shorter
CALVING EASE (%)	Harder	92	<div style="width: 80%;"></div>	97.4	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	<div style="width: 20%;"></div>	1.22	+ Vigorous
CALF QUALITY (%)	Poorer	80	<div style="width: 80%;"></div>	93.0	Excellent
BIRTH WEIGHT (KG)	Lighter	0	<div style="width: 10%;"></div>	0.51	Heavier
CALF COLOUR (%)	Poorer	80	<div style="width: 80%;"></div>	87	Desirable

LATEST PROGENY PICTURES



NEW



£59.24

£96.70

£37.46

NOT FOR PEDIGREE USE

EMI — **CBI** — MVI

Maidenlands

MARSHALL

Sire: Twyning Ash Ukulele Dam: 5677 'T Hof Ter Zilverberg Ear Tag: UK104493500509 AI Code: BB1578

GESTATION LENGTH (D)	Longer	285	<div style="width: 80%;"></div>	280	Shorter
CALVING EASE (%)	Harder	92	<div style="width: 80%;"></div>	97.8	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	<div style="width: 10%;"></div>	1.06	+ Vigorous
CALF QUALITY (%)	Poorer	80	<div style="width: 80%;"></div>	98.9	Excellent
BIRTH WEIGHT (KG)	Lighter	0	<div style="width: 5%;"></div>	0.11	Heavier
CALF COLOUR (%)	Poorer	80	<div style="width: 80%;"></div>	98	Desirable

LATEST PROGENY PICTURES



NEW

Sired by
COGENT



£61.60

£73.10

£11.50

NOT FOR PEDIGREE USE

EMI — **CBI** — MVI

Kersey **NIMROD**

Sire: Maidenlands Force Dam: Kersey Flash Ear Tag: UK222596701160 AI Code: BB1674

GESTATION LENGTH (D)	Longer	285		280	Shorter
CALVING EASE (%)	Harder	92		98.0	Easier
CALF VIGOUR (UNITS)	- Vigorous	1		1.50	+ Vigorous
CALF QUALITY (%)	Poorer	80		87.8	Excellent
BIRTH WEIGHT (KG)	Lighter	0		0.70	Heavier
CALF COLOUR (%)	Poorer	80		96	Desirable

LATEST PROGENY PICTURES



TRIPLE IMPACT EMI

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

ALL TRIPLE IMPACT STRAWS HAVE THE RELEVANT SIRE IDENTIFICATION PRINTED ON THE STRAWS. THIS SHOULD BE RECORDED AT THE TIME OF SERVICE.



UK ONLY

£39.39

£60.59

£21.20

NOT FOR PEDIGREE USE

EMI — CBI — MVI

GOLF

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

GESTATION LENGTH (D)	Longer	285	284	Shorter
CALVING EASE (%)	Harder	92	99.0	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.27	+ Vigorous
CALF QUALITY (%)	Poorer	80	99.0	Excellent
BIRTH WEIGHT (KG)	Lighter	0	0.24	Heavier

LATEST PROGENY PICTURES



CULARD CHAROLAIS

UK ONLY

ERKI

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



NOT FOR PEDIGREE USE

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

HEREFORD

Netherhall 1 JACK P602

Sire: Wirruna Jack J12 Dam: Netherhall 1 OZ Tigress M018 Ear Tag: UK103719 602602 AI Code: H9322



UNDER SURVEY



Jack carries breed leading EBV's with both Eye Muscle Area and Retail Beef Yield ranking in the top 1%. He also has a Calving Ease Direct figure of +4.5 placing him in the top 5% of the breed. These exciting Australian genetics will deliver the much sort after calving ease without sacrificing any calf quality. Expect low birth weights with short gestation lengths.



£30.21 **£40.09** £9.88
 EMI — **CBI** — MVI

Netherhall 1 **OZ DAFFY** M024

Sire: Wirruna Daffy D1 Dam: Wirruna Last Day E163 Ear Tag: UK103719 202024 AI Code: H9375

GESTATION LENGTH (D)	Longer	285	285	Shorter
CALVING EASE (%)	Harder	92	99.0	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.18	+ Vigorous
CALF QUALITY (%)	Poorer	80	86.6	Excellent
BIRTH WEIGHT (KG)	Lighter	0	-1.13	Heavier

LATEST PROGENY PICTURES



TRIPLE IMPACT HEREFORD

Cogent Triple Impact Hereford is aimed at customers wanting to capitalise on live and vigorous calves born without assistance.

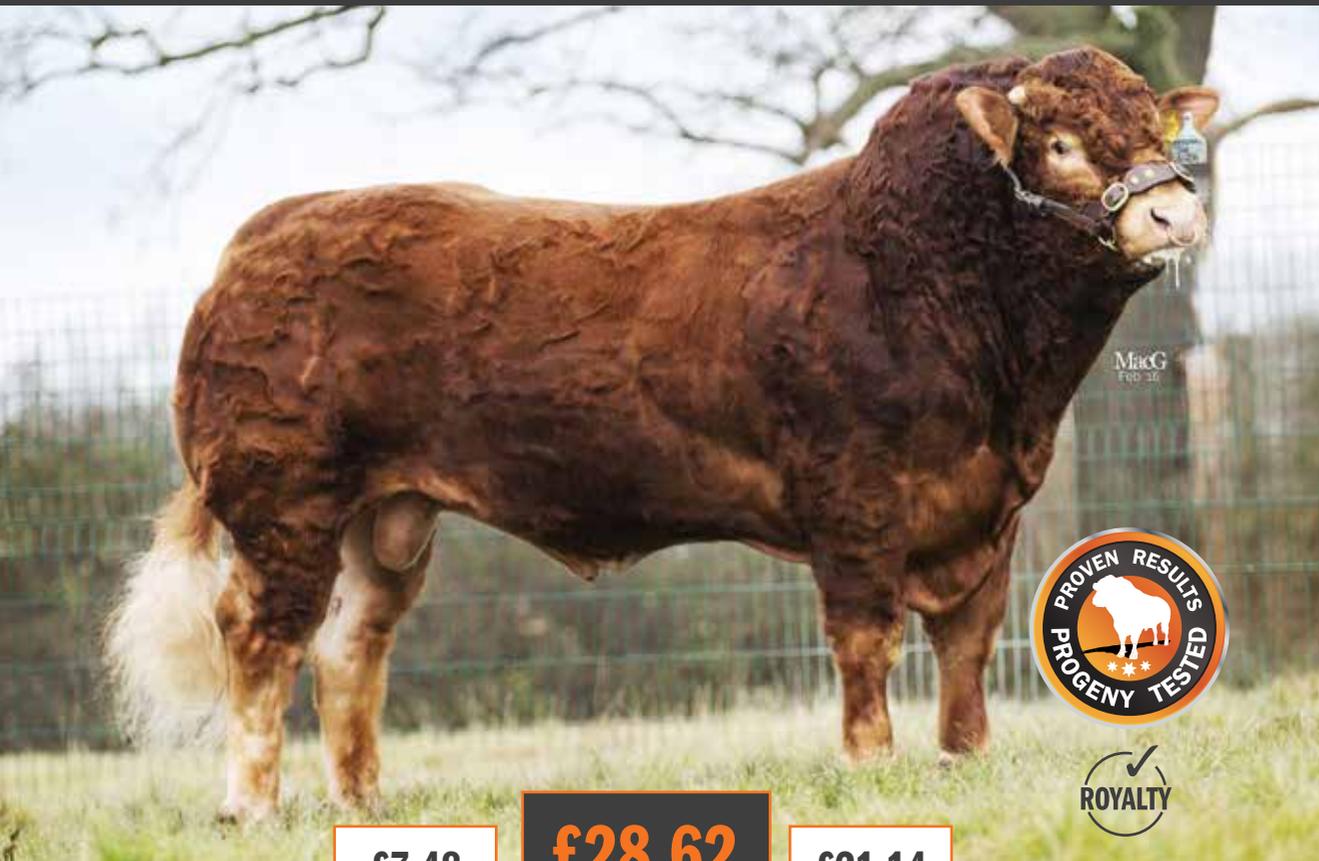
Fertility enhancing semen that features three bulls with variations in semen maturation rates.

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.

NEW - TRIPLE IMPACT NATIVE
 (ABERDEEN ANGUS, BEEF SHORTHORN, HEREFORD)
 IS NOW AVAILABLE, OFFERING A GREAT COMBINATION OF
 CALVING EASE AND CALF QUALITY NATIVE BULLS.

ALL TRIPLE IMPACT STRAWS HAVE THE RELEVANT SIRE IDENTIFICATION PRINTED ON THE STRAWS. THIS SHOULD BE RECORDED AT THE TIME OF SERVICE.



£7.48 **£28.62** £21.14

EARLY LACTATION ONLY

EMI — **CBI** — MVI

Tomschoice JET

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

GESTATION LENGTH (D)	Longer	285	286	Shorter
CALVING EASE (%)	Harder	92	96.8	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.56	+ Vigorous
CALF QUALITY (%)	Poorer	80	92.8	Excellent
BIRTH WEIGHT (KG)	Lighter	0	0.47	Heavier

LATEST PROGENY PICTURES



Male Sexed **ULTRA 4x4** Available



£11.90 **£40.78** £28.88

EARLY LACTATION ONLY

EMI — **CBI** — MVI

Elite LACETTE

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

GESTATION LENGTH (D)	Longer	285	287	Shorter
CALVING EASE (%)	Harder	92	98.3	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.38	+ Vigorous
CALF QUALITY (%)	Poorer	80	93.5	Excellent
BIRTH WEIGHT (KG)	Lighter	0	2.49	Heavier

LATEST PROGENY PICTURES



Male
Sexed **ULTRA 4M**
Available

BLACKBROOK BAKEWELL

» Sire: Blackbrook K2 Dam: Blackbrook Moonstone
Ear Tag: UK200538400644 AI CODE: LH0936



We are excited to be able to offer semen from this exceptional bull. The Blackbrook herd have been selected and developed on natural fleshing cattle that grow quickly and suit every system. Bakewell, is an exceptional bull that displays outstanding length over his loin and muscle development throughout. Bakewell is full brother to the renowned Blackbrook Philosopher. This bull will provide exceptional calf quality with easy calving credentials as you would expect from this breed.

NOT FOR PEDIGREE USE

LONGHORN



Male
Sexed **ULTRA 4M**
Available

MR HARUKOE

» Sire: World K's Haruki 2 Dam: CHR MS Sanjirou 320 Ear Tag: DE0360343401
AI code: MS0057



Mr Harukoe has a very special pedigree. His sire is World K's Haruki 2, one of the original Japanese bulls who was exported from Japan to USA in 1993. This bull was recognised for exceptional carcass quality. His maternal grand sire is Sanjirou, who is one of the great marbling bulls. We expect this bull to provide exceptional marbling with outstanding carcass conformation.

WAGYU



NOT FOR PEDIGREE USE

TRIPLE IMPACT ANGUS SUPER EASY

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.

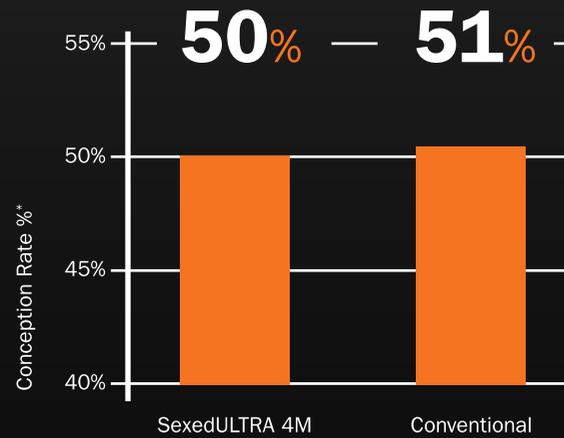


www.cogentuk.com

ALL TRIPLE IMPACT STRAWS HAVE THE RELEVANT SIRE IDENTIFICATION PRINTED ON THE STRAWS. THIS SHOULD BE RECORDED AT THE TIME OF SERVICE.

Parity
 Definition of parity.

noun
 1: the quality or state of being equal or equivalent



Data derived from
 73,370 inseminations
 in 164 UK herds*

SexedULTRA 4M®

The UK's most advanced sexed semen, SexedULTRA 4M® has now been proven by UK farmers as a highly fertile sexed product, comparable to conventional semen across the country on many different systems and herd sizes.

UK Proven Promise

- ✓ HIGHER FERTILITY
- ✓ 21ST CENTURY TECHNOLOGY
- ✓ 100% UK PROVEN

Part of the **STgenetics** group.

www.stgen.com

*30,830 milking cows and 11,303 maiden heifers

Discover more at cogentuk.com



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Alan Robson	07554 401234
Andrew Howie	07977 281073
John Howie	07977 281074
Jenny Murtagh	07736 291226
Richard Lapthorne	07794 657040
Michael Stobbart	07889 807969
Rachel Richardson	07593 452120
William Salt	07855 506136

SOUTH TEAM

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Megan Middleton Business Development Manager	07719 511692
Chris Horton	07813723677
David Willcox	07827 243249
Lisa Hopwood	07772 976935
Martin Ley	07818 573481
Amanda Clements	07711 593941
Mike Potter	07772 202045
Sarah Robertson	07519 120676
Stuart Bright	07531 244135

CENTRAL TEAM

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Chris Barclay	07711 590979
David Heath	07791 045427
Jemma Lindley	07710 093064
Phil Wynn	07889 538859
Robert Davies	07939 333141

COGENT CYMRU

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Cogent Cymru Office	01495 753555
Sian Jones	07972 534303
Samantha Alexander	07719 524082
Kevin Rickard	07800 534621
Dafydd Williams	07719 524078
Glyn Williams	07866 126072
Philip Douch	07593 452115

NORTHERN IRELAND

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Adrian McPhillips	07919 553968
Edwin Black	07710 968305
Stephen Shanks	07972 704738
Jamie Sproule	07827 304010
Jamie Farry	07593 452116
Jonathan Kelso	07719 524123
Paul Murtagh	07775 935221

INTERNAL SALES

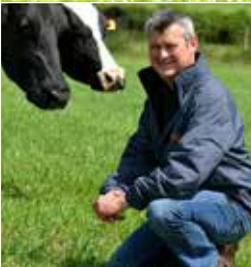
Jane Winters Internal Sales Manager	01829 773435
Catherine Perelli	01829 773425
Carla Madeley	01829 773421
Chloe Evans	01829 773422
Emma Minshall	01829 773493
Lisa Boughey	01829 773420
Olivia Butler	01829 773426

COGENT PRECISION MATCH EVALUATORS

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Amy Hall Brown South	07718 210066
Katie Evans South	07531 648419
Phil Wynn Central	07889 538859
Kevin Rickard Wales	07800 534621
Jamie Sproule N. Ireland	07827 304010

COGENT PRECISION SERVICES

Gary Pleavin Precision Operations Manager	07841 340361
Michael Jones Precision Technical Manager	07584 238635



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	80.8
2	MELVIEW GRAND TIMING	62.8
3	BLACKHAUGH DIEGO	62.3
4	MORVEN MR ALBERT	61.6

NATIVE GESTATION LENGTH



1	QUAKER HILL DEAD CENTER	277
2	MORVEN MR ALBERT	279
3	MELVIEW GREGOR	280
4	GOULDING PADDY	280

CONTINENTAL EASE OF MANAGEMENT IMPACT (£EMI)



1	KERSEY LINCHPIN	87.4
2	KERSEY KARATE	69
3	SPRINGHILL LALA	65.7
4	SILVERWOOD MAINMAN	61.6

CONTINENTAL GESTATION LENGTH



1	KERSEY LINCHPIN	277
2	KERSEY KARATE	279
3	SPRINGHILL LALA	279
4	SILVERWOOD MAINMAN	279

NATIVE MARKET VALUE IMPACT (£MVI)



1	RAWBURN BLACK BUSH	17.9
2	BLACKHAUGH LORD HAM	15.5
3	GOULDING PADDY	13.4
4	QUAKER HILL DEAD CENTER	12.0

NATIVE CALVING EASE



1	BLACKHAUGH DIEGO	99.0
2	NETHERHALL 1 OZ DAFFY	99.0
3	QUAKER HILL DEAD CENTER	99.0
4	RAWBURN BLACKBUSH	99.0

CONTINENTAL MARKET VALUE IMPACT (£MVI)



1	MAIDENLANDS MARSHALL	37.5
2	TANAT JACK DANIELS	29.2
3	ELITE LACETTE	28.9
4	AUCHENLAY HITMAN	27.6

CONTINENTAL CALVING EASE



1	AUCHENLAY JUDGE	99
2	KELOWNA MOJO	99
3	KERSEY LINCHPIN	99
4	KERSEY KARATE	99

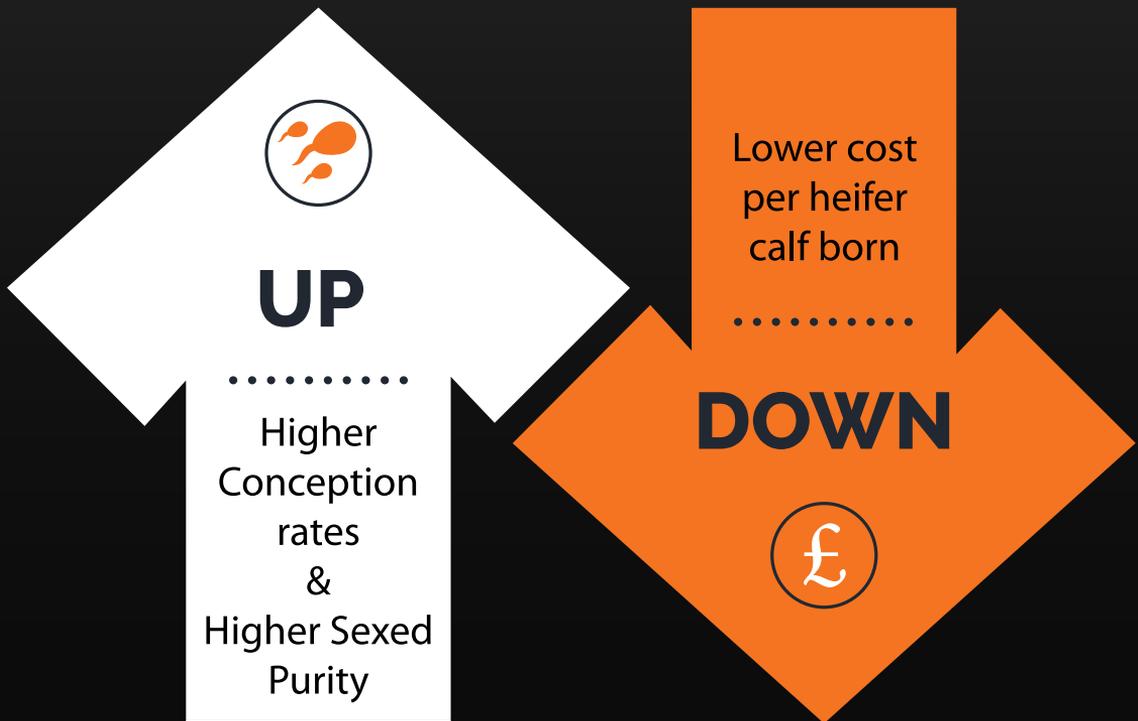
#SHOUTABOUTTHESIRE

TAKING OUR INDUSTRY HIGHER WITH AHDB

REGISTERING ALL SIRES ON BCMS HELPS US TO PROVIDE MORE DATA ON THE SIRES YOU CHOOSE.

Sexed**ULTRA** 4M™

UK X PROVEN X RESULTS



UK Proven Promise

✓ HIGHER FERTILITY ✓ 21ST CENTURY TECHNOLOGY ✓ 100% UK PROVEN

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