

2020 - 2021

# **BEEF** **IN FOCUS**<sup>TM</sup>

**SIRE DIRECTORY**





# Meet The Genus ABS Beef Team...



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## SPECIALIST SYMBOLS



Sire is not eligible for pedigree use, commercial use only.



Sire is proven on over 120 calving's in over 60 dairy herds.



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



Sire is classed as a Superior Sire with Meadow Quality Ltd with premium available.



Sire has proven to consistently produce blue roan coloured calves, British Blue specific.



# Welcome to the Genus ABS BEEF INFOCUS™ DIRECTORY 2019-2020

Genus ABS Beef InFocus™,  
powered by NuEra Genetics™,  
delivers proven and reliable  
beef genetics for the dairy  
producer to maximise calf  
crop value while driving beef  
supply chain efficiency.



## What sets Genus ABS Beef InFocus apart from other beef on dairy programmes?

Not every beef on dairy calf has the same genetic value.  
Each Genus ABS Beef InFocus sire delivers:

- Tailored beef genetics for dairy farms
- Proven and reliable performance on dairy cows
- Highly marketable calves
- Real world data driven results

## Strong individually but better together



&



Reece Walker from Warwickshire milks 250 Holsteins on an Autumn seasonal system and has been working with Genus ABS for the last 20 years! Reece's comment on this strong relationship, "Martin Cook, our breeding advisor is the genetic expert, I look after the cows".

The farm is running a Sexcel and Beef InFocus strategy with some conventional dairy still used, with the intention to use less dairy conventional this breeding season following the great success with Sexcel. All the British Blue calves from Fertility Plus Blue Elite are sold to Meadow Quality between 35 and 42 days old.

| Group   | Semen Type   | Conception Rate |
|---------|--------------|-----------------|
| Heifers | Sexcel       | 60%             |
| Cows    | Sexcel       | 55%             |
| Cows    | Conventional | 48%             |



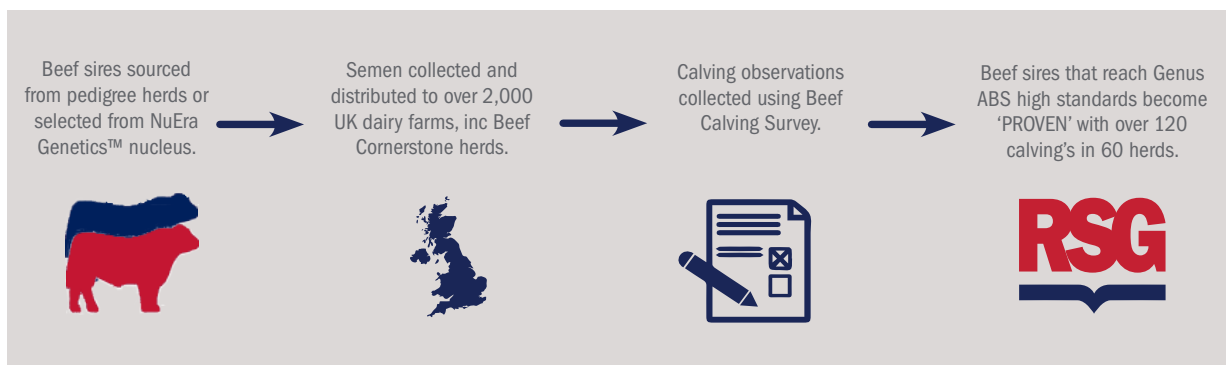


# Beef Cornerstone™ Breeding Club...

## How we test our beef sires on dairy cows:

Beef Cornerstone™ facilitates the testing of Genus ABS Beef sires through our Beef Calving Survey which has been in place for over 40 years. We test over 20 young beef sires annually with over 800 customers actively involved.

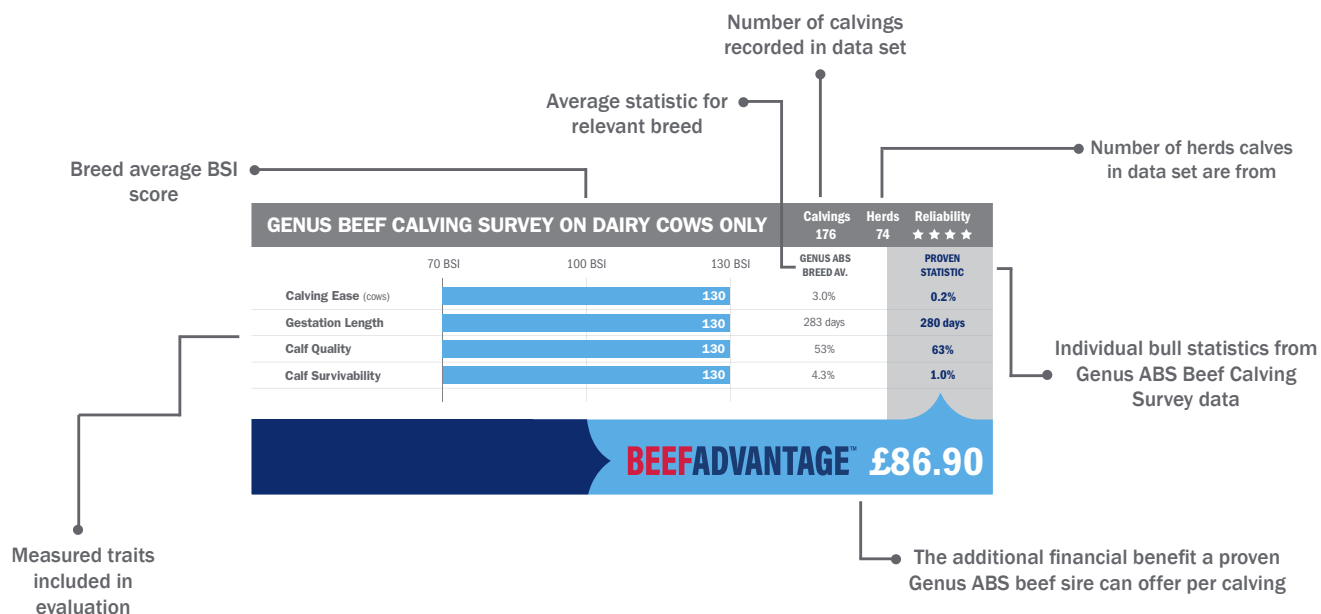
We collect real world data on our beef bulls to test their performance on dairy cows and ensure we are supplying reliable beef sires to our dairy customers. We pride ourselves on having the worlds best Beef on Dairy testing programme, achieving this by selecting only the best beef sires and rejecting the bulls not reaching our high standards.



## Data the Beef Calving Survey provides:

We display data for beef sires on a scale of 70-130 Beef Sire Index points (BSI) and all results collected from the Beef Calving Survey are compared to our own breed averages, based on over 40 years worth of data collection.

The table below shows how we present proven sires calving survey results on dairy cows...



Sire reliability is of upmost importance when choosing a beef sire suitable for use on your herd. Our star rating system:





# A Testing Programme To Be Part Of

## How to join Beef Cornerstone

Join Beef Cornerstone today to reap the following benefits:

- Access to the latest beef sires, including sons of leading Genus ABS proven sires.
- Credit on your Genus ABS account for each completed Beef Calving Survey returned.
  - £10.00 credit for Aberdeen-Angus and British Blue young sires.
  - £7.50 credit for any other beef breed young sires.
- Exclusive offers on newly proven beef sires.
- Receive a free Beef Cornerstone™ jacket on sign up.

### Becoming a member is easy, just do one of the following...

- Download a membership form from the Genus ABS website.
- Contact the Cornerstone team at [GB-Bovine-Cornerstone@genusplc.com](mailto:GB-Bovine-Cornerstone@genusplc.com)
- Speak with your local Genus ABS representative.

## What our members say...



**"Since signing up to the Beef Cornerstone Programme, I have been very happy with the calves we have had from the Beef Cornerstone bulls.**

**We finish our beef calves on farm, so it's good to see how the Beef Cornerstone sires compared to the proven sires with calving ease and growth rates. It has also given us a chance to get an early heads up on some good bulls which would fit into our system."**

**Matthew Sowray, Yorkshire.**

**Terms and conditions apply.**

**For more information on Beef Cornerstone, please contact the team at 01270 616631.**

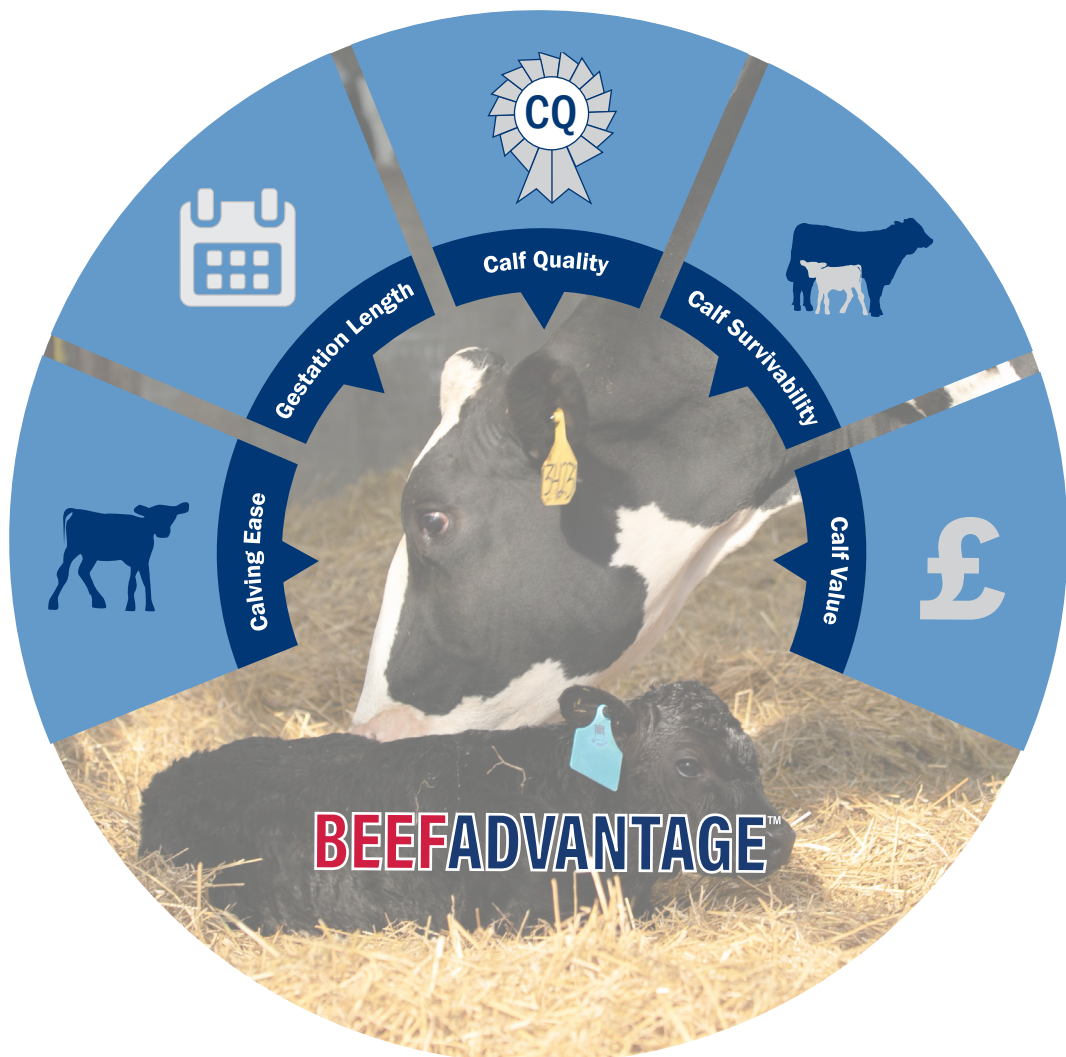




# BEEFADVANTAGE™

## INDEX FOR DAIRY FARMERS

The additional financial benefit a proven Genus ABS beef sire can offer per calving\* to a dairy farmer.



### How does it work?

The index includes extensive Real-World-Data including over 100,000 Genus ABS Beef Calving Survey data sets from Beef Cornerstone, industry standard figures and sales prices from external stakeholders. This data provides the essential foundation for our index.

BeefAdvantage™ is available on all our proven sires of the following breeds: Aberdeen-Angus, British Blue, Hereford, Limousin and Simmental.

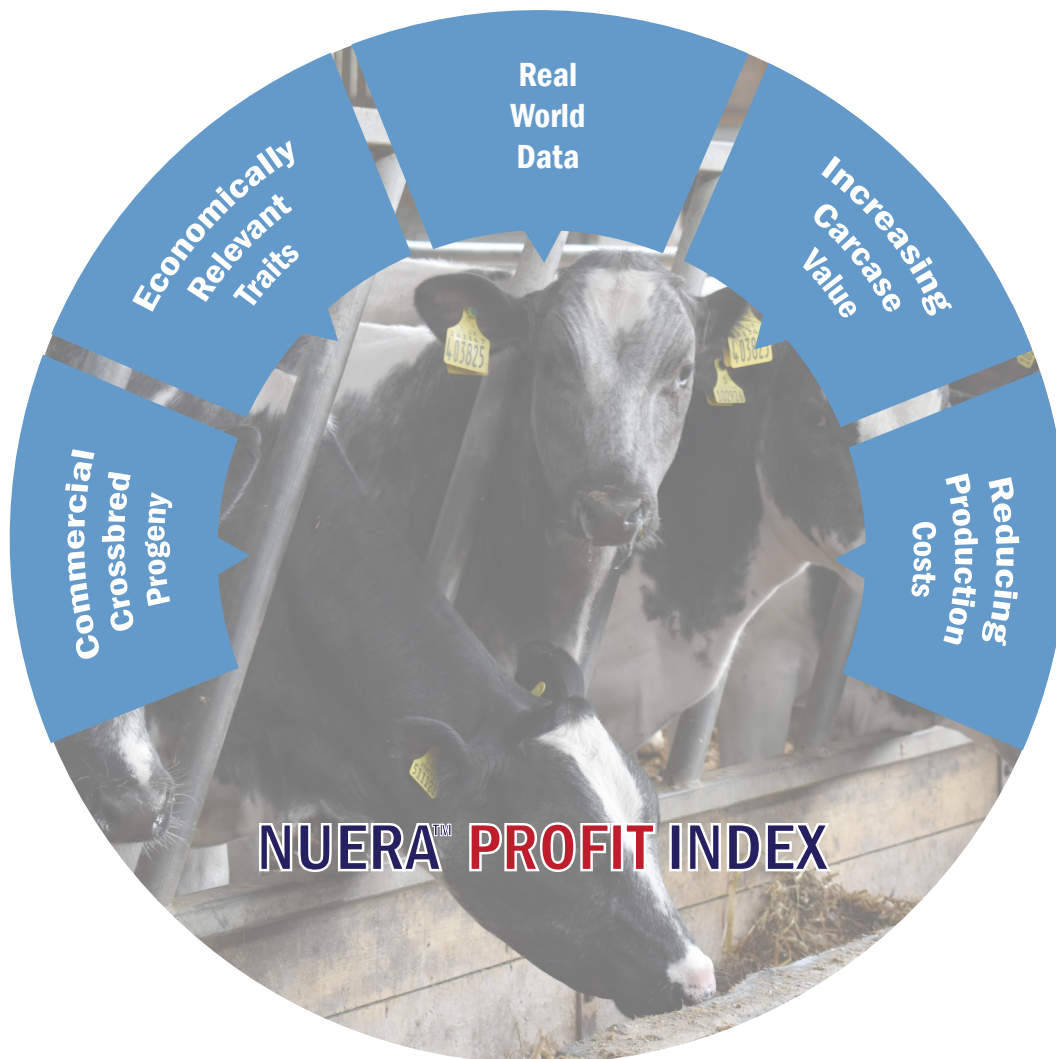
\*Compared to an average Genus ABS beef sire of the same breed.



# NUERA<sup>TM</sup> PROFIT

## INDEX FOR BEEF REARERS AND FINISHERS

A unique index evaluating beef progeny performance through finishing to slaughter in a beef cross dairy system, ranking the most profitable genetics within a breed into tiers, to show the additional profitability sires deliver\*.



### How does it work?

The index is appropriately weighted to both drive down the cost of production with quick growth and less days to finish, whilst also producing higher value carcasses at slaughter. NuEra Profit index utilises Real-World-Data collected from multiple external sources, including industry stakeholders we work with and current economic values to identify the most profitable and efficient beef genetics.

NuEra Profit is available on all Genus ABS Aberdeen-Angus and British Blue sires.

\*Compared to a beef sire of the same breed.



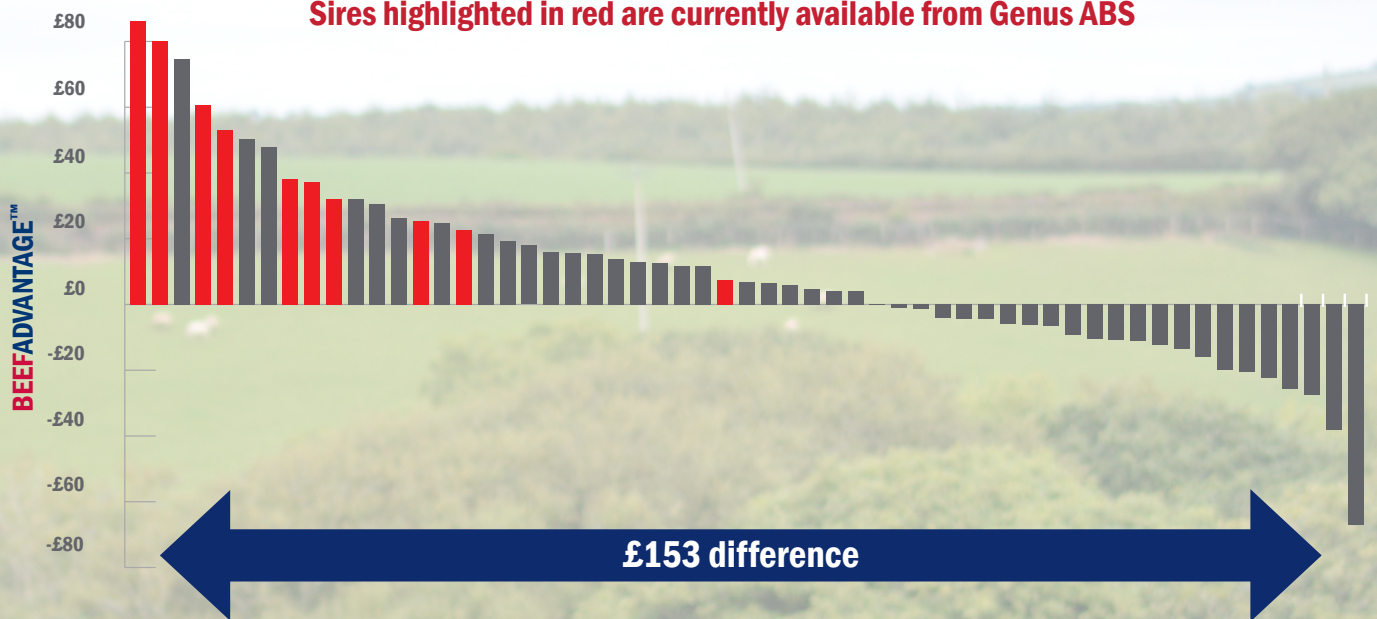
# PROVEN **BEEF**ADVANTAGE™

**98**  
Aberdeen-Angus bulls  
tested over time

**24,086**  
Calving observations  
to date

**8**  
Proven Angus sires  
currently available

**BEEFADVANTAGE™** for a selection of 57 Angus sires tested by Genus ABS over time.  
Sires highlighted in red are currently available from Genus ABS



| BEEFADVANTAGE          |        |
|------------------------|--------|
|                        | £      |
| HW FLETCHER            | £86.20 |
| ABS ESPRESSO           | £80.00 |
| RIBBLE BLACK BROOK     | £60.50 |
| NETHERTON MACHAU       | £53.20 |
| HAYMOUNT WAR SMITH     | £38.00 |
| ABS PROTEGE            | £37.30 |
| MILLBRAE BLACK JACKDAW | £22.70 |
| ABS TITUS              | £7.00  |

| Calving Ease (Cows)    |     |
|------------------------|-----|
|                        | %   |
| HW FLETCHER            | 0.4 |
| RIBBLE BLACK BROOK     | 0.6 |
| ABS TITUS              | 0.7 |
| ABS ESPRESSO           | 1.1 |
| ABS PROTEGE            | 1.3 |
| NETHERTON MACHAU       | 1.4 |
| HAYMOUNT WAR SMITH     | 2.3 |
| MILLBRAE BLACK JACKDAW | 6.5 |

| Calf Quality           |    |
|------------------------|----|
|                        | %  |
| NETHERTON MACHAU       | 68 |
| ABS ESPRESSO           | 66 |
| MILLBRAE BLACK JACKDAW | 65 |
| HW FLETCHER            | 64 |
| HAYMOUNT WAR SMITH     | 63 |
| ABS PROTEGE            | 56 |
| RIBBLE BLACK BROOK     | 56 |
| ABS TITUS              | 46 |



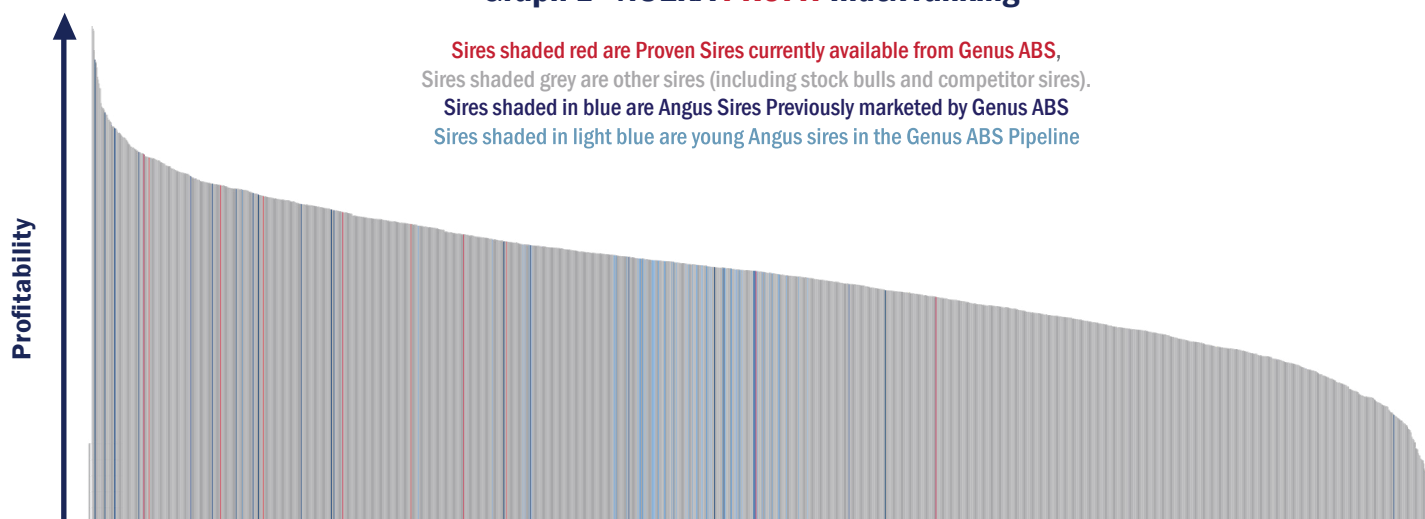
# NUERA™ PROFIT INDEX

With margins becoming ever tightening, dairy producers can now utilise better Aberdeen-Angus genetics to drive profitability in the beef supply chain. Built on many thousands of commercial records and backed by Genus ABS' proprietary NuEra Genetics, this index is created with beef rearers and finishers in mind.

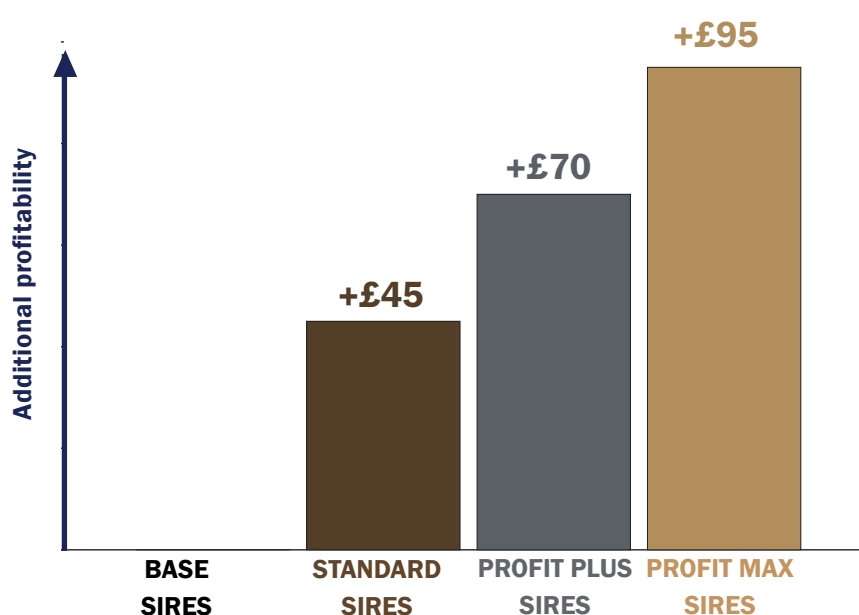
1,974  
Aberdeen-Angus bulls  
evaluated

35,784  
Data Points  
used

Graph 1 - NUERA PROFIT Index ranking\*



£95 difference



## PROFIT MAX SIRES

On average **+£95 more profitable** than a 'base' sire for rearers/finishers.

## PROFIT PLUS SIRES

On average **+£70 more profitable** than a 'base' sire for rearers/finishers.

## STANDARD SIRES

On average **+£45 more profitable** than a 'base' sire for rearers/finishers.

Contact the Genus ABS Beef team or your local Breeding Advisor for more information on Beef Sires to suit your rearing or finishing business.

\*Pedigree information used to calculate index for sires without full progeny lifecycle data.



# FLETCHER



PROGENY OF FLETCHER



HW FLETCHER T558

## HW FLETCHER T558

Ear Tag: UK 546977 401558

Genus ABS Code: AA1583

NAAB Code: 29AN2082

Sire: Oakchurch Duster M109

Dam: Netherton Fleur M710

MGS: S A V Brave 8320

**A new superstar producing easily born, short gestations and high quality calves.**

### GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

|                        | 70 BSI | 100 BSI | 130 BSI | Calvings 252 | Herds 83            | Reliability ★★★★★ |
|------------------------|--------|---------|---------|--------------|---------------------|-------------------|
| Calving Ease (heifers) |        |         | 130     | 4.9%         | GENUS ABS BREED AV. | PROVEN STATISTIC  |
| Calving Ease (cows)    |        |         | 130     | 1.5%         |                     | 1.6%              |
| Gestation Length       |        | 116     |         | 282 days     |                     | 280 days          |
| Calf Quality           |        |         | 130     | 52%          |                     | 64%               |
| Calf Survivability     |        |         | 130     | 3.6%         |                     | 0.2%              |

**BEEFADVANTAGE™ £86.20**

# ESPRESSO



PROGENY OF ESPRESSO



PROGENY OF ESPRESSO

## ABS ESPRESSO

Ear Tag: UK 712146 600014

Genus ABS Code: AA1437

NAAB Code: 29XB0042

Sire: Yon Future Focus T219

Dam: Wardens Sam 4P8 0386

MGS: 4 Point 8 Of Ironwood

**Fantastic sire for the dairy farmer wanting calving ease and good calves to sell.**

**NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS.**

### GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

|                        | 70 BSI | 100 BSI | 130 BSI | Calvings 426 | Herds 140           | Reliability ★★★★★ |
|------------------------|--------|---------|---------|--------------|---------------------|-------------------|
| Calving Ease (heifers) |        |         | 130     | 4.9%         | GENUS ABS BREED AV. | PROVEN STATISTIC  |
| Calving Ease (cows)    |        | 110     |         | 1.5%         |                     | 1.1%              |
| Gestation Length       |        | 116     |         | 282 days     |                     | 280 days          |
| Calf Quality           |        |         | 130     | 52%          |                     | 66%               |
| Calf Survivability     |        |         | 130     | 3.6%         |                     | 2.1%              |

**BEEFADVANTAGE™ £80.00**

# BROOK



PROGENY OF BROOK



RIBBLE BLACK BROOK T598

## RIBBLE BLACK BROOK T598

Ear Tag: UK 182746 102598  
Genus ABS Code: AA1568  
NAAB Code: 29AN2079  
Sire: Ribble Ericht R330  
Dam: Ribble Black Belinda R952  
MGS: Ribble Ethelbald K424

**Our shortest gestation sire available! Exceptional for calving ease and customer satisfaction on calf quality.**

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

|                        | 70 BSI | 100 BSI | 130 BSI | Calvings<br>234 | Herds<br>75                 | Reliability<br>★★★★★     |
|------------------------|--------|---------|---------|-----------------|-----------------------------|--------------------------|
| Calving Ease (heifers) |        |         | 130     |                 | GENUS ABS BREED AV.<br>4.9% | PROVEN STATISTIC<br>1.3% |
| Calving Ease (cows)    |        |         | 130     |                 | 1.5%                        | 0.6%                     |
| Gestation Length       |        |         | 130     |                 | 282 days                    | 277 days                 |
| Calf Quality           |        | 116     |         |                 | 52%                         | 56%                      |
| Calf Survivability     |        | 104     |         |                 | 3.6%                        | 3.4%                     |

BEEFADVANTAGE™

£60.50

# MACHAU



NETHERTON MACHAU T885



NETHERTON MACHAU T885

## NETHERTON MACHAU T885

Ear Tag: UK 542697 200885  
Genus ABS Code: AA1582  
NAAB Code: 29AN2083  
Sire: Te Mania Emperor E343  
Dam: Netherton Missie P820  
MGS: The Miss Mr Eshton D409

**Early data sire that looks to tick all boxes.**

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

|                        | 70 BSI | 100 BSI | 130 BSI | Calvings<br>53 | Herds<br>24                 | Reliability<br>★★★★★     |
|------------------------|--------|---------|---------|----------------|-----------------------------|--------------------------|
| Calving Ease (heifers) |        |         | 125     |                | GENUS ABS BREED AV.<br>4.9% | PROVEN STATISTIC<br>3.5% |
| Calving Ease (cows)    |        | 102     |         |                | 1.5%                        | 1.4%                     |
| Gestation Length       |        | 100     |         |                | 282 days                    | 282 days                 |
| Calf Quality           |        |         | 130     |                | 52%                         | 68%                      |
| Calf Survivability     |        | 108     |         |                | 3.6%                        | 3.2%                     |

BEEFADVANTAGE™

£53.20





# WAR SMITH

**HAYMOUNT WAR SMITH R578**

Ear Tag: UK 561995 401578

Genus ABS Code: AA1501

NAAB Code: 29AN2027

Sire: Gretnahouse Blacksmith L500

Dam: Haymount Wavogera L170

MGS: Bardrain Eiger G284



PROGENY OF WAR SMITH



HAYMOUNT WAR SMITH R578

**Great sire for use on cows to produce fast growing progeny.**

## GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

|                        | 70 BSI | 100 BSI | 130 BSI | Calvings<br>256 | Herds<br>80         | Reliability<br>★ ★ ★ ★ ★ |
|------------------------|--------|---------|---------|-----------------|---------------------|--------------------------|
| Calving Ease (heifers) | 96     |         |         | 4.9%            | GENUS ABS BREED AV. | PROVEN STATISTIC         |
| Calving Ease (cows)    | 80     |         |         | 1.5%            |                     |                          |
| Gestation Length       | 92     |         |         | 282 days        |                     |                          |
| Calf Quality           |        |         | 130     | 52%             |                     |                          |
| Calf Survivability     |        |         | 130     | 3.6%            |                     |                          |

**BEEFADVANTAGE™ £38.00**

# PROTÉGÉ



**ABS PROTEGE 306**

Ear Tag: US 17886879

Genus ABS Code: AA1379

NAAB Code: 29AN1920

Sire: GAR-EGL Protege

Dam: Wardens Delia K205 0502

MGS: Nichols Extra K205



PROGENY OF PROTÉGÉ



PROGENY OF PROTÉGÉ

**NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS.**

**A trait leader for growth rates on Angus x Dairy calves. Easy calving sire with high survivability.**

## GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

|                        | 70 BSI | 100 BSI | 130 BSI | Calvings<br>172 | Herds<br>64         | Reliability<br>★ ★ ★ ★ ★ |
|------------------------|--------|---------|---------|-----------------|---------------------|--------------------------|
| Calving Ease (heifers) |        |         | 130     | 4.9%            | GENUS ABS BREED AV. | PROVEN STATISTIC         |
| Calving Ease (cows)    |        | 105     |         | 1.5%            |                     |                          |
| Gestation Length       |        | 108     |         | 282 days        |                     |                          |
| Calf Quality           |        |         | 116     | 52%             |                     |                          |
| Calf Survivability     |        |         | 130     | 3.6%            |                     |                          |

**BEEFADVANTAGE™ £37.30**

# JACKDAW



## MILLBRAE BLACK JACKDAW T725

Ear Tag: UK 918195 202725

Genus ABS Code: AA1553

NAAB Code: 29AN2068

Sire: Liley Edd M021

Dam: Millbrae Blackbird P622

MGS: Netherallan Peter Pershore E052



PROGENY OF JACKDAW



PROGENY OF JACKDAW

**NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS.**

**A bull that adds extra quality to progeny that grow quickly to reach target weights.**

ABERDEEN-ANGUS

| GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY |        |         |         | Calvings<br>282              | Herds<br>106        | Reliability<br>★★★★★ |
|----------------------------------------------|--------|---------|---------|------------------------------|---------------------|----------------------|
|                                              | 70 BSI | 100 BSI | 130 BSI | GENUS ABS<br>BREED AV.       | PROVEN<br>STATISTIC |                      |
| Calving Ease (heifers)                       | 78     |         |         | 4.9%                         | 6.8%                |                      |
| Calving Ease (cows)                          | 80     |         |         | 1.5%                         | 6.5%                |                      |
| Gestation Length                             | 84     |         |         | 282 days                     | 284 days            |                      |
| Calf Quality                                 |        |         | 130     | 52%                          | 65%                 |                      |
| Calf Survivability                           | 80     |         |         | 3.6%                         | 5.2%                |                      |
|                                              |        |         |         | <b>BEEFADVANTAGE™ £22.70</b> |                     |                      |



# TITUS



## ABS TITUS

Ear Tag: UK 704149 500854

Genus ABS Code: AA1454

NAAB Code: 29XB0049

Sire: S A V Bruiser

Dam: Wardens Barbara DB 0365

MGS: MCC Daybreak



PROGENY OF TITUS



PROGENY OF TITUS

**NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS.**

**Calving specialist, ideal for hassle free calvings on both heifers and cows.**

| GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY |        |         |         | Calvings<br>334             | Herds<br>111        | Reliability<br>★★★★★ |
|----------------------------------------------|--------|---------|---------|-----------------------------|---------------------|----------------------|
|                                              | 70 BSI | 100 BSI | 130 BSI | GENUS ABS<br>BREED AV.      | PROVEN<br>STATISTIC |                      |
| Calving Ease (heifers)                       |        |         | 127     | 4.9%                        | 2.3%                |                      |
| Calving Ease (cows)                          |        |         | 120     | 1.5%                        | 0.7%                |                      |
| Gestation Length                             |        | 108     |         | 282 days                    | 281 days            |                      |
| Calf Quality                                 | 78     |         |         | 52%                         | 46%                 |                      |
| Calf Survivability                           |        |         | 130     | 3.6%                        | 1.2%                |                      |
|                                              |        |         |         | <b>BEEFADVANTAGE™ £7.00</b> |                     |                      |





# DARCY



## OAKCHURCH DARCY T310

Ear Tag: UK 313622 100310

Genus ABS Code: AA1611

NAAB Code: 29AN2101

Sire: Oakchurch Dynamite R222

Dam: Oakchurch Delia N138

MGS: Te Mania Berkley B1

**UNDER  
SURVEY**



# ELITE



## BOSULLOW ELITE T449

Ear Tag: UK 383807 100449

Genus ABS Code: AA1581

NAAB Code: 29AN2081

Sire: Nightingale Eldorado G381

Dam: Bosulow Erica N372

MGS: Bosulow Trannack L298

**UNDER  
SURVEY**



**NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS.**

# 0072



## NUERA T14 0072

Ear Tag: US 19605121

Genus ABS Code: AA1702

NAAB Code: 829XB0072

Sire: Basin Payweight 1682

Dam: Cox W34 Waylon 5047

MGS: Balldridge Waylon W34

**UNDER  
SURVEY**

**NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS.**

# 0155



## NUERA T14 0155

Ear Tag: UK 704149 701073

Genus ABS Code: AA1729

NAAB Code: 829XB0155

Sire: Springfield Ramesses 6124

Dam: Woodside Rita 4P74 of 1351

MGS: G A R Prophet

**UNDER  
SURVEY**

**NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS.**

# 0156



## NUERA T14 0156

Ear Tag: UK 704149 701066

Genus ABS Code: AA1730

NAAB Code: 829XB0156

Sire: Springfield Ramesses 6124

Dam: Woodside Rita 4P74 of 1351

MGS: G A R Prophet

**UNDER  
SURVEY**

**NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS.**

**NuEra Angus sires are  
registered with the  
Aberdeen Angus Society but  
progeny are not eligible for  
pedigree registration.**

# Angus Integrated Opportunity

BeefConnect is a partnership founded in 2014 between Genus ABS and ABP, created to drive profitability of Angus sired progeny bred from Dairy dams\*.

## Why join...

- Collection of calves from as young as 10 days old.
- Agreed on-farm price and payment via BACS with no commission.
- Extra demand for ABP Dedicated genetics from Genus ABS.
- Receive up to £27.50 extra per calf sired by a Genus ABS young bull.
- Two-week priority access to the latest Genus ABS Angus young sires.
- Access to performance data of Angus calves from your herd.
- Invitation to exclusive supplier group events.
- Incentives available as being part of the supplier group.



Dairy Cow



Angus Sire



=

Angus x Dairy Calf



Angus x Dairy Finished



Contact us today for more information on how BeefConnect can work with your business, please contact:

Gemma Wark - Beef Supply Chain Development Manager  
on 07814 184909 or email [Gemma.Wark@genusplc.com](mailto:Gemma.Wark@genusplc.com)

In partnership with



*\*Only available in limited areas of the UK.*



# PROVEN BEEFADVANTAGE

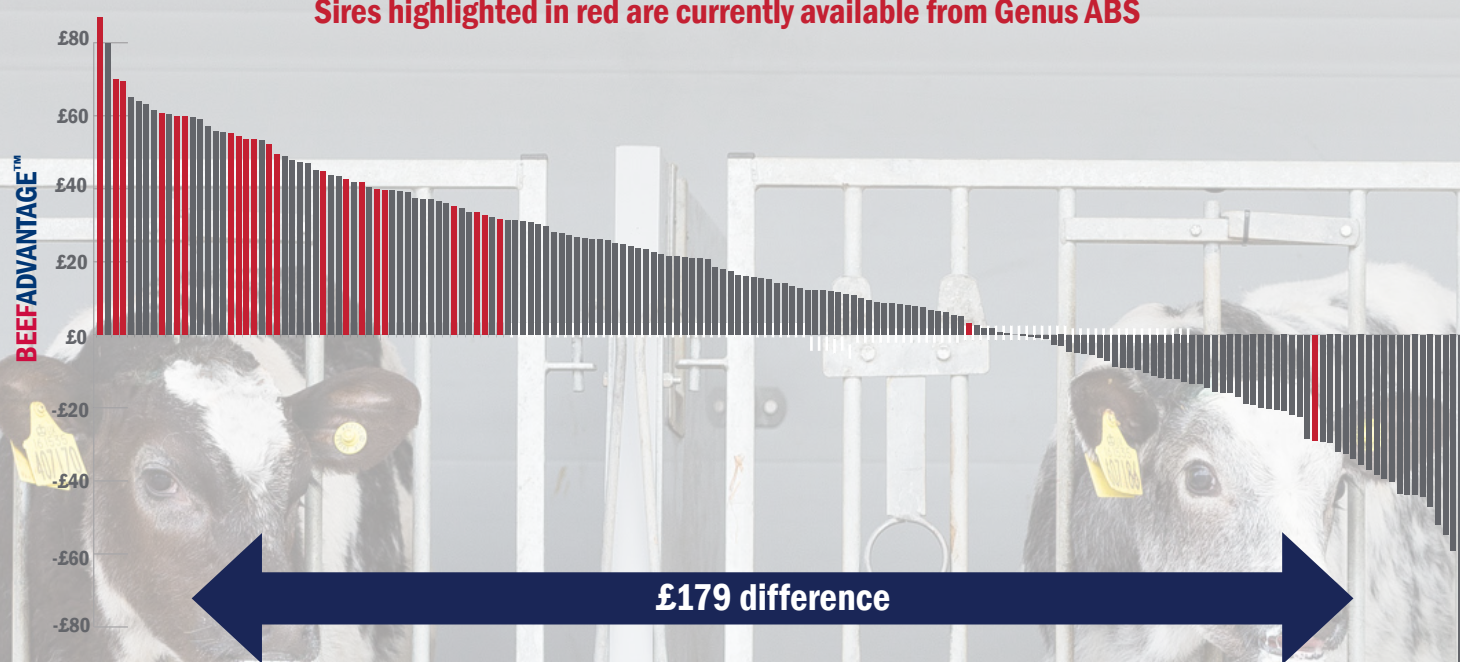
BRITISH BLUE

178  
British Blue bulls  
tested over time

45,993  
calving observations  
to date

24  
Proven British Blue sires  
currently available

**BEEFADVANTAGE™** for all British Blue sires tested by Genus ABS over time.  
Sires highlighted in red are currently available from Genus ABS



## BEEFADVANTAGE

|                    | £      |
|--------------------|--------|
| NEWPOLE KOJAK      | £86.90 |
| Q B MONEYMAN       | £70.10 |
| NEWPOLE KUDOS      | £69.40 |
| CROFTENDS MAJOR    | £60.80 |
| GREYSTONE GOVERNOR | £59.90 |
| NEWPOLE LANCER     | £59.90 |
| NEWPOLE LEMMY      | £55.10 |
| NEWPOLE LYNX       | £54.40 |
| MOORSLEY MOMENTO   | £53.50 |
| NEWPOLE KOWTOW     | £43.40 |

## Calving Ease (Cows)

|                    | %   |
|--------------------|-----|
| NEWPOLE KOJAK      | 0.2 |
| Q B MONEYMAN       | 0.2 |
| MOORSLEY LOGIC     | 0.3 |
| GREYSTONE GOVERNOR | 0.4 |
| NEWPOLE LYNX       | 0.5 |
| H B MILKY BAR      | 0.5 |
| MOORSLEY MOMENTO   | 0.7 |
| ROSTREVOR GABERAL  | 1.0 |
| NEWPOLE LANCER     | 1.5 |
| NEWPOLE KOWTOW     | 1.6 |

## Calf Quality

|                      | %  |
|----------------------|----|
| NEWPOLE KUDOS        | 69 |
| CROFTENDS MAJOR      | 66 |
| NEWPOLE LAMBOURGHINI | 65 |
| CROFTENDS MONTY      | 65 |
| NEWPOLE KOJAK        | 63 |
| NEWPOLE LEMMY        | 62 |
| GREYSTONE GLACIER    | 62 |
| NEWPOLE LANCER       | 61 |
| NEWPOLE KOWTOW       | 61 |
| S LUCKY JIMBOB       | 60 |

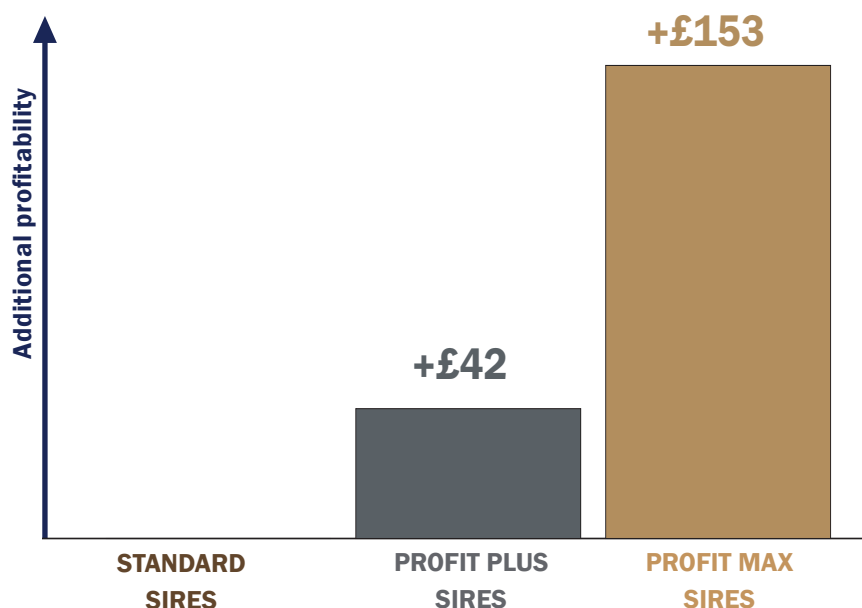
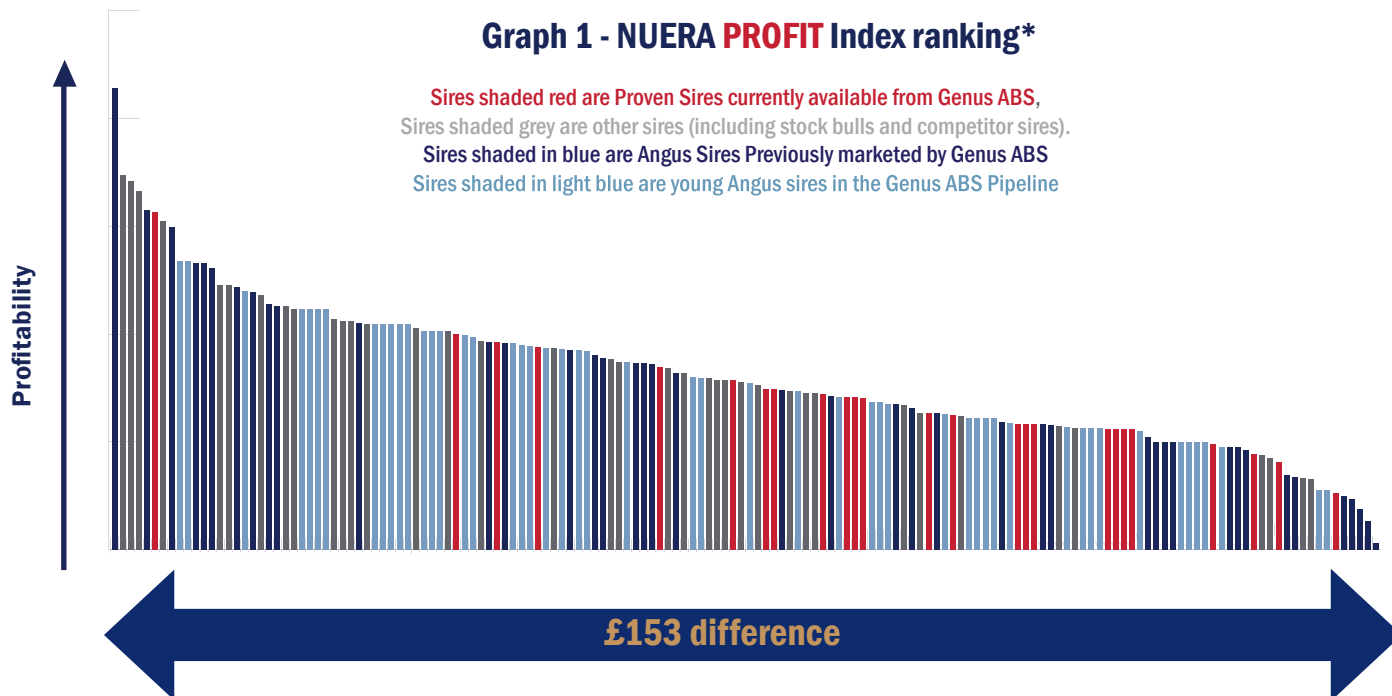
# NUERA™ **PROFIT INDEX**

Making more profitable beef animals is vital, dairy producers can now utilise better British Blue genetics to drive profitability in the beef supply chain. Built on many thousands of commercial records and backed by Genus ABS' proprietary NuEra Genetics, this index is created with beef rearers and finishers in mind.

**162**  
**British Blue bulls**  
**evaluated**

**2,261**  
**Data Points**  
**used**

**Graph 1 - NUERA **PROFIT** Index ranking\***



## **PROFIT MAX SIRES**

On average **+£153 more profitable** than a Standard sire for rearers/finishers.

## **PROFIT PLUS SIRES**

On average **+£42 more profitable** than a Standard sire for rearers/finishers.

## **STANDARD SIRES**

Baseline profitability for rearers/finishers.

Contact the Genus ABS Beef team or your local Breeding Advisor for more information on beef sires to suit your rearing or finishing business.

*\*Pedigree information used to calculate index for sires without full progeny lifecycle data.*



**KOJAK****NUERA**  
GENETICS

PROGENY OF KOJAK



PROGENY OF KOJAK

**NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS.**

**NEWPOLE KOJAK**  
 Ear Tag: UK 704149 100864  
 Genus ABS Code: BB1469  
 NAAB Code: 29BB0089  
 Sire: Newpole Easy  
 Dam: Newpole Harriet  
 MGS: Auchenlay Echo

**Our number one  
 British Blue that excels  
 in all traits needed by the  
 dairy farmer including  
 short gestation.**

## GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

|                     | 70 BSI | 100 BSI | 130 BSI | Calvings<br>176 | Herds<br>74                 | Reliability<br>★ ★ ★ ★   |
|---------------------|--------|---------|---------|-----------------|-----------------------------|--------------------------|
| Calving Ease (cows) |        |         | 130     |                 | GENUS ABS BREED AV.<br>3.0% | PROVEN STATISTIC<br>0.2% |
| Gestation Length    |        |         | 124     |                 | 283 days                    | 280 days                 |
| Calf Quality        |        |         | 130     |                 | 53%                         | 63%                      |
| Calf Survivability  |        |         | 130     |                 | 4.3%                        | 1.4%                     |

**BEEFADVANTAGE™ £86.90****MONEYMAN****NUERA**  
GENETICS

PROGENY OF MONEYMAN



PROGENY OF MONEYMAN

**NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS.****QUARRY BANK MONEYMAN**

Ear Tag: UK 704149 100927  
 Genus ABS Code: BB1565  
 NAAB Code: 29BB0108  
 Sire: Brookfield Dev  
 Dam: Quarry Bank Gail  
 MGS: Woodbine Warrior

**Fantastic sire delivering  
 calving ease and four  
 days less than average  
 gestation.**

## GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

|                     | 70 BSI | 100 BSI | 130 BSI | Calvings<br>217 | Herds<br>72                 | Reliability<br>★ ★ ★ ★ ★ |
|---------------------|--------|---------|---------|-----------------|-----------------------------|--------------------------|
| Calving Ease (cows) |        |         | 130     |                 | GENUS ABS BREED AV.<br>3.0% | PROVEN STATISTIC<br>0.2% |
| Gestation Length    |        |         | 130     |                 | 283 days                    | 279 days                 |
| Calf Quality        |        | 110     |         |                 | 53%                         | 56%                      |
| Calf Survivability  |        |         | 130     |                 | 4.3%                        | 1.6%                     |

**BEEFADVANTAGE™ £70.10****BLUE  
ROAN****MLQ****RSG****RSG**

**NEWPOLE KUDOS**  
Ear Tag: UK 704149 600862  
Genus ABS Code: BB1468  
NAAB Code: 29BB0087  
Sire: Newpole Easy  
Dam: Newpole Harriet  
MGS: Auchenlay Echo



PROGENY OF KUDOS



PROGENY OF KUDOS

**NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS.**

**A calf quality specialist that is full brother to Kojak and has high customer satisfaction.**

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

|                     | 70 BSI | 100 BSI | 130 BSI | Calvings 233             | Herds 99              | Reliability ★★★★★ |
|---------------------|--------|---------|---------|--------------------------|-----------------------|-------------------|
| Calving Ease (cows) |        | 105     |         | GENUS ABS BREED AV. 3.0% | PROVEN STATISTIC 2.7% |                   |
| Gestation Length    |        | 108     |         | 283 days                 | 282 days              |                   |
| Calf Quality        |        |         | 130     | 53%                      | 69%                   |                   |
| Calf Survivability  | 95     |         |         | 4.3%                     | 4.9%                  |                   |

**BEEFADVANTAGE™** £69.40

BLUE ROAN  
MQL  
RSG

**CROFTENDS MAJOR**  
Ear Tag: UK 103135 500719  
Genus ABS Code: BB1557  
NAAB Code: 29BB0122  
Sire: Brookfield Dev  
Dam: Croftends Delight  
MGS: Croftends Bruno



PROGENY OF MAJOR



PROGENY OF MAJOR

**NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS.**

**Very promising sire that customers have had great success with and quality calves.**

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

|                     | 70 BSI | 100 BSI | 130 BSI | Calvings 162             | Herds 75              | Reliability ★★★★★ |
|---------------------|--------|---------|---------|--------------------------|-----------------------|-------------------|
| Calving Ease (cows) |        | 106     |         | GENUS ABS BREED AV. 3.0% | PROVEN STATISTIC 2.6% |                   |
| Gestation Length    |        | 100     |         | 283 days                 | 283 days              |                   |
| Calf Quality        |        |         | 130     | 53%                      | 66%                   |                   |
| Calf Survivability  |        |         | 130     | 4.3%                     | 2.2%                  |                   |

**BEEFADVANTAGE™** £60.80

BLUE ROAN  
RSG



# GOVERNOR

## GREYSTONE GOVERNOR

Ear Tag: UK 125185 600251

Genus ABS Code: BB1325

NAAB Code: 29BB0050

Sire: Eclatant

Dam: Greystone Olive

MGS: Ardent De Maurage



PROGENY OF GOVERNOR



GREYSTONE GOVERNOR

**Easy calving and high growth rate sire - well suited to customers finishing cattle.**

### GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

|                     | 70 BSI | 100 BSI | 130 BSI | Calvings<br>219 | Herds<br>100                | Reliability<br>★ ★ ★ ★ ★ |
|---------------------|--------|---------|---------|-----------------|-----------------------------|--------------------------|
| Calving Ease (cows) |        |         | 130     |                 | GENUS ABS BREED AV.<br>3.0% | PROVEN STATISTIC<br>0.4% |
| Gestation Length    |        | 100     |         |                 | 283 days                    | 283 days                 |
| Calf Quality        |        | 115     |         |                 | 53%                         | 58%                      |
| Calf Survivability  |        |         | 130     |                 | 4.3%                        | 0.5%                     |

**BEEFADVANTAGE™ £59.90**

# LANCER



## NEWPOLE LANCER

Ear Tag: UK 704149 600883

Genus ABS Code: BB1502

NAAB Code: 29BB0097

Sire: Brookfield Dev

Dam: Newpole Harriet

MGS: Auchenlay Echo



PROGENY OF LANCER



PROGENY OF LANCER

**Another complete package, calving ease, short gestation and super quality blue roan calves.**

**NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS.**

### GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

|                     | 70 BSI | 100 BSI | 130 BSI | Calvings<br>119 | Herds<br>53                 | Reliability<br>★ ★       |
|---------------------|--------|---------|---------|-----------------|-----------------------------|--------------------------|
| Calving Ease (cows) |        |         | 123     |                 | GENUS ABS BREED AV.<br>3.0% | PROVEN STATISTIC<br>1.5% |
| Gestation Length    |        | 108     |         |                 | 283 days                    | 282 days                 |
| Calf Quality        |        | 124     |         |                 | 53%                         | 61%                      |
| Calf Survivability  |        |         | 130     |                 | 4.3%                        | 2.1%                     |

**BEEFADVANTAGE™ £59.90**



PROGENY OF LEMMY



PROGENY OF LEMMY  
**NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS.**

**A Dev son that brings added calf quality and calving ease with great survivability.**

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

|                     | 70 BSI | 100 BSI | 130 BSI | Calvings 91              | Herds 53              | Reliability ★★ |
|---------------------|--------|---------|---------|--------------------------|-----------------------|----------------|
| Calving Ease (cows) |        | 115     |         | GENUS ABS BREED AV. 3.0% | PROVEN STATISTIC 2.0% |                |
| Gestation Length    | 100    |         |         | 283 days                 | 283 days              |                |
| Calf Quality        |        |         | 128     | 53%                      | 62%                   |                |
| Calf Survivability  |        |         | 130     | 4.3%                     | 1.4%                  |                |

**BEEFADVANTAGE™** £55.10

BLUE ROAN



PROGENY OF LYNX



PROGENY OF LYNX  
**NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS.**

**Outstanding bull with a combination of calving ease and calf quality, the complete package.**

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

|                     | 70 BSI | 100 BSI | 130 BSI | Calvings 121             | Herds 53              | Reliability ★★★ |
|---------------------|--------|---------|---------|--------------------------|-----------------------|-----------------|
| Calving Ease (cows) |        |         | 130     | GENUS ABS BREED AV. 3.0% | PROVEN STATISTIC 0.5% |                 |
| Gestation Length    |        | 108     |         | 283 days                 | 282 days              |                 |
| Calf Quality        |        |         | 115     | 53%                      | 58%                   |                 |
| Calf Survivability  |        |         | 130     | 4.3%                     | 1.1%                  |                 |

**BEEFADVANTAGE™** £54.40

BLUE ROAN

MQL





## **Profit from Genetic Progress**

**Learn more at [WWW.GENUSBREEDING.COM](http://WWW.GENUSBREEDING.COM) or talk to your Genus ABS representative today to bring your herd's future into focus.**

Alpha Building, London Road, Nantwich, CW5 7JW | 01270 616681





**STRONG INDIVIDUALLY,  
BUT BETTER TOGETHER**



**"The excellent results we get with Sexcel mean we breed all of our replacements from the top 90% of heifers and our better first lactation animals, boosting genetic progress and maximising our beef calf crop."**

***Stephen and Sarah Suckley - Jones, Banhadla Farm, UK***



# MOMENTO



## MOORSLEY MOMENTO

Ear Tag: UK 116368 500025

Genus ABS Code: BB1583

NAAB Code: 29BB0130

Sire: Newpole Easy

Dam: Moorsley Honey

MGS: Moorsley Andreson



PROGENY OF MOMENTO



PROGENY OF MOMENTO

**NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS.**

**Early data sire that is easy calving and short gestation - high customer satisfaction.**

### GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

|                     | 70 BSI | 100 BSI | 130 BSI | Calvings 76 | Herds 29            | Reliability ★         |
|---------------------|--------|---------|---------|-------------|---------------------|-----------------------|
| Calving Ease (cows) |        |         | 130     | 3.0%        | GENUS ABS BREED AV. | PROVEN STATISTIC 0.7% |
| Gestation Length    |        | 116     |         |             | 283 days            | 281 days              |
| Calf Quality        |        | 112     |         |             | 53%                 | 57%                   |
| Calf Survivability  |        |         | 130     |             | 4.3%                | 1.5%                  |

**BEEFADVANTAGE™ £53.50**

# KOWTOW



## NEWPOLE KOWTOW

Ear Tag: UK 704149 200865

Genus ABS Code: BB1470

NAAB Code: 29BB0088

Sire: Newpole Easy

Dam: Newpole Harriet

MGS: Auchenlay Echo



PROGENY OF KOWTOW



PROGENY OF KOWTOW

**NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS.**

**Full brother to Kojak and Kudos - a great all-rounder with calving ease and great calves.**

### GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

|                     | 70 BSI | 100 BSI | 130 BSI | Calvings 163 | Herds 61            | Reliability ★★ ★★     |
|---------------------|--------|---------|---------|--------------|---------------------|-----------------------|
| Calving Ease (cows) |        |         | 121     | 3.0%         | GENUS ABS BREED AV. | PROVEN STATISTIC 1.6% |
| Gestation Length    |        | 100     |         |              | 283 days            | 283 days              |
| Calf Quality        |        |         | 125     |              | 53%                 | 61%                   |
| Calf Survivability  |        |         | 130     |              | 4.3%                | 1.5%                  |

**BEEFADVANTAGE™ £53.40**

# LAMBOURGHINI



## NEWPOLE LAMBOURGHINI

Ear Tag: UK 706042 103992

Genus ABS Code: BB1506

NAAB Code: 29BB0100

Sire: Brookfield Dev

Dam: Newpole Halo

MGS: Greystone Turbo



PROGENY OF LAMBOURGHINI



PROGENY OF LAMBOURGHINI

**NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS.**

**Full brother to Lemmy and Latte with higher calf quality.**

BRITISH BLUE

| GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY |                            |         | Calvings<br>112            | Herds<br>51         | Reliability<br>★ ★ |
|----------------------------------------------|----------------------------|---------|----------------------------|---------------------|--------------------|
|                                              | 70 BSI                     | 100 BSI | 130 BSI                    | GENUS ABS BREED AV. | PROVEN STATISTIC   |
| Calving Ease (cows)                          | <div><div></div></div> 97  |         |                            | 3.0%                | 3.2%               |
| Gestation Length                             | <div><div></div></div> 100 |         |                            | 283 days            | 283 days           |
| Calf Quality                                 |                            |         | <div><div></div></div> 130 | 53%                 | 65%                |
| Calf Survivability                           |                            |         | <div><div></div></div> 128 | 4.3%                | 2.9%               |

**BEEFADVANTAGE™** **£52.10**

# MONTY



## CROFTENDS MONTY

Ear Tag: UK 704149 700933

Genus ABS Code: BB1564

NAAB Code: 29BB0113

Sire: Brookfield Dev

Dam: Croftends Jess

MGS: Tamhorn Sumo



PROGENY OF MONTY



PROGENY OF MONTY

**NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS.**

**Newly proven sire on early data, very promising especially on calf quality.**

| GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY |                            |         | Calvings<br>77             | Herds<br>35         | Reliability<br>★ |
|----------------------------------------------|----------------------------|---------|----------------------------|---------------------|------------------|
|                                              | 70 BSI                     | 100 BSI | 130 BSI                    | GENUS ABS BREED AV. | PROVEN STATISTIC |
| Calving Ease (cows)                          | <div><div></div></div> 91  |         |                            | 3.0%                | 3.6%             |
| Gestation Length                             | <div><div></div></div> 116 |         |                            | 283 days            | 281 days         |
| Calf Quality                                 |                            |         | <div><div></div></div> 130 | 53%                 | 65%              |
| Calf Survivability                           | <div><div></div></div> 89  |         |                            | 4.3%                | 5.6%             |

**BEEFADVANTAGE™** **£49.60**

BLUE ROAN



**LATTE****NUERA**  
GENETICS™**NEWPOLE LATTE**

Ear Tag: UK 706042 203951

Genus ABS Code: BB1503

NAAB Code: 29BB0095

Sire: Brookfield Dev

Dam: Newpole Halo

MGS: Greystone Turbo



PROGENY OF LATTE



PROGENY OF LATTE

**Great calves seen on farm that are easily born, short gestation and good quality.**

**NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS.**

## GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

|                     | 70 BSI | 100 BSI | 130 BSI | Calvings<br>132 | Herds<br>52                 | Reliability<br>★ ★ ★     |
|---------------------|--------|---------|---------|-----------------|-----------------------------|--------------------------|
| Calving Ease (cows) |        | 110     |         |                 | GENUS ABS BREED AV.<br>3.0% | PROVEN STATISTIC<br>2.3% |
| Gestation Length    |        | 116     |         |                 | 283 days                    | 281 days                 |
| Calf Quality        |        | 115     |         |                 | 53%                         | 58%                      |
| Calf Survivability  |        |         | 130     |                 | 4.3%                        | 2.5%                     |

**BEEFADVANTAGE™ £44.80**

**LUCKY JIMBOB****NUERA**  
GENETICS™**SPRINGFIELD LUCKY JIMBOB**

Ear Tag: UK 181171 100197

Genus ABS Code: BB1533

NAAB Code: 29BB0107

Sire: Lawns Dominic

Dam: Springfield Honey

MGS: Harpon De L'Orgelot



PROGENY OF LUCKY JIMBOB



PROGENY OF LUCKY JIMBOB

**Outstanding calf quality sire that produces very marketable blue roaned coloured calves.**

**NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS.**

## GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

|                     | 70 BSI | 100 BSI | 130 BSI | Calvings<br>209 | Herds<br>82                 | Reliability<br>★ ★ ★ ★ ★ |
|---------------------|--------|---------|---------|-----------------|-----------------------------|--------------------------|
| Calving Ease (cows) |        | 114     |         |                 | GENUS ABS BREED AV.<br>3.0% | PROVEN STATISTIC<br>2.1% |
| Gestation Length    |        | 92      |         |                 | 283 days                    | 284 days                 |
| Calf Quality        |        | 122     |         |                 | 53%                         | 60%                      |
| Calf Survivability  |        |         | 130     |                 | 4.3%                        | 1.7%                     |

**BEEFADVANTAGE™ £42.60**

**BLUE ROAN****BLUE ROAN****RSG**

# GLACIER



PROGENY OF GLACIER



GREYSTONE GLACIER

## GREYSTONE GLACIER

Ear Tag: UK 125185 400242

Genus ABS Code: BB1290

NAAB Code: 29BB0043

Sire: Greystone Iceberg

Dam: Greystone Cristal

MGS: Adagio Du Stordeur

**High customer satisfaction, blue roan calves of great quality and good finishing ability.**

| GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY |        |         |         | Calvings<br>149        | Herds<br>133        | Reliability<br>★ ★ ★ |
|----------------------------------------------|--------|---------|---------|------------------------|---------------------|----------------------|
|                                              | 70 BSI | 100 BSI | 130 BSI | GENUS ABS<br>BREED AV. | PROVEN<br>STATISTIC |                      |
| Calving Ease (cows)                          |        | 114     |         | 3.0%                   | 2.1%                |                      |
| Gestation Length                             | 92     |         |         | 283 days               | 284 days            |                      |
| Calf Quality                                 |        | 128     |         | 53%                    | 62%                 |                      |
| Calf Survivability                           |        | 110     |         | 4.3%                   | 3.8%                |                      |
|                                              |        |         |         |                        |                     |                      |
|                                              |        |         |         | BEEFADVANTAGE™ £41.70  |                     |                      |



# JUPITER



PROGENY OF JUPITER



GREYSTONE JUPITER

## GREYSTONE JUPITER

Ear Tag: UK 125185 500299

Genus ABS Code: BB1387

NAAB Code: 29BB0065

Sire: Almeley Ginola

Dam: Greystone Olive

MGS: Ardent De Maurage

**Good all-round sire that produces easily born calves that grow on well to finish.**

| GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY |             |             | Calvings<br>210 | Herds<br>90            | Reliability<br>★ ★ ★ ★ ★ |
|----------------------------------------------|-------------|-------------|-----------------|------------------------|--------------------------|
|                                              | 70 BSI      | 100 BSI     | 130 BSI         | GENUS ABS<br>BREED AV. | PROVEN<br>STATISTIC      |
| Calving Ease (cows)                          | <div></div> | <div></div> | <div></div>     | 3.0%                   | 1.6%                     |
| Gestation Length                             | <div></div> | <div></div> | <div></div>     | 283 days               | 282 days                 |
| Calf Quality                                 | <div></div> | <div></div> | <div></div>     | 53%                    | 57%                      |
| Calf Survivability                           | <div></div> | <div></div> | <div></div>     | 4.3%                   | 3.2%                     |
|                                              |             |             |                 |                        |                          |

BEEFADVANTAGE™

£39.90





## MILKY BAR



## HIGHRIDGE BLUES MILKY BAR

Ear Tag: UK 373277 200117

Genus ABS Code: BB1573

NAAB Code: 29BB0123

Sire: Newpole Easy

Dam: Highridge Blues Icecle

MGS: Tamhorn Sumo



PROGENY OF MILKY BAR



PROGENY OF MILKY BAR

**Consistently delivering calving ease and lots of blue roan coloured calves.**

**NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS.**

## GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings  
122Herds  
46Reliability  
★ ★ ★

|                     | 70 BSI | 100 BSI | 130 BSI | GENUS ABS BREED AV. | PROVEN STATISTIC |
|---------------------|--------|---------|---------|---------------------|------------------|
| Calving Ease (cows) |        |         | 130     | 3.0%                | 0.5%             |
| Gestation Length    |        | 116     |         | 283 days            | 281 days         |
| Calf Quality        |        | 103     |         | 53%                 | 54%              |
| Calf Survivability  |        | 112     |         | 4.3%                | 3.7%             |

**BEEFADVANTAGE™ £39.70**

## LUDDITE



## BAMS LUDDITE

Ear Tag: UK 125363 401788

Genus ABS Code: BB1553

NAAB Code: 29BB0120

Sire: Brookfield Dev

Dam: Harestone Daffodil

MGS: Auchenlay Vagabond



PROGENY OF LUDDITE



PROGENY OF LUDDITE

**Short gestation length sire with an average gestation of 280 days with great reliability.**

**NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS.**

## GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings  
252Herds  
81Reliability  
★ ★ ★ ★ ★

|                     | 70 BSI | 100 BSI | 130 BSI | GENUS ABS BREED AV. | PROVEN STATISTIC |
|---------------------|--------|---------|---------|---------------------|------------------|
| Calving Ease (cows) |        | 118     |         | 3.0%                | 1.8%             |
| Gestation Length    |        | 124     |         | 283 days            | 280 days         |
| Calf Quality        |        | 106     |         | 53%                 | 55%              |
| Calf Survivability  |        | 104     |         | 4.3%                | 4.1%             |

**BEEFADVANTAGE™ £35.30**

# LOGIC



PROGENY OF LOGIC



PROGENY OF LOGIC

**NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS.**

**MOORSLEY LOGIC**  
 Ear Tag: UK 116368 600012  
 Genus ABS Code: BB1525  
 NAAB Code: 29BB0103  
 Sire: Brookfield Dev  
 Dam: Moorsley Honey  
 MGS: Moorsley Anderson

**Great calf colour bull that excels for calving ease and a day less than average gestation.**

BRITISH BLUE

BLUE ROAN

## GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

|                     | 70 BSI | 100 BSI | 130 BSI | Calvings 83 | Herds 44            | Reliability ★         |
|---------------------|--------|---------|---------|-------------|---------------------|-----------------------|
| Calving Ease (cows) |        |         | 130     | 3.0%        | GENUS ABS BREED AV. | PROVEN STATISTIC 0.3% |
| Gestation Length    |        | 108     |         |             | 283 days            | 282 days              |
| Calf Quality        | 98     |         |         |             | 53%                 | 52%                   |
| Calf Survivability  |        |         | 130     |             | 4.3%                | 2.4%                  |

**BEEFADVANTAGE™ £33.50**

# MERCURY



PROGENY OF MERCURY



PROGENY OF MERCURY

**NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS.**

**PENDLE MERCURY**  
 Ear Tag: UK 704149 300936  
 Genus ABS Code: BB1569  
 NAAB Code: 29BB0116  
 Sire: Newpole Easy  
 Dam: Pendle Jewel  
 MGS: Cristal De Somme

**Excellent calf quality sire, having seen calves on farm, they stand out and still great for calving ease.**

## GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

|                     | 70 BSI | 100 BSI | 130 BSI | Calvings 202 | Herds 71            | Reliability ★★★★★     |
|---------------------|--------|---------|---------|--------------|---------------------|-----------------------|
| Calving Ease (cows) |        | 102     |         | 3.0%         | GENUS ABS BREED AV. | PROVEN STATISTIC 2.9% |
| Gestation Length    | 92     |         |         |              | 283 days            | 284 days              |
| Calf Quality        |        |         | 121     |              | 53%                 | 60%                   |
| Calf Survivability  |        |         | 130     |              | 4.3%                | 1.6%                  |

**BEEFADVANTAGE™ £32.60**

BLUE ROAN

RSG



# MECHANIC



## MOORSLEY MECHANIC

Ear Tag: UK 116368 500032

Genus ABS Code: BB1581

NAAB Code: 29BB0128

Sire: Newpole Easy

Dam: Moorsley Fifi

MGS: Springfield Patrice



PROGENY OF MECHANIC



PROGENY OF MECHANIC

**Sire released on early data, great calving ease and calving doing well in rearing.**

**NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS.**

### GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

|                     | 70 BSI | 100 BSI | 130 BSI | Calvings<br>88 | Herds<br>35                 | Reliability<br>★         |
|---------------------|--------|---------|---------|----------------|-----------------------------|--------------------------|
| Calving Ease (cows) |        |         | 121     |                | GENUS ABS BREED AV.<br>3.0% | PROVEN STATISTIC<br>1.6% |
| Gestation Length    |        |         | 116     |                | 283 days                    | 281 days                 |
| Calf Quality        |        | 100     |         |                | 53%                         | 53%                      |
| Calf Survivability  |        |         | 130     |                | 4.3%                        | 2.1%                     |

**BEEFADVANTAGE™ £31.70**

# MINOTAUR



## CROFTENDS MINOTAUR

Ear Tag: UK 704149 400930

Genus ABS Code: BB1566

NAAB Code: 29BB0112

Sire: Brookfield Dev

Dam: Croftends Jess

MGS: Tamhorn Sumo



PROGENY OF MINOTAUR



PROGENY OF MINOTAUR

**Good sire in the portfolio, better than average for calving ease, quality and survivability.**

**NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS.**

### GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

|                     | 70 BSI | 100 BSI | 130 BSI | Calvings<br>299 | Herds<br>83                 | Reliability<br>★★★★★     |
|---------------------|--------|---------|---------|-----------------|-----------------------------|--------------------------|
| Calving Ease (cows) |        |         | 105     |                 | GENUS ABS BREED AV.<br>3.0% | PROVEN STATISTIC<br>2.7% |
| Gestation Length    |        | 92      |         |                 | 283 days                    | 284 days                 |
| Calf Quality        |        |         | 112     |                 | 53%                         | 57%                      |
| Calf Survivability  |        | 96      |         |                 | 4.3%                        | 4.8%                     |

**BEEFADVANTAGE™ £12.10**

# GABERAL



PROGENY OF GABERAL



ROSTREVOR GABERAL

## ROSTREVOR GABERAL

Ear Tag: UK 942228 301067

Genus ABS Code: BB1294

NAAB Code: 29BB0044

Sire: Wilodge Ubitus

Dam: Ballygrange Angel

MGS: Epi Des Granges

**A calving ease leader,  
suited to customers  
wanting no issues  
calving and to get  
cows back in calf  
quickly.**

| GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY |               |                |                | Calvings<br>177        | Herds<br>89         | Reliability<br>★★★★ |
|----------------------------------------------|---------------|----------------|----------------|------------------------|---------------------|---------------------|
|                                              | 70 BSI        | 100 BSI        | 130 BSI        | GENUS ABS<br>BREED AV. | PROVEN<br>STATISTIC |                     |
| Calving Ease (cows)                          | <div></div>   | <div></div>    | <div>130</div> | 3.0%                   | 1.0%                |                     |
| Gestation Length                             | <div></div>   | <div>100</div> |                | 283 days               | 283 days            |                     |
| Calf Quality                                 | <div>86</div> |                |                | 53%                    | 48%                 |                     |
| Calf Survivability                           | <div></div>   | <div>116</div> |                | 4.3%                   | 3.5%                |                     |
|                                              |               |                |                |                        |                     |                     |
|                                              |               |                |                | BEEFADVANTAGE™         |                     |                     |
|                                              |               |                |                | £3.20                  |                     |                     |

# IGLOO



PROGENY OF IGLOO



PENDLE IGLOO

## PENDLE IGLOO

Ear Tag: UK 180797 700155

Genus ABS Code: BB1358

NAAB Code: 29BB0057

Sire: Moorsley DJ

Dam: Pendle Freya

MGS: Greystone Bonzer

**Proven to a high  
degree with over 244  
progeny.**

| GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY            |        |         |         | Calvings<br>244        | Herds<br>99         | Reliability<br>★ ★ ★ ★ ★ |
|---------------------------------------------------------|--------|---------|---------|------------------------|---------------------|--------------------------|
|                                                         | 70 BSI | 100 BSI | 130 BSI | GENUS ABS<br>BREED AV. | PROVEN<br>STATISTIC |                          |
| Calving Ease (cows)                                     | 75     |         |         | 3.0%                   | 4.9%                |                          |
| Gestation Length                                        | 92     |         |         | 283 days               | 284 days            |                          |
| Calf Quality                                            | 94     |         |         | 53%                    | 52%                 |                          |
| Calf Survivability                                      | 95     |         |         | 4.3%                   | 5.0%                |                          |
| <div><div></div><div>BEEFADVANTAGE™ £-28.90</div></div> |        |         |         |                        |                     |                          |

BRITISH BLUE





# ADDITIONAL YOUNG BLUE SIRES ON CALVING SURVEY



| SIRE NAME               |  | EAR TAG NO.      | GENUS CODE | NAAB CODE | SIRE                | DAM                   | MGS                     |
|-------------------------|-------------------------------------------------------------------------------------|------------------|------------|-----------|---------------------|-----------------------|-------------------------|
| NUERA <b>MARKSMAN</b>   |  | UK 706042 104342 | BB1641     | 29BB0127  | Newpole Heartthrob  | Newpole Harriet       | Auchenlay Echo          |
| NUERA <b>MILESTONE</b>  |  | UK 706042 204343 | BB11640    | 29BB0134  | Newpole Heartthrob  | Redmires Kiwi         | Moorsley Anderson       |
| BIRSEMOHR <b>NANDO</b>  |  | UK 521014 300122 | BB1676     | 29BB0148  | Wilodge Ulex        | Birse mohr KitKat     | Colos Van Daisel        |
| NUERA <b>MAGNUM</b>     |  | UK 706042 704341 | BB11639    | 29BB0126  | Newpole Easy        | Newpole Just A Minute | Panache De Centfontaine |
| MOORSLEY <b>MAXWELL</b> |  | UK 116368 300037 | BB1686     | 29BB0154  | Newpole Easy        | Moorsley Izzy         | Affute Du Ry Ossogne    |
| NUERA <b>NIGHTRIDER</b> |  | UK 706042 104356 | BB1656     | 29BB0135  | Newpole Easy        | Newpole Just A Minute | Panache De Centfontaine |
| NUERA <b>NACHO</b>      |  | UK 706042 204364 | BB1675     | 29BB0136  | Newpole Heartthrob  | Redmires Kiwi         | Moorsley Anderson       |
| NUERA <b>NEMESIS</b>    |  | UK 706042 104363 | BB1666     | 29BB0133  | Newpole Heartthrob  | Forest Delilah        | Springfield Patrice     |
| FOREST <b>NORTHPOLE</b> |  | UK 700436 600191 | BB1709     | 29BB0165  | Redmires Isaac      | Ty Isaf Ebrill        | Hazelwood King          |
| MAES <b>NUMBER ONE</b>  |  | UK 706356 700104 | BB1727     | 29BB0171  | Tenace De La Praule | Ridge Dean Jasmine    | Kilowatt D'Ochain       |
| NUERA <b>NORMAN</b>     |  | UK 706042 204896 | BB1695     | 29BB0146  | Moorsley Anderson   | Newpole Halo          | Greystone Turbo         |
| BIRSEMOHR <b>NUGGET</b> |  | UK 521014 400123 | BB1678     | 29BB0149  | Wilodge Ulex        | Birse mohr KitKat     | Colos Van Daisel        |
| NUERA <b>NEMO</b>       |  | UK 706042 104937 | BB1699     | 29BB0152  | Betws Brom Tom      | Croftends Jess        | Tamhorn Sumo            |



# NOVELLO



## CULMVALE NOVELLO

Ear Tag: UK 376204 300029

Genus ABS Code: CH4037

NAAB Code: 29CH0224

Sire: Thrunton Fairfax

Dam: Culmval Imogen

MGS: Blelack Digger

**A Charolais that is being tested through Beef Cornerstone with the first calves born easily and fantastic quality. Novello has a calving ease pedigree and has many family members that are trait leaders in the Charolais pure breed.**

**UNDER  
SURVEY**

CHAROLAIS

# PATHFINDER



## HOLTSTEAD PATHFINDER

Ear Tag: UK 125617 700178

Genus ABS Code: CH3998

NAAB Code: 29CH0226

Sire: Blelack Digger

Dam: Holtstead Missharriett

MGS: Wesley Equinox

**A newly purchased Charolais sire that not only looks the part but also has the purebreeding figures to match. Sired by the legendary Blelack Digger, Pathfinder is in the top 5% for both terminal and maternal index.**

**UNDER  
SURVEY**



# PROTEUS



PROGENY OF PROTEUS



BARWISE 1 PROTEUS

## BARWISE 1 PROTEUS

Ear Tag: UK 103000 200992

Genus ABS Code: H9323

NAAB Code: 29HP0939

Sire: Barwise 1 Wellington (P)

Dam: Barwise 1 Rosie (P)

MGS: CS Boomer 29F (P)

**Very early data on this new Hereford sire. Looks to be a calving ease bull that produces good quality calves.**

### GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

|                     | 70 BSI | 100 BSI | 130 BSI | Calvings<br>47 | Herds<br>35              | Reliability           |
|---------------------|--------|---------|---------|----------------|--------------------------|-----------------------|
| Calving Ease (cows) |        |         | 130     |                | GENUS ABS BREED AV. 1.3% | PROVEN STATISTIC 0.2% |
| Gestation Length    |        | 108     |         |                | 282 days                 | 281 days              |
| Calf Quality        |        |         | 115     |                | NA                       | 53%                   |
| Calf Survivability  |        | 108     |         |                | 3.2%                     | 2.8%                  |

**BEEFADVANTAGE™ £42.70**

# NORRIS



PROGENY OF NORRIS



ALDEROAK 1 NORRIS

## ALDEROAK 1 NORRIS

Ear Tag: UK 304771 300418

Genus ABS Code: H9329

NAAB Code: 29HP0937

Sire: Days Calibre G74 (P)

Dam: Frenchstone P.1 Boo (P)

MGS: Bosa 1 Mr Bean (P)

**Calf quality specialist! Customers really like the calves and good calving ease.**

### GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

|                     | 70 BSI | 100 BSI | 130 BSI | Calvings<br>122 | Herds<br>44              | Reliability<br>★ ★ ★  |
|---------------------|--------|---------|---------|-----------------|--------------------------|-----------------------|
| Calving Ease (cows) |        | 84      |         |                 | GENUS ABS BREED AV. 1.3% | PROVEN STATISTIC 2.4% |
| Gestation Length    |        | 100     |         |                 | 282 days                 | 282 days              |
| Calf Quality        |        |         | 130     |                 | NA                       | 67%                   |
| Calf Survivability  |        | 98      |         |                 | 3.2%                     | 3.4%                  |

**BEEFADVANTAGE™ £40.20**

# NUCLEAR



PROGENY OF NUCLEAR



NORMANTON 1 NUCLEAR

## NORMANTON 1 NUCLEAR

Ear Tag: UK 206099 500476

Genus ABS Code: H9361

NAAB Code: 29HP0933

Sire: Dorepoll 1 579 Knighthood (P)

Dam: Normanton 1 Jurana 4th H94 (P)

MGS: Normanton 1 Eastern Promise (P)

**Heterozygous polled  
bull that produces  
calves with extra  
quality and fleshing.**

HEREFORD

| GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY |        |         |         | Calvings<br>305        | Herds<br>67         | Reliability<br>★★★★★ |
|----------------------------------------------|--------|---------|---------|------------------------|---------------------|----------------------|
|                                              | 70 BSI | 100 BSI | 130 BSI | GENUS ABS<br>BREED AV. | PROVEN<br>STATISTIC |                      |
| Calving Ease (cows)                          | 70     |         |         | 1.3%                   | 8.6%                |                      |
| Gestation Length                             | 84     |         |         | 282 days               | 284 days            |                      |
| Calf Quality                                 |        |         | 130     | NA                     | 63%                 |                      |
| Calf Survivability                           | 83     |         |         | 3.2%                   | 5.3%                |                      |

**BEEFADVANTAGE™ -£21.00**



## ROSCOE



UNDER  
SURVEY

### HEAN 1 ROSCOE

Ear Tag: UK 746293 700899

Genus ABS Code: H9299

NAAB Code: 29HP0943

Sire: Romany 1 Nailor H12 N20 (S)

Dam: Hean 1 Marigold 784 (P)

MGS: Studdolph 1 Topper (P)



## RANCHER



UNDER  
SURVEY

### FISHER 1 RANCHER R483

Ear Tag: UK 263027 400483

Genus ABS Code: H9297

NAAB Code: 29HP0944

Sire: Fisher 1 Midas M415 (P)

Dam: Fisher 1 Susan J343 (P)

MGS: Yalgoo Boulder Z250 (P)



## SPIKE



UNDER  
SURVEY

### SOLPOLL 1 SPIKE

Ear Tag: UK 933011 331405

Genus ABS Code: H9281

NAAB Code: 29HP0949

Sire: Moeskaer Upgrade (P)

Dam: Solpoll 1 Starlet L3 (P)

MGS: Panmure 1 Henry (P)



## SULTAN



UNDER  
SURVEY

### SOLPOLL 1 SULTAN

Ear Tag: UK 933001 331055

Genus ABS Code: H9280

NAAB Code: 29HP0948

Sire: Moeskaer Upgrade (P)

Dam: Solpoll 1 Starlet N23 (P)

MGS: Panmure 1 Henry (P)





# HAMLET



PROGENY OF HAMLET



LODGE HAMLET

## LODGE HAMLET

Ear Tag: UK 542928 200346

Genus ABS Code: LN2459

NAAB Code: 29LM0102

Sire: Saphir

Dam: Lodge Violet

MGS: Broadmeadows Cannon

**Working exceptionally well for both dairy and beef customers, Hamlet is growing a legendary status.**

### GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

|                     | 70 BSI | 100 BSI | 130 BSI |
|---------------------|--------|---------|---------|
| Calving Ease (cows) |        |         | 130     |
| Gestation Length    |        |         | 124     |
| Calf Quality        |        |         | 118     |
| Calf Survivability  |        |         | 130     |

Calvings  
287

Herds  
140

Reliability  
★★★★★

GENUS ABS  
BREED AV.

PROVEN  
STATISTIC

2.4%

288 days

50%

5.2%

0.3%

285 days

56%

1.2%

**BEEFADVANTAGE™ £65.40**

# LENNOX



TWEEDDALE LENNOX



TWEEDDALE LENNOX

## TWEEDDALE LENNOX

Ear Tag: UK 107511 701696

Genus ABS Code: LN2641

NAAB Code: 29LM0104

Sire: Goldies Goldmine

Dam: Emslies Heledd

MGS: Emslies Colossus

**Becoming popular with customers - above average for calving ease and gestation length.**

### GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

|                     | 70 BSI | 100 BSI | 130 BSI |
|---------------------|--------|---------|---------|
| Calving Ease (cows) |        | 102     |         |
| Gestation Length    |        | 108     |         |
| Calf Quality        |        | 94      |         |
| Calf Survivability  |        |         | 130     |

Calvings  
121

Herds  
87

Reliability  
★★★

GENUS ABS  
BREED AV.

PROVEN  
STATISTIC

2.4%

288 days

50%

5.2%

2.3%

287 days

48%

1.2%

**BEEFADVANTAGE™ £14.60**

# ONSLOW

UNDER  
SURVEY

## TOMSCHOICE ONSLOW

Ear Tag: UK 124148 300477

Genus ABS Code: LN2792

NAAB Code: 29LM0108

Sire: Mereside Leo

Dam: Tomschoice Ici

MGS: Kaprico Eravelle



# NATION

UNDER  
SURVEY

## TOMSCHOICE NATION

Ear Tag: UK 124148 100440

Genus ABS Code: LN2791

NAAB Code: 29LM0107

Sire: Kaprico Eravelle

Dam: Tomschoice Imagination

MGS: Haltcliffe Vermont



# PAVAROTTI

UNDER  
SURVEY

## TOMSCHOICE PAVAROTTI

Ear Tag: UK 124148 300533

Genus ABS Code: LN2865

NAAB Code: 29LM0109

Sire: Goldies Nicholas

Dam: Tomschoice Gigi

MGS: Homebyres Drummie



# OTIS

UNDER  
SURVEY

## BROADHEAD OTIS

Ear Tag: UK 125536 501428

Genus ABS Code: LN2878

NAAB Code: 29LM0110

Sire: Chytodden Conan

Dam: Broadhead Maude

MGS: Lodge Hamlet





# EXCLUSIVE

## DENIZES EXCLUSIVE 13

Ear Tag: UK 181888 101302

Genus ABS Code: SG1198

NAAB Code: 29SM0470

Sire: Cairnview Snazzy

Dam: Ranfurly Beauty 5th C4

MGS: Whitemire King Kong



PROGENY OF EXCLUSIVE



DENIZES EXCLUSIVE 13

**Tremendous calves  
born from dairy cows  
that are born easily  
and show quality  
throughout.**

### GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

|                     | 70 BSI | 100 BSI | 130 BSI | Calvings<br>136 | Herds<br>64                    | Reliability<br>★ ★ ★        |
|---------------------|--------|---------|---------|-----------------|--------------------------------|-----------------------------|
| Calving Ease (cows) |        | 100     |         |                 | GENUS ABS<br>BREED AV.<br>3.3% | PROVEN<br>STATISTIC<br>3.3% |
| Gestation Length    |        | 116     |         |                 | 286 days                       | 284 days                    |
| Calf Quality        |        |         | 130     |                 | NA                             | 62%                         |
| Calf Survivability  |        |         | 130     |                 | 4.5%                           | 1.6%                        |

**BEEFADVANTAGE™ £60.00**

# CLIO

## KEELDRUM CLIO 11

Ear Tag: UK 560920 20805

Genus ABS Code: SG1138

NAAB Code: 29SM0450

Sire: Steinadler (PP)

Dam: Keeldrum Tzigane W3 (P)

MGS: Mendick Soloman



PROGENY OF CLIO



KEELDRUM CLIO 11

**Heterozygous polled  
Simmental sire with  
calving ease and well  
proven.**

### GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

|                     | 70 BSI | 100 BSI | 130 BSI | Calvings<br>311 | Herds<br>123                   | Reliability<br>★ ★ ★ ★ ★    |
|---------------------|--------|---------|---------|-----------------|--------------------------------|-----------------------------|
| Calving Ease (cows) |        |         | 130     |                 | GENUS ABS<br>BREED AV.<br>3.3% | PROVEN<br>STATISTIC<br>0.5% |
| Gestation Length    |        | 124     |         |                 | 286 days                       | 283 days                    |
| Calf Quality        |        | 112     |         |                 | NA                             | 56%                         |
| Calf Survivability  |        |         | 130     |                 | 4.5%                           | 1.9%                        |

**BEEFADVANTAGE™ £57.60**

# INFERNO

UNDER  
SURVEY

## DENIZES INFERNO 17

Ear Tag: UK 181888 501775

Genus ABS Code: SG1292

NAAB Code: 29SM0486

Sire: Derrycallaghan Ernest 13 EX 92

Dam: Denizes Fancy Therese 4th

MGS: Ashland Tornado



# IBRAHAM

UNDER  
SURVEY

## DENIZES IBRAHAM 17

Ear Tag: UK 181888 601790

Genus ABS Code: 1293

NAAB Code: 29SM0487

Sire: Dinton Nautical

Dam: Raceview Cinderella Kim

MGS: Raceview King



# SAINFOIN

UNDER  
SURVEY

## CARREG SAINFOIN

Ear Tag: UK 741281 100284

Genus ABS Code: LH0920

NAAB Code: 29TL0007

Sire: Fishwick Macavity

Dam: Carreg Flora VG88

MGS: Dunley Alligator



# SUPERMAN

UNDER  
SURVEY

## CARREG SUPERMAN

Ear Tag: UK 741281 500288

Genus ABS Code: LH0919

NAAB Code: 29TL0008

Sire: Carreg Quango

Dam: Carreg Nesta VG86

MGS: Carreg King





# Fertility *plus*®

"At a current pregnancy rate of 30% on RMS, the Blue Elite mix provides added fertility and genetics that produce calves with great calf quality. "

N Evans, Powys

400 cow flying herd been on RMS for 10 years



We offer seven unique Fertility plus® products all offering different qualities to beef and dairy customer but all offering the added fertility benefit:

## **Fertility *plus*®** **BLUE ELITE**

Contains semen from the most profitable British Blue sires with superior calf quality and all certified as 'proven' in our beef stud.

## **Fertility *plus*®** **NATIVE**

Contains semen from Native breed sires all certified as 'proven' in our beef stud.

## **Fertility *plus*®** **280**

Contains semen from a combination of short gestation sires, averaging 280 days and all certified as 'proven' in our beef stud.

## **Fertility *plus*®** **BRITISH BLUE**

Contains semen from the British Blue sires that are above average for calving ease and certified as 'proven' in our beef stud.

## **Fertility *plus*®** **TOP CALF**

Contains semen from sires who score an average of 115 BSI for calf quality all certified as 'proven' in our beef stud.

## **Fertility *plus*®** **QUALITY**

Contains semen from sires that are Meadow Quality Superior Sires.

## **Fertility *plus*®** **EASY CALVER**

Contains semen from three sires that score over 110 BSI for calving ease.



# ANTICIPATED

## ARUBIAL ANTICIPATED

**Ear Tag: MYMFQ0014**

Genus ABS Code: N/A

NAAB Code: 29KB0010

Sire: Coates Itoshigenami G113

Dam: Peppermill Grove L0021

MGS: Mayura Itoshigenami Jnr



# PRELUDE

## MACQUARIE PRELUDE

**Ear Tag: BDWFM0495**

Genus ABS Code: MS0047

NAAB Code: 29KB0005

Sire: Macquarie Wagyu Y408

Dam: Macquarie Wagyu C1589

MGS: World K's Michifuku



# LONGFORD

## LONGFORD F E0241

**Ear Tag: LFDfE0241**

Genus ABS Code: MS0032

NAAB Code: 29KB0003

Sire: TWA Ichiryuno

Dam: Longford LFDB1065

MGS: Kitateruyasudoi J2810 Hongen



# OVERTURE

## ARUBIAL OVERTURE

**Ear Tag: MYMFN0106**

Genus ABS Code: MS0051

NAAB Code: 29KB0006

Sire: Itoshigenami

Dam: Broombee Teruyamamoto X125

MGS: Hirashigetayasu J2351 Hongen





# NAPOLEON

## NAPOLEON OF UPSALL (P)

Ear Tag: UK 121060 601374

Genus ABS Code: BS0767

NAAB Code: 829SS0038

Sire: Lawyer of Upsall (P)

Dam: Augusta X1158 of Upsall (P)

MGS: Firefox of Upsall (P)



# BEDWYR

## MACHRETH BEDWYR 5TH

Ear Tag: UK 704805 200301

Genus ABS Code: WB1039

NAAB Code: 29WB0004

Sire: Ysguboriau Llywelyn 49th

Dam: Machreth Betsan 20th

MGS: Deiniolen Prince



# JEORGE

## BARWISE JEORGE

Ear Tag: UK 103000 600954

Genus ABS Code: Y 9039

NAAB Code: 29BG0005

Sire: Castlemartin Den

Dam: Barwise Jamilla

MGS: Whitepool Kite Mark



## PREMIER COLLECTION Directory is now available

Includes beef sires selected for use  
in both pedigree and  
commercial beef herds.





Working with AHDB to take our industry higher

# **SHOUT ABOUT THE SIRE**

When registering calves with  
BCMS, please remember to  
include the Sire ID details.

**#SHOUTABOUTTHESIRE**



# Bull Search

## Now including our Beef InFocus™ sires

- Mobile device friendly
- Email or print reports directly from the tool
- Go to [absbullsearch.absglobal.com](http://absbullsearch.absglobal.com)



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Headquartered in Nantwich, Cheshire, UK, Genus ABS is the world-leading provider of genetic improvement solutions and reproduction services that help customers **PROFIT FROM GENETIC PROGRESS**. Marketing in nearly 80 countries around the globe, Genus ABS has been at the forefront of animal genetics and technologies since its founding 75 years ago. Genus ABS is a division of Genus plc.

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