2021-2022

BEEF IN FOCUS™

SIRE DIRECTORY

Genus ABS

PROFIT.
IT'S IN THE GENES.

Meet The Genus ABS Beef Team...

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WELCOME

to the Genus ABS BEEF INFOCUS™ DIRECTORY

NUERA GENETICS™

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

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SPECIALIST SYMBOLS

NUERA GENETICS	Sire is not eligible for pedigree use, commercial use only.
RSG	Sire is proven on over 120 calving's in over 60 dairy herds.
R	Sire is eligible for pedigree use with progeny being able to be registered subject to a royalty fee.
MQL	Sire is classed as a Superior Sire with Meadow Quality Ltd with premium available.
BLUE ROAN	Sire has proven to consistently produce blue roan coloured calves, British Blue specific.

BEEF CORNERSTONE™

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.

Beef sires sourced from pedigree herds or selected from NuEra Genetics™ nucleus.

→

Semen collected and distributed to over 2,000 UK dairy farms, inc Beef Cornerstone™ herds.

↓

RSG

Beef sires that reach Genus ABS high standards become 'proven' with over 120 calving's in 60 herds.

←

Calving observations collected using Beef Calving Survey.

Join Beef Cornerstone™ today to reap the following benefits:

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
- 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.

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...

Average statistic for relevant breed

Number of calvings recorded in data set

Number of herds calves in data set are from

Breed average BSI score

Individual bull statistics from Genus ABS Beef Calving Survey data

Measured traits included in evaluation

The additional financial benefit a proven Genus ABS beef sire can offer per calving

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings 176 | Herds 74 | Reliability ★★★★

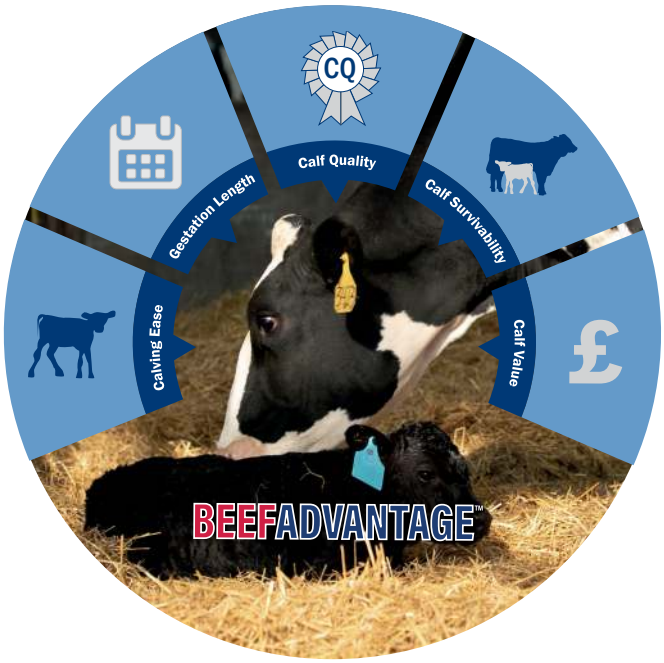
	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	130	3.0%	0.2%
Gestation Length	130	283 days	280 days
Calf Quality	130	53%	63%
Calf Survivability	130	4.3%	1.0%

BEEFADVANTAGE™ £86.90

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

★	★★	★★★	★★★★	★★★★★
60 - 89 calvings	90 - 119 calvings	120 - 149 calvings	150 - 179 calvings	> 180 calving's

BEEFADVANTAGE™



Index for dairy farmers

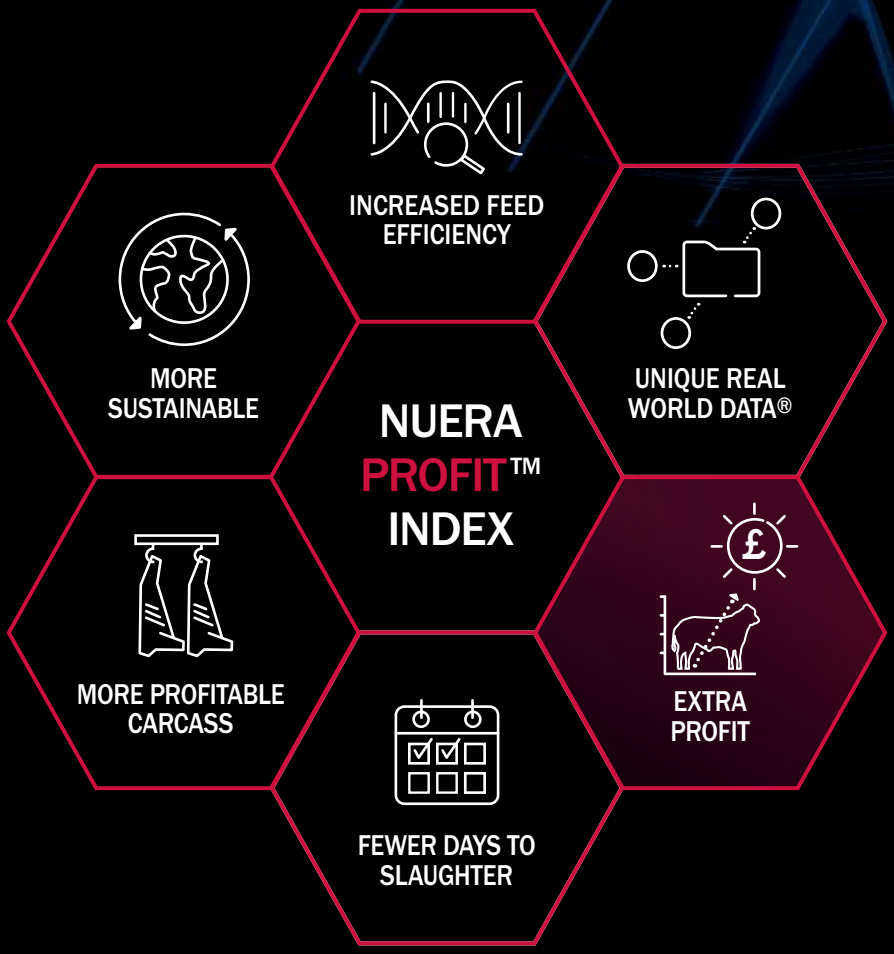
The additional financial benefit a proven Genus ABS beef sire can offer per calving* to a dairy farmer.

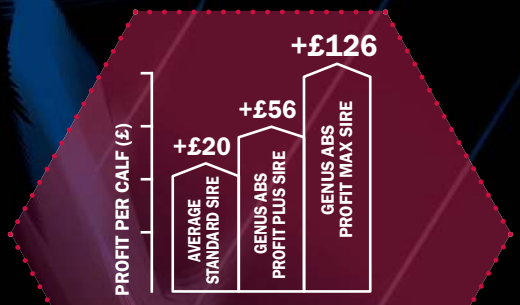
How does it work?

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.

PROFIT.
IT'S IN THE GENES.





GENUS ABS BRITISH BLUE
+£106 difference in profitability.

GENUS ABS ANGUS
+£95 difference in profitability.

NUERA PROFIT™ INDEX

is a unique index which evaluates progeny performance from finishing to slaughter in a beef cross dairy system.

By using ABS® **Real World Data™** collected from many external sources, the index ranks the most profitable genetics within the British Blue and Aberdeen breeds.

It shows the extra profitability **Beef InFocus™** sires deliver compared to the average profit of the same breed. Helping you to maximise the value of your beef calf crop by creating animals that are more efficient and more sustainable for the whole beef supply chain.

NUERA
GENETICS
Genus
ABS
www.http://bit.ly/NuEraGenetics

FLETCHER

RSG R

ANGUS

PROGENY OF FLETCHER

HW FLETCHER

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 **Royalty:** £42 + VAT

BEEFADVANTAGE™ £86.20

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
252	83	★★★★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (heifers)	130	4.9%	1.6%
Calving Ease (cows)	128	1.5%	0.4%
Gestation Length	116	282 days	280 days
Calf Quality	130	52%	64%
Calf Survivability	130	3.6%	0.2%

ESPRESSO

RSG MQL

ANGUS

PROGENY OF ESPRESSO

ABS ESPRESSO

NUERA GENETICS

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 **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

BEEFADVANTAGE™ £80.00

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
426	140	★★★★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (heifers)	130	4.9%	1.6%
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%

ELITE

ANGUS

PROGENY OF ELITE

BOSULLOW

Ear Tag: UK383807 100449 **Genus ABS Code:** AA1581 **NAAB Code:** 29AN2081

Sire: Nightingale Eldorado G381 **Dam:** Bosullow Erica N372 **MGS:** Bosullow Trannack L298 **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

BEEFADVANTAGE™ £60.00

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
125	57	★★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (heifers)	130	4.9%	0.8%
Calving Ease (cows)	125	1.5%	0.5%
Gestation Length	100	282 days	282 days
Calf Quality	130	52%	61%
Calf Survivability	130	3.6%	1.8%

29XB0072

ANGUS

PROGENY OF 29XB0072

NuEra T14 0072

Ear Tag: US19605121 **Genus ABS Code:** AA1702 **NAAB Code:** 829XB0072

Sire: Basin Payweight 1682 **Dam:** Cox W34 Waylon 5047 **MGS:** Baldridge Waylon W3 **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

BEEFADVANTAGE™ £57.60

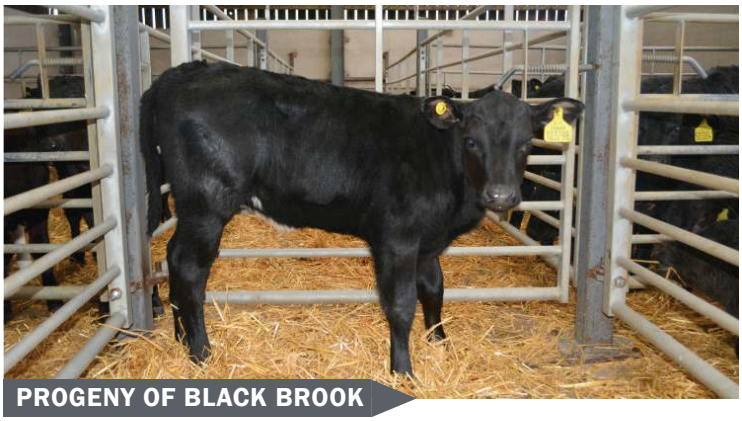
GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
337	92	★★★★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (heifers)	130	4.9%	2.8%
Calving Ease (cows)	128	1.5%	0.4%
Gestation Length	108	282 days	281 days
Calf Quality	128	52%	59%
Calf Survivability	130	3.6%	2.0%

BLACK BROOK

ANGUS



RIBBLE BLACK BROOK

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 **Royalty:** £42 + VAT

BEEFADVANTAGE™ £56.50

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
234	75	★★★★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (heifers)	130	4.9%	1.3%
Calving Ease (cows)	123	1.5%	0.6%
Gestation Length	130	282 days	277 days
Calf Quality	116	52%	56%
Calf Survivability	104	3.6%	3.4%

DARCY

ANGUS

OAKCHUCH DARCY

Ear Tag: UK313622 100310 **Genus ABS Code:** AA1611 **NAAB Code:** 29AN2101

Sire: Oakchurch Dynamite R222 **Dam:** Oakchurch Delia N138 **MGS:** Te Mania Berkley B1 **Royalty:** £42 + VAT

BEEFADVANTAGE™ £50.50

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
178	82	★★★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (heifers)	87	4.9%	6.0%
Calving Ease (cows)	88	1.5%	2.0%
Gestation Length	100	282 days	282 days
Calf Quality	130	52%	65%
Calf Survivability	130	3.6%	1.8%

WAR SMITH

ANGUS

PROGENY OF WARSMITH

HAYMOUNT WAR SMITH

Ear Tag: UK 561995 401578 **Genus ABS Code:** AA1501 **NAAB Code:** 29AN2027

Sire: Gretnahouse Blacksmith L500 **Dam:** Haymount Wavogera L170 **MGS:** Bardrain Eiger G284 **Royalty:** £42 + VAT

BEEFADVANTAGE™ £38.00

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
256	80	★★★★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (heifers)	96	4.9%	5.2%
Calving Ease (cows)	80	1.5%	2.3%
Gestation Length	92	282 days	283 days
Calf Quality	130	52%	63%
Calf Survivability	130	3.6%	1.6%

JACKDAW

ANGUS

PROGENY OF JACKDAW

MILLBRAE BLACK JACKDAW

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 **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

BEEFADVANTAGE™ £22.70

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
282	106	★★★★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (heifers)	80	4.9%	6.4%
Calving Ease (cows)	78	1.5%	2.4%
Gestation Length	84	282 days	284 days
Calf Quality	130	52%	65%
Calf Survivability	80	3.6%	5.2%

TITUS

ABS TITUS

Ear Tag: UK 704149 500854 **Genus ABS Code:** AA1454 **NAAB Code:** 29XB0049

Sire: S A V Bruiser 9164 **Dam:** Wardens Barbara DB 0365 **MGS:** MCC Daybreak **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

BEEFADVANTAGE™ £7.00

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
334	111	★★★★★

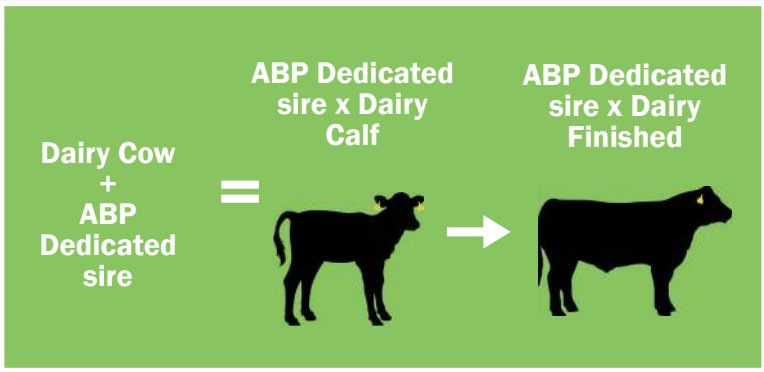
	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (heifers)	130	4.9%	2.6%
Calving Ease (cows)	120	1.5%	0.7%
Gestation Length	108	282 days	281 days
Calf Quality	78	52%	46%
Calf Survivability	130	3.6%	1.2%

ANGUS INTEGRATED OPPORTUNITY

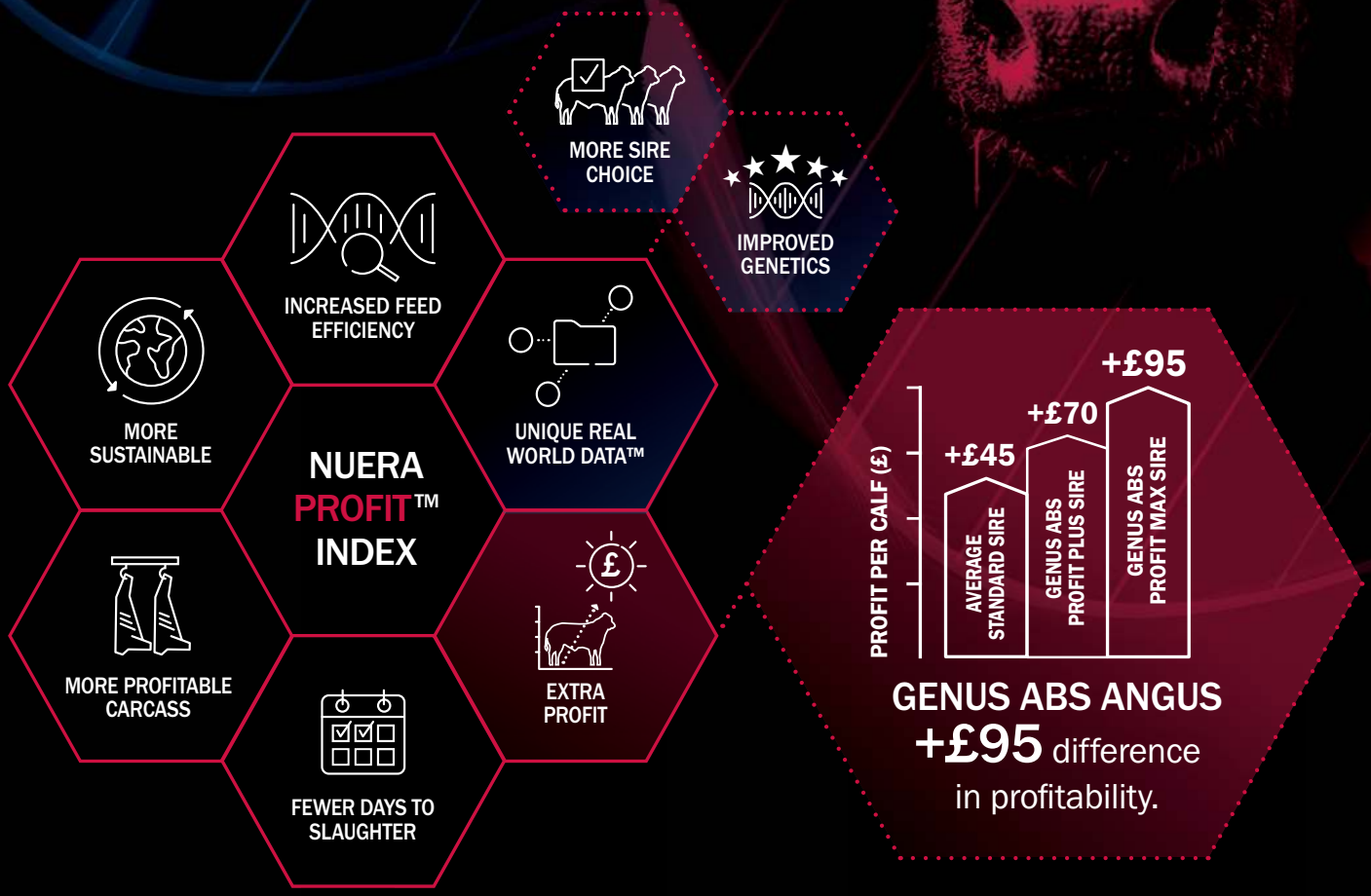
BeefConnect is a partnership founded in 2014 between Genus ABS and ABP, created to drive profitablilty of Angus sired progeny bred from Dairy dams.

Why join...

- Collection of calves from as young as 10 days old
- Guaranteed outlet for in specification dedicated sire calves
- You know the calf price when you inseminate your cow
- Receive up to £30.00 bonus extra per calf sired by a Genus ABS young sire
- No market commission payments, fast payment via BACS
- Invitation to exclusive supplier groups



PROFIT.
IT'S IN THE GENES.



NUERA PROFIT™ INDEX

NUERA PROFIT™ is a unique index, which evaluates progeny performance through finishing to slaughter in a beef cross dairy system.

By using **Real World Data™** collected from many external sources, It ranks the most profitable genetics within Angus breeds, to show £95 additional more profit per cow Genus ABS Profit Max sires deliver compared to the average of the same breed.

NUERA GENETICS™ Genus ABS

www.http://bit.ly/NuEraGenetics

KOJAK

RSG MQL BLUE ROAN

BRITISH BLUE

PROGENY OF KOJAK

NEWPOLE KOJAK

Ear Tag: UK 704149 100864 **Genus ABS Code:** BB1469 **NAAB Code:** 29BB0089

Sire: Newpole Easy **Dam:** Newpole Harriet **MGS:** Auchenlay Echo **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

BEEFADVANTAGE™ £86.94

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
176	74	★★★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	130	3.0%	0.2%
Gestation Length	124	283 days	280 days
Calf Quality	130	53%	63%
Calf Survivability	130	4.3%	1.4%

NORTHPOLE

BLUE ROAN RSG

BRITISH BLUE

PROGENY OF NORTHPOLE

FOREST NORTHPOLE

Ear Tag: UK700436 600191 **Genus ABS Code:** BB1709 **NAAB Code:** 29BB0165

Sire: Redmires Issac **Dam:** TY ISAF EBRILL **MGS:** Hazelwood King **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

BEEFADVANTAGE™ £86.74

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
234	72	★★★★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	130	3.0%	1.0%
Gestation Length	130	283 days	279 days
Calf Quality	128	53%	62%
Calf Survivability	130	4.3%	2.0%

NACHO

BLUE ROAN

BRITISH BLUE

PROGENY OF NACHO

NuEra NACHO

Ear Tag: UK706042 204364 **Genus ABS Code:** BB1675 **NAAB Code:** 29BB0136

Sire: Newpole Heartthrob **Dam:** Redmires Kiwi **MGS:** Moorsley Anderson **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

BEEFADVANTAGE™ £84.30

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

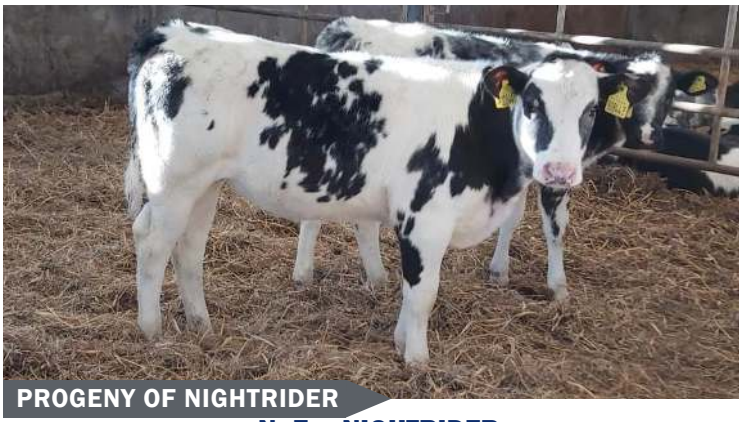
Calvings	Herds	Reliability
104	52	★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	102	3.0%	2.9%
Gestation Length	116	283 days	281 days
Calf Quality	130	53%	69%
Calf Survivability	130	4.3%	2.2%

NIGHTRIDER

BLUE ROAN

BRITISH BLUE



PROGENY OF NIGHTRIDER

NuEra NIGHTRIDER

Ear Tag: UK706042104356 **Genus ABS Code:** BB1656 **NAAB Code:** 29BB0135

Sire: Newpole Easy **Dam:** Newpole Just A Minute **MGS:** Panache De Centfontaine **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

BEEFADVANTAGE™ £78.59

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
176	61	★★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	126	3.0%	1.3%
Gestation Length	108	283 days	282 days
Calf Quality	130	53%	66%
Calf Survivability	130	4.3%	2.6%

MONTY

MQL BLUE ROAN

BRITISH BLUE

PROGENY OF MONTY

CROFTSENDS MONTY

Ear Tag: UK704149 700933 **Genus ABS Code:** BB1564 **NAAB Code:** 29BB0113

Sire: Brookfield Dev **Dam:** Croftends Dev **MGS:** Tamhorn Sumo **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

BEEFADVANTAGE™ £74.46

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
140	55	★★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	103	3.0%	2.8%
Gestation Length	116	283 days	281 days
Calf Quality	130	53%	68%
Calf Survivability	114	4.3%	3.6%

MONEYMAN

RSG MQL

BRITISH BLUE

PROGENY OF MONEYMAN

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 **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

BEEFADVANTAGE™ £72.65

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
259	81	★★★★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	130	3.0%	0.2%
Gestation Length	130	283 days	279 days
Calf Quality	112	53%	57%
Calf Survivability	130	4.3%	1.6%

KUDOS

RSG MQL BLUE ROAN

BRITISH BLUE

PROGENY OF KUDOS

NEWPOLE KUDOS

Ear Tag: UK 704149 600862 **Genus ABS Code:** BB1468 **NAAB Code:** 29BB0087

Sire: Newpole Easy **Dam:** Newpole Harriet **MGS:** Auchenlay Echo **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

BEEFADVANTAGE™ £69.41

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
233	99	★★★★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	105	3.0%	2.7%
Gestation Length	108	283 days	282 days
Calf Quality	130	53%	69%
Calf Survivability	95	4.3%	4.9%

NUMBER ONE

BLUE ROAN

BRITISH BLUE

PROGENY OF NUMBER ONE

MAES NUMBER ONE

Ear Tag: UK706356700104 **Genus ABS Code:** BB1727 **NAAB Code:** 29BB0171

Sire: Tenace De La Praule **Dam:** Ridge Dean Jasmine **MGS:** Kilowatt D'ochain **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

BEEFADVANTAGE™ £66.84

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
145	62	★★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	106	3.0%	2.6%
Gestation Length	108	283 days	282 days
Calf Quality	130	53%	65%
Calf Survivability	130	4.3%	0.5%

MAJOR

RSG BLUE ROAN

BRITISH BLUE

PROGENY OF MAJOR

CROFTENDS MAJOR

Ear Tag: UK 103135 500719 **Genus ABS Code:** BB1557 **NAAB Code:** 29BB0122

Sire: Brookfield Dev **Dam:** Croftends Delight **MGS:** Croftends Bruno **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

NUERA GENETICS

BEEFADVANTAGE™ £60.78

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
162	75	★★★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	106	3.0%	2.6%
Gestation Length	100	283 days	283 days
Calf Quality	130	53%	66%
Calf Survivability	130	4.3%	2.2%

MECHANIC

RSG BLUE ROAN

BRITISH BLUE

PROGENY OF MECHANIC

MOORSLEY MECHANIC

Ear Tag: UK116368500032 **Genus ABS Code:** BB1581 **NAAB Code:** 29BB0128

Sire: Newpole Easy **Dam:** Moorsley Fifi **MGS:** Springfield Patrice **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

NUERA GENETICS

BEEFADVANTAGE™ £60.41

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
220	78	★★★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	130	3.0%	0.8%
Gestation Length	116	283 days	281 days
Calf Quality	121	53%	60%
Calf Survivability	130	4.3%	2.1%

LANCER

BLUE ROAN

BRITISH BLUE

PROGENY OF LANCER

NEWPOLE LANCER

Ear Tag: UK 704149 600883 **Genus ABS Code:** BB1502 **NAAB Code:** 29BB0097

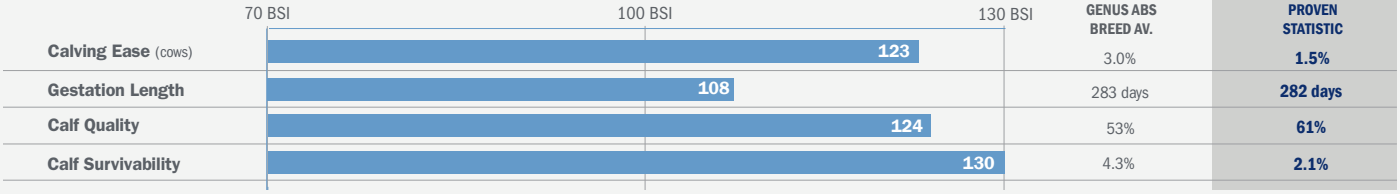
Sire: Brookfield Dev **Dam:** Newpole Harriet **MGS:** Auchenlay Echo **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

BEEFADVANTAGE™ £59.90

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
119	53	★★



	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	3.0%	1.5%
Gestation Length	283 days	282 days
Calf Quality	53%	61%
Calf Survivability	4.3%	2.1%

KOWTOW

RSG BLUE ROAN

BRITISH BLUE

PROGENY OF KOWTOW

NEWPOLE KOWTOW

Ear Tag: UK704149200865 **Genus ABS Code:** BB1470 **NAAB Code:** 29BB0088

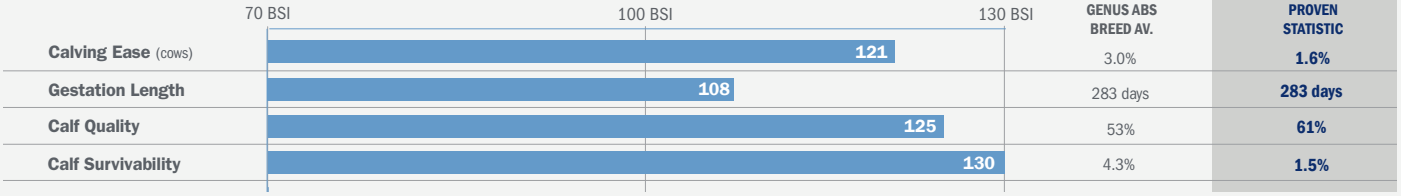
Sire: Newpole Easy **Dam:** Newpole Harriet **MGS:** Auchenlay Echo **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

BEEFADVANTAGE™ £58.79

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
163	61	★★★★



	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	3.0%	1.6%
Gestation Length	283 days	283 days
Calf Quality	53%	61%
Calf Survivability	4.3%	1.5%

MAXWELL

BLUE ROAN

BRITISH BLUE

PROGENY OF MAXWELL

MOORSLEY MAXWELL

Ear Tag: UK11636 8300037 **Genus ABS Code:** BB1686 **NAAB Code:** 29BB0154

Sire: Newpole Easy **Dam:** Moorsley Izzy **MGS:** Affute Du Ry **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

BEEFADVANTAGE™ £57.90

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
120	45	★★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	109	3.0%	2.4%
Gestation Length	116	283 days	281 days
Calf Quality	130	53%	64%
Calf Survivability	112	4.3%	3.7%

LEMMY

BLUE ROAN

BRITISH BLUE

PROGENY OF LEMMY

NEWPOLE LEMMY

Ear Tag: UK 706042 303952 **Genus ABS Code:** BB1505 **NAAB Code:** 29BB0094

Sire: Brookfield Dev **Dam:** Newpole Halo **MGS:** Greystone Turbo **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

BEEFADVANTAGE™ £55.10

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
91	53	★★

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

NANDO

BLUE ROAN

BRITISH BLUE

PROGENY OF NANDO

BIRSEMOHR NANDO

Ear Tag: UK 521014 300122 **Genus ABS Code:** BB1676 **NAAB Code:** 29BB0148

Sire: Wilodge Ulex **Dam:** Birsemohr Kitkat **MGS:** Colos Van Daisel **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

BEEFADVANTAGE™ £55.00

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
149	54	★★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	87	3.0%	3.9%
Gestation Length	124	283 days	280 days
Calf Quality	130	53%	68%
Calf Survivability	104	4.3%	4.1%

LYNX

MQL

BLUE ROAN

BRITISH BLUE

PROGENY OF LYNX

NEWPOLE LYNX

Ear Tag: UK 704149 700884 **Genus ABS Code:** BB1504 **NAAB Code:** 29BB0096

Sire: Brookfield Dev **Dam:** Newpole Harriet **MGS:** Auchenlay Echo **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

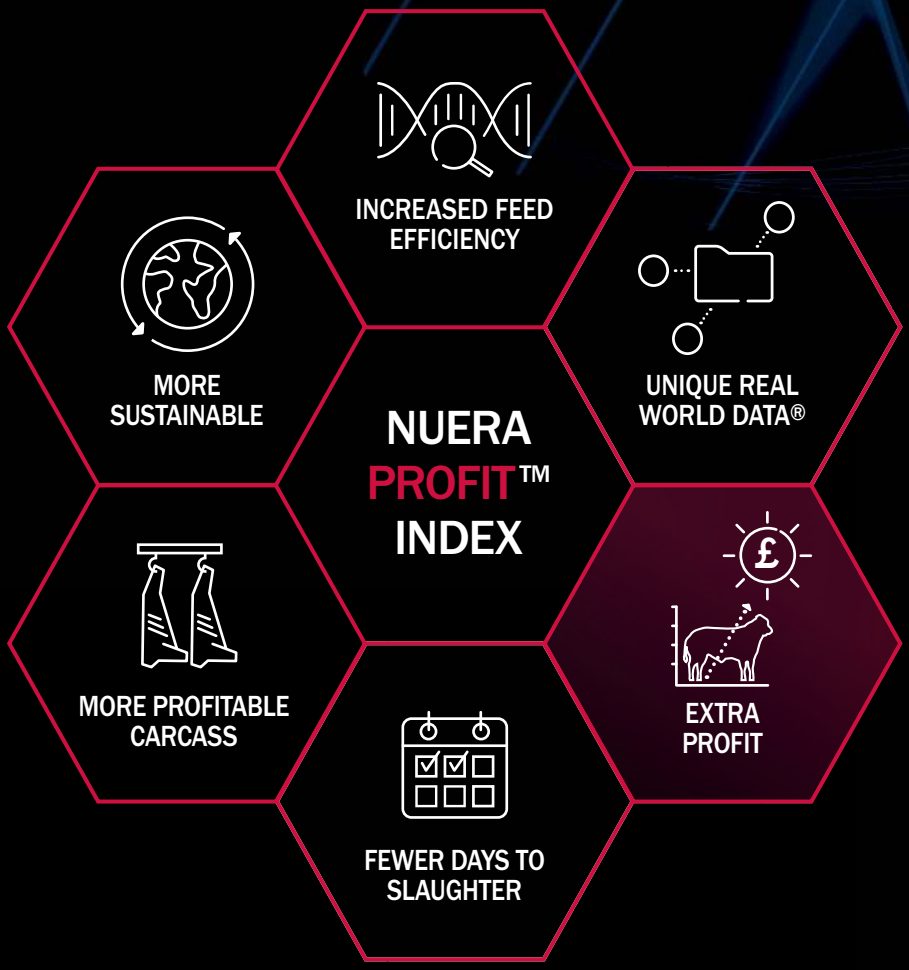
BEEFADVANTAGE™ £54.40

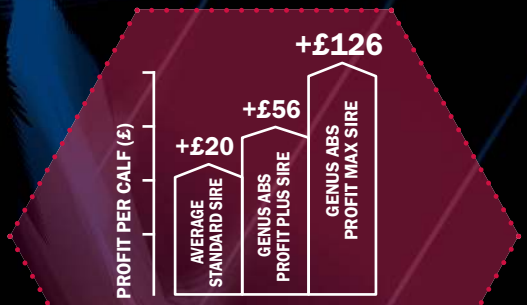
GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
121	53	★★★

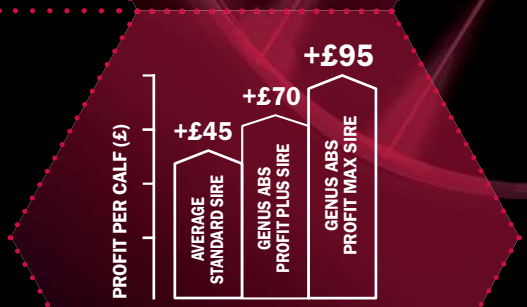
	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	130	3.0%	0.5%
Gestation Length	108	283 days	282 days
Calf Quality	115	53%	58%
Calf Survivability	130	4.3%	1.1%

PROFIT.
IT'S IN THE GENES.





GENUS ABS BRITISH BLUE
+£106 difference in profitability.



GENUS ABS ANGUS
+£95 difference in profitability.

NUERA PROFIT™ INDEX

is a unique index which evaluates progeny performance from finishing to slaughter in a beef cross dairy system.

By using ABS® **Real World Data™** collected from many external sources, the index ranks the most profitable genetics within the British Blue and Angus breeds.

It shows the extra profitability **Beef InFocus™** sires deliver compared to the average profit of the same breed. Helping you to maximise the value of your beef calf crop by creating animals that are more efficient and more sustainable for the whole beef supply chain.

NUERA
GENETICS
Genus
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www.http://bit.ly/NuEraGenetics

LAMBORGHINI

BLUE ROAN

BRITISH BLUE

PROGENY OF LAMBORGHINI

NEWPOLE LAMBORGHINI

Ear Tag: UK 706042 103992 **Genus ABS Code:** BB1506 **NAAB Code:** 29BB0100

Sire: Brookfield Dev **Dam:** Newpole Halo **MGS:** Greystone Turb **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

BEEFADVANTAGE™ £52.10

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
112	51	★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	97	3.0%	3.2%
Gestation Length	100	283 days	283 days
Calf Quality	130	53%	65%
Calf Survivability	128	4.3%	2.9%

LUCKY JIMBOB

RSG BLUE ROAN

BRITISH BLUE

PROGENY OF LUCKY JIMBOB

SPRINGFIELD LUCKY JIMBOB

Ear Tag: UK 181171 100197 **Genus ABS Code:** BB1533 **NAAB Code:** 29BB0107

Sire: Nightingale Eldorado G381 **Dam:** Bosullow Erica N372 **MGS:** Bosullow Trannack L298 **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

BEEFADVANTAGE™ £42.61

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
209	82	★★★★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	114	3.0%	3.2%
Gestation Length	92	283 days	283 days
Calf Quality	122	53%	65%
Calf Survivability	130	4.3%	2.9%

JUPITER

BRITISH BLUE

PROGENY OF JUPITER

GREYSTONE JUPITER

Ear Tag: UK 125185 500299 **Genus ABS Code:** BB1387 **NAAB Code:** 29BB0065

Sire: Almeley Ginola **Dam:** Greystone Olive **MGS:** Ardent De Maurag **Royalty:** £30 + VAT

BEEFADVANTAGE™ £39.90

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
210	90	★★★★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	121	3.0%	1.6%
Gestation Length	108	283 days	282 days
Calf Quality	113	53%	57%
Calf Survivability	122	4.3%	3.2%

MAGNUM

BRITISH BLUE

PROGENY OF MAGNUM

NUERA MAGNUM

Ear Tag: UK706042 704341 **Genus ABS Code:** BB1639 **NAAB Code:** 29BB0126

Sire: Newpole Easy **Dam:** Newpole Just a Minute **MGS:** Panache De De Centfontaine **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

BEEFADVANTAGE™ £38.70

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
129	49	★★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	121	3.0%	1.6%
Gestation Length	100	283 days	283 days
Calf Quality	115	53%	58%
Calf Survivability	128	4.3%	2.9%

MILESTONE

BLUE ROAN

BRITISH BLUE

PROGENY OF MILESTONE

NUERA MILESTONE

Ear Tag: UK706042 204343 **Genus ABS Code:** BB1640 **NAAB Code:** 29BB0134

Sire: Newpole Heartthrob **Dam:** Redmires Kiwi **MGS:** Moorsley Anderso **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

BEEFADVANTAGE™ £37.00

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
134	51	★★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	100	3.0%	3%
Gestation Length	100	283 days	282 days
Calf Quality	130	53%	57%
Calf Survivability	92	4.3%	3.2%

LUDDITE

RSG BLUE ROAN

BRITISH BLUE

PROGENY OF LUDDITE

BAMS LUDDITE

Ear Tag: UK 125363 401788 **Genus ABS Code:** BB1553 **NAAB Code:** 29BB0120

Sire: Brookfield Dev **Dam:** Harestone Daffodil **MGS:** Auchenlay Vagabon **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

BEEFADVANTAGE™ £35.30

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
252	81	★★★★★

	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%

LOGIC

MQL BLUE ROAN

BRITISH BLUE

PROGENY OF LOGIC

MOORSLEY LOGIC

Ear Tag: UK116368 600012 **Genus ABS Code:** BB1525 **NAAB Code:** 29BB0103

Sire: Brookfield Dev **Dam:** Moorsley Honey **MGS:** Moorsley Anderson **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

BEEFADVANTAGE™ £33.50

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
83	44	★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	130	3.0%	0.3%
Gestation Length	108	283 days	282 days
Calf Quality	98	53%	52%
Calf Survivability	130	4.3%	2.4%

MERCURY

RSG BLUE ROAN

BRITISH BLUE

PROGENY OF MERCURY

PENDLE MERCURY

Ear Tag: UK704149 300936 **Genus ABS Code:** BB1569 **NAAB Code:** 29BB0116

Sire: Newpole Easy **Dam:** Pendle Jewel **MGS:** Cristal De Somme **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

BEEFADVANTAGE™ £32.60

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
202	71	★★★★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	102	3.0%	2.9%
Gestation Length	92	283 days	284 days
Calf Quality	121	53%	60%
Calf Survivability	130	4.3%	1.6%

MINOTAUR

RSG BLUE ROAN

BRITISH BLUE

PROGENY OF LOGIC

CROFTENDS MINOTAUR

Ear Tag: UK 704149 400930 **Genus ABS Code:** BB1566 **NAAB Code:** 29BB0112

Sire: Brookfield Dev **Dam:** Croftends Jess **MGS:** Tamhorn Sumo **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

NUERA GENETICS

BEEFADVANTAGE™ £12.10

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
299	83	★★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	105	3.0%	2.7%
Gestation Length	92	283 days	284 days
Calf Quality	112	53%	57%
Calf Survivability	96	4.3%	4.8%

PROTEUS

HEREFORD

PROGENY OF 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) **Royalty:** £35 + VAT

HETEROZYGOUS POLLED

BEEFADVANTAGE™ £42.70

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
47	35	

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	130	1.3%	0.2%
Gestation Length	108	282 days	281 days
Calf Quality	115	NA	53%
Calf Survivability	108	3.2%	2.8%

NORRIS

MQL R

HEREFORD

PROGENY OF 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) **Royalty:** £35+VAT

BEEFADVANTAGE™ £40.20

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
122	44	★★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	84	1.3%	2.4%
Gestation Length	100	282 days	282 days
Calf Quality	130	NA	67%
Calf Survivability	98	3.2%	3.4%

ROSCOE

R

HEREFORD

HEAN 1 ROSCOE

Ear Tag: UK746293 700899 **Genus ABS Code:** H9299 **NAAB Code:** 29HP0943

Sire: Romany 1 Nailer (S) **Dam:** Hean 1 Marigold 784 (P) **MGS:** Studdolph 1 Topper (P) **Royalty:** £35 + VAT

BEEFADVANTAGE™ £27.50

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
80	35	★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	70	1.3%	4.6%
Gestation Length	76	282 days	285 days
Calf Quality	130	NA	72%
Calf Survivability	104	3.2%	3.0%

ONSLOW

LIMOUSIN

TOMSCHOICE ONSLOW

Ear Tag: UK124148 300477 **Genus ABS Code:** LN2792 **NAAB Code:** 29LN0108

Sire: Mereside Leo **Dam:** Tomschoice Ici **MGS:** Kaprico Eravelle **Royalty:** £35 + VAT

BEEFADVANTAGE™ £67.90

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
87	45	★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	112	2.4%	1.6%
Gestation Length	116	288 days	286 days
Calf Quality	130	50%	65%
Calf Survivability	130	5.2%	1.4%

LENNOX

LIMOUSIN

TWEEDDALE LENNOX

Ear Tag: UK 107511 701696 **Genus ABS Code:** LN2641 **NAAB Code:** 29LM0104

Sire: Goldies Goldmine **Dam:** Emslies Heledd **MGS:** Emslies Colossus **Royalty:** £35 + VAT

BEEFADVANTAGE™ £14.60

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
121	87	★★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	102	2.4%	2.3%
Gestation Length	108	288 days	287 days
Calf Quality	94	50%	48%
Calf Survivability	130	5.2%	1.2%

SAINFOIN

LONGHORN

CARREG SAINFOIN

Ear Tag: UK741281 100284 **Genus ABS Code:** LH0920 **NAAB Code:** 29TL0007

Sire: Fishwick Macavity **Dam:** Carreg Flora **MGS:** Raceview King **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

BEEFADVANTAGE™ £25.50

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
45	4	

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	130	1.9%	2.4%
Gestation Length	92	283 days	282 days
Calf Quality	106	53%	67%
Calf Survivability	130	3.6%	3.4%

EXCLUSIVE

R MQL

SIMMENTAL

PROGENY OF EXCLUSIVE

DENIZES EXCLUSIVE

Ear Tag: UK 181888 101302 **Genus ABS Code:** SG1198 **NAAB Code:** 29SM0470

Sire: Cairnview Snazzy **Dam:** Ranfurly Beauty 5th C4 **MGS:** Whitemire King Kong **Royalty:** £35 + VAT

BEEFADVANTAGE™ £60.00

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
136	64	★★★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	100	3.3%	3.3%
Gestation Length	116	284 days	284 days
Calf Quality	130	NA	62%
Calf Survivability	130	4.5%	1.6%

IBRAHAM

SIMMENTAL

DENIZES IBRAHAM 17

Ear Tag: 41281 601790 **Genus ABS Code:** SG1293 **NAAB Code:** 29SM0487

Sire: Dinton Nautical **Dam:** Raceview Cinderella Kim **MGS:** Raceview King **Royalty:** £35 + VAT

BEEFADVANTAGE™ £63.00

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
51	18	

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	103	3.3%	3.1%
Gestation Length	108	284 days	285 days
Calf Quality	130	NA	65%
Calf Survivability	130	4.5%	2.5%

PRELUDE

WAGYU

MACQUARIE PRELUDE M0495

Ear Tag: BDWFM0495 **Genus ABS Code:** MS0047 **NAAB Code:** 29KB0005

Sire: Macquarie Wagyu Y408 **Dam:** Macquarie Wagyu C1589 **MGS:** World K's Michifuku **Royalty:** Commercial use only

BEEFADVANTAGE™ £45.30

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
57	5	

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	121	2.0%	3.1%
Gestation Length	130	286 days	285 days
Calf Quality	112	50%	65%
Calf Survivability	104	3.6%	2.5%

OVERTURE

ARUBIAL OVERTURE N0106

Ear Tag: MYMFN0106 **NAAB Code:** 29KB006

Sire: Itoshigenami **Dam:** Broombee Teruyamamoto X125 **MGS:** Hirashigetayasu J2351 Hongen **Royalty:** Commercial use only

NOT ELIGIBLE FOR PEDIGREE REGISTRATIONS

BEEFADVANTAGE™ £32.40

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings	Herds	Reliability
74	3	★

	70 BSI – 100 BSI – 130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)	130	2.0%	2.3%
Gestation Length	100	286 days	287 days
Calf Quality	106	50%	48%
Calf Survivability	130	3.6%	1.2%

BEEF SHORTHORN

NAPOLEON

NAPOLEON OF UPSALL (P)

Royalty: £35 + VAT
Ear Tag: UK121060601374
Genus ABS Code: BS0767
NAAB Code: 829SS0038

Sire: Lawyer Of Upsall (P)
Dam: Augusta X1158 of Upsall (P)
MGS: Firefox of Upsall (P)

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"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

SPIKE

SOLPOLL 1 SPIKE

Royalty: £35 + VAT
Ear Tag: UK933011 331405
Genus ABS Code: H9281
NAAB Code: 29HP0949

Sire: Moeskaer Upgrade (P)
Dam: Solpoll 1 Starlett L3 (P)
MGS: Panmure 1 Henry (P)

UNDER SURVEY

RANCHER

FISHER 1 RANCHER R483

ROYALTY: £35 + VAT
EAR TAG: UK263027 00483
GENUS ABS CODE: H9297
NAAB CODE: 29HP0944

Sire: Fisher 1 Midas M415 (P)
Dam: Fisher 1 Susan J343(P)
MGS: Yalgoo Boulder 2250 (P)

UNDER SURVEY

PAVAROTTI

TOMSCHOICE PAVAROTTI

Royalty: £35 + VAT
Ear Tag: UK124148 300533
Genus ABS Code: LN2865
NAAB Code: 29LM0109

Sire: Goldies Nicolas
Dam: Tomschoice Gigi
MGS: Homebyres Drummie

UNDER SURVEY

NATION

TOMSCHOICE NATION

Royalty: £35 + VAT
Ear Tag: UK124148 100440
Genus ABS Code: LN2791
NAAB Code: 29LM0107

Sire: Kaprico Eravelle
Dam: Tomschoice Imagnation
MGS: Haltcliffe Vermount

UNDER SURVEY

ANTICIPATED

ARUBIAL ANTICIPATED Q0014

Royalty: Commercial use only
Ear Tag: MYMFQ0014
Genus ABS Code: N/A
NAAB Code: 29KB0010

Sire: Itoshigenami GG13
Dam: Peppermill Grove L0021
MGS: Mayura Itoshigenami Jnr

LONGFORD

LONGFORD F E0241

Royalty: Commercial use only
Ear Tag: LFDFE0241
Genus ABS Code: MS0032
NAAB Code: 29KB0003

Sire: TWA Ichiryuno
Dam: Longford LFDB1065
MGS: Kitateruyasudoi J2810 Hongen

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SHOUT ABOUT THE SIRE

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

AHDB

TRAIT LEADERS

CONTINENTAL

BeefAdvantage	(£)
Newpole Kojak	£86.94
Forest Northpole	£86.74
NuEra Nacho	£84.28
Nuera Nightrider	£78.59
Croftends Monty	£74.46

Calving Ease	%
Newpole Kojak	0.2
Quarrybank Moneyman	0.2
Newpole Lynx	0.5
Moorsley Mechanic	0.8
Forest Northpole	1

Calf Quality	%
Nuera Nacho	69
Newpole Kudos	69
Biresmohr Nando	68
Croftends Monty	68
Nuera Nightrider	66

Gestation Length	days
Forest Northpole	279
Quarrybank Moneyman	279
Newpole Kojak	280
Bams Luddite	280
Biresmohr Nando	280

Calf Survivability	%
Maes Number One	0.5
Tomschoice Onslow	0.5
Newpole Lynx	1.1
Newpole Kojak	1.4
Newpole Lemmy	1.4

NATIVE

BeefAdvantage	(£)
Hw Fletcher	£86.21
Abs Espresso	£80.02
Bosullow Elite	£60.00
Nuera 0072	£57.60
Ribble Black Brook	£56.47

Calving Ease (cows)	%
Barwise 1 Proteus	0.2
HW Fletcher	0.4
NuEra 0072	0.4
Bosullow Elite	0.5
Ribble Black Brook	0.6

Calf Quality	%
Abs Espresso	66
Oakchurch Darcy	65
Millbrae Black Jackdaw	65
Hw Fletcher	64
Haymount Warsmith	63

Gestation Length	days
Ribble Black Brook	277
Abs Espresso	280
Hw Fletcher	280
Nuera 0072	281
Abs Titus	281

Calf Survivability	%
Hw Fletcher	0.2
Abs Titus	1.2
Haymount Warsmith	1.6
Oakchurch Darcy	1.8
Bosullow Elite	1.8

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N Evans, Powys
400 cow flying herd been on RMS for 10 years

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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.

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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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