



BEEF SIREs Spring 2025



Ai SERVICES
– NORTHERN IRELAND –

Welcome



Your trusted guide to the best in beef genetics

Since 1988, AI Services has stood shoulder to shoulder with Northern Ireland's farmers. We are proudly farmer-owned, with over 2,500 shareholders made up of the producers, families, and agricultural co-operatives who form the backbone of farming in this region.

That's what makes us different. Unlike many in our field, we're not driven by shareholder profits or overseas interests.

We're here to deliver what's best for your herd, your business, and your future. Every decision we make begins with a single question: What do our farmers need most right now?

This year, we're proud to take another major step forward together with the opening of our new SMART stud facility. It's the largest investment in our history, and it represents more than just bricks and mortar.

It's a bold commitment to you and the future of local farming. This new facility will give us even greater control over genetic quality, health protocols, and semen production standards—so you can trust you're getting world-class service, right here in Northern Ireland.

And while genetics are at the heart of what we do, it's service that sets us apart. Our team of local Breeding Advisors is on the ground, in your area, ready to offer tailored advice—from selecting bulls to planning matings and improving your long-term herd performance.

As we step into this exciting new chapter, we remain firmly focused on what matters most: you. This is your service. Your sires. Your success.

AI Services

Your service

Your sires

Your success

The AI Services Team



ABERDEEN ANGUS

5	• Rocket	AA1340
5	• Endeavour	AA1145
6	Network	AA1532
6	• Grenade	AA1778
7	• Highway	AA1784
7	• Explorer	AA1998
8	• Mr Kayo	AA1857
8	Electric Storm	AA1992
9	Philo	AA1996
9	Remington	AA1997

BRITISH BLUE

10	Incredible	BB1459
10	Luxury	BB1742
11	Ned	BB1802
11	Jubilant	BB1516
12	Giant	BB1333
12	Olaf	BB1886
13	Rambo	BB2064
12	TopDog	BB2172
14	Snowey	BB2173
14	Avenir	

BLONDE D'AQUITAINE

15	Harry	BL1093
15	Glacon	BL1119
16	Melkior	

CHAROLAIS

17	Ramo	
17	• Paris	CH3980
18	Laughoutloud	CH4012
18	Ulysses	CH4301

CHAROLAIS EXC

19	Grisy	CH3977
19	Sexy	CH3827
20	Robinson	
20	Regolo	

INRA 95

21	Franky	
21	Rhesus	

22	Mexplor	
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SALER

22	Oscar	SA0854
23	Horace	SA0879

HEREFORD

23	• Silas	H9260
24	• Romeo	H9283
24	• Ulsterman	H9193
25	• Willywonka	H9191
25	• Woody	H9190

LIMOUSIN

26	• Ifor	LN2553
26	• Marty	LN2726
27	• Neymar	LN2815
27	• Equaliser	LN2271
28	• Umar	LN0132
28	• Pochettino	LN3180
29	Ivantonov	LN2886
29	Scenario	

SIMMENTAL

30	Isaac	SG1278
30	Hannibal	SG1290
31	Baldwin	SG1117

BEEF SHORTHORN

31	Parnassus	BS0718
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AUBRAC

32	Iguane	
32	Marquis	

PARTHENAISE

33	JouJou	
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SPECKLED PARK

33	Hugo	
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TRIPLE MIX

34-36	Triple Mix	
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OTHER

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- Royalty payable for Pedigree Registration



Breed for the Bonus: Our AAQB Scheme Bulls

Looking to tap into the Aberdeen Angus Quality Beef (AAQB) Scheme and earn more from every animal? It all starts with the right bull. We've selected a standout team of AAQB-approved Aberdeen Angus bulls hand-picked to help you meet scheme specs, boost returns, and produce cattle the market wants. Just look for the AAQB logo.



- Exceptional growth and muscling displayed in the progeny
- Recommended sire for crossing on most dairy breeds

Calving Survey			
Calf Size Avg	77.2%	Calf Conf Avg	77.6%
Calf Size Above Avg	19.8%	Calf Conf Above Avg	21.9%
Mortality	1.9%	Non Surg. Vet Assist	2.4%
Avg Gest (days)	284	Surg. Vet Assist	1.0%

Breedplan EBVs April 2025			
	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	-0.1	78%	-0.7
Calv Ease Daughters (%)	+2.5	73%	+0.7
Gestation Length (days)	+0.1	91%	+0.2
Birth Weight (kg)	+3.3	92%	+3.4
200 Day Weight (kg)	+43	84%	+46
400 Day Weight (kg)	+82	82%	+82
600 Day Weight (kg)	+107	81%	+100
Mature Cow Weight (kg)	+92	74%	+91
Milk (kg)	+11	74%	+14
Scrotal Size (cm)	-0.1	75%	+1.2
Carcass Weight (kg)	+74	71%	+65
Eye Muscle Area (cm²)	+4.4	61%	+4.6
Fat Depth (mm)	-2.9	67%	-1.4
Retail Beef Yield (%)	+1.7	61%	+1.1
IMF (%)	+0.2	59%	+0.2
Terminal Index	+41	-	+38
Self Replacing Index	+59	-	+51



- Excellent crossing sire on dairy breeds especially Montbelliarde x Holstein or Fleckvieh x Holstein
- Exceptional growth rates and muscling

Calving Survey			
Calf Size Avg	67.2%	Calf Conf Avg	71.0%
Calf Size Above Avg	24.6%	Calf Conf Above Avg	24.6%
Mortality	2.5%	Non Surg. Vet Assist	4.6%
Avg Gest (days)	285	Surg. Vet Assist	2.6%

Breedplan EBVs April 2025			
	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	-2.7	81%	-0.7
Calv Ease Daughters (%)	+0.7	77%	+0.7
Gestation Length (days)	-0.3	91%	+0.2
Birth Weight (kg)	+5.0	93%	+3.4
200 Day Weight (kg)	+44	85%	+46
400 Day Weight (kg)	+82	84%	+82
600 Day Weight (kg)	+99	83%	+100
Mature Cow Weight (kg)	+87	77%	+91
Milk (kg)	+13	75%	+14
Scrotal Size (cm)	+0.2	76%	+1.2
Carcass Weight (kg)	+62	73%	+65
Eye Muscle Area (cm²)	+4.4	60%	+4.6
Fat Depth (mm)	-2.6	68%	-1.4
Retail Beef Yield (%)	+0.7	61%	+1.1
IMF (%)	+0.9	58%	+0.2
Terminal Index	+36	-	+38
Self Replacing Index	+46	-	+51



- Calves are vigorous and healthy at birth
- Short gestation length of 283 days

Calving Survey

Calf Size Avg	81.8%	Calf Conf Avg	82.7%
Calf Size Above Avg	9.8%	Calf Conf Above Avg	15.4%
Mortality	2.3%	Non Surg. Vet Assist	3.2%
Avg Gest (days)	283	Surg. Vet Assist	1.8%

Breedplan EBVs April 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	+5.8	65%	-0.7
Calv Ease Daughters (%)	+3.8	61%	+0.7
Gestation Length (days)	-1.4	78%	+0.2
Birth Weight (kg)	+0.4	87%	+3.4
200 Day Weight (kg)	+35	80%	+46
400 Day Weight (kg)	+56	78%	+82
600 Day Weight (kg)	+72	77%	+100
Mature Cow Weight (kg)	+69	68%	+91
Milk (kg)	+15	63%	+14
Scrotal Size (cm)	+0.7	71%	+1.2
Carcass Weight (kg)	+45	66%	+65
Eye Muscle Area (cm ²)	-0.1	53%	+4.6
Fat Depth (mm)	-1.8	64%	-1.4
Retail Beef Yield (%)	-0.1	55%	+1.1
IMF (%)	+0.0	52%	+0.2
Terminal Index	+27	-	+38
Self Replacing Index	+43	-	+51

GRENADE

HW Grenade

Aberdeen Angus



- Impressive growth and muscle index
- Progeny displaying conformation and quality

Calving Survey

Calf Size Avg	77.4%	Calf Conf Avg	81.9%
Calf Size Above Avg	11.9%	Calf Conf Above Avg	11.9%
Mortality	1.2%	Non Surg. Vet Assist	1.2%
Avg Gest (days)	286	Surg. Vet Assist	2.4%

Breedplan EBVs April 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	-1.2	59%	-0.7
Calv Ease Daughters (%)	+3.7	50%	+0.7
Gestation Length (days)	+2	72%	+0.2
Birth Weight (kg)	+4.4	85%	+3.4
200 Day Weight (kg)	+46	76%	+46
400 Day Weight (kg)	+80	75%	+82
600 Day Weight (kg)	+102	72%	+100
Mature Cow Weight (kg)	+82	66%	+91
Milk (kg)	+11	59%	+14
Scrotal Size (cm)	+1.4	75%	+1.2
Carcass Weight (kg)	+63	62%	+65
Eye Muscle Area (cm ²)	+5.5	53%	+4.6
Fat Depth (mm)	-0.8	60%	-1.4
Retail Beef Yield (%)	+1.1	53%	+1.1
IMF (%)	+0.4	49%	+0.2
Terminal Index	+38	-	+38
Self Replacing Index	+55	-	+51

HIGHWAY

Drumhill Lord Highway

Aberdeen Angus

HB No: UK959342703271

DOB: 24/04/2019

Sire: Wedderlie Tarquin L383

Dam: Drumhill Lady Heather P366



- Tremendous indexes for both terminal and maternal
- Suitable for breeding replacements for the suckler herd

Calving Survey

Calf Size Avg	58.8%	Calf Conf Avg	66.7%
Calf Size Above Avg	35.3%	Calf Conf Above Avg	33.3%
Mortality	0.0%	Non Surg. Vet Assist	0.0%
Avg Gest (days)	287	Surg. Vet Assist	0.0%

Breedplan EBVs April 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	-1.9	57%	-0.7
Calv Ease Daughters (%)	-2.5	53%	+0.7
Gestation Length (days)	+0.6	68%	+0.2
Birth Weight (kg)	+4.4	79%	+3.4
200 Day Weight (kg)	+47	73%	+46
400 Day Weight (kg)	+83	73%	+82
600 Day Weight (kg)	+100	69%	+100
Mature Cow Weight (kg)	+82	63%	+91
Milk (kg)	+20	58%	+14
Scrotal Size (cm)	+1.6	72%	+1.2
Carcass Weight (kg)	+63	62%	+65
Eye Muscle Area (cm ²)	+4.5	55%	+4.6
Fat Depth (mm)	-1.0	61%	-1.4
Retail Beef Yield (%)	+0.8	54%	+1.1
IMF (%)	+0.5	52%	+0.2
Terminal Index	+37	-	+38
Self Replacing Index	+46	-	+51

EXPLORER

Drumhill Explorer

Aberdeen Angus

HB No: UK959342704354

DOB: 30/04/2021

Sire: Rulesmains Jimo Eric

Dam: Drumhill Evora V116



- Explorer is an excellent example of the breed
- Naturally fleshed sire with tremendous muscle and shape

Breedplan EBVs April 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	+0.7	44%	-0.7
Calv Ease Daughters (%)	+0.8	36%	+0.7
Gestation Length (days)	-0.1	54%	+0.2
Birth Weight (kg)	+3.2	75%	+3.4
200 Day Weight (kg)	+46	70%	+46
400 Day Weight (kg)	+80	68%	+82
600 Day Weight (kg)	+97	64%	+100
Mature Cow Weight (kg)	+87	53%	+91
Milk (kg)	+14	46%	+14
Scrotal Size (cm)	+0.5	71%	+1.2
Carcass Weight (kg)	+67	57%	+65
Eye Muscle Area (cm ²)	+3.5	47%	+4.6
Fat Depth (mm)	-2.8	54%	-1.4
Retail Beef Yield (%)	+1.6	47%	+1.1
IMF (%)	-0.3	43%	+0.2
Terminal Index	+40	-	+38
Self Replacing Index	+53	-	+51

Pedigree

SIRE:	Rulesmains Master
	Rulesmains Jimo Eric R666
	Rulesmains Jasmine
DAM:	Drumhill Lord Hatfield
	Drumhill Evora V116
	Drumhill Evora P101

MR KAYO

Mr Red Kayo

Aberdeen Angus

HB No: UK939290404825

DOB: 15/04/2020

Sire: Mosshall Red Evolution

Dam: Gannon Red Miss Kayo S697



- Kayo is a Red Angus with above average growth muscling
- Smooth fleshing sire, suitable for crossing on continental type cows

Calving Survey

Calf Size Avg	73.1%	Calf Conf Avg	76.9%
Calf Size Above Avg	15.4%	Calf Conf Above Avg	23.1%
Mortality	0.0%	Non Surg. Vet Assist	0.0%
Avg Gest (days)	284	Surg. Vet Assist	0.0%

Breedplan EBVs April 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	-3.1	35%	-0.7
Calv Ease Daughters (%)	+0.8	28%	+0.7
Gestation Length (days)	+0.7	54%	+0.2
Birth Weight (kg)	+3.7	72%	+3.4
200 Day Weight (kg)	+46	61%	+46
400 Day Weight (kg)	+83	63%	+82
600 Day Weight (kg)	+105	59%	+100
Mature Cow Weight (kg)	+97	50%	+91
Milk (kg)	+7	46%	+14
Scrotal Size (cm)	+1	64%	+1.2
Carcass Weight (kg)	+68	50%	+65
Eye Muscle Area (cm ²)	+5.1	42%	+4.6
Fat Depth (mm)	-2.5	49%	-1.4
Retail Beef Yield (%)	+1.7	41%	+1.1
IMF (%)	-0.1	38%	+0.2
Terminal Index	+39	-	+38
Self Replacing Index	+53	-	+51

ELECTRIC STORM Rawburn Electric Storm X604

Aberdeen Angus

HB No: UK562106203604

DOB: 11/11/2021

Sire: O'Neills Black Bardolier

Dam: Rawburn Elsie



- Electric Storm's sire is renowned for producing progeny with exceptional weight gains
- Pedigree is filled with top performance sires

Pedigree

SIRE:	Oneills Black Bardolier	Oneills Frontiersman
		Oneills Royal Lady 90
DAM:	Rawburn Elsie T439	Rawburn Transformer
		Rawburn Elsie D328

Breedplan EBVs April 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	+7.2	51%	-0.7
Calv Ease Daughters (%)	+5.1	44%	+0.7
Gestation Length (days)	-1.8	64%	+0.2
Birth Weight (kg)	+0.9	73%	+3.4
200 Day Weight (kg)	+58	70%	+46
400 Day Weight (kg)	+104	69%	+82
600 Day Weight (kg)	+121	65%	+100
Mature Cow Weight (kg)	+96	56%	+91
Milk (kg)	+9	58%	+14
Scrotal Size (cm)	+1	70%	+1.2
Carcass Weight (kg)	+88	59%	+65
Eye Muscle Area (cm ²)	+8.9	53%	+4.6
Fat Depth (mm)	+0.5	60%	-1.4
Retail Beef Yield (%)	+1.7	52%	+1.1
IMF (%)	+1.3	51%	+0.2
Terminal Index	+55	-	+38
Self Replacing Index	+79	-	+51

PHILO

Blackhaugh Philo X239

Aberdeen Angus

HB No: UK562121702239

DOB: 25/04/2021

Sire: Blackhaugh Pride

Dam: Blackhaugh Iceman



- Philo's sire Dead Centre was a heavily proven for leading the breed for both gestation length and calving ease
- Philo ranks in the top 10% of the breed

Pedigree

SIRE: Quaker Hill Dead Centre
Exar Denver 2002B
Quaker Hill Blackcap

DAM: Blackhaugh Pride V992
Blackhaugh Iceman
Blackhaugh Pride P412

Breedplan EBVs April 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	+1.2	53%	-0.7
Calv Ease Daughters (%)	+6.3	47%	+0.7
Gestation Length (days)	-2.6	66%	+0.2
Birth Weight (kg)	+4.3	76%	+3.4
200 Day Weight (kg)	+69	72%	+46
400 Day Weight (kg)	+122	72%	+82
600 Day Weight (kg)	+142	69%	+100
Mature Cow Weight (kg)	+115	62%	+91
Milk (kg)	+15	60%	+14
Scrotal Size (cm)	+1.9	75%	+1.2
Carcass Weight (kg)	+92	63%	+65
Eye Muscle Area (cm ²)	+7.1	56%	+4.6
Fat Depth (mm)	-1.2	61%	-1.4
Retail Beef Yield (%)	+1.6	55%	+1.1
IMF (%)	+0.9	52%	+0.2
Terminal Index	+58	-	+38
Self Replacing Index	+80	-	+51

REMINGTON

Blackhaugh Remington X234

Aberdeen Angus

HB No: UK562121202234

DOB: 25/04/2021

Sire: Rawburn Bazooka

Dam: Blackhaugh Rosebud



- Remington is an exceptional Angus sire full of heavily proven genetics
- Sire Rawburn Bazooka delivers good calving ease without sacrificing calf quality

Pedigree

SIRE: Rawburn Bazooka T632
Quaker Hill Rampage
Nichols Bonnie Y292

DAM: Blackhaugh Rosebud T797
Blackhaugh Krocus L086
Blackhaugh Rosebud

Breedplan EBVs April 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	+1.9	37%	-0.7
Calv Ease Daughters (%)	+3.1	30%	+0.7
Gestation Length (days)	-0.6	59%	+0.2
Birth Weight (kg)	+2.7	75%	+3.4
200 Day Weight (kg)	+61	68%	+46
400 Day Weight (kg)	+107	68%	+82
600 Day Weight (kg)	+121	63%	+100
Mature Cow Weight (kg)	+96	52%	+91
Milk (kg)	+17	49%	+14
Scrotal Size (cm)	+2	72%	+1.2
Carcass Weight (kg)	+82	55%	+65
Eye Muscle Area (cm ²)	+5.6	47%	+4.6
Fat Depth (mm)	-1.1	53%	-1.4
Retail Beef Yield (%)	+1.1	46%	+1.1
IMF (%)	+1.1	41%	+0.2
Terminal Index	+51	-	+38
Self Replacing Index	+67	-	+51

INCREDIBLE

Boroside Incredible

British Blue

HB No: IE371479981207

DOB: 01/01/2014

Sire: Rutabaga Beaffaux

Dam: Ballydownan Winny ET



- Progeny have exceptional colour marking, growth and muscling
- Calves achieving market-topping prices

Calving Survey

Calf Size Avg	58.5%	Calf Conf Avg	54.5%
Calf Size Above Avg	35.1%	Calf Conf Above Avg	43.9%
Mortality	2.7%	Non Surg. Vet Assist	0.5%
Avg Gest (days)	287	Surg. Vet Assist	2.1%

Breedplan EBVs March 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	-2.0	28%	-1.3
Calv Ease Daughters (%)	-	-	-0.9
Gestation Length (days)	+0.8	30%	+0.6
Birth Weight (kg)	+1.7	41%	+2.5
200 Day Weight (kg)	+4	34%	+13
400 Day Weight (kg)	+6	32%	+22
600 Day Weight (kg)	+13	32%	+32
Mature Cow Weight (kg)	+12	25%	+30
Milk (kg)	-	-	+3
Scrotal Size (cm)	-	-	+0.2
Carcass Weight (kg)	-	-	+18
Eye Muscle Area (cm ²)	-	-	+1.6
Fat Depth (mm)	-	-	+0.0
Retail Beef Yield (%)	-	-	+0.4
IMF (%)	-	-	+0.2
Carcase Profit Index	+4	-	+12
Pedigree Breeding Index	-	-	-

LUXURY

Boroside Luxury

British Blue

HB No: IE372215083231556

DOB: 15/09/2017

Sire: Mannequin de Sberchamps

Dam: Boroside Glenda ET



- Luxury displays impressive breed type
- Excellent performance figures for carcass weight

Calving Survey

Calf Size Avg	78.3%	Calf Conf Avg	83.3%
Calf Size Above Avg	15.0%	Calf Conf Above Avg	15.0%
Mortality	0.0%	Non Surg. Vet Assist	0.0%
Avg Gest (days)	285	Surg. Vet Assist	3.3%

Breedplan EBVs April 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	-	-	-1.3
Calv Ease Daughters (%)	-	-	-0.9
Gestation Length (days)	-	-	+0.6
Birth Weight (kg)	+2.3	35%	+2.5
200 Day Weight (kg)	+11	28%	+13
400 Day Weight (kg)	+18	25%	+22
600 Day Weight (kg)	+28	25%	+32
Mature Cow Weight (kg)	-	-	+30
Milk (kg)	-	-	+3
Scrotal Size (cm)	-	-	+0.2
Carcass Weight (kg)	-	-	+18
Eye Muscle Area (cm ²)	-	-	+1.6
Fat Depth (mm)	-	-	+0.0
Retail Beef Yield (%)	-	-	+0.4
IMF (%)	-	-	+0.2
Carcase Profit Index	+10	-	+12
Pedigree Breeding Index	-	-	-

NED

Chatham Ned

British Blue

HB No: B-20180498

DOB: 15/05/2018

Sire: Chatham Karl

Dam: Chatham Grace



- Displays exceptional length and muscling
- Excellent EBVs for growth and overall index
- Suitable to cross on dairy and suckler cows

Pedigree

SIRE:	Chatham Kerl	└─	Kersey Geronimo
			Chatham Frolic
DAM:	Chatham Grace	└─	Paulern Verdi
			Chatham Beryl

Breedplan EBVs March 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	+1.4	34%	-1.3
Calv Ease Daughters (%)	-0.3	25%	-0.9
Gestation Length (days)	-0.1	38%	+0.6
Birth Weight (kg)	+2.3	53%	+2.5
200 Day Weight (kg)	+18	49%	+13
400 Day Weight (kg)	+31	49%	+22
600 Day Weight (kg)	+48	48%	+32
Mature Cow Weight (kg)	+49	39%	+30
Milk (kg)	+5	25%	+3
Scrotal Size (cm)	+0.4	31%	+0.2
Carcass Weight (kg)	+26	40%	+18
Eye Muscle Area (cm ²)	+0.0	-	+1.6
Fat Depth (mm)	-0.1	28%	+0.0
Retail Beef Yield (%)	+0.3	26%	+0.4
IMF (%)	+0.0	-	+0.2
Carcase Profit Index	+23	-	+12
Pedigree Breeding Index	+16	-	+4

JUBILANT

Knockagh Jubilant

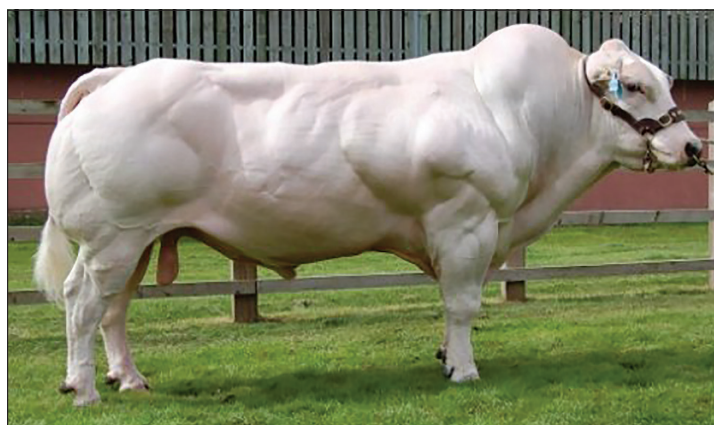
British Blue

HB No: B-20141285

DOB: 04/12/2014

Sire: Twyning Ash Ukelele

Dam: Knockagh Fancy Pants



- Proven calving ease sire for dairy cows
- The top 5% of the breed for direct calv ease
- Suitable to crossing on most dairy cows

Calving Survey

Calf Size Avg	73.4%	Calf Conf Avg	68.4%
Calf Size Above Avg	17.7%	Calf Conf Above Avg	25.3%
Mortality	1.3%	Non Surg. Vet Assist	0.0%
Avg Gest (days)	284	Surg. Vet Assist	0.0%

Breedplan EBVs March 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	+2.5	38%	-1.3
Calv Ease Daughters (%)	+1.7	29%	-0.9
Gestation Length (days)	+0.2	41%	+0.6
Birth Weight (kg)	+1.1	68%	+2.5
200 Day Weight (kg)	+13	56%	+13
400 Day Weight (kg)	+25	54%	+22
600 Day Weight (kg)	+34	55%	+32
Mature Cow Weight (kg)	+32	44%	+30
Milk (kg)	+0	-	+3
Scrotal Size (cm)	+0.4	36%	+0.2
Carcass Weight (kg)	+24	42%	+18
Eye Muscle Area (cm ²)	+1.8	29%	+1.6
Fat Depth (mm)	-0.2	36%	+0.0
Retail Beef Yield (%)	+0.7	33%	+0.4
IMF (%)	+0.0	25%	+0.2
Carcase Profit Index	+20	-	+12
Pedigree Breeding Index	+20	-	+4

GIANT

Bavan Giant

British Blue

HB No: H-20112060

DOB: 13/11/2011

Sire: Auchenlay Vagabond

Dam: Faughanvale Cynthia ET



- Superb muscling throughout
- Excellent performance figures for growth

Calving Survey

Calf Size Avg	70.0%	Calf Conf Avg	58.6%
Calf Size Above Avg	26.7%	Calf Conf Above Avg	41.4%
Mortality	0.0%	Non Surg. Vet Assist	3.3%
Avg Gest (days)	289	Surg. Vet Assist	6.7%

Breedplan EBVs March 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	-3.0	39%	-1.3
Calv Ease Daughters (%)	-2.0	28%	-0.9
Gestation Length (days)	+1.0	39%	+0.6
Birth Weight (kg)	+5.3	70%	+2.5
200 Day Weight (kg)	+26	62%	+13
400 Day Weight (kg)	+37	60%	+22
600 Day Weight (kg)	+56	67%	+32
Mature Cow Weight (kg)	+56	53%	+30
Milk (kg)	+0.0	-	+3
Scrotal Size (cm)	+0.4	54%	+0.2
Carcass Weight (kg)	+24	50%	+18
Eye Muscle Area (cm ²)	+1.0	34%	+1.6
Fat Depth (mm)	+0.4	43%	+0.0
Retail Beef Yield (%)	+0.1	39%	+0.4
IMF (%)	+0.2	27%	+0.2
Carcase Profit Index	+18	-	+12
Pedigree Breeding Index	+3	-	+4

OLAF

Chatham Olaf

British Blue

HB No: B-20190926

DOB: 25/09/2019

Sire: Graymar Iceman

Dam: Chatham Millie



- Olaf has exceptionally high performance indexes
- Low birth weight suggests calving ease

Breedplan EBVs March 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	+0.9	34%	-1.3
Calv Ease Daughters (%)	-0.5	26%	-0.9
Gestation Length (days)	-0.8	43%	+0.6
Birth Weight (kg)	+2.5	64%	+2.5
200 Day Weight (kg)	+22	60%	+13
400 Day Weight (kg)	+43	61%	+22
600 Day Weight (kg)	+60	64%	+32
Mature Cow Weight (kg)	+62	51%	+30
Milk (kg)	+0.0	-	+3
Scrotal Size (cm)	+1.2	54%	+0.2
Carcass Weight (kg)	+33	51%	+18
Eye Muscle Area (cm ²)	+1.2	35%	+1.6
Fat Depth (mm)	-0.3	43%	+0.0
Retail Beef Yield (%)	+0.4	38%	+0.4
IMF (%)	+0.2	29%	+0.2
Carcase Profit Index	+27	-	+12
Pedigree Breeding Index	+17	-	+4

Pedigree

SIRE:	Graymar Iceman	Mountjoy Utopia (SR)
		Bringlee Dahlia
DAM:	Chatham Millie	Kerey Geronimo
		Chatham Ida

RAMBO

Springhill Rambo

British Blue

HB No: B-20210436

DOB: 01/03/2021

Sire: Woodview Solo

Dam: Ridge Dean Wisdom



- Rambo displays style and excellent breed type
- Outstanding muscling with exceptional hindquarter development

Pedigree

SIRE: Woodview Solo
Tintin De My (IS)
Ballyfin Purdie
DAM: Ridge Dean Wisdom
Serieux de Fooz (IS)
Ridge Dean Jessie

Breedplan EBVs March 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	-1.5	44%	-1.3
Calv Ease Daughters (%)	-1.1	36%	-0.9
Gestation Length (days)	+1.4	47%	+0.6
Birth Weight (kg)	+2.8	69%	+2.5
200 Day Weight (kg)	+13	59%	+13
400 Day Weight (kg)	+16	55%	+22
600 Day Weight (kg)	+24	55%	+32
Mature Cow Weight (kg)	+20	45%	+30
Milk (kg)	+0	-	+3
Scrotal Size (cm)	+0.2	38%	+0.2
Carcass Weight (kg)	+12	43%	+18
Eye Muscle Area (cm ²)	+1.4	28%	+1.6
Fat Depth (mm)	+0.2	35%	+0
Retail Beef Yield (%)	+0.2	33%	+0.4
IMF (%)	+0.2	25%	+0.2
Carcase Profit Index	+9	-	+12
Pedigree Breeding Index	+4	-	+4

TOPDOG

Alans TopDog

British Blue

HB No: UK948371305513

DOB: 01/09/2023

Sire: An De Beauffaux

Dam: Almeley Pearl



- Locally breed bull
- Superb style with quality
- Excellent muscling with carcass

Pedigree

SIRE: An De Beauffaux
Immense D Yvoir
Experte De Beauffaux
DAM: Almeley Pearl
Almeley Wellington
Almeley Marbella

Breedplan EBVs March 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	-2.2	26%	-1.3
Calv Ease Daughters (%)	-	-	-0.9
Gestation Length (days)	+1	25%	+0.6
Birth Weight (kg)	+2.4	38%	+2.5
200 Day Weight (kg)	+12	32%	+13
400 Day Weight (kg)	+17	29%	+22
600 Day Weight (kg)	+29	29%	+32
Mature Cow Weight (kg)	-	-	+30
Milk (kg)	-	-	+3
Scrotal Size (cm)	-	-	+0.2
Carcass Weight (kg)	-	-	+18
Eye Muscle Area (cm ²)	-	-	+1.6
Fat Depth (mm)	-	-	+0.0
Retail Beef Yield (%)	-	-	+0.4
IMF (%)	-	-	+0.2
Terminal Index	+10	-	+12
Self Replacing Index	-	-	+4

SNOWEY

Mournview Snowey

British Blue

HB No: BBLIRLM225878820080

DOB: 05/01/2024

Sire: Du Grand Bon Dieu

Dam: Mournview Princess



- Excellent star ranking for carcass weight and conformation
- Superb length and exceptional pedigree

Pedigree

SIRE: Du Grand Bon Dieu
Nodule Des Volees
Noix Du Grand Bon Dieu
DAM: Mournview Princess
Bedgebury Kent
Ballincash Ismene

ICBF March 2025 Eurostar Rating

	EBV	Rel	Star rating within breed	Star rating across breed
Calving Diff (beef heifers)	14.1	55%	*****	*
Calving Diff (beef cows)	7.1	66%	*****	*
Calving Diff (dairy heifer)	16.2	39%	*****	*
Calving Diff (dairy cow)	7.6	57%	****	*
Daughter Calv Diff (%)	7.4	62%		
Mortality	0.06	44%	****	**
Gestation Length	1.04	45%	***	*****
Docility	0.17	45%	***	*****
Milk (kg)	5.8	44%	*****	****
Carcass Wt	34.9	45%	***	*****
Carcass Fat	-1	45%	***	*****
Carcass Conf	2.78	45%	***	*****
Age at Finish (days)	3.97	65%	***	*
Feed intake	-0.44	35%	***	****
Terminal Index (€)	144	48%	*****	*****
Replacement Index (€)	87	46%	*****	**
Dairy Beef Index (€)	107	47%	*****	****

AVENIR

BBG Avenir PP De Boulogne

British Blue

HB No: BE562601667

DOB: 15/11/2020

Sire: Future De Boulogne

Dam: Science De Boulogne



- Exciting new red and white Belgian Blue sire
- Homozygous polled
- Will potentially produce red roan calves with muscle.

Pedigree

SIRE: BBG Future De Boulogne
Adelin Du Buchy
Ideale Polled Ruby Red
DAM: Science De Boulogne
Ideale Dehorner
Ideale Polled Ruby Red

ICBF March 2025 Eurostar Rating

	EBV	Rel	Star rating within breed	Star rating across breed
Calving Diff (beef heifers)	12.1	41%	*****	*
Calving Diff (beef cows)	5.9	55%	*****	*
Calving Diff (dairy heifer)	15	35%	*****	**
Calving Diff (dairy cow)	6.9	44%	*****	*
Daughter Calv Diff (%)	9.69	52%		
Mortality	0.18	33%	*	****
Gestation Length	-0.28	33%	*****	*****
Docility	0.15	32%	***	*****
Milk (kg)	7.8	31%	*****	*****
Carcass Wt	22.2	32%	*	****
Carcass Fat	-1.06	32%	****	*****
Carcass Conf	2.41	32%	*	*****
Age at Finish (days)	1.12	55%	****	**
Feed intake	-0.29	31%	*	****
Terminal Index (€)	106	37%	**	****
Replacement Index (€)	95	35%	*****	***
Dairy Beef Index (€)	102	36%	****	****



- Calving ease combined with muscle development
- Top sire for improving overall carcass confirmation

Pedigree

SIRE: Isidor — Vivaldi
 — Bague
 — Pifrou
 DAM: Estelle — Truffe

IBOVAL Performance Data Jan 2025

	EBV	Rel
Calving ease (beef)	111	87%
Milk	-	-
Maternal index	93	48%
Birth to Weaning		
Growth	93	65%
Muscle development	123	76%
Skeletal development	70	71%
Fineness of bone	109	62%
Weaning Index	102	70%
Finishing		
Carcass growth	117	54%
Carcass confirmation	117	57%
Beef Index	-	-

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RAMO

Ramo PPX

Charolais

HB No: FR3615621920

DOB: 10/05/2020

Sire: Love P

Dam: Laika



- Combining growth & muscle development
- Recommend for suckler cows
- Polled genetics

Pedigree

SIRE: Love P	—	Castor
	—	Huguette
DAM: Laika	—	Horace
	—	Ganache

IBOVAL Performance Data Jan 2025

	EBV	Rel
Calving ease (beef)	104	70%
Milk	105	39%
Maternal index	116	57%

Birth to Weaning

Growth	108	53%
Muscle development	114	67%
Skeletal development	91	61%
Fineness of bone	114	67%
Weaning Index	115	58%

Finishing

Carcass growth	102	42%
Carcass confirmation	104	52%
Beef Index	-	-

PARIS

Woodpark Paris

Charolais

HB No: MBM0081113

DOB: 09/07/2019

Sire: Deeside Gulliver

Dam: Woodpark Faith



- Woodpark Paris combines performance with style and shape
- Exceptional eye muscle and retail beef values

Calving Survey

Calf Size Avg	59.6%	Calf Conf Avg	62.8%
Calf Size Above Avg	29.8%	Calf Conf Above Avg	32.6%
Mortality	3.0%	Non Surg. Vet Assist	2.3%
Avg Gest (days)	290	Surg. Vet Assist	4.7%

Breedplan EBVs April 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	+3.3	51%	+3.1
Calv Ease Daughters (%)	-8.6	46%	-1.3
Gestation Length (days)	+0.1	55%	+0.5
Birth Weight (kg)	+4.8	70%	+2.6
200 Day Weight (kg)	+43	67%	+31
400 Day Weight (kg)	+76	66%	+52
600 Day Weight (kg)	+90	62%	+62
Mature Cow Weight (kg)	+80	46%	+59
Milk (kg)	+12	47%	+11
Scrotal Size (cm)	+0.5	65%	+0.0
Carcass Weight (kg)	+63	53%	+48
Eye Muscle Area (cm ²)	+4.4	42%	+3.5
Fat Depth (mm)	-0.7	49%	-0.5
Retail Beef Yield (%)	+2.1	46%	+1.3
IMF (%)	-0.1	38%	-0.1
Terminal Index	+74	-	+50
Self Replacing Index	+68	-	+46

LAUGHOUTLOUD

Greenall Laughoutloud

Charolais

HB No: MBM0064806

DOB: 10/01/2015

Sire: Goldies Usher

Dam: Greenall Cairistania



- Laughoutloud is sired by Goldies Usher, whose sons have sold to 22,000 gns
- Good growth rates with above average muscling

Calving Survey

Calf Size Avg	70.0%	Calf Conf Avg	71.6%
Calf Size Above Avg	24.8%	Calf Conf Above Avg	25.0%
Mortality	0.5%	Non Surg. Vet Assist	1.6%
Avg Gest (days)	290	Surg. Vet Assist	5.6%

Breedplan EBVs March 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	+7.8	65%	+3.1
Calv Ease Daughters (%)	+0.0	60%	-1.2
Gestation Length (days)	+0.4	68%	+0.5
Birth Weight (kg)	+3.9	77%	+2.6
200 Day Weight (kg)	+33	72%	+31
400 Day Weight (kg)	+53	67%	+52
600 Day Weight (kg)	+63	66%	+62
Mature Cow Weight (kg)	+52	55%	+59
Milk (kg)	+10	53%	+11
Scrotal Size (cm)	-0.6	48%	+0.0
Carcass Weight (kg)	+47	55%	+48
Eye Muscle Area (cm ²)	+5.1	41%	+3.5
Fat Depth (mm)	-0.6	46%	-0.5
Retail Beef Yield (%)	+2.3	44%	+1.4
IMF (%)	-0.6	41%	-0.1
Terminal Index	+60	-	+50
Self Replacing Index	+54	-	+46

ULYSSES

Anneskeagh Ulysses

Charolais

HB No: MBM10000175

DOB: 07/02/2003

Sire: Anneskeagh Oscar

Dam: Anneskeagh Naomi



- Recommended for suckler calf market
- Super progeny

Breedplan EBVs March 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	-15.5	61%	+3.1
Calv Ease Daughters (%)	+2.0	51%	-1.3
Gestation Length (days)	+0.4	65%	+0.5
Birth Weight (kg)	+3.7	76%	+2.6
200 Day Weight (kg)	+29	63%	+31
400 Day Weight (kg)	+41	54%	+52
600 Day Weight (kg)	+58	55%	+62
Mature Cow Weight (kg)	+43	37%	+59
Milk (kg)	+3.0	31%	+11
Scrotal Size (cm)	-	-	0.0
Carcass Weight (kg)	+35	31%	+48
Eye Muscle Area (cm ²)	-	-	+3.5
Fat Depth (mm)	-	-	-0.5
Retail Beef Yield (%)	-	-	+1.3
IMF (%)	-	-	-0.1
Terminal Index	-	-	-
Self Replacing Index	-	-	-

Pedigree

SIRE:	Anneskeagh Oscar	Ivanhoe
		Etamine
DAM:	Anneskeagh Naomi	Anneskeagh Jeopardy
		Anneskeagh Helsinki



- Tremendous muscling ability
- Above average growth & high carcass value
- Average calving ease

Pedigree

SIRE:

Ucello

Jupet

Poesie

DAM:

Caleche

Imail

Ulna

IBOVAL Performance Data Jan 2025		
	EBV	Rel
Calving ease (dairy)	104	85%
Milk	-	-
Maternal index	-	-
Birth to Weaning		
Growth	-	-
Muscle development	114	86%
Skeletal development	-	-
Fineness of bone	104	81%
Weaning Index	-	-
Finishing		
Carcass growth	103	84%
Carcass confirmation	112	85%
Beef Index	111	84%



- Exceptional calving ease
- Suitable for crossing onto dairy cows
- 281 day gestation length

Pedigree

SIRE:

Jurix

Bonheur

Dany

DAM:

FR6951026756

IBOVAL Performance Data Jan 2025		
	EBV	Rel
Calving ease (dairy)	114	84%
Milk	-	-
Maternal index	-	-
Birth to Weaning		
Growth	-	-
Muscle development	117	86%
Skeletal development	-	-
Fineness of bone	117	86%
Weaning Index	-	-
Finishing		
Carcass growth	-	-
Carcass confirmation	-	-
Beef Index	-	-

ROBINSON P

Robinson P

Charolais EXC

HB No: FR2144699388

DOB: 22/08/2020

Sire: Nirvana P

Dam: Larosa



- Exceptional shape and hindquarter development
- Tremendous muscling with excellent growth rates

Pedigree

SIRE:	Nirvana P	└─	Celsius
		└─	Josephine
DAM:	Larosa	└─	Bastion
		└─	Ibis

IBOVAL Performance Data Jan 2025

	EBV	Rel
Calving ease (beef)	118	60%
Milk	105	38%
Maternal index	114	55%

Birth to Weaning

Growth	93	49%
Muscle development	121	64%
Skeletal development	87	57%
Fineness of bone	113	52%
Weaning Index	111	53%

Finishing

Carcass growth	102	42%
Carcass confirmation	116	52%
Beef index	-	-

RIGOLO

Rigolo EXC

Charolais EXC

HB No: FR4320860862

DOB: 14/09/2020

Sire: Hardi EXC

Dam: Fleurette



- Calving ease sire with high growth rate
- Suitable for dairy cows to improve calf quality

Pedigree

SIRE:	Hardi Exc	└─	Vaudou
		└─	Dany
DAM:	Fleurette	└─	Diabolo
		└─	Rageuse

IBOVAL Performance Data Jan 2025

	EBV	Rel
Calving ease (dairy)	109	88%
Milk	-	-
Maternal index	-	-

Birth to Weaning

Growth	-	-
Muscle development	115	87%
Skeletal development	-	-
Fineness of bone	110	81%
Weaning Index	-	-

Finishing

Carcass growth	112	69%
Carcass confirmation	108	73%
Beef index	113	70%



- Top performance sire
- Excellent carcass conformation

Pedigree		
SIRE:	Trimaran	Haubois
		FJU008120011258
DAM:	FR8130391728	Gaudin

IBOVAL Performance Data Jan 2025		
	EBV	Rel
Calving ease (dairy)	100	99%
Milk	-	-
Maternal index	-	-
Birth to Weaning		
Growth	-	-
Muscle development	145	70%
Skeletal development	-	-
Fineness of bone	71	80%
Weaning Index	-	-
Finishing		
Carcass growth	108	99%
Carcass confirmation	140	99%
Beef Index	128	99%



- Exceptional calving ease
- 278 day gestation length

Pedigree		
SIRE:	Locus	Valchoc
		Cafeine
DAM:	Magda	Explorer
		Hysatis

IBOVAL Performance Data Jan 2025		
	EBV	Rel
Calving ease (dairy)	113	84%
Milk	-	-
Maternal index	-	-
Birth to Weaning		
Growth	-	-
Muscle development	-	-
Skeletal development	-	-
Fineness of bone	-	-
Weaning Index	-	-
Finishing		
Carcass growth	97	66%
Carcass confirmation	130	68%
Beef Index	115	66%

MEXPLOR

Mexplor

INRA 95

HB No: FR0916840411

DOB: 23/10/2016

Sire: Explorer

Dam: Hysatis



- Progeny have excellent growth rates
- Early finishing ability

Pedigree

SIRE:	Explorer	Urtis
		6043
DAM:	Hysatis	Urtis
		6079

IBOVAL Performance Data Jan 2025

	EBV	Rel
Calving ease (dairy)	105	95%
Milk	-	-
Maternal index	-	-

Birth to Weaning

Growth	-	-
Muscle development	-	-
Skeletal development	-	-
Fineness of bone	-	-
Weaning Index	-	-

Finishing

Carcass growth	118	92%
Carcass confirmation	140	93%
Beef Index	132	92%

OSCAR

Drumlegagh Oscar

Saler

HB No: UK965184322967

DOB: 10/09/2019

Sire: Drumleagh Lancelot

Dam: Drumleagh Halley



- Outstanding Salers sire, displaying breed character with good muscling and hindquarter development
- Sire is a consistent breeder of quality stock

Pedigree

SIRE:	Drumlegagh Lancelot	Fanfan
		Drumlegagh Eve
DAM:	Drumlegagh Halley	Ceser
		Drumlegagh Babe

Breedplan EBVs April 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	-	-	-
Calv Ease Daughters (%)	-	-	-
Gestation Length (days)	-0.1	30%	-0.2
Birth Weight (kg)	+0.6	63%	+1.0
200 Day Weight (kg)	+10	47%	+12
400 Day Weight (kg)	+15	40%	+18
600 Day Weight (kg)	+15	42%	+22
Mature Cow Weight (kg)	+13	29%	+21
Milk (kg)	-	-	+5
Scrotal Size (cm)	-	-	+0.4
Carcass Weight (kg)	-	-	+13
Eye Muscle Area (cm ²)	-	-	+0.5
Fat Depth (mm)	-	-	+0.1
Retail Beef Yield (%)	-	-	-0.2
IMF (%)	-	-	+0.1
Terminal Index	-	-	-
Self Replacing Index	-	-	-

HORACE

Horace

Saler

HB No: 1532157716

DOB: 21/01/2012

Sire: Don Juan

Dam: Tania



- Horace is a purebred Saler from France
- Very good calves with excellent growth rates
- Calving ease sire

Pedigree

SIRE: Don Juan	└─	Saphir
	└─	Unique
DAM: Tania	└─	Marengo
	└─	Nadege

Breedplan EBVs April 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	-	-	-
Calv Ease Daughters (%)	-	-	-
Gestation Length (days)	0.0	55	-0.2
Birth Weight (kg)	+0.7	70%	+1.0
200 Day Weight (kg)	+9	54%	+12
400 Day Weight (kg)	+14	47%	+18
600 Day Weight (kg)	+20	48%	+22
Mature Cow Weight (kg)	-	-	-
Milk (kg)	-	-	-
Scrotal Size (cm)	-	-	-
Carcass Weight (kg)	+13	28%	+13
Eye Muscle Area (cm ²)	-	-	-
Fat Depth (mm)	-	-	-
Retail Beef Yield (%)	-	-	-
IMF (%)	-	-	-
Terminal Index	-	-	-
Self Replacing Index	-	-	-

SILAS

Graceland 1 Silas

Hereford

HB No: UK9240248 09644

DOB: 15/06/2019

Sire: Blakesley 1 Nathan

Dam: Graceland 1 Lydia



- Style, shape and performance all in one
- Tremendous growth and muscling
- Top 5% of breed for 200, 400 & 600 day weight gain

Calving Survey

Calf Size Avg	56.3%	Calf Conf Avg	80.0%
Calf Size Above Avg	25.0%	Calf Conf Above Avg	13.3%
Mortality	0.0%	Non Surg. Vet Assist	6.3%
Avg Gest (days)	287	Surg. Vet Assist	0.0%

Breedplan EBVs March 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	-3.3	42%	-0.1
Calv Ease Daughters (%)	-1.6	37%	+0.6
Gestation Length (days)	+1.1	42%	+0.5
Birth Weight (kg)	+4.3	72%	+2.5
200 Day Weight (kg)	+41	67%	+29
400 Day Weight (kg)	+83	70%	+54
600 Day Weight (kg)	+94	66%	+67
Mature Cow Weight (kg)	+86	57%	+63
Milk (kg)	+11	50%	+8
Scrotal Size (cm)	+2.0	68%	+0.9
Carcass Weight (kg)	+60	53%	+44
Eye Muscle Area (cm ²)	+3.0	43%	+2.4
Fat Depth (mm)	-0.2	46%	+0.0
Retail Beef Yield (%)	+0.7	45%	+0.5
IMF (%)	-0.1	38%	+0.0
Terminal Index	+36	-	+27
Self Replacing Index	+42	-	+33



- Excellent quality calves suitable for dairy cows
- Exceptionally high farmer satisfaction

Calving Survey			
Calf Size Avg	74.2%	Calf Conf Avg	70.3%
Calf Size Above Avg	19.4%	Calf Conf Above Avg	26.4%
Mortality	0.0%	Non Surg. Vet Assist	1.1%
Avg Gest (days)	286	Surg. Vet Assist	0.0%

Breedplan EBVs March 2025			
	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	+4.1	62%	-0.1
Calv Ease Daughters (%)	+3.9	55%	+0.6
Gestation Length (days)	-0.8	72%	+0.5
Birth Weight (kg)	+0.3	78%	+2.5
200 Day Weight (kg)	+19	72%	+29
400 Day Weight (kg)	+36	72%	+54
600 Day Weight (kg)	+47	70%	+67
Mature Cow Weight (kg)	+51	63%	+63
Milk (kg)	+13	56%	+8
Scrotal Size (cm)	+0.8	56%	+0.9
Carcass Weight (kg)	+37	57%	+44
Eye Muscle Area (cm²)	+2.2	46%	+2.4
Fat Depth (mm)	-1.2	51%	+0.0
Retail Beef Yield (%)	+1.8	48%	+0.5
IMF (%)	-1.2	47%	+0.0
Terminal Index	+28	-	+27
Self Replacing Index	+32	-	+33



- Ulsterman combines style and quality with performance
- EBVs suggest low birth weight

Pedigree	
SIRE:	<div> <div>Solpoll 1 Ringo (P)</div> <div> <div> </div> <div> </div> </div> <div> <div>Moeskaer Upgrade AI</div> <div>Solpoll 1 Starlet L3 (P)</div> </div> </div>
DAM:	<div> <div>Barnburn 1 Priscilla (P)</div> <div> <div> </div> <div> </div> </div> <div> <div>Pinmoor 1 Kingsley</div> <div>Barnburn 1 Juliette</div> </div> </div>

Breedplan EBVs March 2025			
	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	-1.2	35%	-0.1
Calv Ease Daughters (%)	+0.6	30%	+0.6
Gestation Length (days)	-0.4	48%	+0.5
Birth Weight (kg)	+2.9	61%	+2.5
200 Day Weight (kg)	+36	54%	+29
400 Day Weight (kg)	+68	52%	+54
600 Day Weight (kg)	+77	52%	+67
Mature Cow Weight (kg)	+68	44%	+63
Milk (kg)	+13	40%	+8
Scrotal Size (cm)	+0.9	42%	+0.9
Carcass Weight (kg)	+51	37%	+44
Eye Muscle Area (cm²)	+2.7	30%	+2.4
Fat Depth (mm)	+0.0	32%	+0.0
Retail Beef Yield (%)	+0.8	29%	+0.5
IMF (%)	+0.1	30%	+0.0
Terminal Index	+32	-	+27
Self Replacing Index	+38	-	+33

WILLYWONKA

Normanton 1 Willywonka

Hereford

HB No: UK902033800847

DOB: 30/08/2021

Sire: Minlacowie Jubilant

Dam: Normanton 1 Cep 5th



- Calving ease sire, recommended for crossing on dairy cows and heifers
- Short gestation

Pedigree

SIRE: Minlacowie Jubilant J123
Allendale Waterloo
Minlacowie Nikkie

DAM: Normanton 1 Cep 5th
Normanton 1 Laertes
Normanton 1 Cep 4th

Breedplan EBVs March 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	+3.2	43%	-0.1
Calv Ease Daughters (%)	+1.9	39%	+0.6
Gestation Length (days)	-2.5	70%	+0.5
Birth Weight (kg)	-0.3	74%	+2.5
200 Day Weight (kg)	+27	66%	+29
400 Day Weight (kg)	+49	67%	+54
600 Day Weight (kg)	+58	70%	+67
Mature Cow Weight (kg)	+66	62%	+63
Milk (kg)	+16	52%	+8
Scrotal Size (cm)	+0.8	64%	+0.9
Carcass Weight (kg)	+46	58%	+44
Eye Muscle Area (cm ²)	+1.9	47%	+2.4
Fat Depth (mm)	-2.2	50%	+0.0
Retail Beef Yield (%)	+1.5	50%	+0.5
IMF (%)	-0.5	43%	+0.0
Terminal Index	+29	-	+27
Self Replacing Index	+33	-	+33

WOODY

Brookfield 1 Woody

Hereford

HB No: UK933287500317

DOB: 06/04/2022

Sire: Fabb 1 Northern Star

Dam: Brookfield 1 Sierra



- Sired by the top Hereford sire Fabb 1 Northern Star
- Bloodlines of Woody's dam and grand dam include Pounder and Romeo

Pedigree

SIRE: Fabb 1 Northern Star
Square-D Tortuga 953T
Fabb 1 Snowdrop

DAM: Brookfield 1 Sierra
Solpoll 1 Pounder
Graceland 1 Freda

Breedplan EBVs March 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	+4.3	49%	-0.1
Calv Ease Daughters (%)	+4.2	43%	+0.6
Gestation Length (days)	-1.5	67%	+0.5
Birth Weight (kg)	+2.6	69%	+2.5
200 Day Weight (kg)	+32	60%	+29
400 Day Weight (kg)	+68	60%	+54
600 Day Weight (kg)	+81	59%	+67
Mature Cow Weight (kg)	+71	51%	+63
Milk (kg)	+5	44%	+8
Scrotal Size (cm)	+0.7	51%	+0.9
Carcass Weight (kg)	+59	46%	+44
Eye Muscle Area (cm ²)	+4.4	37%	+2.4
Fat Depth (mm)	+0.0	39%	+0.0
Retail Beef Yield (%)	+1.4	36%	+0.5
IMF (%)	+0.2	37%	+0.0
Terminal Index	+39		+27
Self Replacing Index	+49		+33

IFOR

Ampertaine Ifor

Limousin

HB No: UK 9564385/889-7

DOB: 26/09/2013

Sire: Ampertaine Foreman

Dam: Ampertaine Vera



- Superb Limousin bull by the 38,000 gns sire Ampertaine Foreman
- Excellent well balanced bull with impressive muscle and shape

Calving Survey

Calf Size Avg	67.2%	Calf Conf Avg	71.0%
Calf Size Above Avg	24.6%	Calf Conf Above Avg	24.6%
Mortality	2.5%	Non Surg. Vet Assist	4.6%
Avg Gest (days)	285	Surg. Vet Assist	2.6%

Breedplan EBVs March 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	-0.80	91%	-
Calv Ease Daughters (%)	-0.40	70%	-
Gestation Length (days)	-2.50	97%	-
Birth Weight (kg)	-1.20	88%	-
200 Day Weight (kg)	7.00	90%	-
400 Day Weight (kg)	27.00	81%	-
600 Day Weight (kg)	-	-	-
Mature Cow Weight (kg)	-	-	-
Milk (kg)	-	-	-
Scrotal Size (cm)	-0.80	72%	-
Carcass Weight (kg)	-	-	-
Eye Muscle Area (cm ²)	-	-	-
Fat Depth (mm)	-	-	-
Retail Beef Yield (%)	-	-	-
IMF (%)	-	-	-
Terminal Index	-	-	-
Self Replacing Index	-	-	-

MARTY

Carmorn Marty

Limousin

HB No: UK9063073/1395-2

DOB: 16/09/2016

Sire: Mullary Intrepid

Dam: Carmorn Elsie



- Excellent crossing sire for suckler cows
- Progeny display lots of muscling and shape

Calving Survey

Calf Size Avg	67.7%	Calf Conf Avg	70.8%
Calf Size Above Avg	22.7%	Calf Conf Above Avg	27.1%
Mortality	3.4%	Non Surg. Vet Assist	3.4%
Avg Gest (days)	292	Surg. Vet Assist	3.0%

Breedplan EBVs March 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	-2.50	75%	
Calv Ease Daughters (%)	0.90	53%	
Gestation Length (days)	0.50	91%	
Birth Weight (kg)	0.50	76%	
200 Day Weight (kg)	18.00	73%	
400 Day Weight (kg)	31.00	74%	
600 Day Weight (kg)	-	-	-
Mature Cow Weight (kg)	-	-	-
Milk (kg)	-	-	-
Scrotal Size (cm)	0.40	63%	
Carcass Weight (kg)	-	-	-
Eye Muscle Area (cm ²)	-	-	-
Fat Depth (mm)	-	-	-
Retail Beef Yield (%)	-	-	-
IMF (%)	-	-	-
Terminal Index	-	-	-
Self Replacing Index	-	-	-



- Neymar is an excellent example of the Limousin breed
- Widespread calving and progeny survey with tremendous result

Calving Survey			
Calf Size Avg	74.0%	Calf Conf Avg	77.2%
Calf Size Above Avg	18.0%	Calf Conf Above Avg	20.6%
Mortality	3.5%	Non Surg. Vet Assist	3.0%
Avg Gest (days)	289	Surg. Vet Assist	4.0%

Breedplan EBVs March 2025			
	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	1.7	89%	-
Calv Ease Daughters (%)	-1.9	69%	-
Gestation Length (days)	-6.3	97%	-
Birth Weight (kg)	-2.1	89%	-
200 Day Weight (kg)	-2.0	81%	-
400 Day Weight (kg)	5.0	81%	-
600 Day Weight (kg)	-	-	-
Mature Cow Weight (kg)	-	-	-
Milk (kg)	-	-	-
Scrotal Size (cm)	-0.9	71%	-
Carcass Weight (kg)	-	-	-
Eye Muscle Area (cm ²)	-	-	-
Fat Depth (mm)	-	-	-
Retail Beef Yield (%)	-	-	-
IMF (%)	-	-	-
Terminal Index	-	-	-
Self Replacing Index	-	-	-



- Progeny from Equaliser are superb quality, exhibiting exception conformation from birth
- Equaliser is an excellent balance bull, displaying superb muscling with impressive

Calving Survey			
Calf Size Avg	73.8%	Calf Conf Avg	68.0%
Calf Size Above Avg	20.8%	Calf Conf Above Avg	29.5%
Mortality	4.4%	Non Surg. Vet Assist	4.5%
Avg Gest (days)	291	Surg. Vet Assist	4.0%

Breedplan EBVs March 2025			
	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	-1.80	90%	-
Calv Ease Daughters (%)	-	-	-
Gestation Length (days)	-0.60	95%	-
Birth Weight (kg)	-2.10	88%	-
200 Day Weight (kg)	+6	88%	-
400 Day Weight (kg)	+37	73%	-
600 Day Weight (kg)	-	-	-
Mature Cow Weight (kg)	-	-	-
Milk (kg)	-	-	-
Scrotal Size (cm)	-0.20	64%	-
Carcass Weight (kg)	-	-	-
Eye Muscle Area (cm ²)	-	-	-
Fat Depth (mm)	-	-	-
Retail Beef Yield (%)	-	-	-
IMF (%)	-	-	-
Terminal Index	-	-	-
Self Replacing Index	-	-	-



- Progeny from Umar are excellent in terms of conformation and muscle development
- Umar progeny are 97% average to above average on conformation

Calving Survey			
Calf Size Avg	63.2%	Calf Conf Avg	66.8%
Calf Size Above Avg	31.9%	Calf Conf Above Avg	30.5%
Mortality	2.9%	Non Surg. Vet Assist	3.5%
Avg Gest (days)	294	Surg. Vet Assist	1.5%

Breedplan EBVs March 2025			
	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	+0.3	92%	-
Calv Ease Daughters (%)	-0.90	77%	-
Gestation Length (days)	-0.10	96%	-
Birth Weight (kg)	+2.4	91%	-
200 Day Weight (kg)	+7	93%	-
400 Day Weight (kg)	+18	88%	-
600 Day Weight (kg)	-	-	-
Mature Cow Weight (kg)	-	-	-
Milk (kg)	-	-	-
Scrotal Size (cm)	0.30	79%	
Carcass Weight (kg)	-	-	-
Eye Muscle Area (cm²)	-	-	-
Fat Depth (mm)	-	-	-
Retail Beef Yield (%)	-	-	-
IMF (%)	-	-	-
Terminal Index	-	-	-
Self Replacing Index	-	-	-



- Pochettino displays exceptional conformation with style
- Recommend for suckler cows only

Pedigree	
SIRE: Trueman	Amptertaine Elgin
	Trueman Euphonium
DAM: Slieve Natasha	Wilodge Vantastic
	Slieve Isabella

Breedplan EBVs March 2025			
	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	-2.60	64%	-
Calv Ease Daughters (%)	1.10	55%	-
Gestation Length (days)	-0.10	81%	-
Birth Weight (kg)	1.40	68%	-
200 Day Weight (kg)	10.00	74%	-
400 Day Weight (kg)	21.00	74%	-
600 Day Weight (kg)	-	-	-
Mature Cow Weight (kg)	-	-	-
Milk (kg)	-	-	-
Scrotal Size (cm)	-0.60	65%	-
Carcass Weight (kg)	-	-	-
Eye Muscle Area (cm²)	-	-	-
Fat Depth (mm)	-	-	-
Retail Beef Yield (%)	-	-	-
IMF (%)	-	-	-
Terminal Index	-	-	-
Self Replacing Index	-	-	-

IVANTONOV

Ivantonov

Limousin

HB No: FR8749281004

DOB: 10/11/2013

Sire: Bavardage

Dam: Coccinelle



- Exceptional calving ease sire
- Superb muscling & hindquarter development
- Recommended for breeding suckler replacements

Pedigree

SIRE:	Bavardage	On Dit
		Ridelle
DAM:	Coccinelle	Remix
		Vielle

IBOVAL Performance Data Jan 2025

	EBV	Rel
Calving ease (beef)	122	99%
Milk	102	78%
Maternal index	104	85%

Birth to Weaning

Growth	90	99%
Muscle development	107	98%
Skeletal development	83	98%
Fineness of bone	102	97%
Weaning Index	104	85%

Finishing

Carcass growth	101	95%
Carcass confirmation	117	93%
Beef Index	108	94%

SCENARIO

Scenario

Limousin

HB No: FR7265359139

DOB: 29/08/2021

Sire: Gimli

Dam: Nectarinne



- Suitable as a calving ease sire
- Exceptional muscling ability
- High growth rates

Pedigree

SIRE:	Gepeto	Uskudar
		Vive
DAM:	Nectarinne	Cameos
		Goyave

IBOVAL Performance Data Jan 2025

	EBV	Rel
Calving ease (beef)	115	71%
Milk	103	33%
Maternal index	121	47%

Birth to Weaning

Growth	105	54%
Muscle development	122	52%
Skeletal development	78	58%
Fineness of bone	107	49%
Weaning Index	121	47%

Finishing

Carcass growth	100	41%
Carcass confirmation	120	38%
Beef Index	-	-

ISAAC

Omorga Isaac

Simmental

HB No: UK963633007257

DOB: 12/02/2017

Sire: Curaheen Earp

Dam: Omorga Destiny



- Isaac is a top performance sire in both weight gains and carcass yield
- Top 5% of the breed for eye muscle area

Calving Survey

Calf Size Avg	65.4%	Calf Conf Avg	64.2%
Calf Size Above Avg	29.1%	Calf Conf Above Avg	33.0%
Mortality	1.9%	Non Surg. Vet Assist	2.2%
Avg Gest (days)	291	Surg. Vet Assist	2.8%

Breedplan EBVs April 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	-2.2	84%	-1.0
Calv Ease Daughters (%)	+0.0	72%	-0.4
Gestation Length (days)	-0.60	82%	+0.0
Birth Weight (kg)	+4.0	89%	+2.8
200 Day Weight (kg)	+49	81%	+35
400 Day Weight (kg)	+94	79%	+66
600 Day Weight (kg)	+98	76%	+70
Mature Cow Weight (kg)	+96	58%	+70
Milk (kg)	+5.0	38%	+6
Scrotal Size (cm)	+1.8	64%	+0.7
Carcass Weight (kg)	+71	62%	+48
Eye Muscle Area (cm ²)	+6.7	44%	+4.2
Fat Depth (mm)	+0.2	53%	-0.2
Retail Beef Yield (%)	+1.7	49%	+1.0
IMF (%)	+0.3	43%	-0.2
Terminal Index	+118	-	+141
Self Replacing Index	+81	-	+90

HANNIBAL

Shacon Hannibal

Simmental

HB No: UK965659800502

DOB: 04/09/2016

Sire: Kilbride Farm Delboy 12

Dam: Omorga Marcia ET



- Sired by the renowned Kilbride Farm Delboy
- Impressive style and quality

Calving Survey

Calf Size Avg	69.1%	Calf Conf Avg	64.7%
Calf Size Above Avg	28.0%	Calf Conf Above Avg	35.3%
Mortality	2.9%	Non Surg. Vet Assist	0.0%
Avg Gest (days)	288	Surg. Vet Assist	2.9%

Breedplan EBVs April 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	-8.6	88%	-1.0
Calv Ease Daughters (%)	-9.1	82%	-0.4
Gestation Length (days)	+0.6	82%	-0.1
Birth Weight (kg)	+3.7	95%	+2.8
200 Day Weight (kg)	+35	89%	+35
400 Day Weight (kg)	+62	91%	+66
600 Day Weight (kg)	+73	83%	+70
Mature Cow Weight (kg)	+74	67%	+70
Milk (kg)	-1.0	67%	+6.0
Scrotal Size (cm)	+0.3	85%	+0.7
Carcass Weight (kg)	+50	76%	+48
Eye Muscle Area (cm ²)	+4.7	63%	+4.2
Fat Depth (mm)	-1.2	74%	-0.2
Retail Beef Yield (%)	+2.6	71%	+1.0
IMF (%)	-1.0	69%	-0.2
Terminal Index	+77	-	+81
Self Replacing Index	+72	-	+90

BALDWIN

OMORGA BALDWIN 10

Simmental

HB No: UK963633004531

DOB: 06/09/2020

Sire: Omorga Volvo

Dam: Omorga Daffodil 4th



- Superb calf quality
- High farmer satisfaction
- Recommended for the weanling market

Pedigree

SIRE:	Omorga Volvo	Cleenagh Flasher
		Omorga Bambi 2
DAM:	Omorga Daffodil	Blackford Explosion
		Cleenagh Daffodil

Breedplan EBVs April 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	-1.9	84%	-1.0
Calv Ease Daughters (%)	-4.7	82%	-0.4
Gestation Length (days)	-1.5	85%	-0.1
Birth Weight (kg)	+1.7	91%	+2.8
200 Day Weight (kg)	+24	85%	+35
400 Day Weight (kg)	+49	83%	+66
600 Day Weight (kg)	+55	81%	+70
Mature Cow Weight (kg)	+55	69%	+70
Milk (kg)	+10	71%	+6
Scrotal Size (cm)	+1.5	75%	+0.7
Carcass Weight (kg)	+33	71%	+48
Eye Muscle Area (cm ²)	+4.4	58%	+4.2
Fat Depth (mm)	0.0	66%	-0.2
Retail Beef Yield (%)	+1.1	63%	+1.0
IMF (%)	-0.1	58%	-0.2
Terminal Index	+63	-	+81
Self Replacing Index	+66	-	+90

PARNASSUS

Craigfaddock Parnassus

Beef Shorthorn

HB No: 673804292

DOB: 06/09/2020

Sire: Leonard of Upsall

Dam: Knockenjig Margo 2



- Parnassus is a very stylish young bull with great potential
- Dam: classified ex92, and a full sister sold at 12,000 gn

Calving Survey

Calf Size Avg	71.4%	Calf Conf Avg	58.8%
Calf Size Above Avg	20.0%	Calf Conf Above Avg	35.3%
Mortality	5.6%	Non Surg. Vet Assist	5.6%
Avg Gest (days)	286	Surg. Vet Assist	2.9%

Breedplan EBVs April 2025

	EBV	Rel.	Breed Avg
Calv Ease Direct (%)	-12.6	60%	-0.7
Calv Ease Daughters (%)	+2.5	50%	-0.2
Gestation Length (days)	+1.6	67%	-0.2
Birth Weight (kg)	+3.0	69%	+1.7
200 Day Weight (kg)	+22	66%	+21
400 Day Weight (kg)	+39	62%	+33
600 Day Weight (kg)	+49	62%	+42
Mature Cow Weight (kg)	+62	56%	+44
Milk (kg)	+6	52%	+6
Scrotal Size (cm)	-0.3	53%	+0.3
Carcass Weight (kg)	+38	52%	+30
Eye Muscle Area (cm ²)	+3.6	41%	+2.0
Fat Depth (mm)	-0.5	52%	-0.1
Retail Beef Yield (%)	+1.5	48%	+0.7
IMF (%)	-0.2	44%	-0.1
Terminal Index	+28	-	+29
Self Replacing Index	+20	-	+30

IGUANE

Iguane

Aubrac

HB No: FR1213011090

DOB: 23/02/2013

Sire: Viper

Dam: Poupoune



- Recommend for cross breeding
- Suitable for early maturing carcass

Pedigree

SIRE: Viper	—	Poumel
	—	Oustalo
DAM: Poupoune	—	Monnier Lewis
	—	Cahrdaire Poupoune

IBOVAL Performance Data Jan 2025

	EBV	Rel
Calving ease	96	98%
Milk	93	77%
Maternal index	91	90%

Birth to Weaning

Growth	100	93%
Muscle development	104	96%
Skeletal development	99	94%
Fineness of bone	103	93%
Weaning Index	98	96%

Finishing

Carcass growth	100	55%
Carcass confirmation	-	-
Beef Index	109	60%

MARQUIS

Marquis

Aubrac

HB No: FR1216038525

DOB: 29/01/2016

Sire: Gentillou

Dam: Herbette



- Calving Ease sire
- Excellent muscular development

Pedigree

SIRE: Gentillou	—	Ariri
	—	Uraïne
DAM: Herbette	—	Cardin
	—	Belloune

IBOVAL Performance Data Jan 2025

	EBV	Rel
Calving ease	106	97%
Milk	93	61%
Maternal index	88	83%

Birth to Weaning

Growth	88	87%
Muscle development	106	93%
Skeletal development	89	89%
Fineness of bone	99	88%
Weaning Index	99	93%

Finishing

Carcass growth	96	36%
Carcass confirmation	-	-
Beef Index	97	40%



- High carcass kill out value
- Suitable for suckler and dairy cows

Pedigree

SIRE: Gagnant

Dugary

Ballerine

DAM: FR8559752525

Vautour

Emacee

IBOVAL Performance Data Jan 2025		
	EBV	Rel
Calving ease (beef)	90	98%
Milk	96	71%
Maternal index	97	88%
Birth to Weaning		
Growth	98	94%
Muscle development	111	98%
Skeletal development	93	95%
Fineness of bone	115	94%
Weaning Index	99	96%
Finishing		
Carcass growth	93	89%
Carcass confirmation	102	81%
Beef Index	94	84%



- One of the finest examples of the breed
- Natural muscling with excellent fleshing ability

Pedigree

SIRE: Ballylough Warrior

Par Moo Fassa

Aspen Acres Kolor Me

DAM: Long Ash Fundo

Long Ash Xanthe

Whitewell Undo

ICBF March 2025 Eurostar Rating				
	EBV	Rel	Star rating within breed	Star rating across breed
Calving Diff (beef heifers)	5.5	27%	**	*****
Calving Diff (beef cows)	2.5	29%	**	*****
Calving Diff (dairy heifer)	7.4	26%	***	*****
Calving Diff (dairy cow)	3	29%	***	*****
Daughter Calv Diff (%)	8.27	27%		
Mortality	-0.66	29%	*****	*****
Gestation Length	-0.91	28%	*****	*****
Docility	0.07	30%	*	****
Milk (kg)	3.48	30%	***	***
Carcass Wt	-0.3	32%	*****	*
Carcass Fat	0.44	32%	**	*
Carcass Conf	0.95	32%	*****	*
Age at Finish (days)	-1.79	6%	**	***
Feed intake	-0.18	6%	***	***
Terminal Index (€)	32	26%	*****	*
Replacement Index (€)	118	27%	****	****
Dairy Beef Index (€)	110	26%	*****	****

Triple Mixed Semen



More Choice
More Calves
More Profit

Triple Mix semen gives you the best of three bulls in one straw – boosting conception rates and maximising genetic variety in your herd. Designed for use in both dairy and beef systems, Triple Mix is ideal for block calving or compact breeding periods where every pregnancy counts.

Each straw contains semen from three proven bulls, increasing the chance of a successful fertilisation and reducing the risk of empty cows. It's efficient, effective, and built for today's farming challenges.

Ask your Breeding Advisor about our Spring 2025 Triple Mix options.

TRIPLE ANGUS



HIGHWAY



GRENADE



PHILO

TRIPLE BLUE



LUXURY



JUBILANT



OLAF

TRIPLE HEREFORD



WOODY



ULSTERMAN



WONKA

MIXED BREED TRIPLE



HIGHWAY



GRENADE



ULSTERMAN

MIXED BREED TRIPLE



OLAF



PHILO



GRENADE

MIXED BREED TRIPLE



IFOR



GRENADE



SILAS

MIXED BREED TRIPLE



NEYMAR



GRENADE



LUXURY

The Best Chance to Get in Calf



When it comes to breeding success, a few simple steps can make a big difference. Here are some helpful tips to keep in mind when managing your herd:

Watch for Heats – and Take Your Time

Heat detection rates across the UK average just 55%, but this can be improved. Spend 20–30 minutes watching at a time, especially in the early morning and late evening when cows are more active.

Short Heats Are Common

While most heats last 12–15 hours, around 25–30% of cows will only show signs for less than 6 hours. That's easy to miss—so regular checks are key.

Body Condition Matters

Aim to keep cows in a condition score of 2–3 (on a scale of 1 to 5). Animals that are thriving—not too fat or too thin—will always perform better when it comes to fertility.

Mind the Weight Loss

Avoid excessive weight loss around the time of service—it can really knock conception rates.

Sort Out Lameness Quickly

Don't let lameness linger. Prompt treatment gets cows back on track faster and helps keep them cycling.

Timing Is Everything

Breeding cows too soon after calving (within 50 days) often leads to poor results. Give them time to recover and build up again.

Clean Cows Only

Avoid serving any cow with a dirty vaginal discharge or signs of 'whites'. Get them checked and cleared by your vet first.

Keep Track of Heats

Write down every heat you see. Good records help you plan ahead and spot cows that may need a vet's attention if they're not coming back into season.

Standing Heat Still the Best Sign

If a cow is standing to be mounted, that's your most reliable sign she's in heat. Just bear in mind—around 6–8% of pregnant cows might still stand, so it's always worth double-checking!



Understanding Genetic Traits & Indices

Obtaining a bull with the right genetics can have a major impact on herd performance. Identifying specific traits which are important to your future herd and breeding for these will allow you to increase herd performance and ultimately farm profitability.

Estimated Breeding Values (EBVs) provide a measure of the breeding potential of an animal for a specific trait. They take into account performance data collected on known relatives, the relationships between performance traits and the degree to which traits are inherited from one generation to the next. Comparisons can be made using EBVs between bulls of the same breed, but not different breeds.

EBVs are easy to interpret, for example: A bull with an EBV of +40 for 400-day weight is estimated to have progeny with the genetic potential to be 20kg heavier at 400 days of age compared to a bull with an EBV of 0. A recorded bull will only pass on half of its genes to its calves so its EBVs must be halved in order to estimate the average genetic worth of its progeny.

Figures for accuracy and reliability are also provided. These give an indication as to how likely the values are to change as new data from progeny becomes available for a specific bull. Values are shown as a percentage with higher reliabilities associated with less variation.

This catalogue displays a range of EBVs dependent on the information available. For the majority of bulls this information is derived from Breedplan data provided by the relevant UK pedigree societies. However, where bulls have originated outside of the UK and there is no UK information available their genetic trait data is derived from the relevant genetic database in their country of origin. Below is a guide to the different traits and indices used in the catalogue.

Trait	Description
Calv Ease Direct (%)	Direct Calving Ease. Impact of sire on the calving ease of his progeny. More positive values = easier calving
Calv Ease Dtrs (%)	Daughter Calving Ease. Likelihood of daughters from that sire having easier calving. More positive values = easier calving
Gest. Len. (days)	Gestation Length. Lower values = shorter gestation lengths which generally relate to easier calving and increased growth after birth.
Birth Wt (kg)	Birth Weight. Lower values = lighter calves. Important for heifers.
200, 400, 600 Day Wt (kg)	Estimated weight at 200, 400 or 600 days. Higher values = greater growth rates.
Mature cow Wt (kg)	Mature cow weight at 5 years of age.
Milk (kg)	Contribution of a dam to the 200-day weight of her calf. Higher values = potential for greater weaning weights.
Scrotal Size (cm)	Scrotal circumference at 400 days. Higher values = earlier puberty and greater semen production.
Carc. Wt (kg)	Carcass weight at 650 days. Higher values = heavier carcasses.
Eye Mus Area (cm ²)	Eye Muscle Area as measured on a 300kg dressed carcass. More positive values = better muscling on animals.
Fat Depth (mm)	Fat depth at the rib in a 300 kg dressed carcass. More negative EBVs indicate leaner progeny at given carcass weight.
Retail Beef Yield (%)	Total (boned out) meat yield as a percentage of a 300 kg dressed Carcass.
IMF (%)	Intramuscular fat. Percentage of intramuscular fat at the 12/13th rib site in a 300 kg carcass.
Terminal Index (£)	Terminal index ranks bulls by their genetic potential to produce prime steers and heifers for beef production. Growth and Carcass EBV's alongside calving ease direct are included. Higher values = heavier finished progeny. Also known as Carcase Profit Index (British Blue).
Self-Replacing Index (£)	This index is aimed at a herd selecting replacement females from within the herd while still breeding steers and excess heifers for beef production. The index includes Calving Ease, Retail Beef Yield and Growth (as animals are still being sold for slaughter), but also incorporates maternal and fertility EBVs.

ICBF Evaluations (Ireland)

Values are expressed as Predicted Transmitting Ability (PTAs) and represent how much each animal is expected to pass-on to its progeny for any given trait. Unlike EBVs these values do not need to be halved to calculate the estimated genetic worth to the progeny. ICBF values also include a star rating system with 1 star representing the bottom 20% of animals and 5 stars representing the top 20% of animals ranked on that specific trait. These can be used to identify how animals rank within their own breed or across all beef breeds.

Trait	Description
Calving Diff (%)	Values available for use on beef and dairy, and cows and heifers. Proportion of births expected to result in need for significant assistance.
Mortality (%)	Expected number of calf deaths. Lower values are desirable.
Docility	A measure of how quiet a bull's progeny are expected to be. Scored on a scale of 1-5, where 1 is very flighty and 5 is very quiet.
Carcass Fat	Represented on a scale of 1-15 reflecting the EUROP grid where 1 is 1- and 15 is 5+ for carcass fat
Carcass Conf	Carcass conformation. Represented on a scale of 1-15 reflecting the EUROP grid where 1 is P- and 15 is E+
Age at Finish (days)	Length of time taken from birth to finishing
Feed intake (kg DMI/d)	Expected daily feed intake of the progeny. Lower values are desirable.
Terminal Index (€)	Terminal index scores animals on their ability for beef production, expressed as a profit per progeny slaughtered. Calving traits (calving ease, mortality, gestation) and finishing traits (carcass weight, carcass conformation, carcass fat and feed intake) are included.
Replacement Index (€)	The Replacement Index ranks animals on their ability to produce profitable offspring. It is expressed as profit per calving of each daughter and includes maternal traits including calving difficulty, milk and fertility alongside calf growth.
Dairy Beef Index (€)	The Dairy Beef Index is aimed at beef produced from the dairy herd. It combines desirable calving attributes for the dairy herd (easy calving, short gestation, low mortality) with desirable beef finishing traits (heavier and leaner carcass, higher carcass conformation, shorter time to finish). Higher values are more desirable.

IBOVAL Evaluations (France)

An extensive performance recording system is in place in France to capture performance data across 11 main breeds. EBV values are produced for various stages of life and under different production systems. For example for breeds solely used for beef on dairy, information on calf performance in the first three weeks of age is recorded. In contrast for beef-on-beef breeds, data is recorded on calf performance up to weaning. Traits are scored relative to a value of 100 with values above 100 typically being desirable. Comparisons can be made using EBVs between bulls of the same breed, but not different breeds.

Trait	Description
Calving ease	Proportion of calves born with easy calving, higher values = easier calving.
Milk	Milk production from birth to weaning. Higher values = greater weaning potential.
Maternal index	Dam's genetic effect on calf weaning including milk yield and condition of calf. Higher values = greater positive impact by daughters on calf performance.
Muscle development	Assessment of muscularity of shoulder, back, loin and thigh. Higher values = greater muscling.
Skeletal development	Assessment of frame development. Higher values = stronger and larger skeleton.
Fineness of bone	Assessment of bone thickness. Higher values = coarser bone.
Weaning Index	Adjusted weaning performance by 210 days. Index includes birth and weaning weights, muscle and skeletal development and maternal influence. Higher values = greater pre-weaning performance.
Carcass growth	Calculated from age at slaughter and carcass weight. Higher values = quicker growing animals.
Carcass confirmation	Scored on the EUROP scale, higher values = greater conformation.
Beef Index	Combined beef finishing index including carcass weight, age at slaughter and carcass conformation.



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