


SEMEX[®]
Genetics for Life[®]



BEEF
SIREs 2025-26

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Did you know?

There are now carcase trait EBVs that will help you choose a bull based on the things you get paid for

These EBVs can only be generated if you record the ear tag number of the sire when registering a calf with BCMS

The more sires that are registered, the more accurate the EBVs will be

SIRES OF DAIRY BRED CALVES MATTER TOO!

45%

of all prime beef in England is a product of the dairy herd

CURRENTLY, ONLY

30%

OF SIRES ARE REGISTERED ON BCMS

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SIMMENTAL

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HEREFORD

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CHAROLAIS

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- 43 RMC - P

WELSH BLACK

- 43 Machreth Seimon 11th

KEY SYMBOLS



CALVING EASE

Fewer difficult births reducing issues at calving and breeding time.



POLLED

Breed-leading Polled Sires.



Increased profit from sires who will increase the Carcase weight and volume of product produced per animal.



Sires that will increase Marbling which increases the quality of meat produced

**PLAN YOUR BEST
BEEF STRATEGY
WITH**

 **Elevate[®]**

**Select the genetics you
want in your herd today and
breed your herd
for tomorrow**

Ask a Semex Consultant for more information


SEMEX[®]
Genetics for Life[®]

BEEF SUPPLY CHAINS

Semex works alongside many beef supply schemes which can offer stability, security and profitability for many farm businesses. The Semex stud offers the best choice of beef bulls, recognising the right genetics for the right profitable outlet.

WAYGU BEEF

KOYU WAGYU

With the simple goal of producing Wagyu beef that not only looks great but tastes even better, the Koyu Wagyu scheme is built by a farmer for farmers, following the approach of guaranteeing the finest quality at fair prices. Producing Wagyu for KEPAK, a well-respected UK processor, Koyu Wagyu offers a product that delivers both quality and consistency.



MORRISONS

THE ELITE BEEF SCHEME

The Elite Beef Scheme is a fully integrated supply chain that produces high quality British Beef for Morrisons supermarkets. The scheme is fully traceable, offers a consistent all year-round avenue for calves and commercial security, Shorthorn contracts and competitive pricing for Aberdeen Angus Cross and British Blue Cross.



BEEF SUPPLY CHAIN

MEADOW QUALITY

Tailored to dairy farmers in the southwest region of the UK, the Meadow Quality Beef Scheme focus on the strategic use of British Blue and Aberdeen Angus genetics which typically exhibit faster growth rates and efficient feed conversion and are often known for their contribution to desirable traits such as muscle development, marbling and growth efficiency.



LONGHORN

BUITELAAR SCHEME

The Buitelaar supply chain specialises in the production of premium beef, with a particular focus on Longhorn, whilst prioritising animal welfare, environmental responsibility and consumer satisfaction.



TIBS

THE TESCO INTEGRATED BEEF SCHEME

Established as an Aberdeen Angus scheme in 2012, a first for the beef industry, The Tesco Integrated Beef Scheme (TIBS), has developed steadily over the years. The scheme now has around 1,200 British beef farmers supplying Aberdeen Angus cattle for the Tesco Finest range, with a bonus received for prime carcasses that meet certain criteria.



AUCTION MARTS

Semex customers are taking the accolades and top prices at Auction markets across the country with multiple different breeds.

Producers everywhere are looking for ways to generate additional revenue and maximize profit on their operations. In Q1 2025 we saw unprecedented demand for beef calves from the dairy herd along with record high prices. It's clear a shortage of beef is causing this spike and as long as consumers demand the product a significant second income can be obtained working with the right beef genetics and advisors. Auction markets offer the perfect solution to help farmers maximise returns from beef calves with a competitive ring full of buyers.



Strawberry Field Northstar calf sold for £930 at Lanark auction, Spring 2025



Littlebank Peppermint (heifer calf) 1st prize winner selling for £670 at Skipton auction, Spring 2025



Bentham Auction

NORTH AMERICAN ANGUS

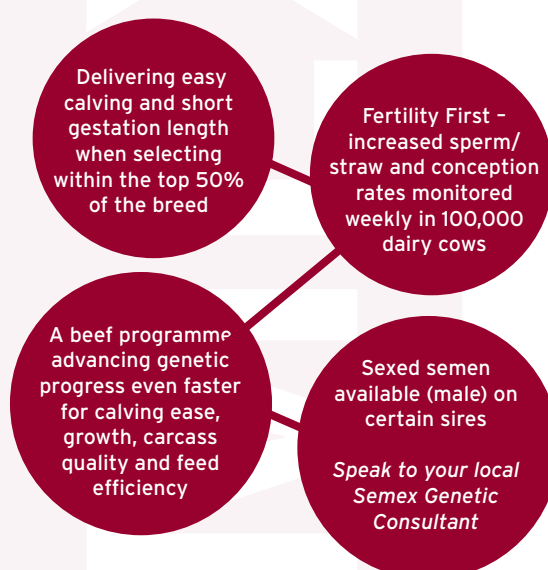
A DOMINANT GLOBAL BEEF BRAND FROM THE SEMEX PROGENESIS BEEF PROGRAMME



"Semex's innovative beef on dairy program is designed to add value by producing cattle that excel across every stage of the beef supply chain. Leveraging genetics from our industry leading internal beef program, we aim to develop customized breeding strategies for dairy farms that cater to local feeding systems and optimize the desired carcass specifications for processors. Collaborating with global retail leaders, we are committed to ensuring that the products we develop today meet the evolving needs and trends of the future."

Implementing a beef-on-dairy program with Semex is simple.

Your Semex Genetic Consultant will work with you and your team, discussing your genetic goals and helping you select the best genetics for your herd. A flexible approach will ensure you improve the genetics returning to your herd and breed less profitable cows to Semex beef sires with the resultant animals being sold into the supply chain or market of your choice.



GENETIC PREDICTIONS EXPLAINED

With more than 20 million cattle records, The American Angus Association holds the largest database of its kind among beef breeds. Extensive performance programs are geared toward both pure bred and commercial producers, providing a wide range of selection tools to evaluate genetic needs.

To generate genomic enhanced expected progeny differences (EPDs), The American Angus Association run weekly genetic evaluations of millions of animals in its database and more than 950,000 genotyped animals.

Calving Ease Direct (CED)	Expressed as a difference in percentage of unassisted births, with a higher value indicating greater calving ease in first-calf heifers. It predicts the average difference in ease with which a sire's calves will be born when he is bred to first-calf heifers.
Birth weight EPD (BW)	Expressed in pounds, is a predictor of a sire's ability to transmit birth weight to his progeny compared to that of other sires. Lower EPD value indicates lower actual BW.
Yearling Weight EPD (YW)	Expressed in pounds, is a predictor of a sire's ability to transmit yearling growth to his progeny compared to that of other sires. Larger value indicates higher yearling weight.
Residual Average Daily Gain (RADG)	A predictor of a sire's genetic ability for postweaning gain in future progeny compared to that of other sires, given a constant amount of feed consumed. RADG is presented in pounds per day, with a higher value being more favourable.
Carcass Weight EPD (CW)	Expressed in pounds, is a predictor to the differences in hot carcass weight of a sire's progeny compared to progeny of other sires.
Ribeye Area EPD (RE)	Expressed in square inches, is a predictor of the difference in ribeye area of a sire's progeny compared to progeny of other sires.
Marbling EPD (Marb)	Expressed as a fraction of the difference in USDA marbling score of a sire's progeny compared to progeny of other sires.

NORTH AMERICAN ANGUS

SMX **AMPLIFY**



**Available Male Sexed*



CALVING EASE



AI Code: AA1870

Sire: SydGen Enhance

Dam: MCC Supermama 8110

Reg: #20094111

Ear Tag: US198369572

AT A GLANCE...

AMPLIFY is unmatched in the breed for his combination of calving ease, yearling weight, marbling and ribeye

Traits Index		Sourced: American Angus Association (May 2025)					Breed Average						
Calving Ease Direct (CED)	Harder									5%	Easier		
Birth Weight EPD (BW)	Heavier									+1.4lbs (0.64kgs)	Lighter		
Yearling Weight EPD (YW)	Lighter									+162lbs (73.48kgs)	Heavier		
Residual Average Daily Gain (RADG)	Less Efficient									+0.41lbs/day (0.185kgs)	More Efficient		
Carcass Weight (EPD)	Lighter									+70lbs (31.75kgs)	Heavier		
Ribeye Area EPD (RE)	Smaller									+0.79 sq inches	Larger		
Marbling EPD (Marb)	Less									+1.12	More		
	100	90	80	70	60	50	40	30	20	10	0		

Percentile ranking within North American population

NORTH AMERICAN ANGUS

QUAKER HILL COLUMBUS



CALVING EASE



HIGH GENETIC SIRE



AI Code: AA1716
Sire: V A Discovery 2240
Dam: Quaker Hill Blackcap 3N23
Reg: #18841595
Ear Tag: US210264378

AT A GLANCE...

COLUMBUS is the most demanded bull in the North American dairy beef supply chain. His calves are born easily and are ideal to take through to finishing, being easily fleshed with high meat quality and with great breed character

Traits Index		Sourced: American Angus Association (May 2025)					Breed Average						
Calving Ease Direct (CED)	Harder											8%	Easier
Birth Weight EPD (BW)	Heavier											-0.2lbs (-0.09kgs)	Lighter
Yearling Weight EPD (YW)	Lighter											+117lbs (53.07kgs)	Heavier
Residual Average Daily Gain (RADG)	Less Efficient											+0.20lbs/day (0.09kgs)	More Efficient
Carcass Weight (EPD)	Lighter											+66lbs (29.94kgs)	Heavier
Ribeye Area EPD (RE)	Smaller											+0.86 sq inches	Larger
Marbling EPD (Marb)	Less											+0.89	More
	100	90	80	70	60	50	40	30	20	10	0		

Percentile ranking within North American population

NORTH AMERICAN ANGUS

QUAKER HILL HIGH COTTON



AI Code: AA1897

Sire: K C K Bennett Summation

Dam: Quaker Hill Erica Elba 5Y01

Reg: #19735380

Ear Tag: US3204694310

AT A GLANCE...

This very easy calving sire breeds smaller calves with good growth rates. Take through to finishing to benefit from calving ease and better growth rates at an older age

Traits Index		Sourced: American Angus Association (May 2025)					Breed Average						
Calving Ease Direct (CED)	Harder	<div><div></div></div>					<div><div></div></div>					15%	Easier
Birth Weight EPD (BW)	Heavier	<div><div></div></div>					<div><div></div></div>					-0.4lbs (-0.181kgs)	Lighter
Yearling Weight EPD (YW)	Lighter	<div><div></div></div>					<div><div></div></div>					+152lbs (68.9kgs)	Heavier
Residual Average Daily Gain (RADG)	Less Efficient	<div><div></div></div>					<div><div></div></div>					+0.30lbs/day (0.136kgs)	More Efficient
Carcass Weight (EPD)	Lighter	<div><div></div></div>					<div><div></div></div>					+83lbs (37.65kgs)	Heavier
Ribeye Area EPD (RE)	Smaller	<div><div></div></div>					<div><div></div></div>					+1.04 sq inches	Larger
Marbling EPD (Marb)	Less	<div><div></div></div>					<div><div></div></div>					+0.3	More
	100	90	80	70	60	50	40	30	20	10	0		

Percentile ranking within North American population

NORTH AMERICAN ANGUS

SMX **GRANDEUR**

NEW



CALVING EASE



AI Code: AA2086

Sire: G A R Hometown

Dam: SMX Jetset Glory 1915G

Reg: #20635976

Ear Tag: TBC

AT A GLANCE...

Grandeur is a high carcass weight bull, ranking highly for calving ease. He is a no holes, ticks all the boxes type of sire

Traits Index		Sourced: American Angus Association (May 2025)					Breed Average						
Calving Ease Direct (CED)	Harder											10%	Easier
Birth Weight EPD (BW)	Heavier											+0.8lbs (0.36kgs)	Lighter
Yearling Weight EPD (YW)	Lighter											+136lbs (61kg.69)	Heavier
Residual Average Daily Gain (RADG)	Less Efficient											+0.30lbs/day (1.36kgs)	More Efficient
Carcass Weight (EPD)	Lighter											+67lbs (30.39kgs)	Heavier
Ribeye Area EPD (RE)	Smaller											+1.38 sq inches	Larger
Marbling EPD (Marb)	Less											+0.93	More
	100	90	80	70	60	50	40	30	20	10	0		

Percentile ranking within North American population

NORTH AMERICAN ANGUS

SMX TOWNSEND



CALVING EASE



AI Code: AA2073

Sire: G A R Hometown

Dam: 1A Welytok Heiress 9010

Reg: #20731847

Ear Tag: CA189923837

AT A GLANCE...

Townsend is one of the most sought after bulls in the North American dairy beef supply chain. Calving ease combined with above average growth rates makes him an ideal sire for breeding fleshed and growthy offspring

Traits Index		Sourced: American Angus Association (May 2025)					Breed Average						
Calving Ease Direct (CED)	Harder											10%	Easier
Birth Weight EPD (BW)	Heavier											+1.9lbs (0.86kgs)	Lighter
Yearling Weight EPD (YW)	Lighter											+151lbs (68.5kgs)	Heavier
Residual Average Daily Gain (RADG)	Less Efficient											+0.32lbs/day (0.145kgs)	More Efficient
Carcass Weight (EPD)	Lighter											+76lbs (34.48kgs)	Heavier
Ribeye Area EPD (RE)	Smaller											+0.86 sq inches	Larger
Marbling EPD (Marb)	Less											+1.60	More
	100	90	80	70	60	50	40	30	20	10	0		

Percentile ranking within North American population

NORBRECK GENETICS

In partnership with Norbreck Genetics, Semex offers a beef line-up which will take the guesswork out of implementing a beef-on-dairy programme. Every bull in the Semex stud has been identified as a sire that will net a highly desirable and marketable cross. Regardless of farm business size or beef calf destination, the Semex beef offering is designed to maximise revenue and profit from the total calves born, whether the objective is fertility, calving ease or calf growth efficiency. Information is gathered by AHDB to ensure a benchmark against the whole breed population globally, not just a smaller sub-set from an internal breeding programme.



"Norbreck and Semex are no different in their drive to ensure sustainability and efficiencies, watch words for any modern meat supply business. We closely monitor the genetics we buy, and the progeny produced to ensure they are the "outliers" in the respective breed for dairy Carcase Gain, Days to slaughter and Carcase yield. Moreover, selection across multiple breeds, has always had a focus on calving ease and bulls with calves that are born easily but grow at much faster rates than contemporaries - often known as "curve bender bulls". Short gestation lengths and calf quality parameters are set to give dairy farmers the very best outcomes as well as working with supply chain partners, abattoirs and supermarkets to understand consumer demands and ensure the correct genetics are used on dairy cows"

BEEF CARCASE TRAITS PROJECT

To access Carcase trait results for each bull please scan the QR code on each page

DAYS TO SLAUGHTER	EBV predicting days to slaughter at a given weight and fat class. Units: Days
CARCASE WEIGHT	EBV predicting carcase weight at a given slaughter age. Units: Kilogrammes (kgs)
AVERAGE DAILY CARCASE GAIN (ADCG)	EBV predicting lifetime daily carcase gain. Units: Kilogrammes/day.
FAT CLASS	EBV predicting lifetime daily carcase gain. EBV predicting carcase fat class at a given slaughter age, using values based on the EUROP classification system, where 1 is leanest and 5H is fattest. Units: Values derived from fat class scores
CARCASE CONFORMATION	EBV predicting carcase fat class at a given slaughter age, using values based on the EUROP classification system, where 1 is leanest and 5H is fattest. Units: Values derived from fat class scores

BRITISH BLUE

NORBRECK GOODYHILLS **EMPEROR**



Limited Supply

SINCE 1922
B
BUITELAAR
GROUP



Meadow Quality



PROGENY



AI Code: BB1217

Sire: Harpon De L'Orgelot

Dam: Goodyhills Unice

Ear Tag: UK102885700046



AT A GLANCE...

The bull other companies are using to make the next generation of sires - EMPEROR is the number one bull in the breed scoring indexes over 120 on days to slaughter, carcase weight, carcase conformation and average daily carcase gain with 636 progeny records

CALVING
EASE

2.1% VG

GESTATION
LENGTH

283 days G+

CALF
QUALITY

EX

COAT
COLOUR

EX Blue Roan

AVERAGE

GOOD

VERY
GOOD

EXCELLENT

Sourced: Norbreck Genetics 2025

View Carcase Results Here



AHDB Carcase Results

BRITISH BLUE

NORBRECK STRAWBERRY FIELD **NORTHSTAR**

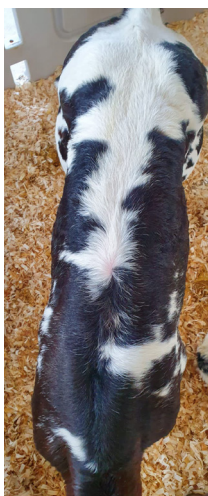


Meadow Quality



SINCE 1922
B
BUIBELAAR
GROUP

PROGENY



AI Code: BB1745

Sire: Greystone Governor

Dam: Droit Ivy

Ear Tag: UK134475500035



AT A GLANCE...

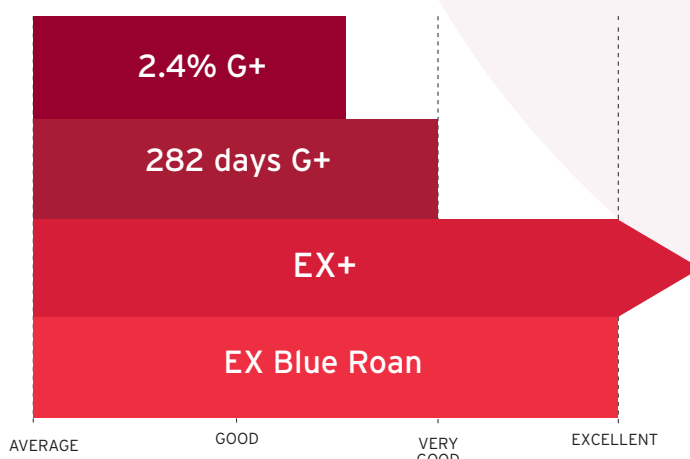
NORTHSTAR is ideal for crossing onto dairy cows resulting in nicely marked, highly saleable calves. Sired by renowned Greystone Governor, NORTHSTAR is a quality calf making bull with very good fertility

CALVING
EASE

GESTATION
LENGTH

CALF
QUALITY

COAT
COLOUR



AVERAGE GOOD VERY GOOD EXCELLENT

Sourced: Norbreck Genetics 2025

View Carcase Results Here



AHDB Carcase Results

BRITISH BLUE

NORBRECK **VENAL** DE JAUVELAN



PROGENY



AI Code: BB1406

Sire: Hotelier De St Fontaine

Dam: Hautesse 7476 De Jauvelan

Ear Tag: BE2 - 57482127



AT A GLANCE...

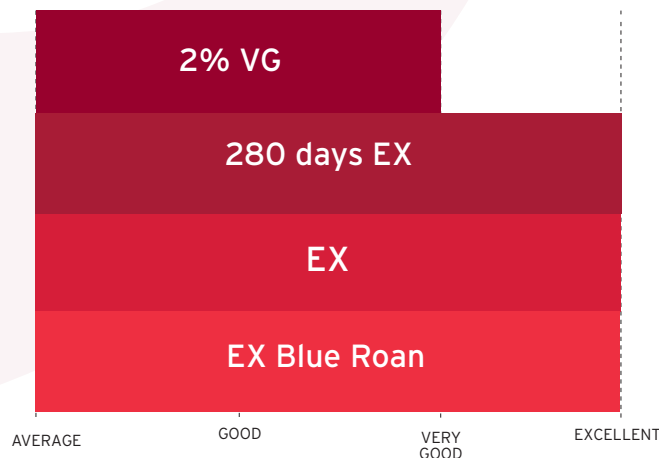
A calving ease bull with muscle, VENAL sires calves which can be sold at a younger age due to rapid development. Customers love the blue roan marked progeny

CALVING
EASE

GESTATION
LENGTH

CALF
QUALITY

COAT
COLOUR



AVERAGE

GOOD

VERY
GOOD

EXCELLENT

Sourced: Norbreck Genetics 2025

View Carcase Results Here



AHDB Carcase Results

BRITISH BLUE

NORBRECK LITTLEBANK **POLO**



PROGENY





AT A GLANCE...

An ideal bull for dairy farmers, POLO is an easy calving sire from the famous Goodyhills Emperor

AI Code: BB1974

Sire: Goodyhills Emperor

Dam: Littlebank Nellie

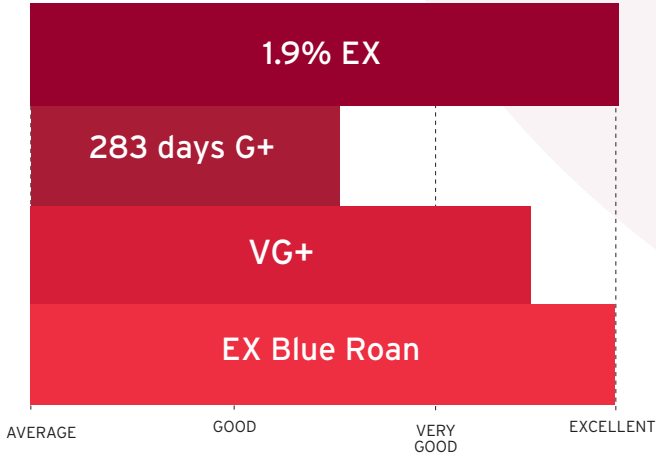
Ear Tag: UK125242200690

CALVING
EASE

GESTATION
LENGTH

CALF
QUALITY

COAT
COLOUR



Sourced: Norbreck Genetics 2025

View Carcase Results Here



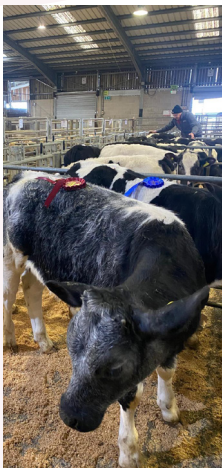
AHDB Carcase Results

BRITISH BLUE

NORBRECK LITTLEBANK PEPPERMINT



PROGENY



AI Code: BB1975
Sire: Moorsley Keeper
Dam: Littlebank Nellie
Ear Tag: UK125242700695



AT A GLANCE...

The Moorsley Keeper son that is taking the easy calving lead in the stud, combined with super Blue roan colours

CALVING EASE
GESTATION LENGTH
CALF QUALITY
COAT COLOUR



Sourced: Norbreck Genetics 2025

View Carcase Results Here



AHDB Carcase Results

BRITISH BLUE

NORBRECK REDMIRE SNIPER



Meadow Quality



CALVING EASE

PROGENY



AI Code: BB2069
Sire: Round Hill Ice
Dam: Redmires Mabel
Ear Tag: UK120504100439



AT A GLANCE...

This exciting Round Hill Ice son has sound growth and carcase data. Expect easy calving, well-marked calves from SNIPER

CALVING EASE

GESTATION LENGTH

CALF QUALITY

COAT COLOUR



Sourced: Norbreck Genetics 2025

View Carcase Results Here



AHDB Carcase Results

BRITISH BLUE

NORBRECK REDMIRE'S SOLDIER



PROGENY



AI Code: BB2070
Sire: Round Hill Ice
Dam: Redmires Mabel
Ear Tag: UK120504600458



AT A GLANCE...

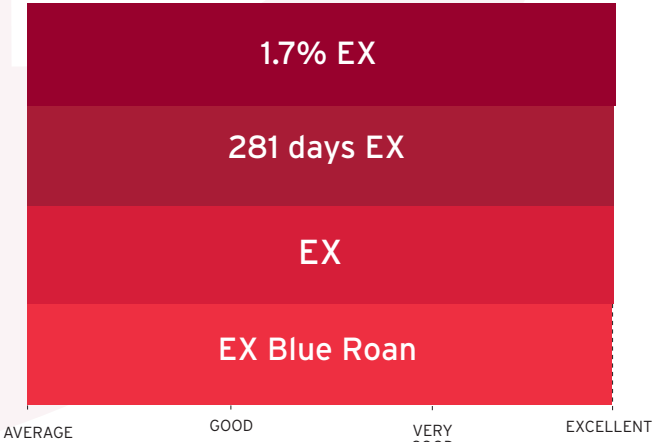
Expect well marked calves from this Round Hill Ice son. With good growth and carcass data, SOLDIER boasts easy calving genetics

CALVING
EASE

GESTATION
LENGTH

CALF
QUALITY

COAT
COLOUR



Sourced: Norbreck Genetics 2025

View Carcase Results Here



AHDB Carcase Results

BRITISH BLUE

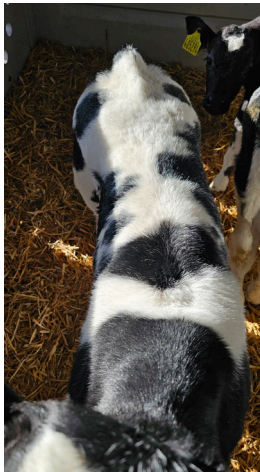
NORBRECK DING VALLEY OLIVER



CALVING EASE



PROGENY



AI Code: BB1737

Sire: Ding Valley Kaddie

Dam: Ding Valley Jemma

Ear Tag: UK343181100747



AT A GLANCE...

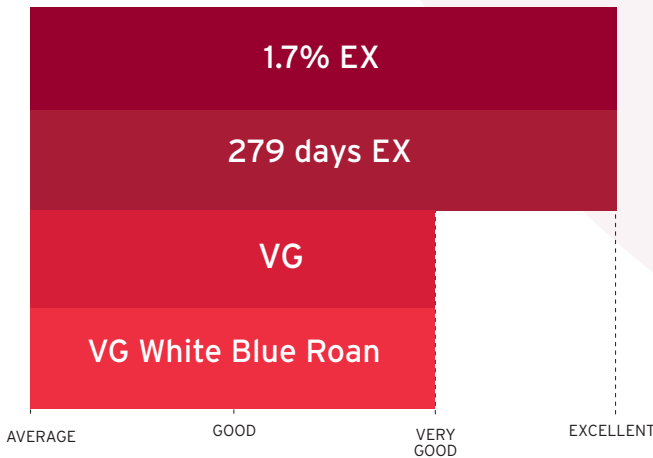
One of the easiest calving BB bulls in AI, OLIVER is exceptional on achieving early days to slaughter on progeny (AHDB data). Progeny making high prices at auction

CALVING
EASE

GESTATION
LENGTH

CALF
QUALITY

COAT
COLOUR



Sourced: Norbreck Genetics 2025

View Carcase Results Here



AHDB Carcase Results

BRITISH BLUE

NORBRECK IZ TRY ME

NEW



**ON
TEST**

View Carcase Results Here



AHDB Carcase Results



AT A GLANCE...

A full brother to Iz Pick Me, easy calvings are expected with this pedigree. AHDB data shows very early days to slaughter for TRY ME progeny. Use this young sire with confidence

AI Code: BB2160

Sire: Round Hill Ice

Dam: Eminente de La Praule

Ear Tag: UK740488301801

NORBRECK NEWPOLE TRUST

NEW



**ON
TEST**

View Carcase Results Here



AHDB Carcase Results



AT A GLANCE...

You can expect the easiest of calvings from this new bull from the trusted Newpole stable. AHDB carcase data shows TRUST to offer rare positive fat class on carcasses

AI Code: BB2154

Sire: Baigneur De Tohogne

Dam: Newpole Oh So Easy

Ear Tag: UK344206600275

BRITISH BLUE

NORBRECK MOORSLEY THOMAS

NEW



**ON
TEST**

View Carcase Results Here



AHDB Carcase Results



AT A GLANCE...

A stylish new, highly fertile BB bull designed for easy calving. Expect dark blue colour calves. Thomas offers rare positive fat class on carcasses as shown on his AHDB data

AI Code: BB2122

Sire: Nelson Des Peupliers

Dam: Moorsley Opal

Ear Tag: UK116368100098



DONE ONCE / DONE RIGHT

NO MORE SECOND DOSE BETTER FOR HER, EASIER FOR YOU

DONE ONCE DONE RIGHT

The first fresh cow bolus scientifically proven to keep calcium levels elevated for the critical first 48hrs after calving from a single dose at calving

Speak to your Semex Consultant for more information



SEMEX

POWER MIXES



LONGHORN TWO



**NORBRECK
BRITISH BLUE**



**NORBRECK
DOUBLE AA**

CONTACT YOUR LOCAL SEMEX CONSULTANT AND ASK ABOUT
THE FULL RANGE OF MIXES

ABERDEEN ANGUS

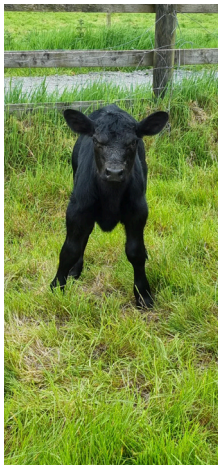
MORPHEUS **KODIAK**



Meadow Quality



PROGENY



AI Code: AA1808

Sire: HF Alcatraz

Dam: The Moss Krispy Girl

Ear Tag: UK173454400068



AT A GLANCE...

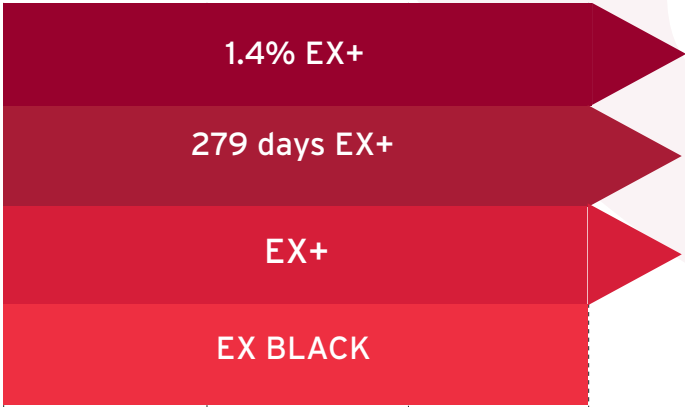
This fertile AA bull suitable for use on heifers and cows with incredible calf quality and thrive ability. Calves selling for high prices

CALVING
EASE

GESTATION
LENGTH

CALF
QUALITY

COAT
COLOUR



View Carcase Results Here



AHDB Carcase Results

ABERDEEN ANGUS

NETHERTON BLACK LIGHTNING

NEW



CALVING EASE



AT A GLANCE...

AI Code: AA1943

Sire: Rawburn Bannockburn

Dam: Netherton Blackbird

Ear Tag: UK542697200969

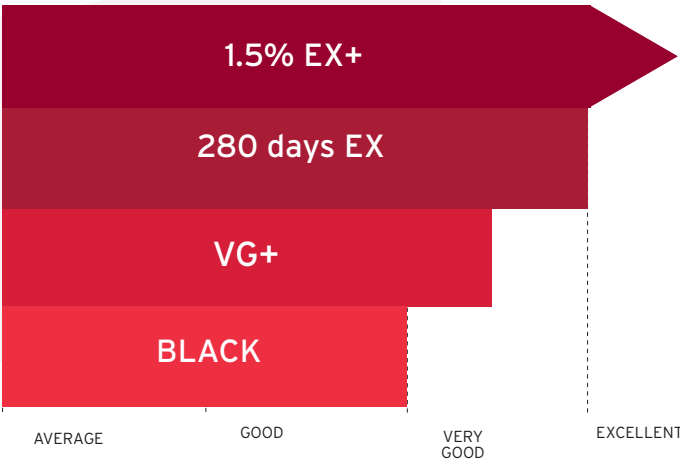
This modern calving ease sire boasts all growth carcass traits in the top 10% of the breed and average daily carcass gain in the top 1% of the breed

CALVING
EASE

GESTATION
LENGTH

CALF
QUALITY

COAT
COLOUR



Sourced: Norbreck Genetics 2025

View Carcase Results Here



AHDB Carcase Results

ABERDEEN ANGUS

HW MR **EQUILIBRIUM**

NEW



CALVING EASE



HIGH GENETIC SIRE

**ON
TEST**



AT A GLANCE...

AI Code: AA2022

Sire: Te Mania Emperor

Dam: Netherton Miss Effie

Ear Tag: UK546977303202

Easy calving survey results show **EQUILIBRIUM** suitable for use on heifers. Expect short gestation length and small calves at birth which grow extremely fast from this quality calf producer

View Carcase Results Here



AHDB Carcase Results

ABERDEEN ANGUS

GEAR EDMUND

NEW

Grandsire - Fordel Ben Marie



CALVING EASE



Meadow Quality

**ON
TEST**



AT A GLANCE...

AI Code: AA2066

Sire: Fordel Mob Boss

Dam: Gear Eva

Ear Tag: UK384042100541

Sired by the easy calving HF Alcatraz son, Fordel Mob Boss, GEAR'S pedigree is full of calving ease sires. He is noted for small calves born and fast growth rates. Use this young sire with confidence

View Carcase Results Here



ABERDEEN ANGUS

BOREWELL ELTON



CALVING EASE



POLLED

PROGENY



AT A GLANCE...

AI Code: AA1745

Sire: Borewell Emperor

Dam: Borewell Enticement

Ear Tag: UK106816101161

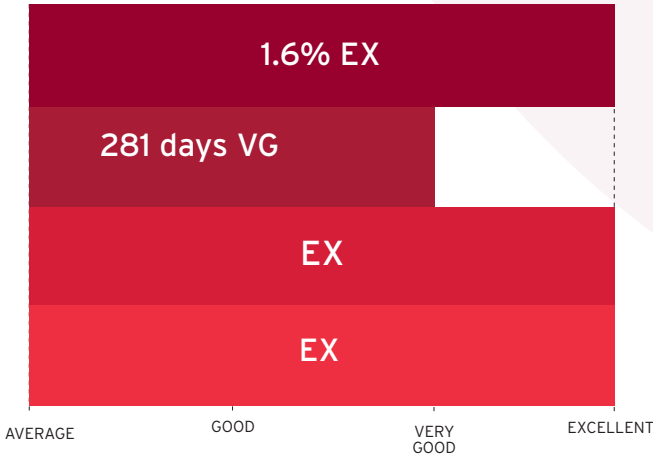
With ideal calves for all supply chain requirements, ELTON is a short gestation Aberdeen Angus bull siring small calves at birth with great growth rates

CALVING EASE

GESTATION LENGTH

CALF QUALITY

COAT COLOUR



Sourced: Norbreck Genetics 2025

View Carcase Results Here



AHDB Carcase Results

ABERDEEN ANGUS

MORPHEUS **KRAKEN**



PROGENY



AT A GLANCE...

AI Code: AA2026

Sire: Morpheus Lockdown

Dam: The Moss Krispy Girl

Ear Tag: UK173454300130

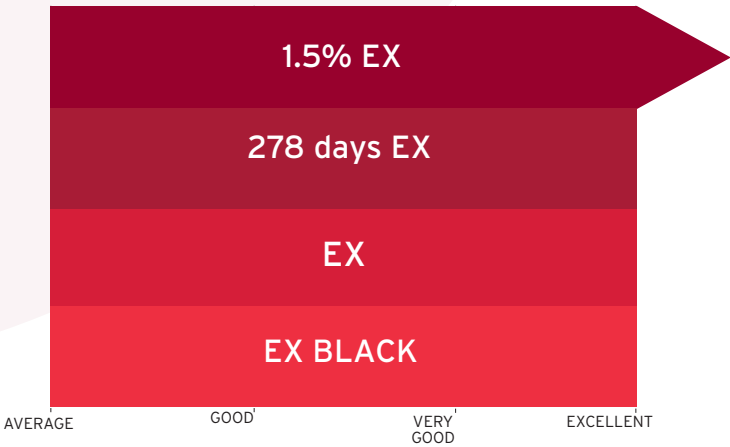
KRAKEN is another sire from the legendary Morpheus herd and half brother to Morpheus KODIAK. The data from this easy calving, short gestation bull, suggests fast growth and less days required to slaughter

CALVING
EASE

GESTATION
LENGTH

CALF
QUALITY

COAT
COLOUR



AVERAGE GOOD VERY GOOD EXCELLENT

Sourced: Norbreck Genetics 2025

View Carcase Results Here



AHDB Carcase Results

LONGHORN

POINTER **EVENING ALL**



SINCE 1922
B
BUITELAAR
GROUP



CALVING EASE

PROGENY



AT A GLANCE...

AI Code: LH0917

Sire: Aberdeen Nik

Dam: Gorse Winnie

Ear Tag: UK292814200030

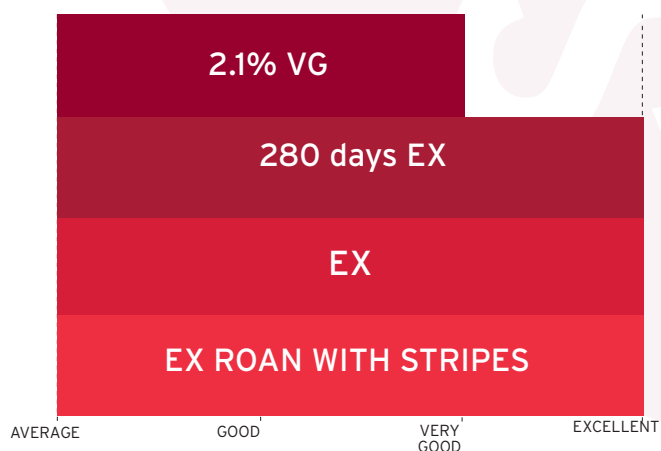
Boasting easy calving bloodlines, **EVENING ALL** is a stylish bull that produces progeny suitable to supply chain requirements. A new generation of modern Longhorn with muscle and growth assured, **EVENING ALL** was bred and designed with the Buitelaar Longhorn beef scheme in mind

CALVING
EASE

GESTATION
LENGTH

CALF
QUALITY

COAT
COLOUR



Sourced: Norbreck Genetics 2025

LONGHORN

FISHWICK **UTMOST**



AI Code: LH0905

Sire: Heronbrook Ned Kelly

Dam: Croc Mhor Marigold 2nd

Ear Tag: UK560103301384



CALVING
EASE

2.1% VG

GESTATION
LENGTH

280 days EX

CALF
QUALITY

EX

COAT
COLOUR

EX ROAN WITH STRIPES

AVERAGE GOOD VERY GOOD EXCELLENT

Sourced: Norbreck Genetics 2025



AT A GLANCE...

Ideal for the Buitelaar supply chain, UTMOST is from the Fishwick herd, viewed by many as one of the UK's premier herds

WHEATLANDS **VALIANT**



AI Code: LH0901

Sire: Wheatlands Ruben

Dam: Wheatlands Olga

Ear Tag: UK172669100210



CALVING
EASE

2.2% G+

GESTATION
LENGTH

281 days VG+

CALF
QUALITY

EX

COAT
COLOUR

BROWN

AVERAGE GOOD VERY GOOD EXCELLENT

Sourced: Norbreck Genetics 2025



AT A GLANCE...

A longhorn bull that's capable of putting in the extra muscle and growth

LONGHORN & BLONDE D'AQUITAINE

WHEATLANDS XTROVERT

NEW



AI Code: LH0897

Sire: Southfield Nitro

Dam: Wheatlands Tayberry

Ear Tag: UK172669200330

**ON
TEST**

SINCE 1922
B
BUIBELAAR
GROUP



AT A GLANCE...

Expect easy calvings from one of the best Longhorn bulls to join the Semex beef stud. XTROVERT is a very easy fleshing bull that should see progeny grow fast, exhibiting good muscle

BLONDE D'AQUITAINE GOLDEN BOY

NEW



**ON
TEST**

AI Code: BL1145

Sire: Gaelic

Dam: BAB Viola

Ear Tag: DE036008094



AT A GLANCE...

The new outcross Blonde D'Aquitaine bull, GOLDEN BOY's first progeny is showing early promise. You can expect high quality progeny from both dairy cows or commercial beef cattle

TOMSCHOICE **SCORPION**



PROGENY



AI Code: LN3086

Sire: Kaprico Eravelle

Dam: Tomschoice icon

Ear Tag: UK124148400660



AT A GLANCE...

Afull brother to Lexicon, **SCORPION** is a super easy calving sire. With short gestation and good growth rates, this bull is ideal for use on heifers

CALVING
EASE

1.5% EX

GESTATION
LENGTH

282 days VG

CALF
QUALITY

VG

COAT
COLOUR

DARK BROWN

AVERAGE

GOOD

VERY
GOOD

EXCELLENT

Sourced: Norbreck Genetics 2025

LIMOUSIN

TOMSCHOICE POSEIDON



CALVING
EASE

2.2% VG

GESTATION
LENGTH

284 days G

CALF
QUALITY

EX

COAT
COLOUR

EX BLACK/DARK BROWN

AVERAGE

GOOD

VERY
GOOD

EXCELLENT

Sourced: Norbreck Genetics 2025

PROGENY



AI Code: LN2968

Sire: Kaprico Eravelle

Dam: Tomschoice Magnolia

Ear Tag: UK124148400541



AT A GLANCE...

POSEIDON has a shorter gestation length. For use on cows, this popular Limousin contains two copies of the F94L "Profit" gene

BRONTEMOOR SON OF GOD



CALVING
EASE

2.4% G+

GESTATION
LENGTH

284 DAYS G

CALF
QUALITY

EX

COAT
COLOUR

VG DARK BROWN

AVERAGE

GOOD

VERY
GOOD

EXCELLENT

Sourced: Norbreck Genetics 2025



AT A GLANCE...

Sired by Knockmsport who is producing consistent progeny, SON OF GOD is a calving ease bull with growth and carcase traits in the top 1% of the breed

AI Code: LN2683

Sire: Knockmsport

Dam: Brontemoor Lucky Lady

Ear Tag: UK126538502095

SHORTHORN

CASTLEMOUNT **KUBOTA**



SINCE **B** 1922
BUITELAAR
GROUP



AT A GLANCE...

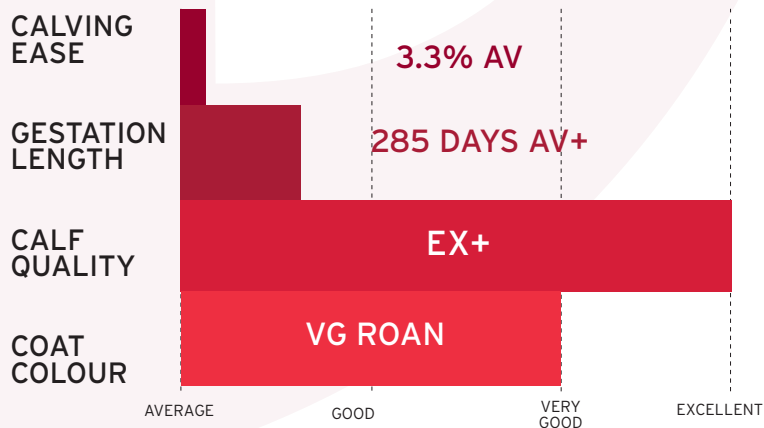
KUBOTA is the Elliot Matrix son, popular for Shorthorn beef schemes and produces strong calves that will thrive

AI Code: BS0786

Sire: Elliot Matrix

Dam: Castlemount Zulu Zoe 2

Ear Tag: UK933004744686



Sourced: Norbreck Genetics 2025

View Carcase Results Here



AHDB Carcase Results

SHORTHORN

HANNINGTON SERVERUS



**ON
TEST**

View Carcase Results Here



AHDB Carcase Results

AI Code: BS0685

Sire: Lawyer of Upsall

Dam: Hannington Magic May

Ear Tag: UK327001601306

AT A GLANCE...

New to the market, SERVERUS is approved by the Morrison Elite Beef Scheme which offers good contracts for farmers. A special Shorthorn bull for dairy cows, this bull will return fine calves ideal for farmers wanting a calf scheme

HANNINGTON SULIEMAN



**ON
TEST**

View Carcase Results Here



AHDB Carcase Results

AI Code: B20684

Sire: Leonard of Upstall

Dam: Hannington Magic Piccolo

Ear Tag: UK327001201316

AT A GLANCE...

For use on cows, SULIEMAN is a Shorthorn bull specifically selected for the Elite Beef Scheme with Morrisons which offers great contracted prices for good calves

SIMMENTAL

DERRYCALLAGHAN ERNEST 13



CALVING
EASE

2% VG

GESTATION
LENGTH

285 DAYS AV+

CALF
QUALITY

EX

COAT
COLOUR

VG DARK

AVERAGE

GOOD

VERY
GOOD

EXCELLENT

Sourced: Norbreck Genetics 2025

View Carcase Results Here



AHDB Carcase Results

AI Code: SG1210

Sire: Kilbride Farm Newry

Dam: Derrycallaghan Beauty 10

Ear Tag: UK948371303354



AT A GLANCE...

Suitable for commercial dairy farmers and pedigree breeders, ERNEST 13 stamps dark coloured progeny that are born easily and are making significant premiums at auction

VALE ROYAL HAMISH



CALVING
EASE

2% VG

GESTATION
LENGTH

285 DAYS AV+

CALF
QUALITY

EX

COAT
COLOUR

VG DARK

AVERAGE

GOOD

VERY
GOOD

EXCELLENT

Sourced: Norbreck Genetics 2025

View Carcase Results Here



AHDB Carcase Results

AI Code: SG1277

Sire: Sowenna Aristocrat

Dam: Vale Royal Annie

Ear Tag: UK177026600011



AT A GLANCE...

The easiest calving simmental in the Semex stud, HAMISH has excellent growth and carcase traits making him a winner for supply chain partners

SIMMENTAL & HEREFORD

HILTONSTOWN LORENZO 2

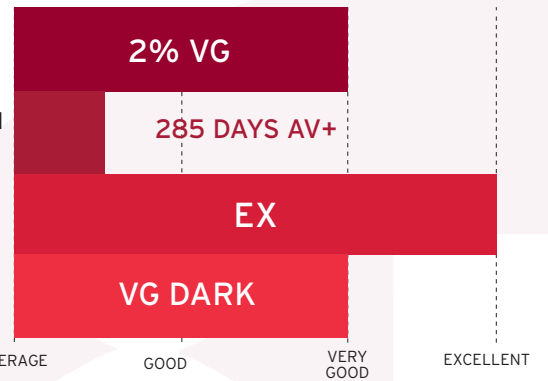


CALVING
EASE

GESTATION
LENGTH

CALF
QUALITY

COAT
COLOUR



View Carcase Results Here



AHDB Carcase Results

AI Code: SG1386

Sire: Dermotstown Delboy

Dam: Hiltonstown High Class

Ear Tag: UK912207910214

AT A GLANCE...

A natural fleshing bull, LORENZO has easy calving built into his pedigree with progeny making considerable premium at auction

HEREFORD

MORALEE 1 PANDA



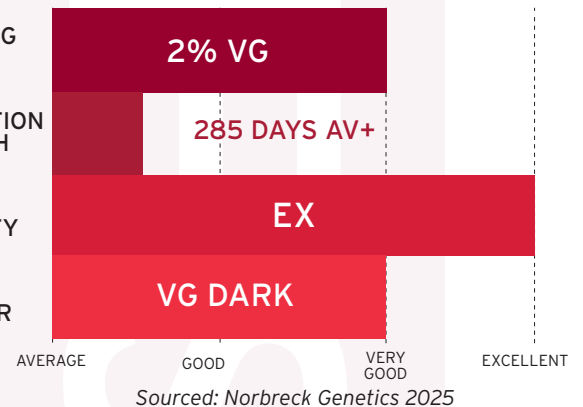
POLLED

CALVING
EASE

GESTATION
LENGTH

CALF
QUALITY

COAT
COLOUR



View Carcase Results Here



AHDB Carcase Results

AI Code: H9337

Sire: SMH King Size 87K

Dam: Moralee 1 Kylie

Ear Tag: UK114914100060

AT A GLANCE...

A supply chain favourite, PANDA is no ordinary Hereford sire: top 1% of the breed on all growth traits, eye muscle area and retail beef yields. With calving ease on dairy cows assured, expect incredible growth and muscle development

HEREFORD

MOORSIDE 1 **SANTANA**



CALVING
EASE

GESTATION
LENGTH

CALF
QUALITY

COAT
COLOUR

1.7% EX

278 DAYS EX

VG

VG

AVERAGE

GOOD

VERY
GOOD

EXCELLENT

Sourced: Norbreck Genetics 2025

View Carcase Results Here



AHDB Carcase Results

AI Code: H9259

Sire: Square-d Tortuga 953T

Dam: Romany 1 Dawn

Ear Tag: UK185962500109



AT A GLANCE...

This very short gestation length bull is extremely easy calving, producing calves that sell well at an early age. Suitable for use on heifers

ROMANY 1 **WILDCARD**

NEW



**ON
TEST**

View Carcase Results Here



AHDB Carcase Results

AI Code: H9174

Sire: Fabb 1 Rocco

Dam: Romany 1 Lily D1 K27

Ear Tag: UK562010207718.



AT A GLANCE...

A new easy calving Hereford bull shown successfully at the 2024 Royal Highland show, you can expect quality Hereford progeny with good growth rates from WILDCARD

CHAROLAIS

MILLBRIDGE PEDRO



PROGENY



AT A GLANCE...

AI Code: CH4008

Sire: Northhouse McCoist

Dam: Bleklack Flower

Ear Tag: UK100866100118

A British Charolais aiming to regain market share for the breed. Use on cows only and expect market leading prices for progeny



View Carcase Results Here



AHDB Carcase Results

CALVING
EASE

3% G

GESTATION
LENGTH

285 DAYS AV+

CALF
QUALITY

EX

COAT
COLOUR

VG DARK

AVERAGE

GOOD

VERY
GOOD

EXCELLENT

Sourced: Norbreck Genetics 2025

CHAROLAIS & WELSH BLACK

RMC - P



CALVING EASE



Meat Farmer Quality



POLLED

CALVING EASE

GESTATION LENGTH

CALF QUALITY

COAT COLOUR

1.7% EX

282 DAYS EX

VG

VG MIXED COLOUR

AVERAGE

GOOD

VERY GOOD

EXCELLENT

Sourced: Norbreck Genetics 2025

PROGENY



AI Code: CH3822

Sire: Moscato

Dam: Nana

Ear Tag: FR 42 43 242 126



AT A GLANCE...

RMC-P is a polled Charolais Moscato son who will deliver on quality calves. An easy calving sire whose progeny will be of mixed coat colour. Commercial use only

WELSH BLACK

MACHRETH SEIMON 11TH



CALVING EASE



Meat Farmer Quality

CALVING EASE

GESTATION LENGTH

CALF QUALITY

COAT COLOUR

2% VG

285 DAYS AV+

EX

VG DARK

AVERAGE

GOOD

VERY GOOD

EXCELLENT

Sourced: Norbreck Genetics 2025



AI Code: WB1061

Sire: Hafodesgob Hari 16th

Dam: Machreth Sian 17th

Ear Tag: UK704805100461

AT A GLANCE...

SEIMON 11th is an easy calving long bull with good growth and the Welsh Black exceptional semen fertility




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BEEF

SIRES 2025-26

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