




Genetics for Life®



BEEF

SIRES 2026-27

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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.



Meadow Quality

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.



NORTH AMERICAN ANGUS

SMX **AMPLIFY**



**Available Male Sexed*



Calving Ease



AT A GLANCE...

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

AI Code: AA1870

Sire: SydGen Enhance

Dam: MCC Supermama 8110

Reg: #20094111

Ear Tag: US198369572

Traits Index		Sourced: American Angus Association (May 2026)					Breed Average						
Calving Ease Direct (CED)	Harder											4%	Easier
Birth Weight EPD (BW)	Heavier											+1.5lbs (0.68kgs)	Lighter
Yearling Weight EPD (YW)	Lighter											+162lbs (73.48kgs)	Heavier
Residual Average Daily Gain (RADG)	Less Efficient											+0.40lbs/day (0.181kgs)	More Efficient
Carcass Weight (EPD)	Lighter											+721bs (32.65kgs)	Heavier
Ribeye Area EPD (RE)	Smaller											+0.85 sq inches	Larger
Marbling EPD (Marb)	Less											+1.09	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



Calving Ease



POLLED



PROGENY



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 2026)					Breed Average						
Calving Ease Direct (CED)	Harder											14%	Easier
Birth Weight EPD (BW)	Heavier											-1.9lbs (-0.86kgs)	Lighter
Yearling Weight EPD (YW)	Lighter											+148lbs (67.13kgs)	Heavier
Residual Average Daily Gain (RADG)	Less Efficient											+0.28lbs/day (0.13kgs)	More Efficient
Carcass Weight (EPD)	Lighter											+87lbs (39.46kgs)	Heavier
Ribeye Area EPD (RE)	Smaller											+1.19 sq inches	Larger
Marbling EPD (Marb)	Less											+0.34	More
	100	90	80	70	60	50	40	30	20	10	0		

Percentile ranking within North American population

NORTH AMERICAN ANGUS

SMX GRANDEUR



Calving Ease



PROGENY



AI Code: AA2086

Sire: G A R Hometown

Dam: SMX Jetset Glory 1915G

Reg: #20635976

Ear Tag: CA187991909

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 2026)					Breed Average						
Calving Ease Direct (CED)	Harder											10%	Easier
Birth Weight EPD (BW)	Heavier											-1.9lbs (-0.86kgs)	Lighter
Yearling Weight EPD (YW)	Lighter											+133lbs (60.32kgs)	Heavier
Residual Average Daily Gain (RADG)	Less Efficient											+0.27lbs/day (0.12kgs)	More Efficient
Carcass Weight (EPD)	Lighter											+66lbs (29.9kgs)	Heavier
Ribeye Area EPD (RE)	Smaller											+1.31 sq inches	Larger
Marbling EPD (Marb)	Less											+0.94	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



POLLED

**Available Male Sexed*

PROGENY



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 2026)					Breed Average						
Calving Ease Direct (CED)	Harder											10%	Easier
Birth Weight EPD (BW)	Heavier											1.8lbs (0.81kgs)	Lighter
Yearling Weight EPD (YW)	Lighter											+151lbs (68.49kgs)	Heavier
Recidual Average Daily Gain (RADG)	Less Efficient											+0.30lbs/day (0.136kgs)	More Efficient
Carcass Weight (EPD)	Lighter											+74lbs (33.05kgs)	Heavier
Ribeye Area EPD (RE)	Smaller											+0.83 sq inches	Larger
Marbling EPD (Marb)	Less											+1.64	More
	100	90	80	70	60	50	40	30	20	10	0		

Percentile ranking within North American population

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 STRAWBERRY FIELD **NORTHSTAR**



Meadow Quality



SINCE **B** 1922
BUITELAAR
GROUP

PROGENY



AI Code: BB1745

Sire: Greystone Governor

Dam: Droit Ivy

Ear Tag: UK134475500035



AT A GLANCE...

- Northstar noted for high quality calves
- Young progeny topped Gisburn auction spring 2026 at £2000
- A son of the renowned Greystone Governor

CALVING EASE
GESTATION LENGTH
CALF QUALITY
COAT COLOUR

Sourced: Norbreck Genetics 2026



2.4% **GOOD+**



282 DAYS **VERY GOOD**



EXCELLENT+



BLUE ROAN **VERY GOOD**

View Carcase Results Here



AHDB Carcase Results

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 sired calves which can be sold at a younger age
- Excellent blue roan marked progeny

CALVING EASE
GESTATION LENGTH
CALF QUALITY
COAT COLOUR

Sourced: Norbreck Genetics 2026



2% **VERY GOOD**



280 DAYS **EXCELLENT**



EXCELLENT



BLUE ROAN **EXCELLENT**

View Carcase Results Here



AHDB Carcase Results

BRITISH BLUE

NORBRECK REDMIRE'S SNIPER



Meadow Quality

PROGENY



AI Code: BB2069

Sire: Round Hill Ice

Dam: Redmires Mabel

Ear Tag: UK120504100439



AT A GLANCE...

- A well proven son of Round Hill Ice
- Quality calf producer
- Easy calving combined with high priced calves
- Superb colour markings

CALVING EASE
GESTATION LENGTH
CALF QUALITY
COAT COLOUR

Sourced: Norbreck Genetics 2026

→ 1.8% **EXCELLENT**
→ 280 DAYS **EXCELLENT**
→ **EXCELLENT+**
→ BLUE ROAN **EXCELLENT**

View Carcase Results Here



AHDB Carcase Results

BRITISH BLUE

NORBRECK DING VALLEY OLIVER



PROGENY



AT A GLANCE...

AI Code: BB1737

Sire: Ding Valley Kaddie

Dam: Ding Valley Jemma

Ear Tag: UK343181100747

- One of the easiest calving BB bulls in AI studs today
- Oliver is exceptional on achieving early days to slaughter on progeny (AHDB data)
- Very short gestation length

CALVING EASE
GESTATION LENGTH
CALF QUALITY
COAT COLOUR

→ 1.7% **EXCELLENT**
→ 278 DAYS **EXCELLENT+**
→ **VERY GOOD**
→ WHITE BLUE ROAN **VERY GOOD**

Sourced: Norbreck Genetics 2026

View Carcase Results Here



AHDB Carcase Results

BRITISH BLUE

NEWPOLE TRUST



PROGENY



AI Code: BB2154

Sire: Baigneur De Tohogne

Dam: Newpole Oh So Easy

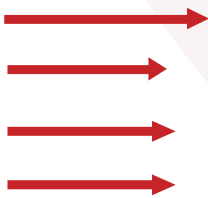
Ear Tag: UK344206600275



AT A GLANCE...

- Nicely marked blue roan calves
- Trust offers rare positive fat class on his progeny carcasses

CALVING EASE
GESTATION LENGTH
CALF QUALITY
COAT COLOUR



1.8% **EXCELLENT**
281 DAYS **VERY GOOD+**
VERY GOOD
WHITE BLUE ROAN **VERY GOOD**

Sourced: Norbreck Genetics 2026

BRITISH BLUE

NORBRECK MOORSLEY THOMAS



PROGENY



AI Code: BB2122

Sire: Nelson Des Peupliers

Dam: Moorsley Opal

Ear Tag: UK116368100098

CALVING EASE
GESTATION LENGTH
CALF QUALITY
COAT COLOUR

Sourced: Norbreck Genetics 2026

AT A GLANCE...

- The most fertile BB bull in the Norbreck stud for over 30 years
- One of our most easy calving BB sires
- Very short gestation lengths
- Strong blue roan colour markings

SPRINGFIELD UNITED KING

NEW



**ON
TEST**

View Carcase Results Here



AHDB Carcase Results

AI Code: BB2220

Sire: Greystone Governor

Dam: Springfield Honey

Ear Tag: UK181171500250

AT A GLANCE...

- A young Greystone Governor son
- Bloodlines suggest very easy calving
- Expect United King to give excellent quality calves with strong colour makings

SEMEX

MIXED STRAWS



LONGHORN TWO

AI Code: MS8282



**NORBRECK SAFE
BRITISH BLUE 2**

AI Code: MS8383



**NORBRECK
DOUBLE AA**

AI Code: MS8365

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

ABERDEEN ANGUS

MORPHEUS **KODIAK**



Meadow Quality



PROGENY



AT A GLANCE...

AI Code: AA1808

Sire: HF Alcatraz

Dam: The Moss Krispy Girl

Ear Tag: UK173454400068

- The most popular AA sire ever owned by Norbreck
- Easy calving Angus sire suitable for heifers or cows
- Calves selling for high prices at auctions nationwide

CALVING EASE
GESTATION LENGTH
CALF QUALITY
COAT COLOUR

Sourced: Norbreck Genetics 2025

→ 1.4% **EXCELLENT+**
→ 279 DAYS **EXCELLENT+**
→ **EXCELLENT+**
→ **BLACK EXCELLENT**

View Carcase Results Here



AHDB Carcase Results

ABERDEEN ANGUS

HW MR **EQUILIBRIUM**



AT A GLANCE...

AI Code: AA2022

Sire: Te Mania Emperor

Dam: Netherton Miss Effie

Ear Tag: UK546977303202

- Exceptionally short gestation length AA bull
- Easy calving assured
- Suitable for use on heifers
- Easy fleshing progeny, selling for high prices

CALVING EASE
GESTATION LENGTH
CALF QUALITY
COAT COLOUR

→ 1.3% **EXCELLENT+**
→ 277 DAYS **EXCELLENT+**
→ **EXCELLENT**
→ BLACK **EXCELLENT**

View Carcase Results Here



AHDB Carcase Results

ABERDEEN ANGUS

GEAR EDMUND



Grandsire - Fordel Ben Marie



Meadow Quality

PROGENY



AI Code: AA2066

Sire: Fordel Mob Boss

Dam: Gear Eva

Ear Tag: UK384042100541



AT A GLANCE...

- Sired by the easy calving HF Alcatraz son, Fordel Mob Boss
- Small calves at birth
- Expect fast growing calves that sell well at a young age

CALVING EASE
GESTATION LENGTH
CALF QUALITY
COAT COLOUR

Sourced: Norbreck Genetics 2025

1.4% **EXCELLENT+**
279 DAYS **EXCELLENT+**
VERY GOOD
BLACK EXCELLENT

View Carcase Results Here



AHDB Carcase Results

ABERDEEN ANGUS

BOREWELL ELTON



Calving Ease



HIGH GENETIC SIRE



POLLED

PROGENY



AT A GLANCE...

AI Code: AA1745

Sire: Borewell Emperor

Dam: Borewell Enticement

Ear Tag: UK106816101161

- Old established calving ease sire
- Excellent growth rates in the progeny
- Used extensively on cows to produce high value AA calves

CALVING EASE
GESTATION LENGTH
CALF QUALITY
COAT COLOUR

Sourced: Norbreck Genetics 2025

1.6% **EXCELLENT**
282 DAYS **VERY GOOD**
EXCELLENT
BLACK EXCELLENT

View Carcase Results Here



AHDB Carcase Results

LONGHORN

POINTER **EVENING ALL**



SINCE **B** 1922
BUITELAAR
GROUP



PROGENY



AT A GLANCE...

AI Code: LH0917

Sire: Aberdeen Nik

Dam: Gorse Winnie

Ear Tag: UK292814200030

- Boasting easy calving bloodlines
- Highly valued for the Buitelaar supply chain
- One of the most popular Longhorn bulls available in the UK

CALVING EASE
GESTATION LENGTH
CALF QUALITY
COAT COLOUR

Sourced: Norbreck Genetics 2026

→ 2.1% **VERY GOOD**
→ 280 DAYS **EXCELLENT**
→ **EXCELLENT**
→ DARK BROWN WITH WHITE STRIPES

FISHWICK **UTMOST**



AI Code: LH0905

Sire: Heronbrook Ned Kelly

Dam: Croc Mhor Marigold 2nd

Ear Tag: UK560103301384



CALVING EASE
GESTATION LENGTH
CALF QUALITY
COAT COLOUR

Sourced: Norbreck Genetics 2026

2.1% **VERY GOOD**
280 DAYS **EXCELLENT**
EXCELLENT
DARK BROWN WITH WHITE STRIPES



AT A GLANCE...

- Ideal for the Buitelaar supply chain
- Utmost is from the famous Fishwick herd
- Calves easily born and develop fast

WHEATLANDS **VALIANT**



AI Code: LH0901

Sire: Wheatlands Ruben

Dam: Wheatlands Olga

Ear Tag: UK172669100210



CALVING EASE
GESTATION LENGTH
CALF QUALITY
COAT COLOUR

Sourced: Norbreck Genetics 2026

2.2% **VERY GOOD**
281 DAYS **VERY GOOD+**
EXCELLENT
DARK BROWN



AT A GLANCE...

- A muscular Longhorn bull
- Calves exhibit the extra muscle and growth
- Easy calved assured

LONGHORN & BLONDE D'AQUITAINE

WHEATLANDS XTROVERT



AI Code: LH0897

Sire: Southfield Nitro

Dam: Wheatlands Tayberry

Ear Tag: UK172669200330

SINCE 1922
B
BUIELAAR
GROUP

CALVING EASE
GESTATION LENGTH
CALF QUALITY
COAT COLOUR

Sourced: Norbreck Genetics 2026

→ 2.3% **GOOD+**
→ 282 DAYS **VERY GOOD**
→ **EXCELLENT+**
→ DARK BROWN WITH STRIPES



AT A GLANCE...

- Another great bull from the Wheatlands stud
- Xtrovert is easy calving and easy fleshing
- Expect a premium for Xtrovert calves

BLONDE D'AQUITAINE

GOLDEN BOY

NEW



**ON
TEST**

AI Code: BL1145

Sire: Gaelic

Dam: BAB Viola

Ear Tag: DE036008094

AT A GLANCE...

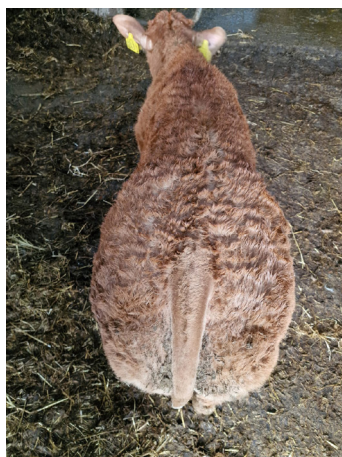
- The new outcross Blonde D'Aquitaine bull
- Golden Boy's first progeny showing early promise
- Easy calving seen on dairy cows

LIMOUSIN

TOMSCHOICE **SCORPION**



PROGENY



AT A GLANCE...

AI Code: LN3086

Sire: Kaprico Eravelle

Dam: Tomschoice icon

Ear Tag: UK124148400660

- A full brother to Tomschoice Lexicon
- Scorpion is a super easy calving sire suitable for heifers
- Short gestation with good growth rates

CALVING EASE

GESTATION LENGTH

CALF QUALITY

COAT COLOUR

Sourced: Norbreck Genetics 2026

—————→ 1.5% **EXCELLENT+**
—————→ 282 DAYS **VERY GOOD**
—————→ **VERY GOOD+**
—————→ DARK BROWN

BRONTEMOOR SON OF GOD



Meadow Quality



AT A GLANCE...

AI Code: LN2683

Sire: Knockmsport

Dam: Brontemoor Lucky Lady

Ear Tag: UK126538502095

- The 18000 gn bull that has proved a great investment
- Easy calving progeny
- Growth and carcass traits in the top 1% of the breed

CALVING EASE



2.4% **GOOD+**

GESTATION LENGTH



284 DAYS **GOOD**

CALF QUALITY



EXCELLENT

COAT COLOUR



DARK BROWN/BLACK

Sourced: Norbreck Genetics 2026

LIMOUSIN

TOMSCHOICE POSEIDON



PROGENY



AI Code: LN2968

Sire: Kaprico Eravelle

Dam: Tomschoice Magnolia

Ear Tag: UK124148400541

AT A GLANCE...

- Poseidon is the Eravelle son suitable for use on cows
- Very popular for his quality progeny
- This limousin sire contains 2 copies of the F94L "profit" gene

CALVING EASE
GESTATION LENGTH
CALF QUALITY
COAT COLOUR



2.4% **GOOD+**
284 DAYS **GOOD**
EXCELLENT+
DARK BROWN/BLACK

Sourced: Norbreck Genetics 2026

CASTLEMOUNT **KUBOTA**



AT A GLANCE...

AI Code: BS0786

Sire: Elliot Matrix

Dam: Castlemount Zulu Zoe 2

Ear Tag: UK933004744686

- Kubota is the Elliot Matrix son popular for Shorthorn beef schemes
- Produces strong calves that grow well and exhibit good muscle definition

CALVING EASE
GESTATION LENGTH
CALF QUALITY
COAT COLOUR



3.3% **AVERAGE**

285 DAYS **AVERAGE**

EXCELLENT+

RED ROAN

Sourced: Norbreck Genetics 2026

View Carcase Results



SHORTHORN

HANNINGTON **SERVERUS**



AT A GLANCE...

AI Code: BS0685

Sire: Lawyer of Upsall

Dam: Hannington Magic May

Ear Tag: UK327001601306

- Serverus is approved for the Morrison Elite beef scheme
- Contract available for calves direct from farm
- Serverus suitable for use on cows

CALVING EASE
GESTATION LENGTH
CALF QUALITY
COAT COLOUR



3% **GOOD**



284 DAYS **GOOD**



EXCELLENT+



RED ROAN

Sourced: Norbreck Genetics 2026

View Carcase Results Here



AHDB Carcase Results

HANNINGTON **SULIEMAN**



AT A GLANCE...

AI Code: B20684

Sire: Leonard of Upstall

Dam: Hannington Magic Piccolo

Ear Tag: UK327001201316

- Sulieman suitable for use on cows
- Selected for the elite beef scheme with Morrisons
- Fast growing progeny

CALVING EASE
GESTATION LENGTH
CALF QUALITY
COAT COLOUR



3.5% **AVERAGE**
285 DAYS **AVERAGE**
EXCELLENT
RED ROAN

Sourced: Norbreck Genetics 2026

View Carcase Results Here



AHDB Carcase Results

SIMMENTAL

DERRYCALLAGHAN ERNEST 13



AI Code: SG1210

Sire: Kilbride Farm Newry

Dam: Derrycallaghan Beauty 10

Ear Tag: UK948371303354



AT A GLANCE...

- Easy calving Simmental bull
- Calves making significant premiums at auction
- Dark coloured well marked calves

CALVING EASE
GESTATION LENGTH
CALF QUALITY
COAT COLOUR

→ 2% **EXCELLENT**
→ 284 DAYS **VERY GOOD**
→ **EXCELLENT**
→ **DARK ROAN**

Sourced: Norbreck Genetics 2026

View Carcase Results Here



AHDB Carcase Results

VALE ROYAL **HAMISH**



AT A GLANCE...

AI Code: SG1277

Sire: Sowenna Aristocrat

Dam: Vale Royal Annie

Ear Tag: UK177026600011

- The easiest calving simmental in the Semex stud
- Hamish has excellent growth and carcass traits making him a winner for supply chain partners

CALVING EASE
GESTATION LENGTH
CALF QUALITY
COAT COLOUR

→ 2% **VERY GOOD**
→ 285 DAYS **AVERAGE+**
→ **EXCELLENT**
→ DARK **VERY GOOD**

Sourced: Norbreck Genetics 2026

View Carcase Results Here



AHDB Carcase Results

SIMMENTAL

HILTONSTOWN LORENZO 2



View Carcase Results Here



AHDB Carcase Results



AT A GLANCE...

AI Code: SG1386

Sire: Dermotstown Delboy

Dam: Hiltonstown High Class

Ear Tag: UK912207910214

- Lorenzo is a natural fleshing bull
- Easy calving data from dairy cows
- Calves making a considerable premium at auction

CALVING EASE
GESTATION LENGTH
CALF QUALITY
COAT COLOUR

Sourced: Norbreck Genetics 2026

2% **EXCELLENT**
285 DAYS **AVERAGE**
EXCELLENT+
DARK

STAR GREEN ROOSTER

NEW



**ON
TEST**

View Carcase Results Here



AHDB Carcase Results



AT A GLANCE...

AI Code: SG1505

Sire: Sneumgaard Imperator

Dam: Star green Dappy's Naomi

Ear Tag: UK165013100347

- The new Simmental bull with an outcross pedigree
- Sired by the Imperator bull
- Easy calving genetics

ROMANY 1 WILDCARD



View Carcase Results Here



AHDB Carcase Results



AT A GLANCE...

AI Code: H9174

Sire: Fabb 1 Rocco

Dam: Romany 1 Lily D1 K27

Ear Tag: UK562010201718

- The easy calving Hereford bull suitable for heifers
- Shown successfully at the 2024 Royal Highland Show
- Quality calves with good growth rates

CALVING EASE
GESTATION LENGTH
CALF QUALITY
COAT COLOUR

Sourced: Norbreck Genetics 2026

1.8% **EXCELLENT**
279 DAYS **EXCELLENT+**
EXCELLENT+
DARK RED **EXCELLENT**

CELYMAN 1 PRINCE CHARLES (P)

NEW



**ON
TEST**



AT A GLANCE...

AI Code: TBC

Sire: Buryhill 1 Prince

Dam: Wirheal 1 Melissa 259

Ear Tag: UK741930700433

- Outcross bloodlines
- Suitable for Hereford beef schemes across UK
- The new polled Hereford designed for easy calving

CHAROLAIS

MILLBRIDGE PEDRO



PROGENY



AT A GLANCE...

AI Code: CH4008

Sire: Northhouse McCoist

Dam: Blelack Flower

Ear Tag: UK100866100118

- A UK bred Charolais with calf quality assured
- Calves making top process at markets throughout the UK
- Suitable for use on cows only

CALVING EASE
GESTATION LENGTH
CALF QUALITY
COAT COLOUR

Sourced: Norbreck Genetics 2026



3.2% **AVERAGE+**
285 DAYS **AVERAGE**
EXCELLENT+
MUSHROOM

View Carcase Results Here



AHDB Carcase Results

CHAROLAIS & WELSH BLACK

RMC - P



Meadow Quality

PROGENY



AT A GLANCE...

AI Code: CH3822

Sire: Moscato

Dam: Nana

Ear Tag: FR 42 43 242 126

- RMC-P is a polled Charolais son of Moscato with easy calving assured
- Calf quality is exceptional
- Calves exhibit early signs of muscle growth and achieve high prices at auction
- Commercial use only

CALVING EASE
GESTATION LENGTH
CALF QUALITY
COAT COLOUR

→ 1.8% **EXCELLENT**
→ 282 DAYS **VERY GOOD**
→ **EXCELLENT+**
→ MIXED

WELSH BLACK

MACHRETH SEIMON 11TH



Calving Ease



AI Code: WB1061

Sire: Hafodesgob Hari 16th

Dam: Machreth Sian 17th

Ear Tag: UK704805100461

AT A GLANCE...

- Excellent semen fertility
- Calves exhibit good growth rates
- Seimon 11th is an easy calving welsh black bull

CALVING EASE
GESTATION LENGTH
CALF QUALITY
COAT COLOUR

→ 1.8% **EXCELLENT**
→ 284 DAYS **GOOD**
→ **VERY GOOD**
→ BLACK

KOYU WAGYU



AI Code: MS8348

Eartag: UK317544700124

At Koyu Wagyu, our goal is simple: to produce Wagyu beef that not only looks great but tastes even better. With Koyu you're not just a farmer on a scheme - you're part of a dedicated team. We will be working alongside Norbreck Genetics and KEPAK, one of the most respected processors in the UK, ensuring that our beef meets the highest standards.

The KOYU Promise

- Clear communication
- Guaranteed Collection
- Industry competitive prices
- Feel valued and part of a long-term supply chain partnership
- Easy calving genetics



BEEF

SIRES 2026-27

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