



Philip Halhead Semex beef specialist and UK dairy farmer 07949 733747

Semex has a beef team dedicated to providing the genetics most suitable for UK dairy farmers, supply chain partners and, ultimately, consumers. Philip Halhead, over the last 20 years, has focused on beef genetics with specific CALVING EASE attributes and CALF VALUE to maximise the returns for you, the dairy farmer.

Along with herds assigned to collecting data, Norbreck Genetics owns a 300 cow dairy herd in which they monitor closely the latest beef genetics and their suitability for crossing with dairy cows.

Semex priority is on fertility, calving ease and short gestation lengths combined with fast growth rates that allows BEEF on DAIRY to contribute to every modern dairy farm.

Working with partners in the supply chain to keep ahead of what the market demands, the collection of DATA is the future focus for the Semex team to ensure maximum value is achieved when using Semex beef.

The latest independent data from the AHDB/ BCMS carcase traits project has returned Goodyhills Emperor as the Number 1 (semen available) British Blue bull from a huge data set on AVERAGE DAILY CARCASE GAIN (fast growth).

Philip is happy to help or advise any farmer on sire or breed choice.

Talk to our team today about superior beef sires at competitive prices.

SHOUT ABOUT THE SIRE





#shoutaboutthesire



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KEY TO SYMBOLS



Calving

Fewer difficult births reducing issues at calving and breeding time.



Carcase Weiaht

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.



Improve calf quality and saleability, Ease of calving and greater growth potential.



Bulls that produce superior calves combining calving ease with high value.



Beef

Delivers dairy producers a product that is a combination of calving ease, high retail beef vield and good growth.

THE BEEF CARCASE TRAIT PROJECT

The Beef Carcase Traits Project, funded by AHDB and HCC, uses data derived from the British Cattle Movement Service (BCMS), abattoirs and breed societies to produce EBVs for traits of economic importance to commercial beef producers. A bull's EBVs give you a good idea of the genetic potential that will be passed on to his calves and should be taken into consideration when choosing sires.

Since 2018, carcase trait EBVs have been produced on a quarterly basis by SRUC/EGENES from a dataset of over seven million carcase records.

HOW TO READ THE CHARTS

This Carcase Traits chart shows EBVs as horizontal red bars. Bars to the right of centre indicate fewer days to slaughter, heavier carcases, superior conformation, fatter carcases, and greater carcase growth.

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).

Carcase conformation

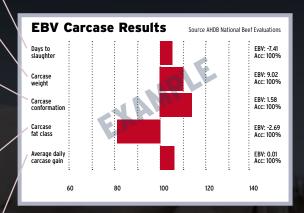
EBV predicting carcase conformation at a given slaughter age, using records of carcase conformation based on the EUROP grid. Units: Values derived from conformation scores.

Fat class

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.

Average daily carcase gain (ADCG)

EBV predicting lifetime daily carcase gain. Units: Kilogrammes/day.



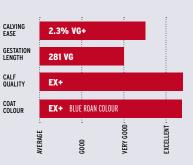
NORBRECK AGILE DE LA PRAULE

EAR TAG: BE8-57807693





- Semex best BB bull for calf quality.
- Average calf size with RAPID growth rates.
- Super Blue roan marked calves.



Al Code: **BB1405**

Sire: Tenace De La Praule

Dam: Questure La Praule

NORBRECK AGILE DE LA PRAULE









NORBRECK ROUNDHILL ICE

EAR TAG: UK175613 100001



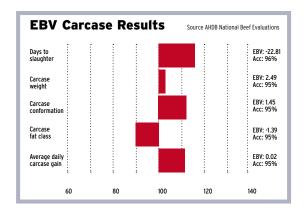


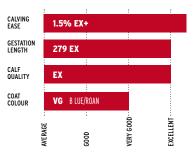
- Very easy calving BB bull.
- SHORT gestation length.
- Beautiful dark blue marked calves.

Al Code: **BB1349**

Sire: As De Trefle Du Vanova

Dam: Lukeroyal Winnifred





NORBRECK ROUNDHILL ICE





NORBRECK SEIFION CARDI

EAR TAG: UK700906 500780



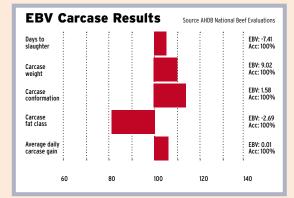


- Oldest, most highly proven BB sire at Semex.
- High customer satisfaction.
- Small calves at birth with good growth and colour markings.

Al Code: **BB1082**

Sire: Seifon Ubiggan

Dam: Seifion Petra





NORBRECK SEIFION CARDI



NEW NUMBER 1 BB BULL IN UK*

BRITISH BLUE

NORBRECK GOODYHILLS EMPEROR

Standard Meadow Quality Approved

EAR TAG: UK102885 700046



Al Code: **BB1217**

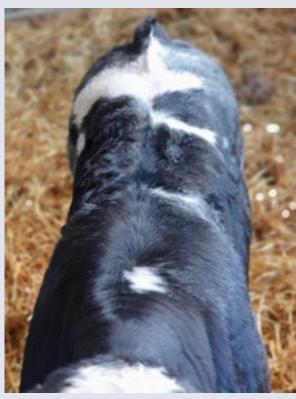
Sire: Harpon De L'Orgelot

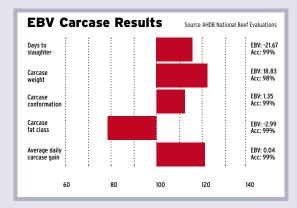
Dam: Goodyhills Unice

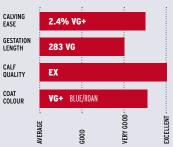
- *NEW NUMBER 1 (available) BB bull in UK 'Average daily carcase gain' (AHDB carcase traits project based on 58,320 data sets).
- Supply chain KING with premiums available.
- PROVEN easy calving bull with fastest growth rates in the BB breed.
- Other bull studs using Emperor to sire sons for their own breeding programmes.
- The financial winner across the industry, with benefits for farmer, grower, processor and retailer.











NORBRECK GREYSTONE IMPACT

EAR TAG: UK125185 400284



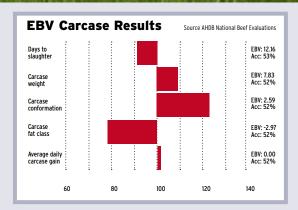


- Mr EASY calver with short gestation length.
- Very smart Blue roan coloured calves.
- Calves that grow fast and sell for premiums.

Al Code: **BB1402**

Sire: Savant De Pierrecome

Dam: **Greystone Wonder**





NORBRECK GREYSTONE IMPACT



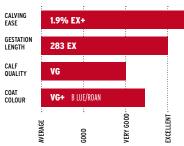
NORBRECK VENAL DE JAUVELAN

EAR TAG: BE2-57482127





- The calving ease sire with MUSCLE.
- Customers love the blue roan marked progeny.
- Calves you can sell at a younger age due to rapid development.





Al Code: **BB1406**

Sire: Hotelier De St Fontaine

Dam: Hautesse 7476 De Jauvelan

NORBRECK VENAL DE LA JAUVELAN

NORBRECK MOORSLEY KEEPER

EAR TAG: UK116368 700006



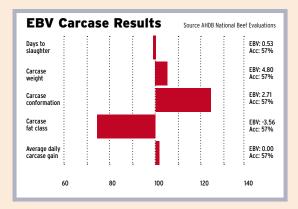


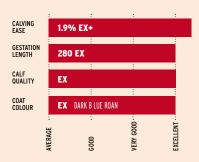
- NEWLY PROVEN Incredible customer satisfaction.
- A large herd specialist!! Calves born easily and early returning more milk to the tank sooner.
- Dark blue roan marked calves, selling for premium prices.
- Sired by Brookfield Dev a very popular Al sire for almost 10 years.

Al Code: **BB1545**

Sire: Brookfield Dev

Dam: Moorsley Glamour





NORBRECK MOORSLEY KEEPER



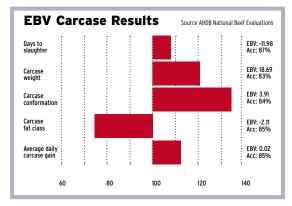
NORBRECK BOOTHLOW DYNAMO



EAR TAG: UK166109 400505

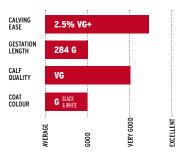


- GROWTH is Dynamo's trade mark.
- Long calves with incredible carcase traits.
- Will give a high proportion of Black & White coloured progeny.





Sire:	Hazelwood Freshman
Dam:	Boothlow Amanda



NORBRECK LITTLEBANK MERCURY

EAR TAG: UK125242100626



- Sired by Agile full brother to our new star Littlebank Mario.
 Slightly above average calving
- Slightly above average calving ease but suited to making high quality calves.
- Fast growth and high weight gains.



Al Code: **BB1704**

Sire: Agile De La Praule

Dam: Littlebank Georgeous

BRITISH BLUE

NORBRECK LITTLEBANK MARIO

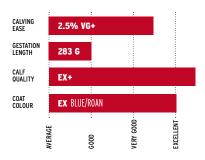
EAR TAG: UK125242700625



Calves exhibit length and good colour markings.

Sired by Agile the best bull in the Semex stud for calf quality.

■ Expect fast growth and calves that sell for higher prices.



Al Code: **BB1705**

Sire: Agile De La Praule

Dam: Littlebank Georgeous

NORBRECK STRAWBERRY FIELD NORTHSTAR

EAR TAG: UK134475500035



- Sired by GREYSTONE GOVERNOR

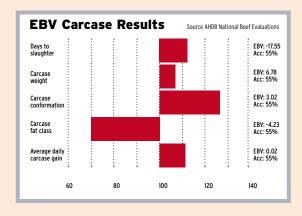
 a proven AI sire with an unbeatable reputation.
- One of the most ideal BB bulls purchased in recent years for crossing onto Dairy cows.
- We expect very high demand for this sire and recommend his use early.

UNDER SURVEY

Al Code: **BB15745**

Sire: Greystone Governor

Dam: Droit Ivy



NORBRECK BLACK N BLUE MONSTER MUNCH

EAR TAG: UK301284700112



- Our highest fertility BB sire.
- A bull with a pedigree designed for cross breeding on dairy cows.
- Expect high quality calves which are born easily and thrive.

UNDER SURVEY

Al Code: **BB1710**

Sire: Jiosco De Focant

Black N Blue Empress Dam:

BRITISH BLUE

NORBRECK TAURO D'OCHAIN

EAR TAG: BE 5-53701504



Sire: Imperial De L'Ecluse Dam: Obscurite D'Ochain

Al Code: **BB1418**

- Ideal for crossing onto beef cows.
- Will produce black & white coloured calves when used on dairy cows.
- Super muscle development and growth.
- Easy calving bloodlines.

UNDER SURVEY

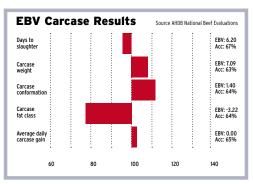
NORBRECK SPRINGFIELD KINGMAKER

EAR TAG: UK181171 300185



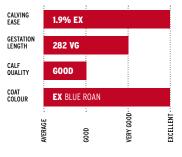
Al Code: **BB1491** Sire: Lawns Domonic

Dam: Springfield Honey



- Sired by a legendary MMB bull called Lawns Domonic, heavily used in the '90s' on dairy cows UK wide.
- Maternal sire Harpon, used extensively in Europe on dairy cows, sire of Goodyhills Emperor one of our current best selling sires.
- VERY HIGH FERTILITY bull in Harpon.
- G.Sire on Maternal side Tamhorn Sumo a very popular sire used extensively on dairy cows and calves topped the markets.

281 OBSERVATIONS



NORTH AMERICAN ABERDEEN ANGUS

QUAKER HILL COLUMBUS

FAR TAG: US210264378 RFG: #18841595









- Easily born calves.
- Fast growing in all stages.
- Ideal calves to take through to finishing, being easily fleshed with high meat quality.
- Great breed character.

Al Code: **AA1716**

Sire: V A R Discovery 2240

Dam: Quaker Hill Blackcap 3N23

SPRING GROVE OVERHAUL

EAR TAG: US210264371 REG: # 18529653







- Calving Ease Specialist.
- No.1 choice for use on heifers.
- Low birthweight with good growth in early weeks.

Al Code: **AA1704**

Sire: Gaffney Game Changer 371

Dam: Quaker Hill Blackcap OA32

NORTH AMERICAN ABERDEEN ANGUS

GF HOLE IN ONE

EAR TAG: US202917423 REG: #18567461



Al Code: **AA1703**

Sire: S Titlest 1145

Dam: Worth-Mor Errolline 7A

- Easy Calving.
- Progeny have impressed on farms.
- Long bull with good muscling.

TOFTS ELLAUD ON

EAR TAG: UK561998 203024





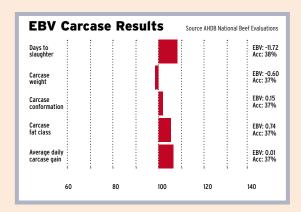
New Aberdeen Angus bull from the same 'stable' as our most popular bull, Tofts Evergarth.

- EASY CALVING is the hallmark of any bull bred at Tofts.
- You can expect good growth rates and excellent carcase traits from Ellaud progeny.
- High IMF (intra-muscular fat) in the top 10% of the breed will give a better meat-eating experience transmitted to his offspring.

Al Code: **AA1671**

Sire: Tofts Time On N110

Dam: Kilham Elluma P578





HW ERIC JACKPOT

EAR TAG: UK546977 202109



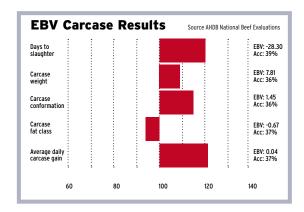


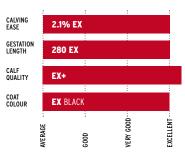
- Jackpot, the new SHORT GESTATION LENGTH, LOW BIRTH WEIGHT sire.
- EASY CALVING is assured when using this smaller framed bull.
- Expect progeny to grow and develop fast.
- Ideal for AA assured schemes providing quality beef to retailers.

Al Code: **AA1677**

Sire: Netherton Kracker P790

Dam: HW Erica Jamila R545





RAWBURN FASTBALL

EAR TAG: UK562106 601844



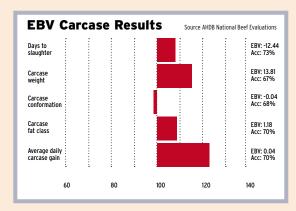


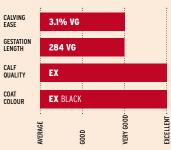
- The AA designed for USE ON COWS.
- Market leading prices for progeny.
- Calving ease assured on cows with calves that exhibit FAST GROWTH & MUSCLE.

Al Code: **AA1381**

Sire: Rawburn Dublin K218

Dam: Rawburn Flower K096





OAKLEA RED GLACIER R617

EAR TAG: UK580175 700617









Al Code: **AA1588**

Sire: Te Mania Red Label Z1023

Dam: Oaklea Red Gypsy

- The EASY CALVING ANGUS with high customer satisfaction.
- Bred from the famous easy care TE MANIA angus herd.
- Produces very saleable calves at a young age.
- The shortest gestation length bull in the Semex beef stud.



LONGHORN

POINTER EVENING ALL

Ear Tag: UK292814/200030

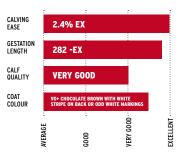


OVER THE PUBLISHED ANGUS 'GRID' PRICE PAID BY BUITELAAR FOR EVERY LONGHORN CALF SUPPLIED. Al Code: **LH0917**

Sire: Aberdeen Nik

Dam: Gorse Winnie

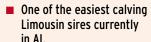
- A new generation of modern Longhorn, with muscle and growth assured.
- EASY calving bloodlines.
- Stylish bull that produces progeny which suit the supply chain requirements.
- Bred and designed with the Buitelaar beef scheme in mind use with confidence.



TOMSCHOICE LEXICON

EAR TAG: UK124148 100356





- Sired by the short gestation and easy calving bull KAPRICO ERAVELLE.
- Farmers UK-wide loving these Lexicon calves that make premium prices.





Al Code: LN2673

Sire: Kaprico Eravelle

Dam: Tomschoice Icon

TOMSCHOICE LEXICON





FIELDSON NITRAM

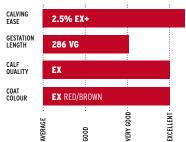
EAR TAG: UK140653 501387







- The Goldies Jazz son with the easy calving pedigree.
- Length, muscle and incredible growth.
- Use to produce calves to sell at a young age or grow on into any supply chain.



Al Code: LN2761

Sire: **Goldies Jazz**

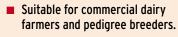
Fieldson Foxy Dam:



DERRYCALLAGHAN ERNEST 13







Stamps dark coloured progeny that are born easily.

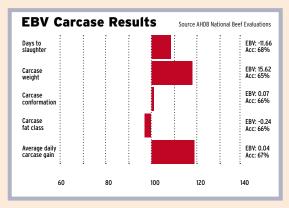
Progeny making significant premiums at auction.

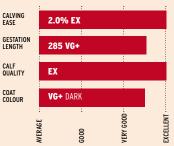


Al Code: SG1210

Sire: Kilbride Farm Newry

Dam: Derrycallaghan Beauty 10





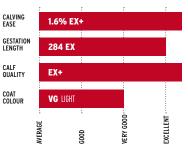
VALE ROYAL HAMISH

EAR TAG: UK177026 600011





- Full calving survey completed.
 The easiest calving Simmental in the Semex team.
- Expect lighter coloured calves.
- Excellent growth and carcase traits make this a winner for supply chain partners.



Al Code: **SG1277**

Sire: Sowenna Aristocrat

Dam: Vale Royal Annie

HEREFORD

MORALEE 1 PANDA

EAR TAG: UK114914 100060



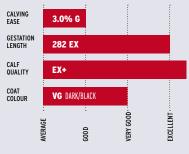
Al Code: **H9337**

Sire: SMH King Size 87K

Dam: Moralee 1 Kylie



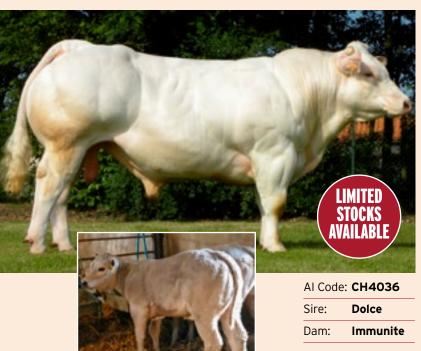
- Calving ease on dairy cows is assured.
- This is no ordinary Hereford sire, expect incredible growth and muscle development.
- Top 1% of the breed on all growth traits, eye muscle area and retail beef yields.
- Supply chain favourite to attract premium prices.



MOSCATO

EAR TAG: FR4242619728





- The new Charolais from the French test station, with proven calving ease data.
- These calves are very uniform in type and exhibit exceptional growth.
- Moscato will give calves with incredible muscle at an early age to sell at a premium.
- Not suitable for pedigree use.



CHAROLAIS

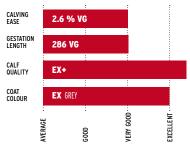
DURACELL

EAR TAG: FR4241326099





- Easy Calving French Charolais.
- High demand for Charolais calves from the dairy herd.
- Ideal for selling at a young age.



Al Code: CH3999

Sire: Ucello
Dam: Baybie

CASTLEMOUNT KUBOTA

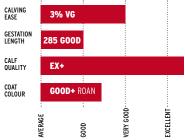
EAR TAG: UK9330047 44686







- Kubota is the Elliot Matrix son with calving ease built in to his pedigree.
- Calves born easily but thrive.
- Popular for Shorthorn beef schemes, premiums may be available on calves.



Al Code: **BS0786**

Sire: **Elliot Matrix**

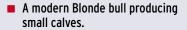
Castlemount Zulu Zoe 2 Dam:

BLONDE D'AQUITAINE

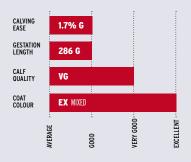
WHISTLEY BELL

EAR TAG: UK322828700318





- Ideal for cows and heifers.
- Strong maternal traits, suitable for keeping heifer calves to rear.





Al Code: **BL1021**

Sire: Ulysse

Whistley Nella Dam:

AUR-DU YOGI BEAR

EAR TAG: UK311677 400035



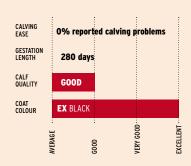


Use on heifers or cows with no reported problems.

The new Welsh Black with supreme fertility.

 YOGI BEAR is the easiest calving beef sire in the Semex beef catalogue.

Limited survey results, based on 56 calvings.



Al Code: WB1052

Sire: Machreth Bedwry 5th

Dam: Llainshed Memi 3rd

WELSH BLACK

RAFON HUW

EAR TAG: UK703454 100048



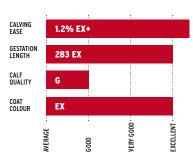
Al Code: **WB1032**

Sire: Brysgaga Erddyn 42nd

Dam: Rafon Bronwen



- MR EASY CALVING use on maiden heifers with confidence.
- HIGHLY FERTILE SEMEN, Welsh Black bulls are noted for high conception rates.
- Progeny will amaze with health and vigour combined with hardiness.



NORBRECK

AI CODE MS8203

EASY BLUE

- **QUALITY CALF PRODUCER**
- **EASY CALVING SIRES**
- MAXIMISE INCOME FROM BEEF PROGENY

Moorsley Keeper Roundhill Ice

Strawberry Fields Northstar

NORBRECK

AUCTION TOPPER

- BULLS DESIGNED TO GIVE CALVES WITH HIGHER VALUE
- **CALVING EASE ASSURED**
- BLUE ROAN MARKED CALVES





AI CODE MS8093



BLUE POWER

EX

- IMPROVED FERTILITY
- **■** IMPROVED PROFIT
- **IMPROVED CALF QUALITY**

Moorsley Keeper Greystone Impact **Venal** De Jauvelan

NORBRECK

SIMILIMA

- **IMPROVED CONCEPTION RATES**
- ANGUS, SIMMENTAL, LIMOUSIN MIX



Matrix

NORBRECK

EASI ANGUS

- TWO VERY EASY CALVING AA SIRES IN ONE PACKAGE
- **CONCEPTION RATE IMPROVER**
- QUALITY CALVES THAT WILL BRING A PREMIUM PRICE



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