

SPRING 2021 SIRE CATALOGUE



Who are Cattle Services (Ayr) Limited?

Cattle Services (Ayr) Limited are the marketing arm of the Ayrshire Cattle Society; we are the leading supplier of Ayrshire and Red and White genetics to the UK market. With more than 50 years of service to the UK dairy industry we are committed to promoting UK bred genetics to UK dairy farmers and the World Wide Market. Our aim is to give 100% support to the UK Ayrshire breed by supporting the breeders and the Society which we do by selecting and proving the best young Ayrshire sires in the UK. Cattle Services (Ayr) Limited is run by a committee of 5 Ayrshire breeders who each bring different ideas and expertise to the company. Currently Cattle Services (Ayr) Limited works closely with 3 different AI studs in the UK so that our bulls can have straws collected to the highest standards. The company works very closely with the Ayrshire Society and the Breed Heritage committee. We also offer Ayrshire semen in Sexed Ultra 4M straws that have conception rates that are comparable to conventional straws. This is what some customers have to say about using Sexed Ultra 4M straws.

"We are really pleased with our results since we started using Sexed Ultra 4M, we are hitting 50% conception to first service across the herd. It has made a massive difference to us by tightening up our autumn calving block back to 12 weeks from 16 with the added bonus of heifer calves."

David Pike, Madjeston

"At my most recent scanning session I Pd + 33 cows with 28 of these being to Sexed Ultra 4M straws, of these 20 were on there first service and 4 were 2nd service with the remaining 4 being trouble cows."

Thomas Gordon, Grove

FRONT COVER

Willowfields Winnie 2 EX93 3E.

Sired by West Mossgiel Modern Reality.

Image Linda Batty

BACK COVER

Willhome Challenger Amanda EX94

Sired by Willhome Challenger

Image by Stuart Williams

Straws available alongside many other proven elite sires.



Sheila Metcalfe

BEECHMOUNT MAGIC MIKE A2/A2

EXPORT READY
Sexed **ULTRA 4M**

Genomic
Sire



Beechmount Magic Mike



Dam: Beechmount Marie Girl 11 EX93



Maternal Sister: Beechmount Marie Girl 23

AYR %
85.94

PEDIGREE
BRIERYSIDE MAGIC X EX93 HARESFOOT PANACHE
X EX92 BEECHMOUNT TRISTAN X EX90 LARGYVALE
DERRY X EX92 MCCORMICK NELSON X EX92
BALLYCLAN FIRST COMMAND

BREED CODE
03

HERD BOOK NUMBER
03000007191632

D.O.B.
28/12/19

PRODUCTION PROOF

PLI	£93
MILK KG	90
FAT KG	9.5
FAT %	0.09
PROTEIN KG	4
PROTEIN %	0.02
RELIABILITY	46%
DAUGHTERS	0
HERDS	0

YOUNG GENOMIC INDEX (04/21)

MANAGEMENT

SOMATIC CELL COUNT	-2
LIFESPAN	6
FERTILITY INDEX	-1.9

DAUGHTER CONFORMATION

TYPE MERIT	+0.3	-3	+3	EXCELLENT
MAMMARY	+0.6			EXCELLENT
LEGS & FEET	+0.1			EXCELLENT
STATURE	+0.1			154CM
CHEST WIDTH	-0.1			WIDE
BODY DEPTH	+0.0			DEEP
ANGULARITY	+0.4			OPEN RIB
RUMP ANGLE	-0.6			LOW PINS
RUMP WIDTH	+0.4			WIDE
REAR LEG SIDE	-0.4			SICKLED
FOOT ANGLE	+0.3			STEEP
FORE UDDER ATT	+0.1			TIGHT
REAR UDDER HT	+0.8			VERY HIGH
UDDER SUPPORT	+0.8			STRONG
UDDER DEPTH	+0.2			20CM ABOVE
FRONT TREAT PL.	+0.2			CLOSE
TEAT LENGTH	+0.4			LONG

- An exciting newly released sire from the outstanding Marie Girl family at Beechmount
- Bred from 5 generations of cows that are scored Excellent
- Available for export in both conventional and Sexed Ultra 4M

BRIERYSIDE HAIL



Dam: Brieryside Oblique Cherry EX94 3E



Brieryside Hail



Dam: Brieryside Oblique Cherry EX94 3E

AYR %
82.81

PEDIGREE
DE LA PLAINE VICKING X EX94 JELYCA OBLIQUE
X VG87 NORMEAD SUPREME X H283 BRIERYSIDE
HARLEQUIN X VG87 RAVENHILL ENTREPRENEUR

BREED CODE
03

HERD BOOK NUMBER
0300000711526

D.O.B.
08/09/18

PRODUCTION PROOF

PLI	£191
MILK KG	159
FAT KG	12.7
FAT %	0.1
PROTEIN KG	5.4
PROTEIN %	0.00
RELIABILITY	46%
DAUGHTERS	0
HERDS	0
YOUNG GENOMIC INDEX (04/21)	

MANAGEMENT

SOMATIC CELL COUNT	-4
LIFESPAN	36
FERTILITY INDEX	5.1

DAUGHTER CONFORMATION

TYPE MERIT	+1.2	-3	+3	EXCELLENT
MAMMARY	+1.3			EXCELLENT
LEGS & FEET	+0.9			EXCELLENT
STATURE	+0.8			154CM
CHEST WIDTH	-0.3			WIDE
BODY DEPTH	+0.5			DEEP
ANGULARITY	+0.8			OPEN RIB
RUMP ANGLE	+0.3			LOW PINS
RUMP WIDTH	+0.7			WIDE
REAR LEG SIDE	-1.2			SICKLED
FOOT ANGLE	+0.6			STEEP
FORE UDDER ATT	+0.8			TIGHT
REAR UDDER HT	+0.9			VERY HIGH
UDDER SUPPORT	+0.8			STRONG
UDDER DEPTH	+0.8			20CM ABOVE
FRONT TREAT PL.	-0.4			CLOSE
TEAT LENGTH	+0.5			LONG

- The Number 1 Type genomic sire with sexed straws available
- Hail is the top selling bull at Cattle Services (Ayr) Limited
- The complete package young sire, Type, Fertility and Production

ARDMORE JEEPERS CREEPERS



Genomic Sire



Dam: Ardmore Janet 110 EX94 4E



Ardmore Jeepers Creepers

Maternal Sister: Ardmore Janet 136 VG88

AYR %
75

PEDIGREE
WEST MOSSGIEL MODERN CLASS X EX94 DE LA
PLAINE PRIME X VG88 ARDMORE CROWN NAPIER

BREED CODE
03

HERD BOOK NUMBER
03000007191433

D.O.B.
02/10/18

PRODUCTION PROOF

PLI	£200
MILK KG	99
FAT KG	6.4
FAT %	0.04
PROTEIN KG	3.3
PROTEIN %	0.00
RELIABILITY	47%
DAUGHTERS	0
YOUNG GENOMIC INDEX (04/21)	

MANAGEMENT

SOMATIC CELL COUNT	-10
LIFESPAN	88
FERTILITY INDEX	5.5

DAUGHTER CONFORMATION

TRAIT	VALUE	SCALE	QUALITY
TYPE MERIT	+1.2	+3	EXCELLENT
MAMMARY	+1.2		EXCELLENT
LEGS & FEET	+0.9		EXCELLENT
STATURE	-0.2		154CM
CHEST WIDTH	-0.2		WIDE
BODY DEPTH	+0.3		DEEP
ANGULARITY	+0.2		OPEN RIB
RUMP ANGLE	-0.4		LOW PINS
RUMP WIDTH	-0.2		WIDE
REAR LEG SIDE	-0.6		SICKLED
FOOT ANGLE	+0.7		STEEP
FORE UDDER ATT	+1.3		TIGHT
REAR UDDER HT	+0.2		VERY HIGH
UDDER SUPPORT	+1.6		STRONG
UDDER DEPTH	+2.3		20CM ABOVE
FRONT TREAT PL.	+0.6		CLOSE
TEAT LENGTH	-0.7		LONG

- His first calves to be born are fancy individuals
- Jeepers Creepers offers great health traits alongside superb Type

BEELINE SANTA ROCK

Genomic
Sire



Daughter: Beeline Rock Jasmin VG85



Beeline Santa Rock



Dam: Halmyre Urr Ladybird 433 EX92 4E

AYR %
89.06

PEDIGREE
KAMOURASKA ROCKSTAR X EX92 JELYCA OBLIQUE
X WEST MOSSGIEL LORD OF THE RING

BREED CODE
03

HERD BOOK NUMBER
03000007191385

D.O.B.
25/12/15

Breeder Comment



"We have 3 heifers by Beeline Santa Rock that all calved in at 24 months of age. They are very well grown, good strong milky heifers! They are very quiet and quick to milk out, with good udder support which will have good longevity. I would definitely recommend this bull to others and I will be using him again". Laura Astley, Sunshine

PRODUCTION PROOF

PLI	£251
MILK KG	316
FAT KG	14.9
FAT %	0.03
PROTEIN KG	10.2
PROTEIN %	-0.01
RELIABILITY	59%
DAUGHTERS	16
HERDS	6
DAUGHTER PROVEN <small>PTAT 2021 (04/21)</small>	

MANAGEMENT

SOMATIC CELL COUNT	-8
LIFESPAN	98
FERTILITY INDEX	-1.3

TYPE MERIT

+0.7

Breeder Comment



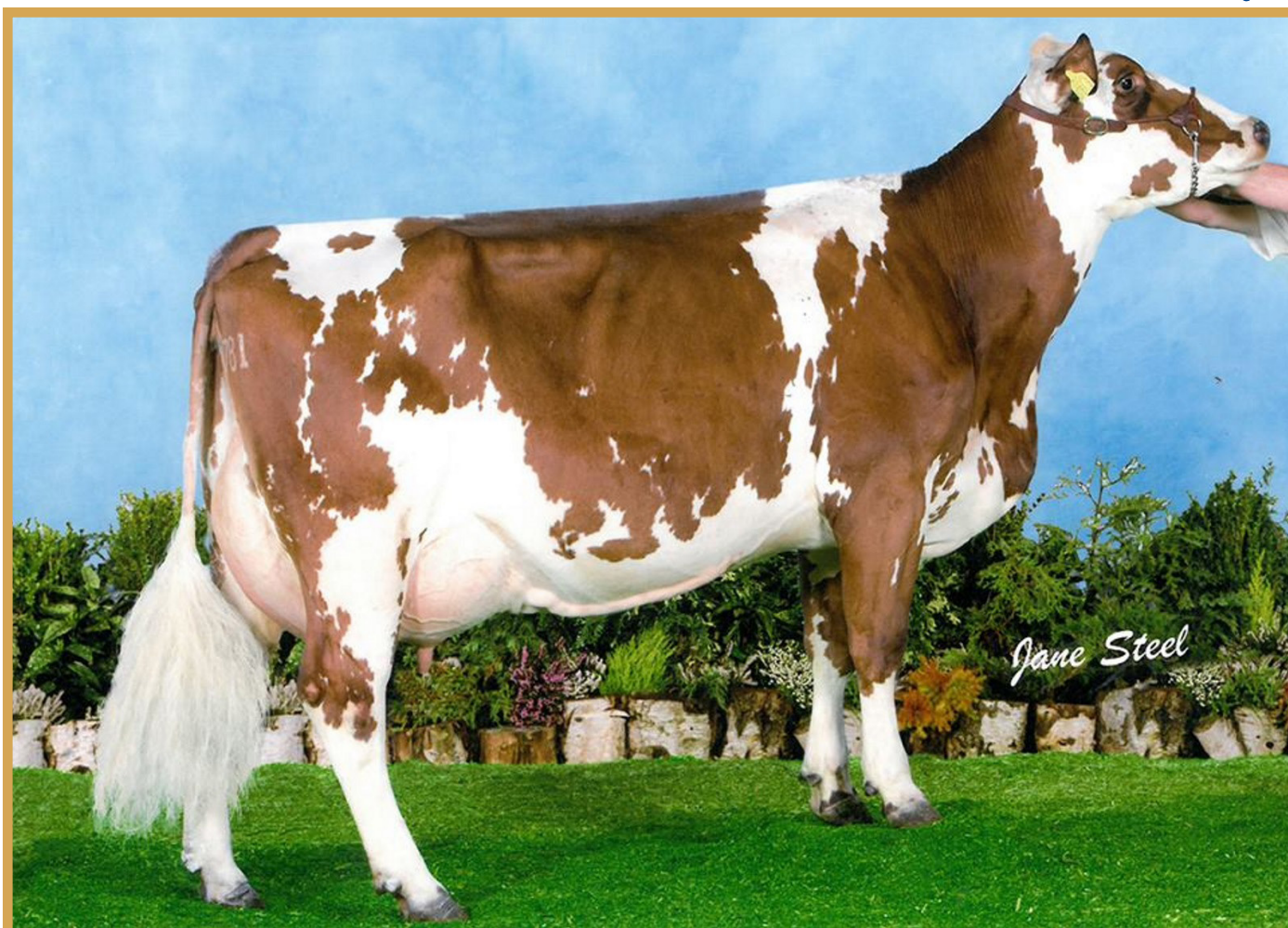
" We find our Beeline Santa Rock daughters to be medium sized wide heifers with a natural willingness to milk and with their excellent temperament they prove easy to manage. I will be using him again". Steve Bailey, Beeline.

- The highest PLI sire available
- His daughters exhibit great type alongside great production
- Available in the UK mainland only

RAVENHILL VICTORY

EXPORT READY

Genomic Sire



Dam: Ravenhill Ethel 350 VG88



Daughter: Heydale Summertime VG85



Daughter: Swaites Dilly 12

AYR %
100

PEDIGREE
ROSEHILL VITALITY X VG88 CELANDINE FIRST LORD
X EX94 BLACKADDAR MILK MACHINE X BALLYCLAN
FIRST COMMAND

BREED CODE
03

HERD BOOK NUMBER
03000006182211

D.O.B.
21/09/15

Breeder Comments



"The Ravenhill Victory daughter that we have milking is a real smart well grown heifer with plenty of milk. She is also a very powerful individual who will make a great cow." Peter Beresford, Heydale.

"I have one heifer calved by Ravenhill Victory and what a start. She is classified VG85 as a 2 year old, peaked at 30 litres and has averaged over 5% fat. She also held in calf to her first straw of sexed semen whilst maintaining a great body condition throughout." James Mellor, Meldale.



"I am pleased with the first heifers I have calved from Victory. They are good uddered, cow making type of heifers that are milking very well with the highest giving 35kgs a day. They have good temperament and the next group that I have coming up to calve look very promising too." John Suffern, Ravenhill.

PRODUCTION PROOF

PLI	£108
MILK KG	197
FAT KG	6.9
FAT %	-0.02
PROTEIN KG	6.6
PROTEIN %	0.00
RELIABILITY	60%
DAUGHTERS	17
HERDS	11
DAUGHTER PROVEN PTAT 2021 (04/21)	

MANAGEMENT

SOMATIC CELL COUNT	3
LIFESPAN	31
FERTILITY INDEX	0.5

DAUGHTER CONFORMATION

TYPE MERIT	+0.8			EXCELLENT
MAMMARY	+0.7			EXCELLENT
LEGS & FEET	+0.5			EXCELLENT
STATURE	+0			154CM
CHEST WIDTH	-0.2			WIDE
BODY DEPTH	+0			DEEP
ANGULARITY	-0.3			OPEN RIB
RUMP ANGLE	+1.9			LOW PINS
RUMP WIDTH	-0.2			WIDE
REAR LEG SIDE	-1.5			SICKLED
FOOT ANGLE	+1.5			STEEP
FORE UDDER ATT	+1.1			TIGHT
REAR UDDER HT	-0.1			VERY HIGH
UDDER SUPPORT	+0.3			STRONG
UDDER DEPTH	+0.6			20CM ABOVE
FRONT TREAT PL.	+0.3			CLOSE
TEAT LENGTH	+0.2			LONG
TEAT POS. SIDE	+1.2			APART

- Newly Proven sire from the great Ethel Family
 - Daughters have a great ability to milk
- Victory is available to the World Wide Market

SANDYFORD TRICLO



Daughter: Sandyford Triclo Bella 2 VG87



Daughter: Jamara Triclo Heather Honey VG87



Daughter: Sandyford TT Fable VG88

AYR %
75

PEDIGREE
PALMYRA TRI-STAR REALITY
X EX97 KC ROSES CHATTER
X VG85 BLACKADDER EAGAN

BREED CODE
03

HERD BOOK NUMBER
000007191257

D.O.B.
19.02.14

PRODUCTION PROOF

PLI	£-83
MILK KG	320
FAT KG	13.5
FAT %	0.00
PROTEIN KG	0.8
PROTEIN %	-0.15
RELIABILITY	97%
DAUGHTERS	228
HERDS	67
DAUGHTER PROVEN PTAT 2021 (04/21)	

MANAGEMENT

SOMATIC CELL COUNT	-2
LIFESPAN	-24
FERTILITY INDEX	-10.4

DAUGHTER CONFORMATION

TYPE MERIT	+0	-3	+3	EXCELLENT
MAMMARY	+0.2			EXCELLENT
LEGS & FEET	+0.3			EXCELLENT
STATURE	+0.9			154CM
CHEST WIDTH	+0			WIDE
BODY DEPTH	+1.4			DEEP
ANGULARITY	+1.3			OPEN RIB
RUMP ANGLE	+0.9			LOW PINS
RUMP WIDTH	+0.5			WIDE
REAR LEG SIDE	+1.7			SICKLED
FOOT ANGLE	-1.5			STEEP
FORE UDDER ATT	-0.1			TIGHT
REAR UDDER HT	+0.9			VERY HIGH
UDDER SUPPORT	-0.5			STRONG
UDDER DEPTH	-0.7			20CM ABOVE
FRONT TREAT PL.	+0.4			CLOSE
TEAT LENGTH	-0.8			LONG
TEAT POS. SIDE	+1.9			APART

- Fantastic Production
- A Son of the World famous Sandyford Clover 10 EX97 (8E)
- Export Ready

SWAITES NICKLE A2/A2



Dam: Swaites Nonny 5 EX93 2E



Daughter: Jamara Nickle Gladys EX90

AYR %
93.75

PEDIGREE
HARESFOOT PANACHE
X EX93 ROSEHILL BLACKTHORN X GP84 KELLCREST
ICEMAN X H281 BANKEND LORD ONTARIO

BREED CODE	HERD BOOK NUMBER	D.O.B.
03	00006182031	15.10.13

PRODUCTION PROOF	
PLI	£212
MILK KG	196
FAT KG	12.8
FAT %	0.07
PROTEIN KG	6.5
PROTEIN %	0.00
RELIABILITY	76%
DAUGHTERS	50
HERDS	20
DAUGHTER PROVEN PTAT 2021 (04/21)	

MANAGEMENT	
SOMATIC CELL COUNT	-10
LIFESPAN	76
FERTILITY INDEX	5.3

DAUGHTER CONFORMATION					
TYPE MERIT	+0.5	-3		+3	EXCELLENT
MAMMARY	+0.3				EXCELLENT
LEGS & FEET	+0.7				EXCELLENT
STATURE	+0.3				154CM
CHEST WIDTH	+2				WIDE
BODY DEPTH	+1.9				DEEP
ANGULARITY	-1.1				OPEN RIB
RUMP ANGLE	-0.9				LOW PINS
RUMP WIDTH	+0.2				WIDE
REAR LEG SIDE	-1.6				SICKLED
FOOT ANGLE	+0.4				STEEP
FORE UDDER ATT	+0.3				TIGHT
REAR UDDER HT	-0.1				VERY HIGH
UDDER SUPPORT	-0.9				STRONG
UDDER DEPTH	+0				20CM ABOVE
FRONT TREAT PI.	+0.4				CLOSE
TEAT LENGTH	-0.3				LONG
TEAT POS. SIDE	+0				APART

- One of the most balanced sires on the market
- A sire whose daughters have so much width

GWYNNOG PRIMETIME



Daughter: Gwynnog Printime Sandy Rose VG85



Daughter: Halmyre Urr Fancy 85 VG87



Daughter: Cuthill Towers Primetime Linzy EX91

AYR % **87.5** PEDIGREE
 DE LA PLAINE PRIME X EX94 ARDMORE CROWN
 NAPIER X MIDDLE MILESTONE EMERALD X EX93
 HORIZON RANGER

BREED CODE	HERD BOOK NUMBER	D.O.B.
03	000007191189	29.04.13

PRODUCTION PROOF

PLI	£54
MILK KG	123
FAT KG	-0.7
FAT %	-0.09
PROTEIN KG	0.2
PROTEIN %	-0.06
RELIABILITY	90%
DAUGHTERS	46
HERDS	22
DAUGHTER PROVEN PTAT 2021 (04/21)	

MANAGEMENT

SOMATIC CELL COUNT	-2
LIFESPAN	76
FERTILITY INDEX	-4.9

DAUGHTER CONFORMATION

TYPE MERIT	+1.5	-3	+	+	+3	EXCELLENT
MAMMARY	+1.5					EXCELLENT
LEGS & FEET	+1.2					EXCELLENT
STATURE	-0.6					154CM
CHEST WIDTH	-1.1					WIDE
BODY DEPTH	+0.2					DEEP
ANGULARITY	+0.6					OPEN RIB
RUMP ANGLE	-1.2					LOW PINS
RUMP WIDTH	+0.1					WIDE
REAR LEG SIDE	+2.2					SICKLED
FOOT ANGLE	-1.7					STEEP
FORE UDDER ATT	+2					TIGHT
REAR UDDER HT	+1					VERY HIGH
UDDER SUPPORT	+1.3					STRONG
UDDER DEPTH	+1.7					20CM ABOVE
FRONT TREAT PI.	-0.3					CLOSE
TEAT LENGTH	+0.8					LONG
TEAT POS. SIDE	+0					APART

- A Top Type Sire at Cattle Services (Ayr) Limited
- His daughters have superb udders
- He is bred from 3 generations of cows who average 94 points

WHITECROFT NECTAR



Dam: Whitecroft Nellie 49 EX94 4E

AYR %
93.75

PEDIGREE
GWYNNOG PRIMETIME X EX94 JELYCA OBLIQUE X
EX94 CELANDINE FIRST LORD X EX94 STRETTON
TRIPLE PRIME

BREED CODE
03

HERD BOOK NUMBER
000006182264

D.O.B.
13.11.16

ETA YOUNG SIRE
TYPE & PRODUCTION PROOF

TYPE MERIT	1.4
PLI	£222
PLI Rel%	35
MILK KG	254
PROD Rel%	41
FAT KG	8.6
FAT %	-0.03
PROTEIN KG	5.5
PROTEIN %	-0.05
AYR BASE 04/21	

- High Type
- Bred from 3 generations of cows that are classified EX94
- Export Ready

WHITECROFT PANELL A2/A2



Daughter: Whitecroft Panell Bella 59

AYR %
93.75

PEDIGREE
HARESFOOT PANACHE X EX94 JELYCA OBLIQUE X
EX94 CELANDINE FIRST LORD X EX94 STRETTON
TRIPLE PRIME

BREED CODE
03

HERD BOOK NUMBER
000006182328

D.O.B.
19.10.17

ETA YOUNG SIRE
PRODUCTION PROOF

TYPE MERIT	0.55
PLI	£306
PLI Rel%	39
MILK KG	219
PROD Rel%	44
FAT KG	17.8
FAT %	0.14
PROTEIN KG	7.4
PROTEIN %	0.00
AYR BASE 04/21	

- One of the best pedigrees of any bull that is available today
 - He combines Production, Type and Components
 - High PLI

PAM AYRS HAWAIIAN



GDam: Pam Ayrs Dream Hawaii EX96 4E

Lucinda Morgan

- Excellent reports from Breeders with the Hawaiian daughters being born easily
- His daughters are fancy individuals who exhibit great dairyness with adequate width

AYR %
100

PEDIGREE

LAGACE RISTOURN X EX93 FAMILY AF-AYR POKER
DUNCAN X EX96 PAM AYRS DREAM CATCHER X
EX92 MCCORNICK NELSON

BREED CODE

HERD BOOK NUMBER

D.O.B.

03

000006182378

15.09.18

ETA YOUNG SIRE
PRODUCTION PROOF

TYPE MERIT	0.95
PLI	£319
PLI Rel%	38
MILK KG	420
PROD Rel%	44
FAT KG	18.5
FAT %	0.02
PROTEIN KG	17.4
PROTEIN %	0.05
AYR BASE 04/21	

MOATHOUSE MONOPOLY



Dam: Pylon Minty 12 EX95 7E

Jane Steel

- Longevity at its best with his 3 nearest dams averaging 7 completed lactations
- His first calves to be born are very correct individuals

AYR %
100

PEDIGREE

WHITECROFT DR FOSTER X EX95 HIGHWAY BILLY
RUFFIAN X EX90 HUNNINGTON BBK EASLAD X EX93
PYLON NIMBUS

BREED CODE

HERD BOOK NUMBER

D.O.B.

03

03000006182402

05.01.19

ETA YOUNG SIRE
PRODUCTION PROOF

TYPE MERIT	0.45
PLI	£117
PLI Rel%	39
MILK KG	32
PROD Rel%	41
FAT KG	1.4
FAT %	0
PROTEIN KG	2.5
PROTEIN %	0.02
AYR BASE 04/21	



CHAPELTON DIADEM

Sire: Mogeely Junior M207
 Dam: Chapelton Diamond Mist P926
 MGS: Hurdcott Brandon L412
 Ear: UK582662305608 AI Code: AA1505

EMI	CBI	MVI
£62.73	£100.93	£38.21

GESTATION LENGTH (D)	Longer	285	280	Shorter
CALVING EASE (%)	Harder	92	98.0	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.40	+ Vigorous
CALF QUALITY (%)	Poorer	80	99.0	Excellent
BIRTH WEIGHT (KG)	Lighter	0	0.10	Heavier



KELNOWA JOHNNEY

Sire: Dinmore Gaultier
 Dam: Kelowna Fennel
 MGS: As De Trefle Du Vanova
 Ear: UK102530401020 AI Code: BB1403



EMI	CBI	MVI
£40.53	£60.95	£20.42



GESTATION LENGTH (D)	Longer	285	281	Shorter
CALVING EASE (%)	Harder	92	97.3	Easier
CALF VIGOUR (UNITS)	- Vigorous	1	1.70	+ Vigorous
CALF QUALITY (%)	Poorer	80	72.7	Excellent
BIRTH WEIGHT (KG)	Lighter	0	0.60	Heavier

