

Cattle Services (AYR) LTD



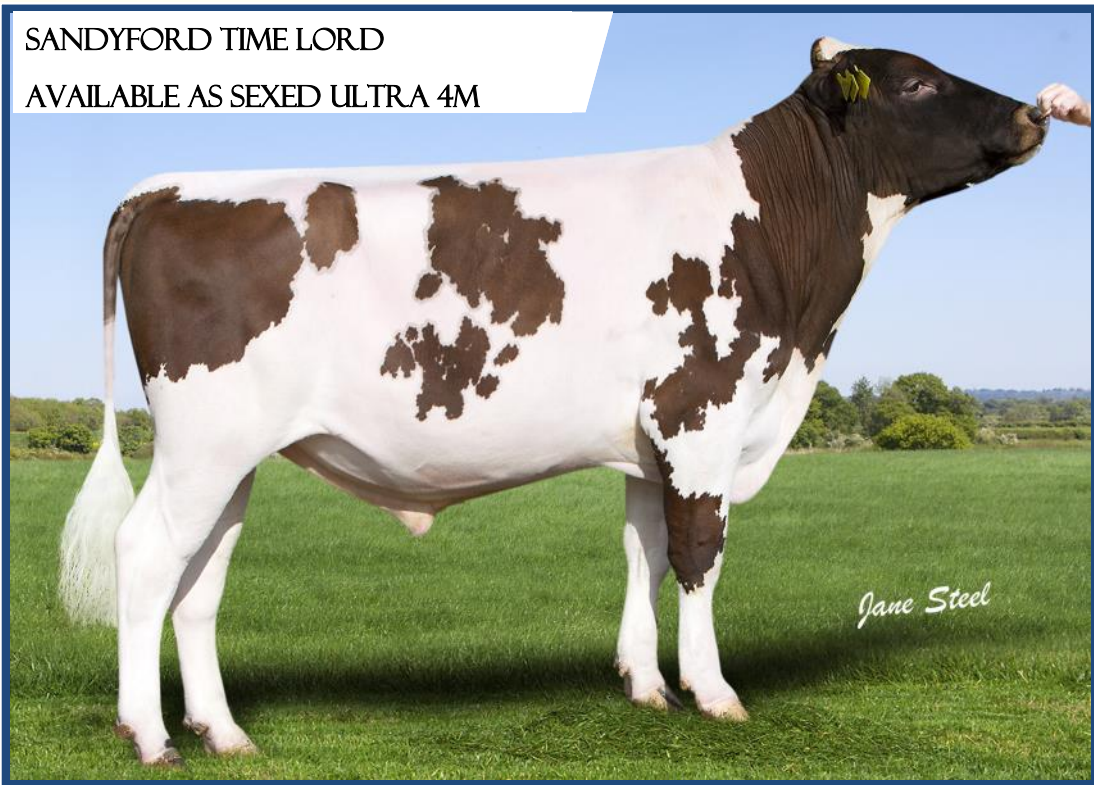
SPRING 2019

Sexed Ultra 4M

- SEXED ULTRA 4M IS A PRODUCT DESIGNED TO CONTAIN DOUBLE THE AMOUNT OF FEMALE SPERM CELLS PER STRAW THAN AN AVERAGE SEXED SEMEN STRAW
- AN INCREASE TO 4M FEMALE SPERM CELLS PER STRAW MEANS IT HAS MORE FEMALE SPERM CELLS THAN ANY OTHER SEXED PRODUCT ON THE MARKET
- CONCEPTION RATES THAT ARE COMPARABLE TO CONVENTIONAL STRAWS
- GENDER ACCURACY OF CONSISTENTLY ABOVE 90% FEMALES
- WHICH LEADS TO EASIER CALVINGS AND REDUCED COW STRESS

SANDYFORD TIME LORD

AVAILABLE AS SEXED ULTRA 4M



All figures supplied by AHDB Dairy. Cattle Services Ayr Ltd abide by the AHDB and Holstein UK established code of advertising. Photography by Jane Steel, Lucinda Morgan, Jessica Miller, Richard Hodgson, Bradley Cullen & Simon Tognola
Front Cover image : Lyner Oblique Focus & Beeline Santa Rock

Rosehill VITALITY

HB NO: 03000006181894 DOB - 02/01/12
A2/A2 100% AYRSHIRE

PROVEN
SIRE
SEXED

EXPORT READY

TRI-STAR REALITY X EX96 BLACKTHORN
X GP84 NUCLEUS X VG88 COMMANDER

DAM – ROSEHILL BLACK VELOUR EX96 6E

10 LACTATION AVERAGE 8,776KG, 3.9% FAT, 3.3% PROTEIN

DTR: SANDYFORD VITALITY QUEENIE



FANTASTIC
PRODUCTION
WITH THE
ADDED BONUS
OF BREEDING
HIGH TYPE
DAUGHTERS

PTA: PROVEN SIRE: AYR. BASE 04/19: 81 dtrs/ 43 herds PROD. REL. 90% PLI REL. 82% TYPE REL: 83%

MILK KG 473 FAT KG 30.1 PROTEIN KG 15.3 LIFESPAN 0.1 SOMATIC REL 80% PLI £269
FAT% 0.15% PROTEIN % -0.01% FERTILITY INDEX -0.2 CELLCOUNT 15

Trait		-3	-2	-1	0	+1	+2	+3		Value
A Type Merit	Poor								Excellent	0.8
Mammary	Poor								Excellent	0.7
Legs & feet	Poor								Excellent	0.5
Stature	136cm								160cm	0.8
Chest Width	Narrow								Wide	-0.3
Body Depth	Shallow								Deep	-0.3
Angularity	Coarse								Open Rib	0.4
Rump Angle	High pins								Low pins	-0.4
Rump width	Narrow								Wide	0.6
Rear leg side	Straight								Sickled	1.2
Foot angle	Low								Steep	-1.1
Fore udd att	Loose								Tight	0
Rear udder ht	Very low								Very high	1.3
Udder sup	Broken								Strong	0.2
Udder depth	Below hock								20cm above	0.5
Front teat pl	Outside								Close	0.5
Teat length	Short								Long	-1.4
Teat pos side	Close								Apart	3
Temperament	Poor								Good	-3.5
Ease of milk	Slow								Fast	0

EXPORT READY

Sandyford TRICLO

HB NO - 03000007191257 DOB - 19/02/16

75% AYRSHIRE

PALMYRA TRI-STAR REALITY X
EX97 CHATTER X VG EAGAN

DAM - SANDYFORD CLOVER EX97

10 LACTATION AVERAGE 11,378KG, 4.3% FAT, 3.4% PROTEIN

DTR: ALLSTAR TRICLO JOYBELL



NEWLY
PROVEN SIRE
FROM THE
AMAZING
SANDYFORD
CLOVER EX97

PTA: PROVEN SIRE: AYR. BASE 04/19: 17dtrs/ 14 herds PROD. REL. 73% PLI REL. 58% TYPE REL: 57%

MILK KG 458 FAT KG 15.8 PROTEIN KG 12.9 LIFESPAN 0 SOMATIC REL 42% PLI £179
FAT% -0.04% PROTEIN % -0.03% FERTILITY INDEX CELLCOUNT -2

Trait		-3	-2	-1	0	+1	+2	+3		Value
A Type Merit	Poor				█				Excellent	0.4
Mammary	Poor				█	█			Excellent	0.9
Legs & feet	Poor				█				Excellent	0
Stature	136cm				█				160cm	0.6
Chest Width	Narrow			█					Wide	-0.7
Body Depth	Shallow				█				Deep	0.6
Angularity	Coarse					█			Open Rib	0.8
Rump Angle	High pins			█					Low pins	-0.8
Rump width	Narrow					█			Wide	1.3
Rear leg side	Straight						█		Sickled	2.2
Foot angle	Low	█							Steep	-2.3
Fore udd att	Loose				█				Tight	0.5
Rear udder ht	Very low						█		Very high	2
Udder sup	Broken					█			Strong	0.7
Udder depth	Below hock				█				20cm above	0.3
Front teat pl	Outside					█			Close	0.7
Teat length	Short			█					Long	-0.8
Teat pos side	Close						█		Apart	1

Rosehill MANDERVILLE



EXPORT
READY

HB NO - 03000006181948 DOB - 27/07/12

100% AYRSHIRE

ARDMORE CROWN NAPIER X
EX93 BLACKTHORN X EX94 SIR ADAM X
EX ONTARIO X EX J.R

DAM – ROSEHILL BLACK MAGENTA EX93 3E
6 LACTATION AVERAGE 8,641KG, 4.2% FAT, 3.2% PROTEIN

DTR: CARNELL SNOWDROP 380



THE
NUMBER 1
COMBINED
TYPE AND PLI
SIRE IN THE
UK

PTA: PROVEN SIRE: AYR. BASE 04/19: 114 dtrs/ 47 herds PROD. REL. 89% PLI REL 82% TYPE REL: 84%

MILK KG 358 FAT KG 29.2 PROTEIN KG 15.2 LIFESPAN 0.1 SOMATIC REL 78% PLI £478
FAT% 0.21% PROTEIN % 0.05% FERTILITY INDEX 0.7 CELLCOUNT -11

Trait		-3	-2	-1	0	+1	+2	+3		Value
A Type Merit	Poor								Excellent	1.2
Mammary	Poor								Excellent	0.9
Legs & feet	Poor								Excellent	0.7
Stature	136cm								160cm	-2.1
Chest Width	Narrow								Wide	-1.4
Body Depth	Shallow								Deep	-0.7
Angularity	Coarse								Open Rib	-0.5
Rump Angle	High pins								Low pins	1.1
Rump width	Narrow								Wide	-0.4
Rear leg side	Straight								Sickled	1.4
Foot angle	Low								Steep	-1.4
Fore udd att	Loose								Tight	0.1
Rear udder ht	Very low								Very high	0.5
Udder sup	Broken								Strong	4
Udder depth	Below hock								20cm above	0.9
Front teat pl	Outside								Close	2.3
Teat length	Short								Long	-1.7
Teat pos side	Close								Apart	-0.5
Temperament	Poor								Good	-0.8
Ease of milk	Slow								Fast	-0.3

Changue STADIUM

HB NO - 03000007190526 DOB - 20/04/04

37.5% AYRSHIRE

UK MAINLAND ONLY

STADEL X EX92 NELSON X VG86 MARTY
X H282 LORD ONTARIO

DAM – CHANGUE PETULA 38

4 LACTATION AVERAGE 5,953KG, 3.9% FAT, 3.1% PROTEIN

DTR: CHANGUE MARTHA



A BLENDED
SIRE WHO
EXCELS FOR
TYPE

PTA: PROVEN SIRE: AYR. BASE 04/19: 74dtrs/ 23 herds

PROD. REL. 88%

PLI REL 76%

TYPE REL: 75%

MILK KG 168

FAT KG 8

PROTEIN KG 5.5

LIFESPAN 0.5

SOMATIC REL 76%

PLI £478

FAT% 0.02%

PROTEIN % 0%

FERTILITY INDEX 0.9

CELLCOUNT -4

Trait		-3	-2	-1	0	+1	+2	+3		Value
A Type Merit	Poor								Excellent	2.3
Mammary	Poor								Excellent	1.9
Legs & feet	Poor								Excellent	1.4
Stature	136cm								160cm	0.5
Chest Width	Narrow								Wide	-0.1
Body Depth	Shallow								Deep	-1.3
Angularity	Coarse								Open Rib	0.7
Rump Angle	High pins								Low pins	-1.1
Rump width	Narrow								Wide	0.2
Rear leg side	Straight								Sickled	-3.4
Foot angle	Low								Steep	-3.5
Fore udd att	Loose								Tight	2.4
Rear udder ht	Very low								Very high	2.4
Udder sup	Broken								Strong	0.2
Udder depth	Below hock								20cm above	3.4
Front teat pl	Outside								Close	0.6
Teat length	Short								Long	-0.4
Teat pos side	Close								Apart	2.5
Temperament	Poor								Good	3.4
Ease of milk	Slow								Fast	1.6

EXPORT READY

Gwynnog PRIMETIME

HB NO - 03000007191189 DOB - 29/04/13

87.5% AYRSHIRE

DE LA PLAINE PRIME X EX94 NAPIER X
EX95 EMERALD
X EX93 RANGER RED

DAM - HARESFOOT NAPIER PUNCH EX94 5E
6 LACTATION AVERAGE 8,862KG, 4.2% FAT, 3.5% PROTEIN

DTR: HALMYRE URR FANCY



THE NUMBER
1 TYPE MERIT
SIRE
AVAILABLE
IN THE UK

PTA: PROVEN SIRE: AYR. BASE 04/19: 23 dtrs/ 12 herds

PROD. REL. 72%

PLI REL 60%

TYPE REL: 57%

MILK KG 347
FAT% 0.19%

FAT KG 12.7
PROTEIN % 0%

PROTEIN KG 2.5
FERTILITY INDEX -0.9

LIFESPAN 0.4
CELLCOUNT -2

SOMATIC REL

43%

PLI £229

Trait		-3	-2	-1	0	+1	+2	+3		Value
A Type Merit	Poor								Excellent	3
Mammary	Poor								Excellent	1.9
Legs & feet	Poor								Excellent	2.7
Stature	136cm								160cm	-0.2
Chest Width	Narrow								Wide	-1.1
Body Depth	Shallow								Deep	-0.4
Angularity	Coarse								Open Rib	0.8
Rump Angle	High pins								Low pins	-0.7
Rump width	Narrow								Wide	0.1
Rear leg side	Straight								Sickled	0.9
Foot angle	Low								Steep	-0.5
Fore udd att	Loose								Tight	2.8
Rear udder ht	Very low								Very high	1.2
Udder sup	Broken								Strong	1.8
Udder depth	Below hock								20cm above	2.5
Front teat pl	Outside								Close	0.4
Teat length	Short								Long	0
Teat pos side	Close								Apart	0.6

Swaites NICKLE

EXPORT READY

HB NO - 03000006182031 DOB - 15/10/13

A2/A2 93.75% AYRSHIRE

HARESFOOT PANACHE X EX93 BLACKTHORN
X GP84 ICEMAN X H281 LORD ONTARIO

DAM - SWAITES NONNY 5 EX93 2E

7 LACTATION AVERAGE 9,365KG, 4.1% FAT, 3.4% PROTEIN

DTR: JAMARA NICKLE GLADYS



THE
COMPLETE
SIRE, TYPE,
PRODUCTION
AND HEALTH
TRAITS

PTA: PROVEN SIRE: AYR. BASE 04/19: 23 dtrs/ 12 herds PROD. REL. 72% PLI REL 60% TYPE REL: 57%

MILK KG 200 FAT KG 20.1 PROTEIN KG 8.6 LIFESPAN 0.2 SOMATIC REL 49% PLI £286
FAT% 0.18% PROTEIN % 0.03% FERTILITY INDEX 0.8 CELLCOUNT -10

Trait		-3	-2	-1	0	+1	+2	+3		Value
A Type Merit	Poor								Excellent	1.2
Mammary	Poor								Excellent	0.7
Legs & feet	Poor								Excellent	1.4
Stature	136cm								160cm	0.7
Chest Width	Narrow								Wide	1.6
Body Depth	Shallow								Deep	1.4
Angularity	Coarse								Open Rib	-0.3
Rump Angle	High pins								Low pins	-0.9
Rump width	Narrow								Wide	0.3
Rear leg side	Straight								Sickled	-1.8
Foot angle	Low								Steep	1.6
Fore udd att	Loose								Tight	0
Rear udder ht	Very low								Very high	0.7
Udder sup	Broken								Strong	-0.6
Udder depth	Below hock								20cm above	0.1
Front teat pl	Outside								Close	0.2
Teat length	Short								Long	0.3
Teat pos side	Close								Apart	0.3

EXPORT
READY



Heydale WHITE WILLOW

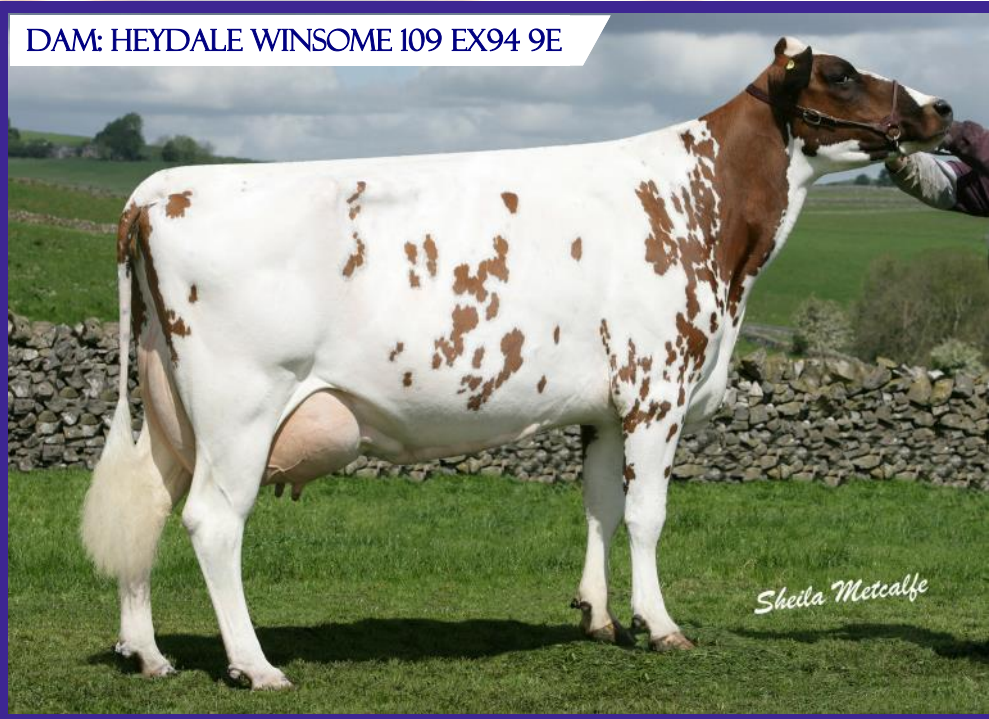
HB NO - 03000006182337 DOB - 27/09/17

100% AYRSHIRE

HILLTOWN OBLIQUE X EX94 ICEMAN
X EX92 TUXEDO X EX92 PHOTO FINISH

DAM - HEYDALE WINSOME 109 EX94 (9E)
10 LACTATION AVERAGE 7,836KG, 4.4% FAT, 3.4% PROTEIN

DAM: HEYDALE WINSOME 109 EX94 9E



FUTURE SIRE

ETA Young Sire: Ayr.Base : 04/19	
Type Merit	0.8
PLI	£228
PLI Rel%	38%
Milk KG	166
Prod.Rel %	42%
Fat KG	10.5
Fat %	0.06%
Protein KG	6.8
Protein %	0.02%

NEWLY RELEASED SIRE FROM THE
WONDERFUL WINSOME FAMILY

Whitecroft NECTAR

HB NO - 03000006182264 DOB - 13/1/16

93.75% AYRSHIRE

EXPORT READY

GWYNNOG PRIMETIME X EX92 J OBLIQUE
X EX94 FIRST LORD X EX94 TRIPLE PRIME
X EX MURPHY X EX93 TRIDENT

DAM - WHITECROFT NELLIE 49 EX92 2E
4 LACTATION AVERAGE 8,154 KG, 4.7% FAT, 3.6% PROTEIN

GDAM: WHITECROFT NELLIE 38 EX94



FUTURE SIRE

ETA Young Sire: Ayr.Base : 04/19	
Type Merit	2.33
PLI	£349
PLI Rel%	30%
Milk KG	329
Prod.Rel %	36%
Fat KG	19.3
Fat %	0.1%
Protein KG	10.1
Protein %	-0.01%

THE ALL IN ONE PACKAGE SIRE:
PRODUCTION, TYPE & PLI

EXPORT READY

Whitecroft PANELL

HB NO - 03000006182328 DOB - 19/10/17

93.75% AYRSHIRE

HARESFOOT PANACHE X EX92 J OBLIQUE
X EX94 FIRST LORD X EX94 TRIPLE PRIME
X EX MURPHY X EX93 TRIDENT

DAM - WHITECROFT NELLIE 49 EX92 (2E)
4 LACTATION AVERAGE 8,154KG, 4.7% FAT, 3.6% PROTEIN

DAM: WHITECROFT NELLIE 49 EX92 (2E)



FUTURE SIRE

ETA Young Sire: Ayr.Base : 04/19	
Type Merit	0.68
PLI	£365
PLI Rel%	37%
Milk KG	354
Prod.Rel %	42%
Fat KG	24.8
Fat %	0.17%
Protein KG	11.5
Protein %	0%

NEWLY RELEASED SIRE WHO'S 5 NEAREST
DAMS AVERAGE OVER 92 POINTS

Lynner Oblique FOCUS

HB NO - 03000006182316 DOB - 08/06/17

100% AYRSHIRE



SEXED ULTRA

4M

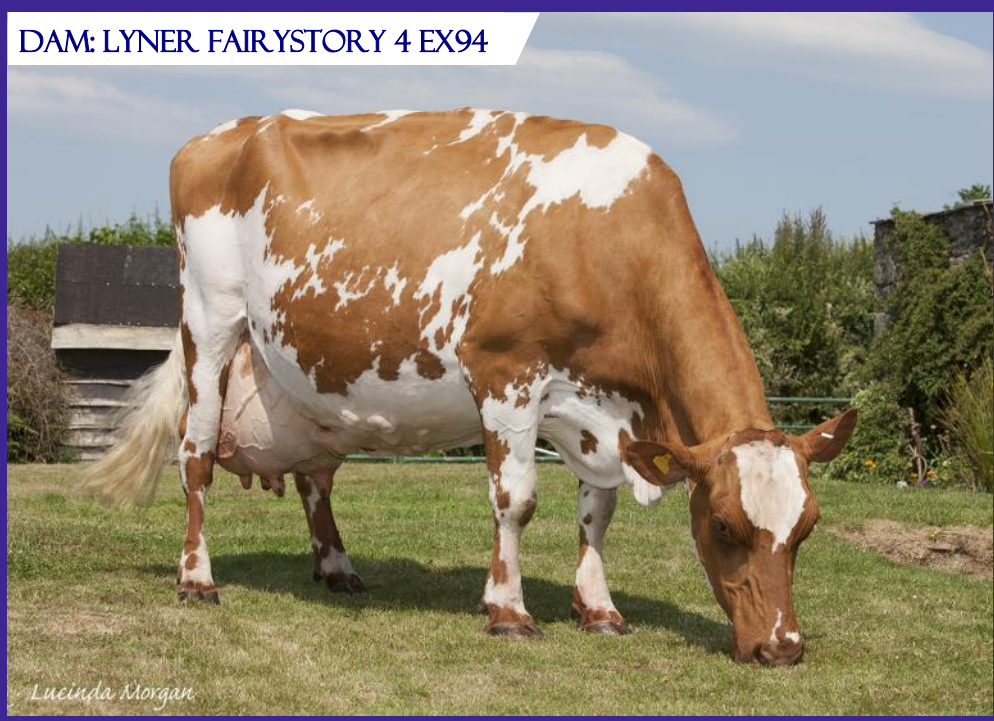
EXPORT READY

JELYCA OBLIQUE X EX93 BILLY RUFFIAN
X VG89 AUTUMN GOLD
X EX91 BLUE RIBAND

DAM - LYNER FAIRYSTORY 4 EX94 5E

7 LACTATION AVERAGE 6,850KG, 4.3% FAT, 3.5% PROTEIN

DAM: LYNER FAIRYSTORY 4 EX94



FUTURE SIRE

ETA Young Sire: Ayr.Base : 04/19	
Type Merit	1.14
PLI	£233
PLI Rel%	39%
Milk KG	204
Prod.Rel %	43%
Fat KG	12
Fat %	0.07%
Protein KG	7.8
Protein %	0.03%

TYPE, COMPONENTS AND
PRODUCTION FROM THE FAIRYSTORY FAMILY

EXPORT READY



Swaites
DERMOTT

HB NO - 03000007191471 DOB - 24/09/17

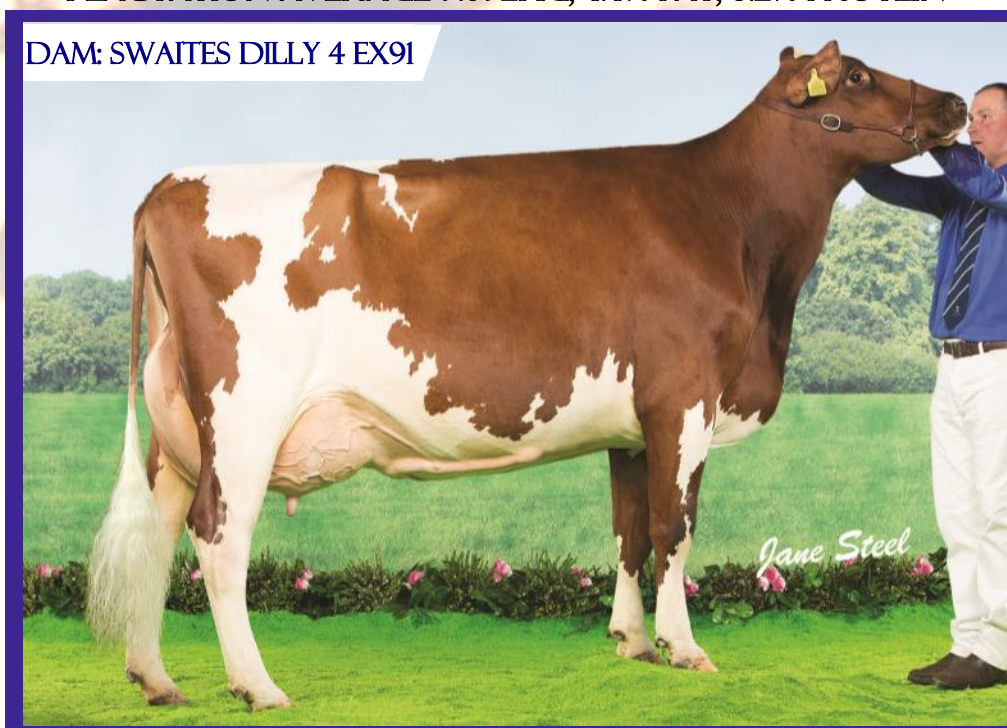
89.0625% AYRSHIRE

WEST MOSSGIEL MODERN REALITY
X EX91 POTTER X VG88 MAGNUS
X EX94 CELEBRATION

DAM - SWAITES DILLY 4 EX91

4 LACTATION AVERAGE 9.092KG, 4.4% FAT, 3.2% PROTEIN

DAM: SWAITES DILLY 4 EX91



FUTURE SIRE

ETA Young Sire: Ayr.Base : 04/19	
Type Merit	0.78
PLI	£227
PLI Rel%	35%
Milk KG	305
Prod.Rel %	40%
Fat KG	4.6
Fat %	0.03%
Protein KG	6.1
Protein %	-0.07%

SEXED ULTRA 4M SEMEN NOW AVAILABLE

Brieryside MAGIC

HB NO - 0300000182237 DOB - 24/04/16

100% AYRSHIRE



SEXED ULTRA

4M

EXPORT READY

KAMOURASKA ROCKSTAR
X EX REALITY X EX93 BLACKTHORN X EX94
SIR ADAM X EX LORD ONTARIO X EX J. R

DAM - ROSEHILL REAL BLACK MAGENTA EX90
4 LACTATION AVERAGE 8,966KG, 3.8% F, 3.2% P

GDAM: ROSEHILL BLACK MAGENTA EX93



FUTURE SIRE

ETA Young Sire: Ayr.Base : 04/19	
Type Merit	0.94
PLI	£360
PLI Rel%	38%
Milk KG	515
Prod.Rel %	38%
Fat KG	22.3
Fat %	0.03%
Protein KG	20.1
Protein %	0.04%

HUGE PRODUCTION AND COMPONENTS FROM
THE MARVELLOUS MAGENTA FAMILY

EXPORT READY



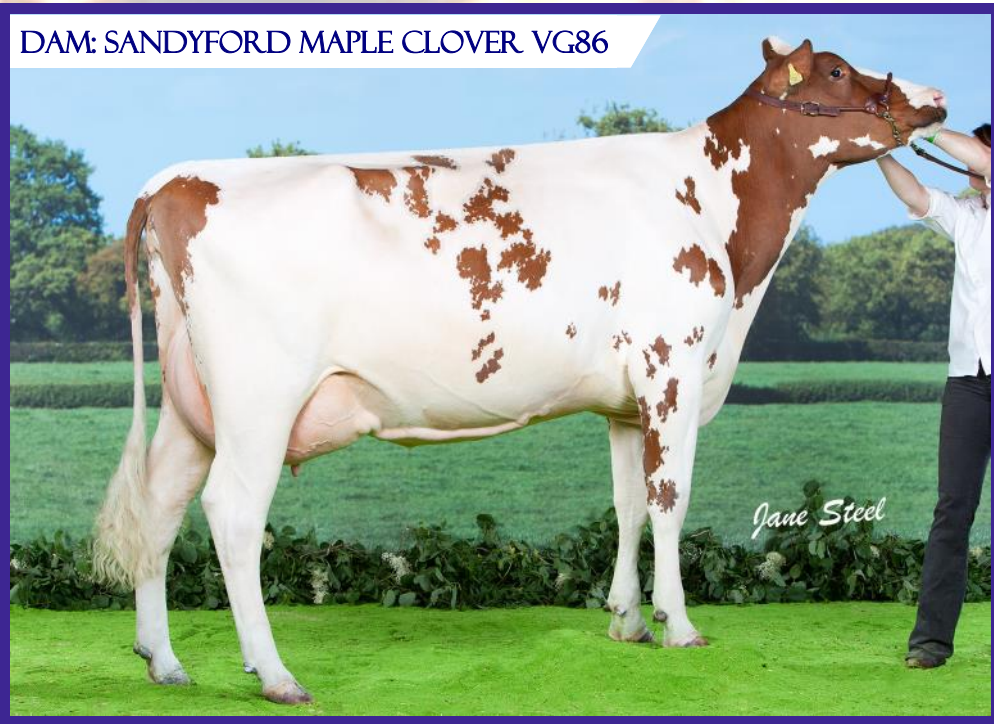
Sandyford TIME LORD

HB NO - 03000007191491 DOB - 03/11/17
90.625% AYRSHIRE

CELANDINE FIRST LORD
X VG86 REMINGTON X EX94 TWILIGHT
X EX97 CHATTER

DAM - SANDYFORD MAPLE CLOVER VG86
3 LACTATION AVERAGE 10.181 KG, 3.98% FAT, 3.1% PROTEIN

DAM: SANDYFORD MAPLE CLOVER VG86



FUTURE SIRE

ETA Young Sire: Ayr.Base : 04/19

Type Merit	1.01
PLI	£204
PLI Rel%	38%
Milk KG	309
Prod.Rel %	42%
Fat KG	6.4
Fat %	-0.09%
Protein KG	9
Protein %	-0.03%

ANOTHER FANTASTIC SIRE FROM THE AMAZING
CLOVER FAMILY

Beeline SANTA ROCK

HB NO - 03000007191385 DOB - 25/12/15

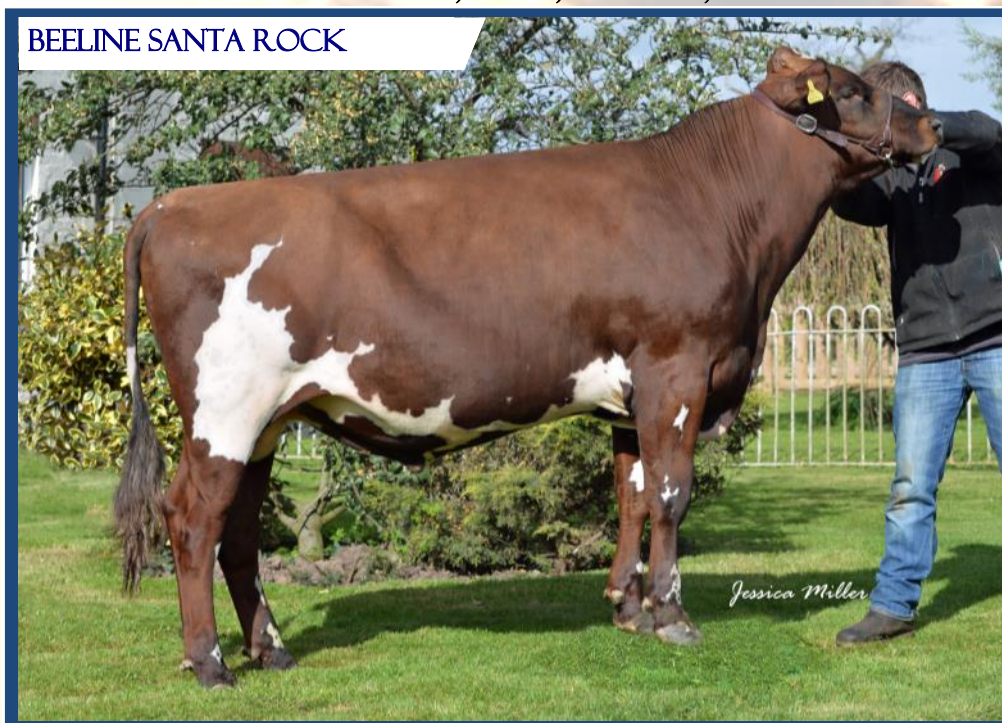
89.0625% AYRSHIRE

UK MAINLAND
ONLY

**KAMOURASKA ROCKSTAR
x EX92 J OBLIQUE
x LORD OF THE RING**

**DAM - HALMYRE URR LADYBIRD 443 EX92 4E
4 LACTATION AVERAGE 8,617KG, 4.9% FAT, 3.7% PROTEIN**

BEELINE SANTA ROCK



FUTURE SIRE

ETA Young Sire: Ayr.Base 04/19	
Type Merit	1.28
PLI	£369
PLI Rel%	36%
Milk KG	375
Prod.Rel %	41%
Fat KG	22.7
Fat %	0.11%
Protein KG	17.1
Protein %	0.07%

HIS FIRST CALVES BORN HAVE BEEN EXCEPTIONAL

UK MAINLAND
ONLY

Willhome PAMS HORIZON

HB NO - 03000006182314 DOB - 30/1/15
100% AYRSHIRE

ROSEHILL BLACKTHORN X
EX96 DREAMCATCHER X EX92 NELSON

DAM - PAM AYRS DREAM HAWAII EX96 4E
3 LACTATION AVERAGE 8,928 KG, 4.1% FAT, 3.5% PROTEIN

DAM: PAM AYRS DREAM HAWAII EX96



FUTURE SIRE

ETA Young Sire: Ayr.Base : 04/19	
Type Merit	N/A
PLI	£147
PLI Rel%	38%
Milk KG	134
Prod.Rel %	43%
Fat KG	4.7
Fat %	-0.01%
Protein KG	11
Protein %	0.09%

OUTCROSS SIRE FROM ONE
OF THE BEST COWS IN THE UK

UK BULLS, BRED FROM THE BEST COW FAMILIES IN
THE BREED THAT ARE PROVEN ON UK FARMS



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