

Firm favourites are continuing to impress

The December proof run has created huge excitement for Cogent. A number of new elite genomic sires have been added to the line-up and our firm favourites are continuing to impress making headlines around the world. The new-release bulls are bred from globally renowned families and two of them are among the very best with PLI's over £500. Others offer outcross bloodlines including a red and polled carrier.

Cogent SUPERSHOT

Cogent Supershot is still the clear leader in Cogent's ExcelGen PLI ranking. This Global Number One increased his PLI and Type Merit score this proof run and his new price will drive further interest for this hot bull.

Supershot is still causing global excitement as he continues to rank well among the elite sires across all global indexes. In the US he is also the highest available GTPI sire that is not sired by Mogul!

In Canada and Italy **Supershot** also moved up this time.

At £631 PLI in the UK, he has a GTPI of +2675 and Net Merit of \$848 in the USA, a GLPI of +3542 in Canada, an RZG of +161 in Germany, a GPFT of +3439 in Italy and in the Netherlands he is the number 2 at +370 NVI.

Semen of **Supershot** is available and ready to ship!

► Pedigree: Supersire x Super x Shottle

- PLI £631
- Type Merit +2.55
- Milk +873kgs
- Calving Ease +1.2
- Fertility Index +5.2
- aAa 435
- Click [here](#) for Supershot's US figures



Cogent Supershot continues on his march as a global superstar

UK proofs - TRAIT LEADERS

PLI (£)		Milk (kgs)		Fertility Index	
Supershot	+631	Supershot	+873	Designator	+12.6
Cruise	+571	Diego	+818	Allround	+9.4
Paramount	+525	Superstyle	+719	Raeman	+8.6
Jacob	+522	Bookmark	+660	Bookmark	+6.3
Bookmark	+514	Saxman	+616	Cruise	+6.0

Completing the top 3

Barn favourite **Wiltor Cruise** had a very good day moving up a staggering £43 PLI and has now settled as the second highest Cogent PLI sire after Supershot. Number 3 in the Cogent ranks is **Ards Paramount**. This Mogul son is also the highest ExcelGen sire for Type Merit at +3.70.

Wiltor CRUISE

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Wiltor Cruise continues to be one of Cogent's flagship sires and is a firm stud favourite. He is a son of the successful Iota and originates from the popular Larcrest 'C' family. Cruise has been extremely popular since he became available and already has over 1000 registered daughters in the UK alone!

At £571 PLI, **Cruise** offers high milk with excellent fertility index, high milk, positive components, favourable cell counts, excellent lifespan and he is also a calving ease sire.

► Pedigree: Iota x Planet x Ramos

- PLI £571
- Type Merit +2.44
- Milk + 565kgs
- SCC -15
- Lifespan +0.4
- Calving Ease +1.6



Wiltor Cruise VG88

- Click [here](#) for Cruise's US proof

Ards PARAMOUNT



MOM Paris VG87-2yr, dam of Paramount

Click [here](#) for US figures

Mogul son **Ards Paramount** improved his UK type figures and US GTPI figures in December.

In the UK he is now Cogent's highest ExcelGen sire for type at +3.70 Type Merit with +2.86 Mammary and +3.68 Legs and Feet.

In the US, **Paramount** is at a level of +2526 GTPI, with +2.04 PTAT, +3.13 Legs and Feet. For milk he has +862lbs with positive fat and protein percentages and a Productive Life score of +4.8.

► Pedigree: Mogul x Man-O-Man x Goldwyn

- PLI £525
- Type Merit +3.70
- Udders +2.86
- Legs and feet +3.68
- Fertility Index +5.4

New release sires

Four exciting new release sires are joining the ExcelGen line-up in December. Sahara Jacob and Caps Bookmark are high PLI sires who are joining Supershot, Cruise and Paramount in the top 5. Superpoll is a polled and red carrier who offers different bloodlines for polled and Bicardi is a very balanced son of Massey.

Sahara JACOB



Dam: Hood ATM Jessica VG89

Click [here](#) for Jacob's US figures

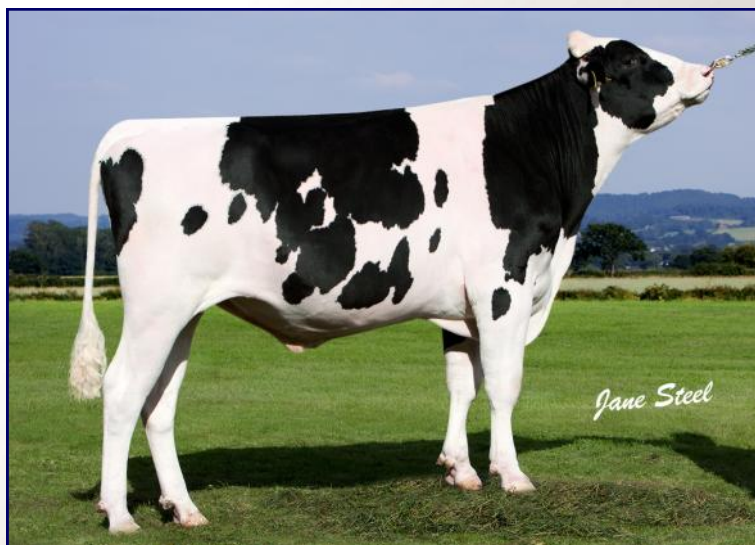
Sahara JACOB is a very complete Supersire son from Hood ATM Jessica VG89, one of the best Jeeves daughters in the world. His grand dam is no other than RC-LC Goldwyn ATM EX92! Jacob offers everything the modern dairy man is asking for and will make a very useful addition to their breeding programme!

At +2.48 Jacob is a Legs & Feet specialist with a Type Merit of +2.14.

► Pedigree: Supersire x Jeeves x Goldwyn

- PLI £522
- Type Merit +2.14
- Legs and Feet +2.48
- Fertility Index +4.1
- Milk +537kgs

Caps BOOKMARK



Caps Bookmark

With the second crop success of De-Su 521 Bookem, Cogent has returned his son **Caps BOOKMARK** to active service. Bookmark is bred from a branch of the Raven family that also delivered the popular sires Goldday and Danillo. Bookmark is an outstanding blend of type, production and above all health traits.

► Pedigree: Bookem x Mac x Goldwyn

- PLI £514
- Type Merit +2.71
- Legs and Feet +2.39
- Milk +660kgs
- Fertility Index +6.3
- Cell count -9

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New release sires - continued -

Introducing PG Superpoll *RDC *POC and ALH Bicardi

PG SUPERPOLL *POC *RC

PG Superpoll is a very exciting new release polled and red carrier Supersire son. Out of a Laron P daughter from a Mr Sam, he offers different genetics for polled bloodlines. Superpoll is bred from a well-repected German cow family and his grand dam SHB Mrs Poll VG86 was an extremely popular bull dam, being a polled Mr Sam daughter.

Superpoll offers a very nice all round proof in both the UK and on the US indexes.

► Pedigree: Supersire x Laron P x Mr Sam

- PLI £442
- Type Merit +2.90
- Udders +2.65
- Fat% +0.15
- Protein% +0.08
- Fertility Index +5.0

Click [here](#) for Superpoll's US figures

NEW RELEASE



Dam: PG Miss Poll Red VG87

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A-L-H BICARDI

NEW RELEASE



Dam: A-L-H Bridget VG86

Bicardi is a new release son of Co-op Bosside Massey. He is the second son to be tested by Cogent from A-L-H Bridget VG86, the Planet daughter out of Glen-D-Haven Oman Biffy VG86.

Bicardi offers a no holes linear with moderate stature with plenty of strength. In his production proof he shows a big plus for protein% (+0.06) and as expected from a Massey son, his health traits are extremely respectable.

► Pedigree: Massey x Planet x Oman

- PLI £408
- Type Merit +2.25
- Udders +2.02
- Protein% +0.06
- SCC -13
- Calving Ease +1.1

Click [here](#) for Bacardi's US proof

High GTPI bulls

On the US Base TW Goodwhone, Cogent DG Superstyle and Sahara Baloo are joining Cogent Supershot and Ards Paramount in Cogent's Top 5 GTPI.



Campogallo Active Gaia, dam of Goodwhone

TW GOODWHONE

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TW Goodwhone remains one of Cogent's most elite ExcelGen sires. Being by Mogul from an Active x Laudan, Goodwhone offers an interesting outcross opportunity. His production proof shows outstanding components, complemented with excellent health traits and a Type Merit of +3.12.

In the US, **Goodwhone** has a GTPI of +2471, +2.10 PTAT, +2.07 udders, +4.9 Productive Life and +1.1 DPR. He also has an outstanding Cheese Merit of \$722.

► Pedigree: Mogul x Active x Laudan

Click [here](#) for Goodwhone's US figures

Cogent DG SUPERSTYLE

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Cogent DG Superstyle is the very popular stylish full brother to Supershot. At £487 PLI he offers +2.76 for UK Type Merit, along with high milk (+719kgs) and excellent health traits with -10 SCC, +0.4 lifespan and +2.6 daughter fertility.

In the US **Superstyle** offers GTPI +2448, high milk at +1795lbs, combined with PTAT +1.84, Productive Life +4.2 and positive DPR.

Click [here](#) for Superstyle's US proof.

► Pedigree: Supersire x Super x Shottle



Cogent DG Superstyle

Sahara BALOO



Sahara Sky VG86, dam of Baloo

Sahara Baloo is bred from the UFM-Dubs Sheray family. Baloo's dam Sahara Sky VG86-2yr by Man-O-Man, is one of the best young cows in the UK. Baloo offers high type (+3.58TM) combined with high milk (+511kgs) and a Fertility Index of +4.1

► Pedigree: Mogul x Man-O-Man x Shottle

In the US **Baloo's** proof shows a GTPI of +2392, +879lbs Milk, +2.36 PTAT and +1.5 DPR.

Click [here](#) for his US figures

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Cogent ExcelGen Sires - The US trait leaders

GTPI		Net Merit (\$)		Milk (lbs)	
Supershot	+2675	Supershot	\$848	Supershot	+2017
Paramount	+2526	Goodwhone	\$666	Superstyle	+1795
Goodwhone	+2471	Paramount	\$645	Diego	+1703
Superstyle	+2448	Superstyle	\$624	Montreal	+1543
Baloo	+2392	Whiterock	\$557	Bookmark	+1162

PTAT		Udders		Legs and Feet	
Baloo	+2.36	Goodwhone	+2.07	Paramount	+3.13
Elmo	+2.30	Baloo	+1.95	Elmo	+2.71
Saxman	+2.27	Paramount	+1.89	Baloo	+2.50
Goodwhone	+2.10	Saxman	+1.84	Saxman	+2.20
Paramount	+2.04	Elmo	+1.76	Goodwhone	+1.88

Townhouse SAXMAN



Townhouse Saxman

Click [here](#) for Saxman's US figures

Townhouse Saxman is one Cogent's highest Type transmitters. Himself being one of the most beautiful young bulls in the Cogent stud, his proof shows a UK Type Merit of +3.41. He can breed that fancy cow that is also capable of producing large amounts of milk. **Saxman** combines this with high daughter fertility (+4.1), improved cell counts (-13) and fast milking speed (+1.16). His pedigree offers an interesting outcross opportunity.

► Pedigree: Goldday x Colby x Laudan

- PLI £300
- Type Merit +3.41
- Udders +2.88
- Legs and Feet +3.15
- Milk +616kgs
- Daughter Fertility +4.7
- SCC -13
- Milking Speed +1.16