

What our customers' say...



John and Sue Redmayne, Preston

Herd: 220 Holsteins | System: All-Year-Round calving

John and Sue have experienced great success using Sexcel Male Angus genetics. They have achieved an average conception rate of 50% and their business has benefitted from a higher percentage of easy calving male calves. When it came to selling his beef animals, John found that the males received a higher return on investment compared to the heifers at all stages, including, selling them as calves, selling as store cattle and when finishing through to deadweight. John said: "All day long for the Angus breed, even up to 18-months stores, there is a massive gap on the gender".

Richard Woolford, Wiltshire

Herd: 260 Holsteins | System: All-Year-Round calving

"I have inseminated male sexed semen on 1st and 2nd services, then have swapped back to conventional beef. We have experienced no calving issues. Angus heifer calves are always penalised at the point of sale, whereas male calves always achieve more value."



Andrew and Alison Walmsley, Harrogate

Herd: 180 Holsteins | System: Robotic, All-Year-Round calving

For over six years, Andrew and Alison Walmsley have used a Sexcel Female Dairy and NuEra Beef Genetics strategy. Six months ago, they started using Sexcel Male British Blue genetics and have achieved a conception rate of 53%.

Andrew and Alison explain, "The reason that we switched to using male sexed semen in the herd is to increase our calf income. Our calf buyer prefers male calves, making male sexed semen the logical choice for us".

For your customised genetic plan contact your local Genus ABS representative on: 01270 616681



Scan the QR code to watch our video, or contact your local representative to find out more today



Visit www.absglobal.com/uk or call 01270 616681



Beef on dairy, but not as you know it



Introducing Sexcel® Male Beef

Male Sexed genetics from our NuEra beef sires, offering a revolutionary solution for dairy farmers looking to improve the profitability of their beef cross calves.

What is Sexcel Male Beef?

Sexcel Male Beef provides male sexed genetics engineered to boost herd profitability. This product ensures the delivery of **high fertility, easy-calving, and exceptional quality** male offspring. Seamlessly integrated into personalised genetic plans, Sexcel Male Beef maximises the value of your beef calf crop.

Why Choose Sexcel Male Beef?

Typically, male beef cross progeny generate higher profits for the entire supply chain throughout their whole lifecycle. This profitability often begins at the dairy farm level, where many farmers earn an average of £70-£100 more for male beef cross calves compared to female beef cross calves. This advantage extends through to the rearing and finishing phases, as calves grow faster, have fewer days to harvest and produce more valuable carcasses. Male beef cross off-spring average around £150 more in profitability compared to female beef cross animals from the same dam.

With this economic advantage in mind, Genus ABS developed Sexcel Male Beef genetics to boost herd profitability. Our genetics are created with the beef and dairy supply chain in mind to ensure optimal return on your investment.



Incorporating Sexcel Male Beef into Your Breeding Strategy

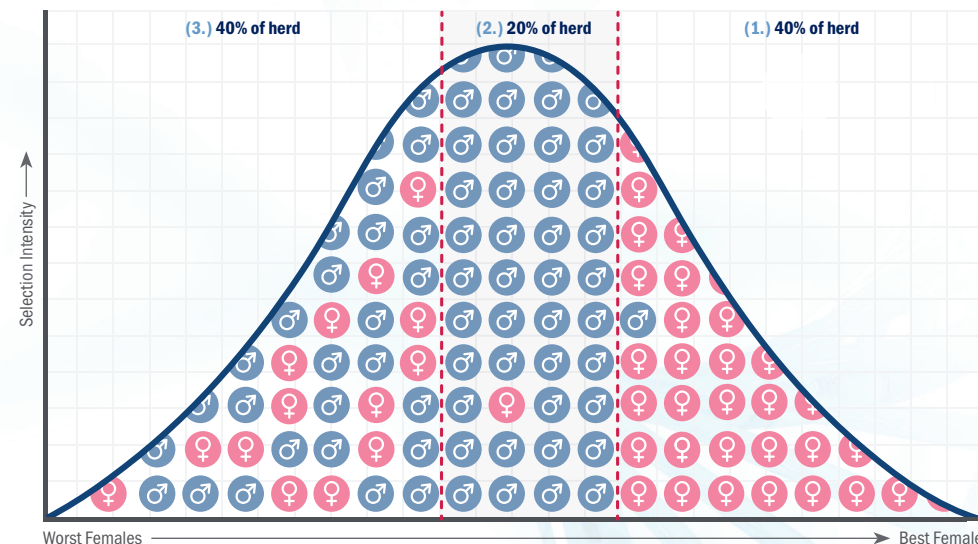
Sexcel Male Beef fits seamlessly into an enhanced sexed and beef breeding strategy, enabling your herd to increase genetic progress and maximise the value of beef cross calf production. This involves:

1. Breeding your high-performing females using Sexcel Female Dairy genetics, to create replacement females for your herd.
2. Breeding your first and second lactation cows to breed a high-value male beef calf from, using Sexcel Male Beef genetics.
3. Breeding your lower-end animals to produce male and female beef cross calves, using conventional NuEra Beef Genetics.



Demonstrating how to perform an enhanced breeding strategy:

Our team of genetic experts can help you to identify which animals to inseminate at every stage of the breeding strategy to ensure it aligns to your breeding goals.



NuEra Beef Genetics

Breeding your lower-performing animals with NuEra Beef Genetics allows you to create a calf that has a value for the beef supply chain. NuEra Beef Genetics ensure that calves are born easily, have quick growth rates and consume less feed, making them better than your average beef progeny, in turn making sure you can sell them more quickly with better margins.



Male Sexed Beef Genetics

Breeding your first and second lactation animals who are genetically undesirable but are positive for fertility will allow you to maximise the value from your beef calf crop. A beef cross male calf is worth approximately £100 more than a female calf from the same cow. More selective breeding decisions can add value to your business.



Female Sexed Dairy Genetics

Breeding your high-performance females with Sexcel allows you to create better cows faster, by breeding the superior animals in the herd. With more than 6.9 million inseminations, Sexcel is the highest fertility product in the industry. Conception rates are 0.8% points higher for Holstein cows and 2.7% points higher for Holstein heifers. The result is you can achieve higher value pregnancies quicker than anywhere else.

The benefits of Sexcel Male Beef:



Exceptional fertility performance

Sexcel Male Beef is available from high fertility sires, allowing you to achieve conception rates comparable to conventional beef semen when used on the same group of females.



The most reliable calving data in the world

Our NuEra sires are tested for calving traits in over 500 UK herds to ensure the delivery of easily born, short gestation beef cross calves. Our goal is to maximise animal welfare and ensure the dam has a profitable lactation, even when creating a higher percentage of male calves from your herd.



Creating a more valuable beef calf

Sexcel Male Beef from our NuEra sires empowers you to extract maximum value from your calf crop by producing a higher percentage of male beef cross offspring which will generate more profit at every stage of sale: sold as calves, sold as stores or taken through to finish.



Improved supply chain performance

Male beef calves are proven to have faster daily growth rates, fewer days to harvest and produce a more valuable carcass. This in-turn improves the efficiency and profitability of beef finishing, creating a demand for NuEra beef further up the supply chain from processors and retailers.

Dairy farmers finishing their own beef cross calves can extract maximum value from Sexcel Male Beef genetics:

For over a decade, Genus ABS has gathered extensive data on beef cross progeny from the Holstein population to identify the genetic differences that enhance beef production efficiency from rearing to harvest.

This data reveals that by using NuEra Beef Sires, you can:

- ✓ Improve daily growth rates
- ✓ Increase feed efficiency
- ✓ Reduce days to harvest

The difference in profitability of male and female Angus calves



The difference in profitability of male and female British Blue calves



The graph above demonstrates, steers outperform heifers, delivering greater margins for beef farmers when compared to wider industry sires. Therefore, it makes logical sense for dairy farmers to use Sexcel Male Beef genetics to produce more male calves that are highly desirable to the supply chain.