

Dairy Breeds Catalogue 2025



*The Building
Blocks to
Long Term
Profitability*



Ai SERVICES
- NORTHERN IRELAND -



AI SERVICES

- NORTHERN IRELAND -

Making genetics deliver for you



AI Services (NI) is a trusted farmer-owned company with approximately 2,500 farmer shareholders.

At AI Services our mission is to help NI farmers profit through high quality livestock genetics and to supply an efficient and effective A.I. service to livestock producers throughout Northern Ireland.

Combining our market-leading genetics with informed breeding decisions can help build future farm profitability.

Our team of specialist breeding advisors are on hand to assess your herd's current genetic performance, review its specific strengths and weaknesses, and create a bespoke genetic plan for your herd.

AI Technician Network

Our dedicated team of AI technicians are on hand to provide an effective and efficient insemination service to all our customers throughout Northern Ireland. All calls logged before 10.30am are guaranteed a same day service.

AI Services Stud Facilities

Our Ballycraigy Stud is an EU Approved Semen Collection Centre for cattle and home to dedicated facilities for semen analysis and storage. Semen collected at the stud is eligible for export to EU member states and a range of countries across the globe. Our specialist team at the stud are also available to conduct bull fertility assessments on commercial farms.

For more information phone Ballycraigy on (028) 9083 3123.



Welcome to our new Dairy Breeds Directory for 2025.

AI Services has scoured the marketplace to source sires of the highest calibre to complement Northern Irish herds, using health, longevity and components as top priorities for bull selection. Pedigree and crossbreeders will find a wide selection of sires to suit your breeding requirements.

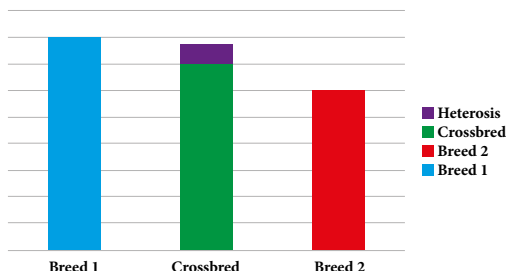
As the demand for crossbreeding grows, below please find some guidance notes from the Agriculture and Horticulture Development Board (AHDB).

Dairy Genetic Crossbreeding

Crossbreeding is the deliberate mating of animals from different breeds or strains designed to take advantage of Heterosis (Hybrid Vigour) for characteristics like production, fertility and longevity.

Heterosis/Hybrid Vigour is the tendency of a crossbred animal to have qualities superior to that of either parent but not more than the dominant breed.

The graph shows how heterosis can be applied to all health or production traits if there is sufficient genetic difference between the two chosen breeds.



If Breed 1 was crossed with Breed 2 the green area of the crossbred would be the logical average animal produced by the two breeds. The purple area on top of this is the added benefit or heterosis effect. The heterosis effect is variable between breeds and also the traits affected.

Trial work has shown the main benefit of heterosis is seen in fitness and health traits. 10% to 18% heterosis has been recorded in trials carried out in California and New Zealand in a wide variety of crossbred cows including Swedish/Norwegian Reds (SRB), Brown Swiss, Jerseys, and Montbelliarde. Milk production has been recorded as improving up to 6% but it is important to remember this is not the only measure of profitability.

To gain and maintain the effects of heterosis, breed and bull selection is paramount. To maximise the benefits farmers need to plan the direction they want their business to take in the long term to ensure cross breeding is the right path for them.

Although working a four way cross system provides maximum gain from heterosis, it is widely recommended a three way cross is more sustainable.

Using a four way cross is:

- Difficult to implement
- Choosing four suitable breeds can be a problem
- Breed qualities are watered down with each cross

Heterosis should not be used as the main reason to crossbreed but as an added bonus. It is important to remember that crossbreeding is about herd improvement not breed improvement.

Whilst every effort has been made to ensure the accuracy of all information contained in this catalogue, AI Services (NI) Ltd. accepts no responsibility whatsoever for any error, and without prejudice do not accept any liability for loss which may result from any error.

AI Services is the supplier / seller of semen and does not carry any responsibility or liability to the buyer in respect of loss arising from performance or fertility issues, or any other matters which are outside of the direct control of AI Services. The purchase of semen does not guarantee fertility or conception.

AI Services abides by the AHDB Dairy and Holstein UK established Code of Advertising.

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VikingRed

Healthy, trouble-free cows

Healthy and trouble-free. That's VikingRed. A long-term solution that gives you fertile, long-lasting cows for generations to come. Breed the cows of the future.

VikingReds are naturally healthy cows with the highest production of milk and solids for red cows. This makes them a popular breed for crossing.

VikingRed cows are:

- **Naturally healthy**
Excellent health, fertility, and calving ease
- **High producing**
Highest production of milk and solids for red cows
- **Trouble-free**
Resilient, long-lasting cows
- **Popular for crossing**
Boosts the health, fertility, and efficiency in crossbreeds

BREED AVERAGES

No. cows	158.000
Fat kg	432
Fat %	4.42
Protein kg	353
Protein %	3.61
Fat + Protein kg	785
Milk kg (305 days)	9,768

January 2024





VR Uppera



High Production Sire

Suitable for Robotic Milking Schemes

Improves Longevity

Excellent Udders

VR Usva X VR Figarol

DANISH PRODUCTION

Denmark, Rel. 89%

August 2024

Milk Kg	99
Fat Kg	111
Fat %	116
Protein Kg	108
Protein %	117
Production	112
NTM	20

Daughter Proven, 124 Daughters

AYRSHIRE PRODUCTION

AHDB Dairy

PTA August 2024

Production Rel. 44%

PLI Rel. 44%

PLI	£540
Milk Kg	+472
Fat Kg	+26.8
Fat %	+0.11
Protein Kg	+24.3
Protein %	+0.13

SCI £322 ACI £329 Rel. 44%

Genomic Young Sire Pedigree Index

DANISH CONFORMATION

Daughter Proven, 35 Daughters

Denmark 08/24

69% Reliability

Frame	90		Excellent
Feet & Legs	108		Excellent
Udder	111		Excellent

80

120

MANAGEMENT TRAITS

08/24

HealthyCow Index	£123		Improver
Enviro Cow Index	+3.0		Improver
Fertility Index	+8.8		Improver
Lifespan	+51		Improver
Somatic Cell Ct	-6		Improver
Maintenance	-10		Desirable

Below Average

Average

Above Average



Dam of VR Vesty



Top Production Sire

Massive Increase in Solids

Increases Longevity in the herd

Suits both grazing or indoor schemes

DANISH PRODUCTION

Denmark, Rel. 94% August 2024

Milk Kg	107
Fat Kg	130
Fat %	128
Protein Kg	123
Protein %	122
Production	131
NTM	40

Daughter Proven, 365 Daughters

AYRSHIRE PRODUCTION

AHDB Dairy PTA August 2024

Production Rel. 69% PLI Rel. 61%

PLI	£583
Milk Kg	+391
Fat Kg	+39.4
Fat %	+0.36
Protein Kg	+25.3
Protein %	+0.19

SCI £324 ACI £354 Rel. 61%

Daughter Proven, 365 Daughters

VR Vimo X VR Froberg

DANISH CONFORMATION

Daughter Proven, 110 Daughters Denmark 08/24

79% Reliability

Frame	111	Excellent
Feet & Legs	100	Excellent
Udder	110	Excellent

80

120

MANAGEMENT TRAITS

08/24

HealthyCow Index	£133	Improver
Enviro Cow Index	+2.9	Improver
Fertility Index	+5.9	Improver
Lifespan	+67	Improver
Somatic Cell Ct	-10	Improver
Mastitis	-1	Improver
Maintenance	+11	Desirable
Calf Survival	+1.9	Improver
Gestation Length	-4	Shorter

Below Average

Average

Above Average



Daughter

DANISH PRODUCTION	
Denmark, Rel. 99%	August 2024
Milk Kg	95
Fat Kg	113
Fat %	122
Protein Kg	99
Protein %	18
Production	108
NTM	22
Daughter Proven, 3737 Daughters	



Excellent Health Traits

Superb Udders

Tremendous Components

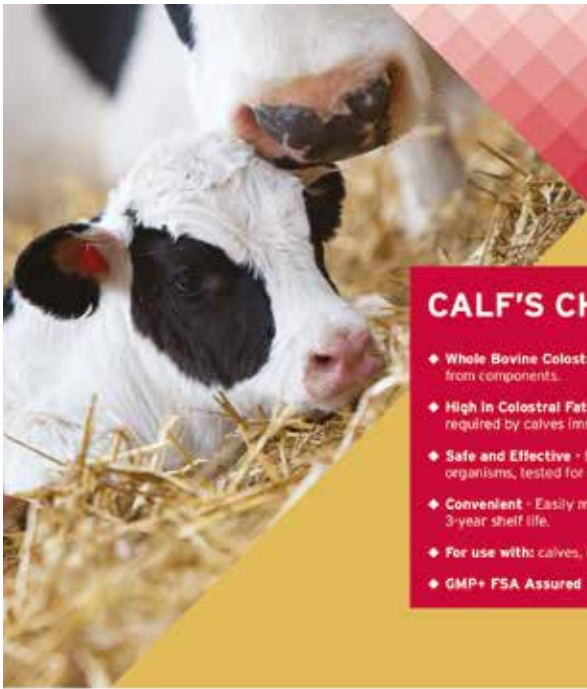
Daughter Proven

VR Vlijar X K Rockstar

AYRSHIRE PRODUCTION	
AHDB Dairy	PTA August 2024
Production Rel. 97%	PLI Rel. 89%
PLI	£587
Milk Kg	+334
Fat Kg	+38.7
Fat %	+0.38
Protein Kg	+22.0
Protein %	+0.17
SCI £328 ACI £367 Rel. 89%	
Daughter Proven, 268 UK Dtrs / 53 UK Hds	

MANAGEMENT TRAITS			08/24
HealthyCow Index	£201	Improver	
Enviro Cow Index	+2.6	Improver	
Fertility Index	+10.1	Improver	
Lifespan	+94	Improver	
Somatic Cell Ct	-15	Improver	
Mastitis	-2	Improver	
TB Advantage	-2.0	Desirable	
Lameness Index	-0.7	Improver	
Maintenance	+21	Desirable	
Calf Survival	+2.2	Improver	
Gestation Length	-3	Shorter	

DANISH CONFORMATION		Denmark 08/24
Daughter Proven, 2056 Daughters		97% Reliability
Frame	120	Excellent
Feet & Legs	100	Excellent
Udder	121	Excellent
		80 120



CALF'S CHOICE TOTAL® 100

- ◆ **Whole Bovine Colostrum** - not skimmed or reconstructed from components.
- ◆ **High in Colostral Fat** - important energy source required by calves immediately after birth.
- ◆ **Safe and Effective** - free of disease-causing organisms, tested for safety and efficacy.
- ◆ **Convenient** - Easily mixes in under 15 seconds. 3-year shelf life.
- ◆ **For use with** calves, lambs and goat kids
- ◆ **GMP+ FSA Assured**



Rumilife® CAL24™ Nutritional Supplement

THREE REASONS TO CHOOSE CAL24

IT'S SIMPLE.

SAVE TIME AND LABOR

give two boluses
right after calving

No need for a second
bolus 12 hours later



IT'S UNIQUE.

TWO FORMS OF READILY AVAILABLE CALCIUM

plus magnesium
& vitamin D

allow for optimal
calcium absorption



IT'S COMPLETE.

PROVIDES IMMEDIATE AND SUSTAINED RELEASE CALCIUM

CALCIUM CHLORIDE acts rapidly for immediate
absorption in the rumen

CALMIN regulates absorption over time as a
combination of highly-absorbable calcium &
magnesium

VITAMIN D helps facilitate
active, sustained calcium
transfer beyond the rumen



Ai SERVICES
- NORTHERN IRELAND -

For further information, contact your local Breeding Specialist.



VR Uppera



Improves Udder and Hoof Health

Exceptional Longevity

Top Udder Sire

Suitable for Robotic Milking Schemes

VR Vario X VR Favre

MANAGEMENT TRAITS		08/24
HealthyCow Index	£128	Improver
Enviro Cow Index	+1.5	Improver
Fertility Index	+6.2	Improver
Lifespan	+64	Improver
Somatic Cell Ct	-15	Improver
Maintenance	+17	Desirable

Below Average Average Above Average

DANISH PRODUCTION	
Denmark, Rel. 82%	August 2024
Milk Kg	94
Fat Kg	110
Fat %	121
Protein Kg	103
Protein %	117
Production	109
NTM	19

Genomic Young Sire

AYRSHIRE PRODUCTION	
AHDB Dairy	PTA August 2024
Production Rel. 45%	PLI Rel. 46%
PLI	£361
Milk Kg	+278
Fat Kg	+20.0
Fat %	+0.13
Protein Kg	+16.3
Protein %	+0.11
SCI £152 ACI £167 Rel. 46%	

Genomic Young Sire Pedigree Index

DANISH CONFORMATION		Denmark 08/24
Genomic Type Proof		61% Reliability
Frame	111	Excellent
Feet & Legs	106	Excellent
Udder	114	Excellent

80

120

Additional Danish Red Bulls are available on request.

Montbéliarde #1 Cheese specialist
with 392.247 recorded cows



PRODUCTION

- 8.916 kg Milk
- 3,5% Protein
- 3,94% Fat



LONGEVITY

- Only 15% of cows leave the herd during the first lactation
- 19% of cows in 5th lactation and more



FERTILITY

- Doses / pregnancy 1,7
- Calving interval 392 days



BEEF VALUE

- 400 kg at 18 months (average carcass weight)
- 1350 g/day (average daily gain)



Dam of Radcliffe



Dam of Toretto



NEUTRINO

Neutrino

Montbelliarde

HB No 28 3803364134 AI Code MB2346
 Beta Casein A2A2 Source France
 Kappa Casein BB DOB 05.02.17



Daughter: Pampa



Exceptional Strength and Power

Daughter Proven

High Solids

Great Feet and Legs

FRENCH PRODUCTION

France, Rel. 95% August 2024

Milk Kg +768

Fat Kg +67

Fat % +0.50

Protein Kg +60

Protein % +0.47

INEL Prod. Index +79

ISU Total Merit 155

Montbelliarde, 2256 Dtrs / 1581 Herds

MONTBELLARDE PRODUCTION

AHDB Dairy PTA August 2024

Production Rel. 96% PLI Rel. 72%

PLI £309

Milk Kg +291

Fat Kg +23

Fat % +0.6

Protein Kg +23

Protein % +0.19

SCI £243 ACI £272 Rel. 72%

Daughter Proven – 183 UK Dtrs/19 Hds

Jilbeer X Fadil

MANAGEMENT TRAITS

France 08/24

Trait	Score	Visual	Category
Udder Health	-0.3	[Bar]	Improver
Somatic Cell Score	-0.2	[Bar]	Improver
Clinical Mastitis	-0.4	[Bar]	Improver
Fertility	-0.3	[Bar]	Improver
Cow Fertility	-0.5	[Bar]	Improver
Heifer Fertility	-0.6	[Bar]	Improver
Int. Calv. 1st AI	0.7	[Bar]	Improver
Productive Life	-0.2	[Bar]	Improver

Below Average Average Above Average

MONTBELLARDE CONFORMATION

Daughter Proven, 897 Dtrs / 681 Herds, Rel. 95%

France 08/24

Trait	Score	Visual	Category
Overall Type	111	[Bar]	Excellent
Body Capacity	105	[Bar]	Good
Feet and Legs	114	[Bar]	Excellent
Udder	103	[Bar]	Excellent
Teats	93	[Bar]	Good
Beef Value	110	[Bar]	Good

88

112



Dam: Orangere



FRENCH PRODUCTION	
France, Rel. 76%	August 2024
Milk Kg	+1094
Fat Kg	+83
Fat %	+0.56
Protein Kg	+55
Protein %	+0.26
INEL Prod. Index	+75
ISU Total Merit	176

Montbelliarde, Genomic Young Sire

UK MONTBELLARDE CONVERTED PRODUCTION PROOF	
AHDB Dairy Production Rel. 57%	PTA August 2024 Genomic
PLI	£247
Milk Kg	+137
Fat Kg	+15.6
Fat %	+0.15
Protein Kg	+11.7
Protein %	+0.04

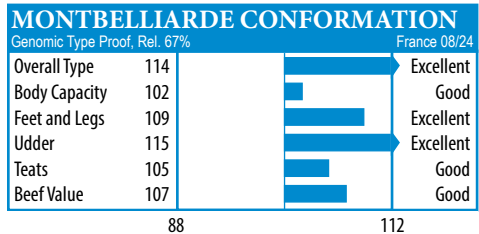
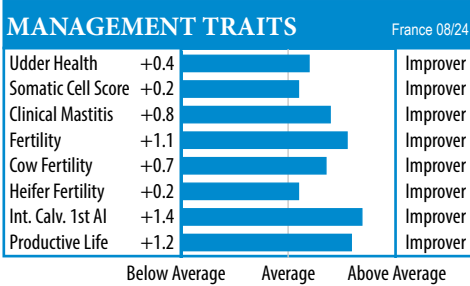
Exceptional Type

Massive Components

Excellent Udders

Suitable for Robotic Milking

Neutrino X Loopi X Hallez





Dam: Roxane



Medium Sized Cows

High Milk

Super Udders

Excellent Health Traits

FRENCH PRODUCTION

France, Rel. 71%

August 2024

Milk Kg +1352

Fat Kg +72

Fat % +0.27

Protein Kg +46

Protein % +0.27

INEL Prod. Index +61

ISU Total Merit 171

Montbelliarde, Genomic Young Sire

UK MONTBELLARDE CONVERTED PRODUCTION PROOF

AHDB Dairy

PTA August 2024

Production Rel. 57%

Genomic

PLI £228

Milk Kg +206

Fat Kg +13.0

Fat % +0.07

Protein Kg +9.3

Protein % +0.03

MANAGEMENT TRAITS

France 08/24

Trait	Value	Category
Udder Health	+1.4	Improver
Somatic Cell Score	+1.7	Improver
Clinical Mastitis	+0.6	Improver
Fertility	+0.3	Improver
Cow Fertility	+0.4	Improver
Heifer Fertility	+1	Improver
Int. Calv. 1st AI	-1.1	Improver
Productive Life	+1	Improver

Below Average Average Above Average

Rodelice X Osuchaux X Histone

MONTBELLARDE CONFORMATION

Genomic Type Proof, Rel. 56%

France 08/24

Trait	Value	Category
Overall Type	117	Excellent
Body Capacity	102	Good
Feet and Legs	117	Excellent
Udder	117	Excellent
Teats	108	Good
Beef Value	98	Good

88

112



NEW

Dam: Panamaa

FRENCH PRODUCTION

France, Rel. 73% August 2024

Milk Kg	+1523
Fat Kg	+66
Fat %	+0.11
Protein Kg	+66
Protein %	+0.14
INEL Prod. Index	+74
ISU Total Merit	182

Montbelliarde, Genomic Young Sire



UK MONTBELLUARDE CONVERTED PRODUCTION PROOF

AHDB Dairy PTA August 2024
Production Rel. 58% Genomic

PLI	£243
Milk Kg	+252
Fat Kg	+11.6
Fat %	+0.02
Protein Kg	+13.0
Protein %	+0.06

High Milk with Excellent Solids

Great Body Strength

Improves Beef Values

Excellent Productive Life

MANAGEMENT TRAITS

France 08/24

Udder Health	+1.1	Improver
Somatic Cell Score	+1.1	Improver
Clinical Mastitis	+1	Improver
Fertility	+0.6	Improver
Cow Fertility	+0.8	Improver
Heifer Fertility	+0	Improver
Int. Calv. 1st AI	+0.1	Improver
Productive Life	+1.6	Improver

Below Average Average Above Average

Poizat X Minnesota X Hyper

MONTBELLUARDE CONFORMATION

Genomic Type Proof, Rel. 62%

France 08/24

Overall Type	118	Excellent
Body Capacity	117	Good
Feet and Legs	105	Excellent
Udder	113	Excellent
Teats	101	Good
Beef Value	105	Good

88

112

ILANNE

Ilanne

Montbelliarde



HB No 28 113019487

Beta Casein A1A2

Kappa Casein AB

AI Code MB2254

Source France

DOB 15.01.13



Daughter: Majeste

MONTBELLARDE PRODUCTION

AHDB Dairy	PTA August 2024
Production Rel. 98%	PLI Rel. 79%
PLI	£242
Milk Kg	+129
Fat Kg	+7.9
Fat %	+0.04
Protein Kg	+6.8
Protein %	+0.04
SCI £190 ACI £255 Rel. 79%	
Daughter Proven - 458 UK Dtrs / 57 Herds	

FRENCH PRODUCTION August 2024 Rel. 95% Daughter Proven, 5457 Daughters in 2813 Herds

Milk Kg	Fat Kg	Fat %	Protein Kg	Protein %	INEL Prod Index	ISU Total Merit
+521	+30	+0.13	+21	+0.05	+28	145

OMALET

Omalet

Montbelliarde

HB No 28 7033830761

Beta Casein A1A2

Kappa Casein BB

AI Code MB2405

Source France

DOB 31.10.18



Dam: Macarena



MONTBELLARDE PRODUCTION

AHDB Dairy	PTA August 2024
Production Rel. 73%	PLI Rel. 48%
PLI	£176
Milk Kg	+283
Fat Kg	+16.6
Fat %	+0.07
Protein Kg	+12.1
Protein %	+0.04
SCI £120 ACI £146 Rel. 48%	
Daughter Proven - 709 Dtrs / 549 Herds	

FRENCH PRODUCTION August 2024 Rel. 95% Daughter Proven, 709 Daughters in 549 Herds

Milk Kg	Fat Kg	Fat %	Protein Kg	Protein %	INEL Prod Index	ISU Total Merit
+947	+56	+0.24	+38	+0.09	+50	163



GGI-SPERMEX
Genetics made in Germany

Fleckvieh

from GGI-Spermex

Fleckvieh is a dual purpose breed focused on strength and fitness whilst maintaining high milk performance. The animals adapt perfectly to all farming systems: intensive, extensive, organic. The perfect balance of the breed is ideal for the production of milk and beef.

Fleckvieh provides maximum utilization of heterosis effects, ideal for crossbreeding with dairy and beef breeds.

German Fleckvieh cows are:

- **Dual purpose**
Added value for bull calves and cull cows
- **Resilient**
Stable metabolism due to body mass
- **Healthy**
Low cell counts and good fertility
- **Adaptable**
To all places and circumstances

BREED AVERAGES

No. cows	710.000
Fat kg	338
Fat %	4.17
Protein kg	283
Protein %	3.50
Fat + Protein kg	621
Milk kg (305 days)	8,106



HOFGUT PP

Hofgut PP

Fleckvieh

HB No 23 5689540

Beta Casein A1A2

Kappa Casein AA

Source Germany

DOB 28.07.21



Hofgut PP

High Production Sire
Excellent Legs and Feet
Increases Longevity
Polled
Hashtag X Majestaet PP X
Manolo PP



GERMAN PRODUCTION

Germany, Rel. 87%

August 2024

Milk Kg +1101

Fat Kg +40

Fat % -0.07

Protein Kg +31

Protein % -0.09

Milk Index 125

Total Merit 138

Genomic Young Sire

UK FLECKVIEH CONVERTED GENOMIC PRODUCTION PROOF

AHDB Dairy

PTA August 2024

Production Rel. 70%

PLI £253

Milk Kg +438

Fat Kg +15.1

Fat % -0.03

Protein Kg +13.3

Protein % -0.02

MANAGEMENT TRAITS

Germany, Rel. 84%

August 2024

Fitness	122
Longevity	118
Udder Health	119
Calving Ease Paternal	109
Calving Ease Maternal	107
Somatic Cell Count	119
Fertility Maternal	110
Milking Speed	100
Temperament	103
Vitality	114

FLECKVIEH CONFORMATION

Genomic Type Proof

Germany 08/24

Frame	114	→	Excellent
Muscling	104	→	Excellent
Feet and Legs	119	→	Excellent
Udder	115	→	Excellent

88

112



Daughter Bambi

**High Ranking Daughter
Proven Sire**

Fantastic Udders

Excellent Components

Suitable for Cross Breeding

Hurly X Narr X Zahner



GERMAN PRODUCTION

Germany, Rel. 99% August 2024

Milk Kg +1047

Fat Kg +24

Fat % +0.18

Protein Kg +21

Protein % +0.15

Milk Index 115

Total Merit 130

Daughter Proven, 1253 Dtrs / 856 Herds

FLECKVIEH PRODUCTION PROOF

AHDB Dairy PTA August 2024

Production Rel. 83% PLI Rel. 56%

PLI £260

Milk Kg +98

Fat Kg +11.3

Fat % +0.11

Protein Kg +11.4

Protein % +0.12

Daughter Proven - 17 UK Dtrs / 4 Herds

MANAGEMENT TRAITS

Germany, Rel. 81% August 2024

Fitness 114

Longevity 105

Udder Health 113

Calving Ease Paternal 107

Calving Ease Maternal 98

Somatic Cell Count 112

Fertility Maternal 114

Milking Speed 96

Temperament 84

Vitality 106

FLECKVIEH CONFORMATION

Daughter Proven, 274 Daughters

Germany 08/24

Frame	108		Excellent
Muscling	101		Excellent
Feet and Legs	111		Excellent
Udder	120		Excellent

88

112

STRADIVARI

Stradivari

Fleckvieh

HB No 23 958926701

Beta Casein A1A2

Source Germany

Kappa Casein AA

DOB 13.04.23



GERMAN PRODUCTION	
Germany, Rel. 84%	August 2024
Milk Kg	+1084
Fat Kg	+45
Fat %	-0.01
Protein Kg	+31
Protein %	-0.08
Milk Index	126
Total Merit	141
Genomic Young Sire	



Top % For Udders

Excellent in all Health Traits

High Production Sire

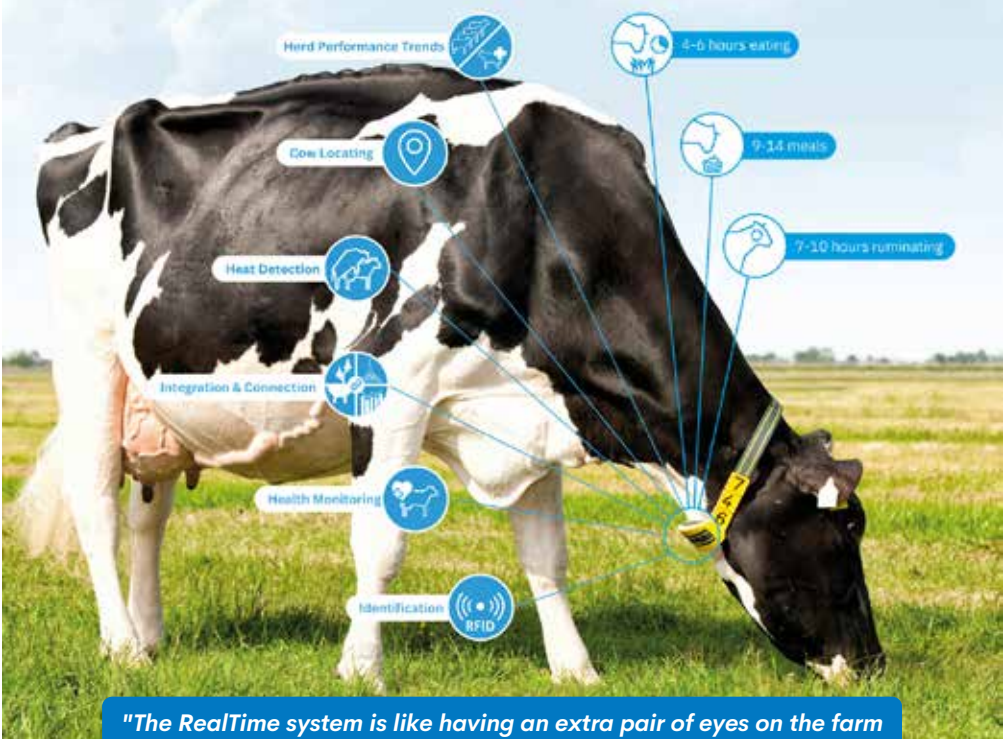
Superboy X McGyver X Haribo

UK FLECKVIEH CONVERTED GENOMIC PRODUCTION PROOF	
AHDB Dairy	PTA August 2024
Production Rel. 67%	
PLI	£258
Milk Kg	+431
Fat Kg	+16.8
Fat %	-0.01
Protein Kg	+13.3
Protein %	-0.02

MANAGEMENT TRAITS	
Germany, Rel. 80%	August 2024
Fitness	123
Longevity	122
Udder Health	118
Calving Ease Paternal	104
Calving Ease Maternal	104
Somatic Cell Count	116
Fertility Maternal	111
Milking Speed	112
Temperament	104
Vitality	107

FLECKVIEH CONFORMATION		Germany 08/24
Genomic Type Proof		
Frame	120	Excellent
Muscling	99	Excellent
Feet and Legs	119	Excellent
Udder	129	Excellent
	88	112

ACTIVITY, EATING TIME & RUMINATION



"The RealTime system is like having an extra pair of eyes on the farm because the cows are being monitored 24/7"

Improve farm submission & conception rates!

Monitor Herd Health & receive Heat Detection alerts direct to your phone making it possible to automatically separate cows needing to be inseminated or treated according to heat and health alerts.

- Monitor or receive urgent health alerts based on Eating, Inactivity or Ruminating
- Monitor Heat start times & insemination tracking
- Check Group Health status



BouMatic's RealTime powered by Nedap provides accurate heat detection with health monitoring directly to you.



To find out more contact your AI Services Breeding Specialist or scan the QR Code





GERMAN PRODUCTION	
Germany, Rel. 86%	August 2024
Milk Kg	+1047
Fat Kg	+38
Fat %	-0.06
Protein Kg	+39
Protein %	+0.02
Milk Index	127
Total Merit	132
<i>Daughter Proven, 628 Daughters</i>	

Allround Type Merit
Superb Udders
Lowers SCC
Daughter Proven



UK FLECKVIEH CONVERTED GENOMIC PRODUCTION PROOF	
AHDB Dairy	PTA August 2024
Production Rel. 71%	
PLI	£281
Milk Kg	+417
Fat Kg	+14.4
Fat %	-0.03
Protein Kg	+16.2
Protein %	+0.03

Zeiger X Dream X Rimmel

MANAGEMENT TRAITS	
Germany, Rel. 81%	August 2024
Fitness	109
Longevity	103
Udder Health	115
Calving Ease Paternal	99
Calving Ease Maternal	104
Somatic Cell Count	119
Fertility Maternal	105
Milking Speed	100
Temperament	106
Vitality	99

FLECKVIEH CONFORMATION		Germany 08/24
Genomic Type Proof		
Frame	104	Excellent
Muscling	99	Excellent
Feet and Legs	102	Excellent
Udder	108	Excellent
	88	112

Viking Jersey

Champions in Components

Profitable, fertile, and sustainable.

That's Viking Jersey. Efficient, climate-friendly cows producing the world's highest milk solids levels.

Viking Jersey gives you healthy, profitable cows that secure the future of your dairy business.

With exceptional performance in health and reproduction traits and top solids production, these cows keep costs low and deliver high-value milk. They are also climate-friendly, thanks to their medium size and good feed efficiency.

Viking Jersey cows give you:

- **High profitability**
Health, fertility, production, and longevity
- **Top components**
High solids production and exceptional fat and protein percentages
- **Purebred genetics**
100% purebred Jersey. Free of genetic disorders
- **Future-friendly Farming**
Feed-efficient and medium-sized = a smaller carbon footprint

BREED AVERAGES	
No. cows	71,000
Fat kg	453
Fat %	5.95
Protein kg	325
Protein %	4.27
Fat + Protein kg	778
Milk kg (305 days)	7,614

January 2024



Dam of VJ Harder



Dam of VJ Danka



Top Sire for Milk Solids

Improves all Body Traits

Excellent Udders

DANISH PRODUCTION

Denmark, Rel. 77% August 2024

Milk Kg	99
Fat Kg	118
Fat %	112
Protein Kg	113
Protein %	120
Production	120
NTM	22

Genomic Young Sire

JERSEY PRODUCTION

AHDB Dairy PTA August 2024

Production Rel. 58% PLI Rel. 56%

PLI	£350
Milk Kg	+127
Fat Kg	+20.9
Fat %	+0.24
Protein Kg	+13.5
Protein %	+0.14

SCI £444 ACI £421 Rel. 56%

Genomic Young Sire Pedigree Index

VJ Domino X Casino

JERSEY CONFORMATION

Young Genomic Pedigree Index

AHDB 08/24

59% Reliability

Type Merit	+0.4		Excellent
Mammary	+0.4		Excellent
Legs & Feet	+0.4		Excellent

-2

+2

MANAGEMENT TRAITS

08/24

HealthyCow Index	£75		Improver
Enviro Cow Index	+1.6		Improver
Fertility Index	+1.7		Improver
Lifespan	+51		Improver
Somatic Cell Count	-9		Improver
Maintenance	+9		Desirable

Below Average

Average

Above Average

DANISH CONFORMATION

Genomic Pedigree Index

Denmark 08/24

44% Reliability

Frame	127		Excellent
Feet & Legs	106		Excellent
Udder	112		Excellent

80

120



VJ Kjolby



DANISH PRODUCTION

Denmark, Rel. 81% August 2024

Milk Kg 109

Fat Kg 103

Fat % 94

Protein Kg 110

Protein % 98

Production 106

NTM 13

Genomic Young Sire

JERSEY PRODUCTION

AHDB Dairy PTA August 2024

Production Rel. 60% PLI Rel. 58%

PLI £310

Milk Kg +54

Fat Kg +14.3

Fat % +0.19

Protein Kg +10.1

Protein % +0.14

SCI £451 ACI £415 Rel. 58%

Genomic Young Sire Pedigree Index

High Production Sire

**Recommended for Robotic
Milking Schemes**

Excellent Health Traits

VJ Kantona X VJ Pil

MANAGEMENT TRAITS		08/24
HealthyCow Index	£86	Improver
Enviro Cow Index	+1.4	Improver
Fertility Index	+4.9	Improver
Lifespan	+36	Improver
Somatic Cell Count	-8	Improver
Maintenance	+0	Desirable

Below Average Average Above Average

JERSEY CONFORMATION

Young Genomic Pedigree Index

AHDB 08/24

62% Reliability

Type Merit	+0.4	Excellent
Mammary	-0.2	Excellent
Legs & Feet	+0.6	Excellent

-2

+2

DANISH CONFORMATION

Genomic Pedigree Index

Denmark 08/24

58% Reliability

Frame	103	Excellent
Feet & Legs	110	Excellent
Udder	108	Excellent

80

120



GGI-SPERMEX
Genetics made in Germany

Brown Swiss

from GGI-Spermex

The German Brown Swiss is a dual purpose breed with strong focus on milk performance. Besides the milk production and the udder composite a special emphasis is put on the adaption qualities, longevity and the solid feet and legs of the Brown Swiss cow.

The Brown Swiss is highly adaptable to diverse geographical regions of milk production such as mountainous areas, extreme climates and forage conditions or tropical environments and as well adaptable to intensive systems. The favorable composition of the milk protein, especially for cheese making are considered in the breeding as well.

German Brown Swiss cows are:

- **Quality producing**
High protein content with high proportions of A2A2 and BB
- **Long-lasting**
- **Strong**
Dairy strength for metabolic stability and resilience
- **Healthy & Calm**
Hard and resistant black hoofs (55% less lameness problems). The easy handling positively influences the herd management.

BREED AVERAGES

No. cows	128.000
Fat kg	342
Fat %	4.25
Protein kg	290
Protein %	3.60
Fat + Protein kg	632
Milk kg (305 days)	8,052



O'MALLEY

O'Malley

SYNETICS

Brown Swiss

Bender X Glarus X Dally

HB No 314427424483

AI Code BR1331

Beta Casein A2A2

Source France

Kappa Casein BB

DOB 03.12.18



Daughter: Romane

Massive Improver for Fat and Protein
High Type and Daughter Proven
Good Calving Ease
Recommended for Cross Breeding

FRENCH PRODUCTION

France, Rel. 95%

August 2024

Milk Kg

+102

Fat Kg

+28

Fat %

+3.5

Protein Kg

+26

Protein %

+3.2

INEL Prod. Index

36

ISU Total Merit

139

Daughter Proven - 2739 Dtrs / 348 Herds

BROWN SWISS PRODUCTION

AHDB Dairy 08/24 Prod. Rel. 93% PLI Rel. 84%

PLI

£107

Milk Kg

+145

Fat Kg

+9.1

Fat %

+0.04

Protein Kg

+11.4

Protein %

+0.09

Daughter Proven - 86 UK Dtrs / 18 Herds

RULLY

Rully

SYNETICS

Brown Swiss

Alpsee X Loustic X Enzo

HB No 315363609941

AI Code BR1422

Beta Casein A2A2

Source France

Kappa Casein AB

DOB 16.10.20



Dam: Oklahoma

High Production Sire
Recommended for Robotic Milking
Improves Milk Solids

FRENCH PRODUCTION

France, Rel. 78%

August 2024

Milk Kg

+864

Fat Kg

+54

Fat %

+3.3

Protein Kg

+43

Protein %

+2.3

INEL Prod. Index

57

ISU Total Merit

178

Genomic Young Sire

UK CONV. BROWN SWISS PROOF

AHDB Dairy 08/24 Prod. Rel. 62%

PLI

£360

Milk Kg

+386

Fat Kg

+20.4

Fat %

+0.06

Protein Kg

+16.2

Protein %

+0.04

Young Genomic Pedigree Index

BILL 3

Firoda Bill 3

Sexed and
Conventional

HB No 46 141518921049 AI Code BF1245
97% Friesian , 3% Holstein Source Ireland
DOB 24.02.20



Dam: Firoda PZI Judie VG87

EURoGENE
innovation driving results

**Exceptional Bull from the
Firoda Judie line**

**Beautiful Strong British
Friesian Type**

Exceptional Solids

IRISH PRODUCTION

ICBF

August 2023

Production Rel. 70%

EBI	€176
Milk Kg	+3
Fat Kg	+7
Fat %	+0.12
Protein Kg	+6
Protein %	+0.10
Milk SI	€48
Fertility SI	€93
Calving SI	€25
Beef SI	-€4
Maintenance SI	€6
Management SI	€5
Health SI	-€5

Genomic Young Sire

UK FRIESIAN PRODUCTION PROOF

AHDB Dairy

PTA August 2023

Production Rel. 67%

PLI Rel. 64%

PLI	£35
Milk Kg	-241
Fat Kg	+6.6
Fat %	+0.22
Protein Kg	+1.5
Protein %	+0.13
Young Genomic Pedigree Index	
SCI	£247
ACI	£194

Pedigree

Sire	Firoda Jubilaris 11				
Dam	Firoda PZI Judie VG87				
Dam Yields	Milk Kgs	Fat Kgs	Ptn Kgs	Fat%	Ptn %
5 Lact Avg	8004	327	297	4.09	3.70
3rd Lact	8565	349	324	4.08	3.78
MGS	Piet Adema 186				
MGD	Firoda DVT Judie VG88				
4 Lact Avg	719	271	263	3.81	3.68
4th Lact	8151	307	308	3.76	3.78
3rd Dam	Firoda DDY Judie VG89				
8 Lact Avg	7804	280	269	3.58	3.45



Dam: Barrowvale Dheaty 76 GP83

EURoGENE
 innovation driving results

Grand Dam 4th Lactation
5.03% Fat and 3.70% Protein

Double Digit Fat and Protein Percentages

+1.71 Locomotion

Positive for Teat Length

IRISH PRODUCTION

ICBF	August 2023
Production Rel. 65%	
EBI	€250
Milk Kg	-3
Fat Kg	+9.0
Fat %	+0.16
Protein Kg	+6.0
Protein %	+0.10
Milk SI	€54
Fertility SI	€111
Calving SI	€54
Beef SI	-€10
Maintenance SI	€16
Management SI	€1
Health SI	€10
Genomic Young Sire	

UK FRIESIAN PRODUCTION PROOF

AHDB Dairy	PTA August 2023
Production Rel. 67%	PLI Rel. 63%
PLI	£186
Milk Kg	-77
Fat Kg	+6.2
Fat %	+0.12
Protein Kg	+6.9
Protein %	+0.13
Young Genomic Pedigree Index	
SCI	£297
ACI	£271

Pedigree					
Sire	Manorpark Google				
Dam	Barrowvale Dheaty 76 GP83				
Dam Yields	Milk Kgs	Fat Kgs	Ptn Kgs	Fat%	Ptn %
3 Lact Av	7278	310	268	4.27	3.67
2nd Lact	7828	325	299	4.15	3.67
MGS	Catlane Chad				
MGD	Barrowvale Dheaty 62 EX91 2E x JRB				
5 Lact Avg	7345	357	283	4.93	3.89
4th Lact	8125	408	316	5.03	3.89
3rd Dam	Barrowvale Dheaty 56 VG88 x VML				
2 Lact Avg	6110	264	226	4.32	3.70



GERMAN FRIESIAN PRODUCTION	
Germany, Rel. 86%	August 2024
Milk Kg	+1413
Fat Kg	+40
Fat %	-0.26
Protein Kg	+40
Protein %	-0.11
Milk Index	129
Total Merit	128

Markgraf **Daughter Proven - 67 Daughters in 9 Herds**

High Production Sire

Excellent Legs and Feet

Daughter Proven

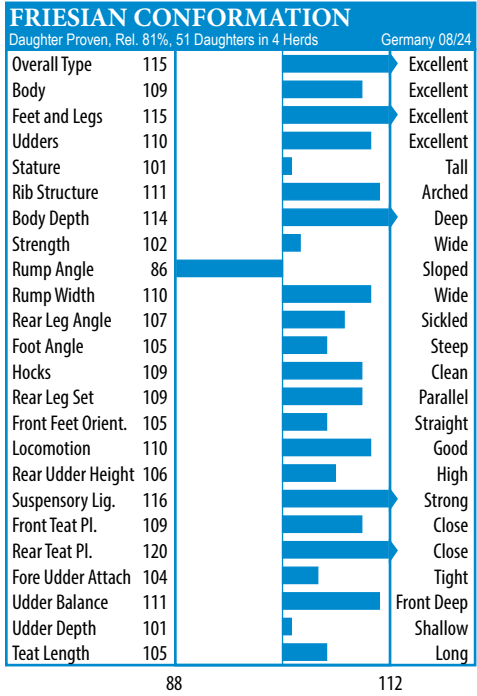
Use on Mature Cows only

No UK Conversions Available

Martell 10 X Bass X Harm



GERMAN MANAGEMENT TRAITS	
Germany 08/24	
Conformation	118
Somatic Cell Count	97
Longevity	107
Fertility	101
Calving Ease Direct	123
Calving Ease Maternal	82
Milking Speed	115



RAZZIA

Razzia

SYNETICS

Normandy
Only Val X Montfort X Inhappy

HB No 36 5345601749 AI Code N 0827
Beta Casein A2A2 Source France
Kappa Casein BB DOB 19.06.20



Dam: Olympe

NORMANDY PRODUCTION

France August 2024 Production Rel. 74%

Milk Kg +818

Fat Kg +55

Fat % +3.4

Protein Kg +45

Protein % +3.4

INEL 60

ISU 164

Young Genomic Pedigree Index

Massive Production Sire
Outstanding Legs and Feet
Excellent Udder Health

NORMANDY CONFORMATION

Young Genomic Pedigree Index 69% Rel.

France 08/24

Total Type Index +1.3

Udder Index +0.8

Legs and Feet +2.0



-2

+2

TATTOO

Tattoo

SYNETICS

Normandy
Pairedas X Manzel X Jylland

HB No 36 7221890798 AI Code N 0814
Beta Casein A2A2 Source France
Kappa Casein BB DOB 11.01.22



Dam: Peach

NORMANDY PRODUCTION

France August 2024 Production Rel. 70%

Milk Kg +932

Fat Kg +68

Fat % +5.1

Protein Kg +43

Protein % +2.6

INEL 61

ISU 179

Young Genomic Pedigree Index

Top Type Improver
Superb Legs and Feet
Excellent Locomotion

NORMANDY CONFORMATION

Young Genomic Pedigree Index 63% Rel.

France 08/24

Total Type Index +1.9

Udder Index +0.8

Legs and Feet +2.3



-2

+2

At Your Service...

Pregnancy Scanning

Regular pregnancy scanning is essential for keeping on top of fertility on any farm. Pre-breeding and pregnancy scanning services are available through AI Services.

DIY Training courses

Interested in AI? AI Services offers an extensive DIY training course with both veterinary and practical instruction.

Liquid Nitrogen

AI Services offer a reliable and trusted Liquid Nitrogen Delivery Service, keeping your DIY flask topped up every 3 months.

DIY Supplies

A selection of AI supplies are available for delivery.

Embryo Transfer

At AI Services we have been providing successful Embryo Transfer Services to NI farms for over 20 years. Used by a range of commercial and pedigree beef and dairy herd owners, embryo transfer can fast-track genetic gain by producing up to 20 progeny each year from your best livestock and maximises on breeding by ensuring the continuity of the best bloodlines in the herd.

To Book a Service Call, Pregnancy Scan or for more information phone Ballycraigy on 028 9083 3123.



AI SERVICES
- NORTHERN IRELAND -

