



Event focuses on proven on-farm results

EastGen welcomed customers and industry partners to a special update event held August 29, 2017, at Semex's Global Headquarters in Guelph, ON. This was an opportunity to share the field data that has been collected on **Immunity+** offspring.

What we know is that **Immunity+** sired animals have genetics which have been proven to provide robust immune systems capable of dealing with a large variety of potential immune challenges, both viral and bacterial in nature, encompassing nearly all major diseases that have an economic impact on farm. The information that many customers were lacking was the true impact **Immunity+** is having on-farm.

Participants had the opportunity to hear first-hand from Semex's Dr. Steven Larmer who has analyzed data validated in large commercial dairy settings. "We have taken data from over 35 large commercial herds, and analyzed data from over 30,000 cows and 75,000 heifers, Larmer explained. "The results have been astonishing. Reductions in every major disease have been seen, and range anywhere from 5 to 20% reduction in animals sired by **Immunity+** sires compared to all others. Mastitis, lameness and mortality saw especially large decreases in frequency."

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CALL FOR DIRECTOR NOMINATIONS

EastGen members in the following zones are invited to submit nominations for Directors for a three year term. Early nomination forms will be mailed and posted at www.eastgen.ca this fall. All nominations must be submitted prior to **Friday, October 27, 2017 at 5:00 p.m.**

Zone 3 – City of Ottawa, Dundas, Stormont

Zone 6 – City of Kawartha Lakes, Durham Region A (Ontario County & Ramara Township), Durham Region B (Durham County excluding Cavan Township), Peterborough (including Cavan Township), York, Halton, Peel

Zone 9 – Wellington, Waterloo

Zone 12 – Huron, Middlesex, Elgin, Essex-Kent, Lambton **

** The current director in Zone 12 (Norm McNaughton) is not eligible to re-run as he has completed the maximum term a director can represent the membership on the EastGen Board of Directors.

Please note that Delegate and Alternate Delegate elections will be conducted at each of the above Zone County Barn/Hall meetings that will be scheduled for some time between December 2017 and March 2018.



BETTER COLOSTRUM • LESS DISEASE & MORTALITY • HEALTHIER HERDS

Study breakdown - Disease reduction rates of:

- ➔ 10% for mastitis
- ➔ 17% for persistent mastitis
- ➔ 12% for lameness
- ➔ 9% for miscellaneous illness
- ➔ 20% for mortality
- ➔ 2% for heifer pneumonia
- ➔ 5% for heifer diarrhea
- ➔ 16% for heifer mortality

Economic analysis from the 35 herds shows total lifetime savings of \$103 per **Immunity+** sired cows and that is without including the benefits of increased colostrum quality, stronger vaccine response, reduced vet costs, on-farm labor savings and any premiums possible from the sale of disease free milk or meat.

Dr. Dave Douglas of Naven Veterinary Services also provided an update on his recent **Immunity+** trial. His observation was that after testing low, average and high immune responders in five herds, and returning 2-3 years after the original testing, less than half as many low testers were on farm now compared to average or high immune responders. The afternoon was concluded with keynote speaker Jeremy Higgins, a herd Manager for a 4000-cow dairy herd in Michigan who have seen the positive impact of using **Immunity+** sires in their breeding program.

A large focus of the event was to provide on-farm data from Ontario farms who have experienced **Immunity+** as a difference maker in their herd. Watch for these producer feedback videos on EastGen's social media networks this fall. A special thank you is extended to Hoenhorst Farms, Mark-A-Valley Farm Ltd., Donalea Holsteins and Gerann Holsteins for sharing their results with us. Collectively these herds have evidence of less mortality, less mastitis, healthier calves, high quality colostrum and higher conception rates. **Immunity+** is making a significant impact on herds across the area.

REAL WORLD DATA — 35 Commercial Dairies (~30,000 Cows, ~75,000 Heifers)

HEALTH EVENT	IMMUNITY+ Prevalence	Non-Immunity+ Prevalence	I Reduction
Mastitis	28.5%	31.7%	10.0%
Persistent Mastitis	4.4%	5.3%	17.0%
Lameness	21.1%	24.0%	12.1%
Miscellaneous Illness	5.9%	6.5%	9.2%
Mortality	4.8%	6.0%	20.0%
Heifer Pneumonia	9.6%	9.8%	2.1%
Heifer Diarrhea	5.4%	5.7%	5.3%
Heifer Mortality	7.7%	9.2%	16.3%

Farmer et al., 2017 – Cattle Practice

REAL WORLD DATA — 35 Commercial Dairies (~30,000 Cows, ~75,000 Heifers)

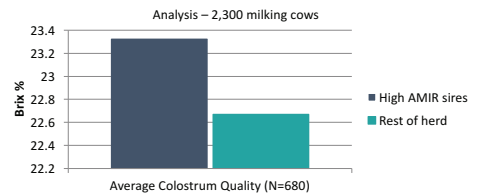
HEALTH EVENT	IMMUNITY+ Cost/1000 Cows	Non-Immunity+ Cost/1000 Cows	I Reduction
Mastitis ^{1*}	\$63,840	\$71,000	\$7,160
Lameness ^{1*}	\$98,960	\$112,560	\$13,600
Miscellaneous Illness ^{1*}	\$14,390	\$15,860	\$1,470
Mortality ¹	\$105,600	\$132,000	\$26,400
Heifer Pneumonia ²	\$13,240	\$13,520	\$280
Heifer Diarrhea ³	\$5,720	\$6,040	\$320
Heifer Mortality ¹	\$118,580	\$141,680	\$23,100
TOTAL	*Per Lactation		\$72,330

¹Guard, C. The costs of common diseases of dairy cattle – CVC in San Diego Proceedings

²Pneumonia in heifer calves costs more than \$100/head – Vet Times

³Mohd, N et al. Estimating the costs of rearing young dairy cattle... - Preventative Vet Med

Proven on Farm™ – Colostrum (2016)



Correlation between colostrum quality and overall immune response: 0.55
High AMIR sires <22% = 0% Rest of herd = 27%



OptiMate Planning

Mark Carson MSc. BSc. (Agr.),
EastGen Reproductive Solutions Manager

EastGen has begun to rollout a new mating software called **OptiMate**. This tool builds upon the features that producers have come to trust with ProGen. **OptiMate** allows you to build your herd's genetic plan right into the mating software. Now you can determine how much sexed semen, embryos, and beef semen can be used in your herd depending on your specific goals. Before picking a genetic strategy, here are three questions you need to answer:

1) **What is your herd's future and where do you believe the market will be in five years?** The first part of this question revolves around whether you plan to grow or maintain your current herd size. The second part is much more challenging for herds that are in growth mode. It becomes hard to predict the market with the amount of factors that are not in your control such as trade, climate, and general market conditions.

2) **What is the performance situation for your herd at present?** The big five metrics you need monitored are pregnancy rate (>20%), conception rate (>40%), age at first calving (24 or less), still birth rate (<8%) and culling (heifers and first lactations especially). These metrics all impact the amount of cows and heifers you need to carry in your herd to maintain size or grow. Maximizing these metrics will ensure you get full benefit of your investment in genetics.

3) **What are your genetic goals and plans?** For the dairy industry, there are many different ways to get genetic progress to meet the needs of your herd while striving for your ideal cow. If your herd is in growth mode, then sexed semen is an obvious part of the plan. If you have a market and space to sell excess heifers, then you can afford to over generate heifer requirements. If you don't have the space or market, then a bottom end beef strategy may be required with a product such as Repromix Angus.

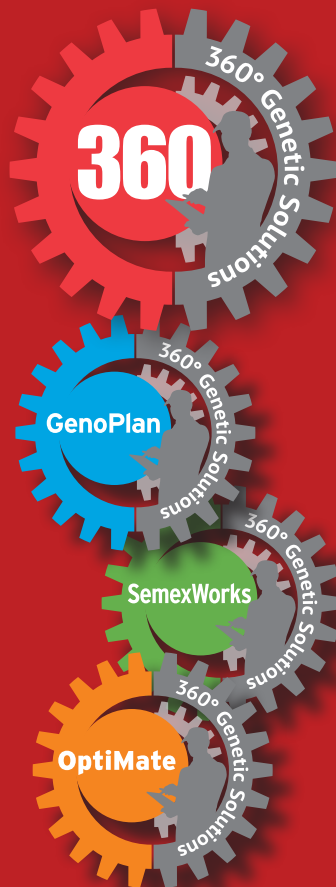
Whatever strategy you determine is right for you, your EastGen representative can find you the resources needed to make it happen.

Coming Soon!

OptiMate™

Added to EastGen's 360° Genetic Solutions...The most powerful customized mating program tailored to your needs!

360° is a service unlike any other. It helps you take a 360° look at your herd currently (genetic potential, production, classification and much more), as well as your short and long term plans for the herd. It closes the loop by providing you with a comprehensive mating program that fits.



Get More Heifers

special

with **Semexx. SexedULTRA**

September/October/November 2017

Each month:

- a monthly draw for 1 Progenesis Heifer (credit of \$3000 towards heifer of your choice)

Also, each month:

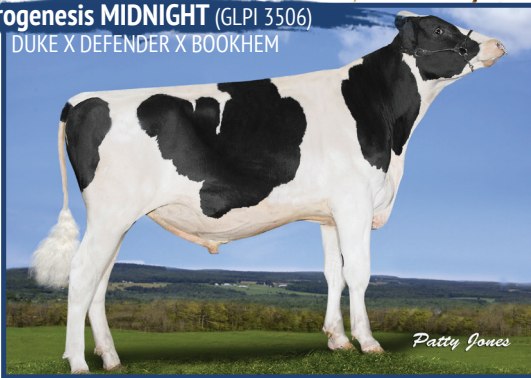
- a monthly draw for 2 Female Embryos of high genetic merit *

Doses	Ballots
10	1
20	2
30	5

Exciting high genomic heifers & female embryos from the same breeding program that produced Midnight!

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Progenesis MIDNIGHT (GLPI 3506)
DUKE X DEFENDER X BOOKHEM



DR. REGISTER
BOLUS



Advantages

- Two sources of calcium, calcium chloride, calcium sulfate
- Fast acting calcium absorption and a slower absorption with calcium sulfate
- Addition of vitamin D3 for better absorption of calcium
- Ideal for replacing lost calcium at calving

Pricing

Bolus (code#867)

\$10/ea

Female Embryo	GPA LPI	Pro\$	GTPI	Conf.
PROGENESIS PADAWAN X PROGENESIS DUKE MANCHESTER	3545	3146	2728	10
WESTCOAST PERSEUS X PROGENESIS DOZER PANDORA	3522	2902	2631	9
PROGENESIS OUTLAST X OCD DELTA MISSY-ET	3481	2744	2678	12
SILVERRIDGE V IMAX X PROGENESIS DUKE MOLVADITE	3460	2989	2697	14
SILVERRIDGE V IMAX x PROGENESIS DUKE SARSEN	3435	2880	2692	12
SILVERRIDGE V IMAX X PROGENESIS DUKE MOLVADITE	3430	2896	2699	13

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