"When one considers the cost and frequency of lameness, it rivals mastitis as the most costly disease to the dairy industry."

• Each case of lameness is estimated to cost around \$400 due to reduced production, reproduction, culling and treatment. -- Dr. Gerard Cramer, OLHO Ontario Dairy Symposium p. 116 (Mar 2007)

Herd and Cow Level Prevalence of Foot Lesions in Ontario Dairy Cattle 26% of cows had a foot lesion in tie-stalls • 47% of cows had a foot lesion in free-stalls -- Dr. G. Cramer et al., Journal of Dairy Science, Vol. 91, No. 10, 2008

EastGen launches Hoofsure hoof care products to help reduce the economic impact of lameness



Hoofsure products will be available from your EastGen representative in early October.

Hoofsure Endurance Footbath solution

Provita Hoofsure Endurance is a unique scientifically formulated footbath solution containing organic acids, tea-tree oil and wetting agents. It should be used in a daily footbathing routine to maintain good hoof condition. The highly concentrated formula (1:100 dilution) means its cost per footbath is very cost effective.

 Potent blend of organic Safe and biodegradable acids and tea-tree oil Can be used for up to 500 5 active ingredients cow passes** per foot bath ** based on 125 cows through 200L Conditions hooves footbath with fresh initial fill and top-• Deep, penetrating action ups for a further three milkings Works after 24 hours in soiled footbaths

Upcoming Events

Atlantic Dairy

- November 1-10

Winter Fair

- December 4

Championship Show

13th World Holstein

Conference, Canada

Royal Agricultural

CDN Dairy Genetic

Evaluation Release

EastGen

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Guelph, ON N1H 6J2

Phone: 1-888-821-2150

Email: info@eastgen.ca

www.eastgen.ca

- November 2-11, Toronto, ON

- October 13, Truro, NS

Hoofsure Combat Foot spray

Provita Hoofsure Combat is a unique film-forming spray containing tea-tree oil and organic acid providing persistent longer lasting activity. Combat should be used for spot spraying in parlour or during hoof trimming.

• Unique film-forming spray Prolonged activity Natural blend of organic acid Fast-acting and tea-tree oil

Waterproof breathable film

Hoofsure Konguest Hoof gel for wrapping

Provita Hoofsure Konguest is a unique concentrated organic acid and tea-tree oil gel which has a potent penetrating action. It should be used with a hoof bandage wrap on more difficult cases to help improve hoof health.

• Highly concentrated organic Potent penetration action Stable in extreme acid and tea-tree oil gel Advanced bio-adhesion temperatures properties

September 2012 East Gen Update



Gen-I-Beq Brawler (VG-87-Extra)

Brawler Enters The Proven Ring Ranked #2

Early indications were that Semex would (+2305 GLPI), and Morsan Boris (+2171 have a prizefighter on their hands this sum- GLPI), are newcomers to EastGen's solid mer. The August 14th proof day confirmed proven line-up. For Red & White Holstein that Gen-I-Beq Brawler is, indeed, a pow- fans, two new bulls appear on the sheet: Exerful force as Canada's **number one** new re-press Bolly *RDC (Bolton x Talent) and Lorka lease and **number two** GLPI bull at +2638. Cognac Red (Mr Burns x Salto). Type fans will By Baxter and out of a Shottle dam from the be pleased to know that Pine-Tree Sid reworld famous Braedale Gypsy Grand (VG- mains number one in the breed at +17 con-88-37*) family, Brawler is a HealthSmart[™] formation.

and mammary traits beneficial to all breed- (Progressive Dairy Operators) proof sheets ing programs and housing environments. also contain new sires destined to please. In other Holstein proof news, Bolton sons Watch for your copy of the August proofs or Hendel Bigstone (+2609 GLPI), Oconnors Jay check www.eastgen.ca for details.



designated bull with exceptional feet & leg EastGen's new Component Breed and PDO



2

3

3

4

GET BRAWLER IN YOURCORNER TO FIGHT FOR INCREASED HERD PROFITABILITY!

Reproduction & Breeding - Rumination = Happy Cows - Mark Carson **Brawler's Knockout Special Call For Director Nominations** Feature Ad: Hoofsure product line

This issue

Reproduction & Breeding



Rumination = Happy Cows

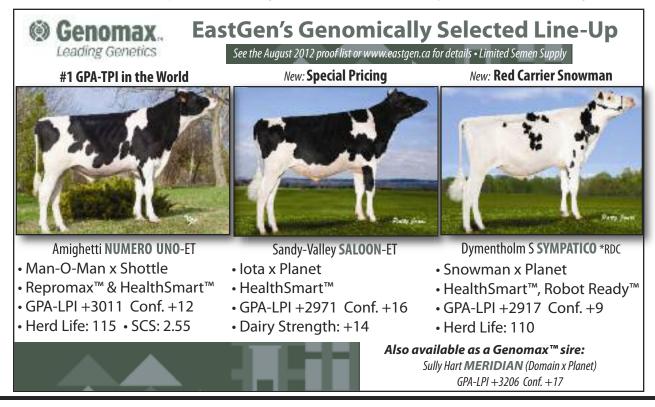
Mark Carson EastGen Reproductive Strategy Manager

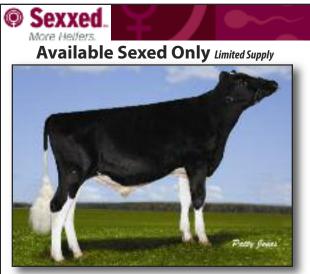
There are many new technologies helping us understand how comfortable our cows are in different barn conditions. Rumination is an exciting technology now entering barns through the levels in your barn. Heatime[™] HR system and robotic milking system. Identifying unhealthy cows is one of the first things that comes to mind in ru- Cows have also shown the trend to ruminate less immediately mination monitoring, but there is potential to use this technology to also assess comfort. Rumination monitoring is one of the exciting technologies that provides producers with an understanding of how comfortable cows are in various situations.

Research is showing us that monitoring both the amount of time nate. These herds report that it can take as much as several days and when a cow ruminates can provide valuable insight into her for rumination to fully rebound after hoof trimming.

overall comfort. Cows tend to ruminate more when they are comfortable. Peak timing for cows to ruminate is in the hours immediately after having a meal at the bunk. Some work on dry cows at the University of British Columbia (UBC) shows that peak rumination occurred four hours after the cow leaves the bunk. The UBC work also showed that rumination correlates well with the amount of time a cow spends lying down. This means that rumination minutes could possibility be used to assess comfort

after regrouping occurs. This is likely due to their interaction with their new pen mates. Also, herds that have rumination monitoring systems report a drop in rumination after a visit from the hoof trimmer. The simple disruption and stress of having a cow groups' hooves trimmed lowers the minutes a day they rumi-





Cookiecutter HEFTY-ET GPA-LPI +3149 Conf. +13 Man-O-Man x Goldwyn - 7th gen. VG or Ex from the time-proven Snow-N Denises Dellia family. "Hefty combines his great pedigree with a high genomic production and type profile which is sure to make him a very popular young sire in the coming months." -- Brian Carscadden, Semex Sire Analyst Genomax.

PANASONIC	100-Watt Cool Blue	\$14.50/each
IGHT BULBS		(reg. \$17.50
• Energy savings up to 80%	100-Watt Warm Glow	\$14.50/each
Last 15 times longer than		(reg. \$17.50
regular bulbs	60-Watt Cool Blue	\$8.50/each
 approved for damp locations 		(reg. \$10.00
N SALE: Sept. 1 - Nov. 30	60-Watt Warm Glow	\$8.50/each
Contact your EastGen rep. about this special today!		(reg. \$10.00

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 26, 2012, at 5:00 p.m.

- **Zone 1** Newfoundland-Labrador, P.E.L., New Brunswick
- Zone 4 Frontenac, Grenville, Lanark, Leeds, Renfrew
- **Zone 7** Simcoe, Northern Ontario (Districts of Thunder Bay, Sudbury, Manitoulin, Algoma, Nipissing, Parry Sound and Temiskaming)
- Zone 10 Oxford, Niagara, Brant, Haldimand, Norfolk Wentworth

