

“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 acids and tea-tree oil
- 5 active ingredients
- Conditions hooves
- Deep, penetrating action
- Works after 24 hours in soiled footbaths
- Safe and biodegradable
- Can be used for up to 500 cow passes** per foot bath

** based on 125 cows through 200L footbath with fresh initial fill and top-ups for a further three milkings

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
- Natural blend of organic acid and tea-tree oil
- Waterproof breathable film
- Prolonged activity
- Fast-acting

Hoofsure Konquest

Hoof gel for wrapping

Provita Hoofsure Konquest 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 acid and tea-tree oil gel
- Advanced bio-adhesion properties
- Potent penetration action
- Stable in extreme temperatures

EastGen
Update



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

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Upcoming Events

Atlantic Dairy Championship Show
- October 13, Truro, NS

13th World Holstein Conference, Canada
- November 1-10

Royal Agricultural Winter Fair
- November 2-11, Toronto, ON

CDN Dairy Genetic Evaluation Release
- December 4

Brawler Enters The Proven Ring Ranked #2

Early indications were that Semex (+2305 GLPI), and Morsan Boris (+2171 GLPI), are newcomers to EastGen's solid proven line-up. For Red & White Holstein fans, two new bulls appear on the sheet: Express Bolly *RDC (Bolton x Talent) and Lorka Cognac Red (Mr Burns x Salto). Type fans will be pleased to know that Pine-Tree Sid remains number one in the breed at +17 conformation. EastGen's new Component Breed and PDO (Progressive Dairy Operators) proof sheets also contain new sires destined to please. Watch for your copy of the August proofs or check www.eastgen.ca for details.



Brawler daughters



GET BRAWLER IN YOUR CORNER TO FIGHT FOR INCREASED HERD PROFITABILITY!

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www.eastgen.ca



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 Heatime™ HR system and robotic milking system. Identifying unhealthy cows is one of the first things that comes to mind in ruminant 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 and when a cow ruminates can provide valuable insight into her

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 possibly be used to assess comfort levels in your barn.

Cows have also shown the trend to ruminate less immediately 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 ruminate. These herds report that it can take as much as several days for rumination to fully rebound after hoof trimming.



EastGen's Genomically Selected Line-Up

See the August 2012 proof list or www.eastgen.ca for details • Limited Semen Supply

#1 GPA-TPI in the World

New: Special Pricing

New: Red Carrier Snowman



Amighetti **NUMERO UNO-ET**

- Man-O-Man x Shottle
- Repromax™ & HealthSmart™
- GPA-LPI +3011 Conf. +12
- Herd Life: 115 • SCS: 2.55



Sandy-Valley **SALOON-ET**

- Iota x Planet
- HealthSmart™
- GPA-LPI +2971 Conf. +16
- Dairy Strength: +14



Dymenthalm S **SYMPATICO *RDC**

- Snowman x Planet
- HealthSmart™, Robot Ready™
- GPA-LPI +2917 Conf. +9
- Herd Life: 110

Also available as a Genomax™ sire:

Sully Hart **MERIDIAN** (Domain x Planet)
GPA-LPI +3206 Conf. +17



Available Sexed Only *Limited Supply*



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



Knockout Special

Gen-I-Beg VG-EXTRA
Brawler

0200H005929 Basher x Shottle x Champion



Don't miss your chance to get in on the action. Brawler semen and jacket specials offered until **October 19th.**

Contact your EastGen representative for the Brawler "Knockout Special" details today!

PANASONIC LIGHT BULBS

• Energy savings up to 80%	100-Watt Cool Blue	\$14.50/each (reg. \$17.50)
• Last 15 times longer than regular bulbs	100-Watt Warm Glow	\$14.50/each (reg. \$17.50)
• approved for damp locations	60-Watt Cool Blue	\$8.50/each (reg. \$10.00)
ON SALE: Sept. 1 - Nov. 30	60-Watt Warm Glow	\$8.50/each (reg. \$10.00)

Contact your EastGen rep. about this special today!

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.I., 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