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**Wilkesview Jay Ashley** GP-84-2YR-CAN  
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 Update

**Upcoming Events**

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

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

**CDN Dairy Genetic Evaluation Release**  
 - December 4

**Canadian Dairy XPO (CDX)**  
 - Feb. 6-7, 2013, Stratford, ON

**EastGen Annual General Meeting**  
 - April 2, 2013, Cambridge, ON

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Robert Wright, with an Excellent Spirte moving through a footbath of Hoofsure Endurance.

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**Keeping Cows Mobile: Hoofsure Product Praised For Effectiveness**

Everyone knows the value of keeping dairy cattle on their feet to maximize productivity. **Hoofsure Endurance**, one of a trio of hoof care products available soon from your EastGen representative, has received praise from an EastGen area dairyman.

Robert Wright of Wrico Holsteins, Midhurst, ON, started using **Hoofsure Endurance** two years ago in the footbath for his 75-head milking herd housed in a free-stall, slatted floor, automated feeding and robotic milking barn. Wright is pleased with the results compared to other products previously used.

"It is my hoof trimmer who confirms its effectiveness. He told me, 'I do not know what you are doing but keep doing it because your cow's feet are a lot healthier than any of my other clients.'"

Wright finds it hard to put a price on healthy feet. "At the time I chose **Endurance** over

copper sulfate or formaldehyde because it was university trial proven to be more effective. The lower price now makes this product even more attractive. I use **Endurance** twice a week in our automatic footbath. The container is located in the utility room and automatically pumps into the footbath. All we do is swing two gates to direct cows through the bath and make sure the container has product."

This dairyman prefers **Endurance** for another reason. "Prior to moving into our new milking barn, we had a manual footbath that we filled with formaldehyde and water but the fumes bothered us so much it was not used regularly."

As Wright sums up the need for an effective product like **Endurance**, "Our cows have to be mobile. Sore feet eliminate a cow's contribution to our herd."

*Watch for more producer comments on this product line!*



## Five Things To Ensure Your Heifers Calve In At 24 Months Of Age

**Mark Carson**  
EastGen Reproductive  
Strategy Manager

The final goal of your heifer raising program should be to produce an animal that calves in by 24 months of age, and goes on to have a successful career as a lactating cow. Here are five areas of heifer reproductive management you need to consider to ensure that a heifer starts her lactation on time.

1) Make sure heifers are moved into the breeding pen regularly. Heifers ready to be bred should be moved into the breeding group in a timely manner, so having scheduled pen moves is a must to ensure the right heifers are receiving the right amount of attention.

2) If using visual heat detection, remember that heifers need to be observed 30 minutes twice a day (morning and night). Make sure your heat detection is not being done during other activities such as feeding.

3) For dairymen using an activity monitoring system such as Heatime®, make sure to get collars on the heifer approximately 10 days prior to the start of the breeding period, to ensure you get the most benefit from the system.

4) Quick identification of heifers that have not been seen in heat. Work with your veterinarian to have a protocol in place for heifers that have not been seen in heat after the first 21 days of the breeding period.

5) Regular scheduled pregnancy checks are also a must, so that open heifers are quickly identified and dealt with in an appropriate manner.

## Brite Lights Put to the Test



Dave Johnston of Maplevue Farms, Listowel, ON, has tested Brite Lights and can clearly see the difference with these powerful yet economical LED lights.

Ten years ago Dave and his brother Doug built their 50 x 216 foot heifer barn with lighting provided by six large sodium lights. The barn design allows for plenty of natural light during the day, but of course nighttime is a different story. "That's when I'm out here checking heifers and watching for heats and need the light to read ear tags if I can't recognize which one it is right away."

A month ago the brothers decided to test the new Brite Lights available from EastGen. At the west end of the structure they replaced three of the existing lights with three Brite Lights, effectively splitting the barn in half for the trial. With just a flick of the switch, the difference is visibly remarkable.

"They come on instantaneously and they're bright right off the bat, so no warming up, no waiting. The sodium lights take four to five minutes until it's bright enough to see at that end of the barn, and they're still only half as bright as these," says Dave of the Brite Lights. His positive comments continue. "The sodium ones light up too much of the rafters and walls, but the Brite Lights direct light down into the heifer pens and walkways where you need it." Installation is also a breeze. It took just three to five minutes per light at Maplevue. "I would put six Brite Lights in this barn to light it up."



*"It's a nice bright white light."*

Dave Johnston with his son Sam

## 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](http://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  
(Current Zone 4 Director Charles Bennett 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.)

**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



Check out the sire material and new videos on Dr. Register calcium tubes and Brite Lights on EastGen's YouTube channel. Subscribe now to: [www.youtube.com/eastgen1](http://www.youtube.com/eastgen1)

## EastGen Progeny Display Well Received at Canada's Outdoor Farm Show 2012

An estimated 41,500 visitors attended the three-day event in Woodstock, ON, this year. Special thanks to EastGen members who made the progeny display of cows and heifers possible this year:

- **Douglea Windbrook Loyola** (*Gillette Windbrook*)  
Bred by: Douglea Holsteins, Clifford, ON; Owned by: Glenvue Holsteins, Rockwood, ON & Greg McLean, Belmont, ON.
- **Wilkesview Jay Ashley** (*Oconnors Jay*)  
Bred & Owned by: Murray Wilken, Ripley, ON
- **Trikamp Bigstone Ivy** (*Hendel Bigstone-ET*)  
Bred & Owned by: Trikamp Holsteins, Orangeville, ON
- **Bridgeview Money Impala** (*Hometown On The Money*)  
Bred & Owned by: Bridgeview Farm, Brantford, ON
- **Lone Pine On Time Believe** (*Lencrest On Time-ET*)  
Owned by: Ancelmo Vasconsellos & Avonlea Genetics, Brighton, ON
- **MS Angels Alika** (*Gillette Jordan*)  
Owned by: Clarkview Holsteins, Beaverton, ON, Clarkvalley Holsteins, Woodville, ON & Certified Holsteins, Strathroy, ON
- **Combhaven Sid Monica** (*Pine-Tree Sid*)  
Bred by: Combhaven Farms, Castleton, ON; Owned by: Clarkview Holsteins, Beaverton, ON & Clarkvalley Holsteins, Woodville, ON

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