

2012/13 EastGen Zone Meetings

More details and dates will be announced in the next Update, on our website, and on flyers to be distributed by your EastGen rep.

Special guest presentation by: Kevin Marmor. Topics include hoof care and Hoofsure Endurance

* Director (if applicable) and Delegate Elections

PRINCE EDWARD - Zone 5

Date: Jan. 15, 10:30 a.m.

Location: Wellington Town Hall, Wellington; in conjunction with DHI and Holstein Club Annual Meeting

OXFORD, BRANT, NORFOLK - Zone 10*

Date: Jan. 15, 11:00 a.m.

Location: Calmac Holsteins, Chad McIntosh, Embro; in conjunction with Oxford County Holstein Club Annual Meeting

NORTHUMBERLAND, LENNOX & ADDINGTON, HASTINGS - Zone 5

Date: Jan. 16, 10:30 a.m.

Location: Herd viewing at Arcadia Holsteins, Codrington. Business meeting and lunch at Codrington Hall, Codrington.

PRESCOTT, GLENGARRY, RUSSELL - Zone 2

Date: Jan. 17, 11:00 a.m.

Location: Metcalfe Centre, Maxville Hosted by Prescott County Holstein Club

RENFREW - Zone 4*

Date: Jan. 18, 10:30 a.m.

Location: Hay-Way Farms, Pembroke

DURHAM (A & B), CITY OF KAWARTHA LAKES - Zone 6

Date: Jan. 22, 10:00 a.m.

Location: Herd Viewing at Maifield Holsteins, Dan Aiken & Family, following by a herd viewing at Willdina Holsteins, John DeVries & Family. Business meeting and lunch 12:00 p.m., Baseline Community Hall, Bowmanville

PETERBOROUGH - Zone 6

Date: Jan. 23, 10:30 a.m.

Location: Herd viewing at the farm of Robert & Greg Sedgwick, Norwood. Business meeting and lunch 12:00 p.m., Norwood Community Hall

Region of NIAGARA (N & S), HALDIMAND, WENTWORTH - Zone 10*

Date: Jan. 23, 10:30 a.m.

Location: Huiztein Farms, Ken & Henry Huizinga, Wainfleet

BRUCE - Zone 8

Date: Jan. 24, 11:00 a.m.

Location: Mildmay Community Centre
** Guest Speaker - Brad Sayles, Semex

DUFFERIN, GREY - Zone 8

Date: Jan. 25, 11:00 a.m.

Location: Millbrooke Holsteins, Ed Meulendyk & Family, Badjeros

WATERLOO - Zone 9

Date: Jan. 25, 10:30 a.m.

Location: Webstone Holsteins, Lloyd Weber, West Montrose

HURON - Zone 12

Date: Jan. 29, 10:30 a.m.

Location: Auke & Jeff Bylsma, Blyth

SIMCOE - Zone 7* & YORK, HALTON, PEEL - Zone 6

Date: Jan. 30, 11:00 a.m.

Location: Farisview Farms, Dalton & Alan Faris, Tottenham

PERTH - Zone 11

Date: Jan. 31, 10:30 a.m.

Location: Erbcrest Farms, Delmer Erb, Wellesley

WELLINGTON - Zone 9

Date: Feb. 28, 10:30 a.m.

Location: James Metzger, Wallenstein

NEWFOUNDLAND-LABRADOR- Zone 1 St. John Area

Date: Jan. 28, 6:30 p.m.

Location: Provincial Agricultural Building

NEWFOUNDLAND-LABRADOR- Zone 1 Deer Lake Area

Date: Jan. 30, 10:00 a.m.

Location: Cormack Community Hall

Please watch www.eastgen.ca for more details on the following meetings for Zone 1:

New Brunswick - Fredericton Area, Feb. 12
New Brunswick - Sussex Area, Feb. 13
P.E.I. - Feb. 14



Win A Trip!

Customers attending the meetings who have purchased Provita Hoofsure products up to and including the meeting will receive a ballot(s) for a chance to win a trip for two to Orlando, Florida (Includes flights and accommodations)

New Sales Number for all EastGen Customers

As of January 16, 2013, the sales office will be based out of a new distribution facility at the EastGen head office location. Please call 1-519-821-2150 or toll free 1-888-821-2150 for all sales inquiries.



EastGen Update

Upcoming Events

EastGen Zone Meetings held across the EastGen service area
- Full listing of dates on page 4

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

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

I Immunity+
GÉNÉTIQUE RÉSISSANTE
AUX MALADIES



Revolutionize your herd for health

Daughters of Immunity+ sires have less disease and provide additional benefits which improve overall herd health and increased longevity.

Helping you improve overall herd health

As EastGen's all-new proofs hit mailboxes in mid December, producers saw the very first Immunity+ selected sires highlighted in the line-up. Launching this industry leading brand is one example that we are committed to keeping our promise of delivering leading genetics and programs for our customers.

All dairy producers want more healthy cows. The challenge has been that until today, health traits have been very difficult to improve genetically.

For over a decade, Semex has been supporting immune response research at the University of Guelph in Canada under the direction of Dr. Bonnie Mallard, BSc (Agr), MSc, PhD, Professor Immunogenetics, Department of Pathobiology. This research has resulted in a new product at Semex known as Immunity+™ sires.

With heritability comparable to productivity traits, Semex's Immunity+ sires will produce cattle with a broad based resistance to the bacterial and viral based pathogens that cattle are exposed to on a daily basis. Additionally, their daughters will produce colostrum that passes on more antibodies and they will respond better to vaccination protocols.

"This is an industry first. And, Semex is proud to exclusively offer a product that will dramatically change the way our clients look at developing their own operation's genetic strategies," says Brad Sayles, Semex Vice President Global Marketing. "Producers know that some cows just go unnoticed.... They don't get sick, they don't cause problems and they don't cost producers extra money. We're excited to be the exclusive genetic company globally to offer this product, and to deliver a new solution for disease control to the marketplace."

EastGen's Immunity+ sires include: (Holsteins) R-E-W Weaver, Charpentier LFG Spectrum, Marbri Facebook, and Misty Springs Supersonic. (Jerseys) Sunset Canyon David, Hollyland Lilibet's Legacy.

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EastGen

5653 Highway 6 N, RR#5
Guelph, ON N1H 6J2
Phone: 1-888-821-2150
Email: info@eastgen.ca
www.eastgen.ca

Reproduction & Breeding



Time to check your Temperature

Mark Carson
EastGen Reproductive
Strategy Manager

It's a start to a new year, which makes it a good time to check out the tools that you use in your reproductive program. Proper maintenance of breeding and heat detection equipment can help you get an extra percentage or two in pregnancy rate.

For owner inseminator herds, go over your AI kit and give it a good cleaning. Empty and clean the water thaw bath to remove any build-up. It is also important to check your water bath thermometer to ensure that you're getting a proper reading. All too often, conception problems can develop from a thermometer being out by a couple of degrees. Clean the scissors and breeding rod thoroughly to make sure no containments have built up on your breeding equipment.

For owners of activity monitoring systems, this is also a good time to perform maintenance of the system. Make sure the activity tags are properly fitted on the cows to ensure maximum performance. Check to make sure the readers are well mounted and reading the cows easily. It is also a good time to check to make sure you have enough activity tags to go on all your open cows. If you have some open cows without tags, it is worth the investment to purchase a few more tags to get full coverage of your herd.

If you need help going through your breeding kit or have questions about activity monitoring, your EastGen representative would be glad to assist.



Visit EastGen's Genetics
At Work Display at Canada's
National Dairy Showcase!

February 6 - 7, 2013
Stratford Rotary Complex,
353 McCarthy Rd., Stratford, ON.
200+ Dairy Exhibitor Tradeshow

Visit our live free-stall daughter display and learn more about Semex's new Immunity+ sire line-up.

Clip the following coupon for a \$10.00 discount on admission!

February 6th, 7th 2013
\$10.00 OFF ADMISSION COUPON
Compliments of:
EastGen
www.eastgen.ca

Stratford Rotary Complex, 353 McCarthy Rd., Stratford, ON
DairyXpo.ca | info@dairyxpo.ca
One time use only, one per adult admin, valid through February 6, 7 2013. Adult admission and day time programming only. Adult admission is \$15 with this coupon.

Special Pricing!
Genomax™
SUCCESSFUL GRADUATES

Brawler
Bigstone
Jordan
Stanleycup
Chelios
Lavanguard
Jett Air

GENETIC SCHOLARS
Recognizing distinguished grads from Semex's Genomax™ Line-up

GRADUATES

0200HO05908 Hendel **Bigstone**
0200HO05929 Gen-I-Beq **Brawler**
0200HO03648 Domicole **Chelios**
0200HO05575 Gillette **Jordan**
0200HO05630 Comestar **Lavanguard**
0200HO03603 Gillette **Stanleycup**
0200HO00528 Sildahl **Jett Air** *Newly returned star

Buy any combination of the sires listed in the Graduates and Freshmen sections and qualify for the discounts listed below. Please note that a maximum of 33% of the semen ordered may include sires listed at a retail price of \$60 or more.

Special valid from December 4, 2012 - April 8, 2013

FRESHMEN

0200HO02759 Mr Chassity **Coloss**
0200HO07449 Cabon **Fernand**
0200HO03827 Donnandale **Lumi**
0200HO02867 Seagull-Bay **Phantom** *Limited Supply
0200HO06320 Cangen **Pinkman**
0200HO03794 Brandt-View **Police** *Pre-Order Only
0200HO02792 Sandy-Valley **Saloon** *Limited Supply
0200HO02699 Misty Springs **Speech** *Pre-Order Only
0200HO02698 Misty Springs **Supersonic**
0200HO02828 Dymentholm S **Sympatico** *RDC *Limited Supply

Domicole Chelios

\$30.00 per dose for 30 doses
\$27.50 per dose for 75 doses
\$25.00 per dose for 150 doses

EastGen
888-821-2150
www.eastgen.ca
Guelph, ON
Kempville, ON

You Tube

Have you viewed the EastGen channel on YouTube? Here's a look at what you'll see.

Subscribe to: www.youtube.com/eastgen1



Sire Videos



AI 24 - Heatime Demonstrations



Reproductive Solutions