



Fall is the time for harvest and it is no different in the genetics business. We have just had our second of three proof rounds for the year and the harvest from this round is likely the best we've had in recent history!

Before we get to the exciting sire news, you will want to ask your EastGen representative about the many ways you can save money with EastGen. On average, EastGen customers receive 35% savings for all genetic purchases through our **Loyalty Discount** programs. Four bulls have been reduced in price until Dec 31<sup>st</sup> which includes: the second-crop sensation **Pine-Tree Sid**; Immunity+ Genomax sire **Comestar Lineman**; the Genomax sire **Jeanlu Fix**; and the newly added Immunity+ Genomax sire **Stantons Pulsar**. As a possible alternative to the regular **Loyalty Discounts**, we have introduced a **Fall Incentive Special** which includes 8 of our very best bulls. Customers can purchase 50 units in any combination of the 8 bulls and get 25 free; or buy 100 units and get 60 free; **OR** enjoy their regular **Loyalty Discount** – whichever is better. The special runs until December 1<sup>st</sup>, 2014 and the free units will be from the lowest priced bull selected. The 8 eligible sires for the **Fall Incentive Special** are listed on the right.

### FALL INCENTIVE SPECIAL

Eligible on these 8 Sires

**FACEBOOK** **NEW**  
**PULSAR** **NEW**  
**WICKHAM** **NEW**  
**JETT AIR**  
**LEMUST** **NEW**  
**CONTRAST** **NEW**  
**SUPERPOWER**  
**IMPRESSION**

## Newly Proven Additions to EastGen's Proven Holstein Sire Line-Up

**Marbri Facebook:** #1 GMACE LPI #1 TPI Man-O-Man x Airraid x VG-86-2YR 8\* Shottle x VG-86-2YR 1\* Finley x Emerson x VG-86-3YR 10\* "Belle Fleur"

- The new #1 TPI and #1 GMACE LPI sire and Immunity+ from the "Belle Fleur" family
  - Fantastic production improver with +2256 for milk, & plus deviations (+.36%F, +.12%P)
  - Health & Fertility specialist with high Herd Life (108), Calving Ability (104) and low SCS (2.91)
- Areas to protect: Rump Angle, Leg Set



**Comestar Lemust:** #16 GLPI Planet x VG-87-2YR 3\* Bolton x VG-89-2YR 25\* "Lautamie Titanic" x 20\* Igniter x 2\* Emerson x VG-87 23\* "Lausan Black"

- Total outcross Planet from the "Laurie Sheiks" with no Goldwyn, no O Man and no Shottle blood
  - A solid production improver with +1606 Milk and plus component deviations (+.03%F, +.04%P)
  - A dairyman's dream 107 Milk Temperament & well-attached udders (+13 Fore & +14 Rear Attach Width)
  - Track very well (+9 RLRV) on well-shaped feet (+8 Heel Depth) and are wide chested (+6)
- Areas to protect: Loin Strength, Rump Angle, Rear Legs Side View



**Larcrest Contrast:** #23 GLPI Alexander x VG-87 2\* GMD DOM Larcrest Cosmopolitan (by Shottle) x EX-90 GMD DOM Outside x EX-93-3E GMD DOM Juror

- An exciting Alexander from the former #1 CTPI cow Larcrest Cosmopolitan!
  - Amazing for Fat improvement (103 kg, +.82%) and Protein deviations (+.11%)
  - Track very well (+11 RLRV) on great feet (+8 Foot Angle, +9 Heel Depth) with correct Set of Rear Legs (+8)
  - Expect wide square rumps (+12 Pin Width, +8 Pin Set) leading to improved Herd Life (105).
- Areas to protect: Angularity, Stature, Daughter Fertility
















**Misty Springs Smokin:** #37 GLPI Lavanguard x VG-87-2YR 1\* FBI x VG-86-2YR 10\* x VG-88 15\* x VG-86-2YR 38\* "Splendor" x VG-86 18\* "Aero Flower"

- A high GLPI Lavanguard son from the famous "Aero Flower" family!
  - Solid production improver with +1410 Milk and good component potential (+.37% Fat, +.04% Protein)
  - Our best for overall Dairy Strength (+15) with wide Chests (+8), Stature (+12) and Body Depth (+14)
  - Hard topped cattle (+7 Loin) with correct Pin Set (+6) and Daughter Calving Ability (105)
- Areas to protect: SCS, Daughter Fertility, Milking Speed, Lactation Persistency



**NEW**  **Genomax™** *Leading Genetics* **Additions to EastGen's Holstein Sire Line-Up**

SIRE	SIRE / MGS	GPA LPI	MILK	FAT	PROTEIN	CONF	MS	FL	DS	RUMP	HL	CA	SCS	PRICE	CATEGORIES
Stantons PULSAR	McCutchen x Super	3397	1526	80 .23%	63 .12%	16	15	10	11	4	116	103	2.70	\$65	 <b>HealthSmart</b> Healthy Calves Cost Less  <b>Immunity+</b> Disease Resistant Genetics
Mr Delicious LIONEL	McCutchen x Robust	3416	2176	112 .30%	81 .10%	11	11	7	6	2	112	103	2.76	\$45	 <b>HealthSmart</b> Healthy Calves Cost Less
Silvridge V WICKHAM	Mogul x Snowman	3366	2053	87 .13%	70 .03%	16	14	14	10	7	112	106	2.70	\$60	 <b>HealthSmart</b> Healthy Calves Cost Less  <b>Robot Ready</b> Built for Automation
Lookout Pesce SNOWY	Let It Snow x Atwood	3192	1121	69 .29%	55 .18%	20	19	16	11	3	108	99	2.74	\$50	 <b>HealthSmart</b> Healthy Calves Cost Less
Ladys-Manor DURBIN	McCutchen x Goldwyn	3157	1305	72 .23%	59 .16%	18	16	11	14	3	109	104	2.75	\$35	 <b>HealthSmart</b> Healthy Calves Cost Less
Ste Odile MERCURE 	Meridian x Baxter	3113	1471	71 .17%	50 .03%	16	14	12	12	3	110	106	2.78	\$48	 <b>HealthSmart</b> Healthy Calves Cost Less
Wa-Del BRYANT 	Mogul x Super	3066	1441	74 .20%	53 .06%	15	16	7	7	2	111	103	2.64	\$45	 <b>HealthSmart</b> Healthy Calves Cost Less
Blondin Integral	Sympatico x Shottle	3028	589	76 .57%	35 .15%	16	15	12	7	4	110	104	2.64	\$40	 <b>HealthSmart</b> Healthy Calves Cost Less
<b>AVERAGE</b>		3217	1460	80 .27%	58 .10%	16	15	11	10	4	111	104	2.71	\$48	

 Sexed Only



We have added two new sires to our Immunity+ list to bring our offering to 12 sires which average 3088 for GLPI, 111 for Herd Life, 2.71 SCS and +14 for Conformation!

Marbri <b>FACEBOOK</b>	NEW #1 TPI and GMACE LPI	Val-Bisson <b>DOORMAN</b>	+18 Conformation
Stantons <b>PULSAR</b>	+3397 GLPI	Stantons <b>BOOKKEEPER</b>	111 Herd Life
Monument <b>IMPRESSION</b>	+12 Heel Depth	Swissbec <b>BREKEM *RDC</b>	Red Carrier
R-E-W <b>SEAVER</b>	2 <sup>nd</sup> Crop Sensation	Gen-I-Beq <b>SAMMY</b>	+16 F&L
Mr Lookout P <b>EMBARGO</b>	112 Herd Life	Silvridge V <b>ENVIOUS</b>	+17 Type
Comestar <b>LINEMAN</b>	+15 Mammary System	Bryhill <b>SCIENCE-P</b>	Polled

## The evidence is growing.

Immune response is highly heritable and Immunity+ sires pass on their natural defense to their daughters and subsequently future generations. By selecting Immunity+ sires, with naturally high immune response, you can improve your overall herd's health.

For more proof details, go to [www.eastgen.ca](http://www.eastgen.ca) or [www.cdn.ca](http://www.cdn.ca).

