



# EastGen

## NEWS RELEASE

FOR IMMEDIATE RELEASE  
March 13, 2015

### **Ryan Giguère Joins EastGen's Sales Team as Regional Sales Manager in Eastern Ontario**

Guelph, ON – EastGen is pleased to announce that Ryan Giguère has been appointed to the position of Regional Sales Manager, East Region, effective March 30, 2015.

In this role Ryan will manage and coach the Sales Representatives and AI Technicians within his territory covering Eastern Ontario while providing tailored solutions to achieve the desired results of EastGen's customers. Ryan will be responsible for supporting his team in delivering genetic strategy through EastGen's 360° Genetic Solutions.

"We're extremely pleased to welcome Ryan to our team in Eastern Ontario," says Adam Weaver, EastGen Sales Manager. "Ryan's keen passion coupled with his skill set and experience in the AI industry will effectively support his team in delivering the latest technology and genetic expertise to ensure EastGen customers achieve their goals. We are committed to providing genetic excellence resulting in ideal cows."

Ryan holds a diploma in Farm Management and Technology, with a specialization in Dairy Bovine Nutrition from McGill University. Since graduating, Ryan worked for Ferme Val-Lait in Stoke, Québec and Ferme Wendemir in St-Isidore de Clifton, Québec, and most recently held the role of Sales Representative for the Montérégie and Estrie region with CIAQ. During his tenure with CIAQ, Ryan has also held the positions of On-Farm Genetic Consultant for the Tandem Program, and worked as an Inseminator for customers in St-Valentin and Sherbrooke. Ryan's extensive skill set and knowledge will be a great complement in his commitment to a consulting service approach with EastGen.

EastGen is a farmer owned company headquartered in Guelph, Ontario, and serving the dairy and beef breeders of Ontario, New Brunswick, Newfoundland and Labrador, and Prince Edward Island. EastGen, and their two partner cooperatives located in British Columbia and Quebec, are proud owners of Semex, which is recognized as a leader in developing and marketing elite dairy and beef genetics to customers around the world.

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