

# EastGen

Invested in your future.

## 2016 Employer of Distinction



*Photo (left to right): Diane Green, EastGen Human Resources Manager; Tina Quinn, EastGen Payroll & Benefits Specialist; Carole Blackburn, EastGen Sales Coordinator; Brian O'Connor, EastGen General Manager, accept the 2016 Employer of Distinction Award.*

The Guelph & District Human Resource Professional Association (GDHRPA) recognized EastGen as 2016 Employer of Distinction in the under 200 employee category at a formal ceremony held at the Delta Hotel, Guelph, on June 16, 2016.

This prestigious award recognizes EastGen for their commitment to their employees through HR policies and practices. This program is designed to acknowledge local companies for being outstanding employers who shape organizational excellence through strong HR practices that drive their organizations' success.

Winners were selected through a four-step process involving initial nomination, information collection/delivery, on-site interviews of staff, then a selection of winners. EastGen was praised for their innovation and creativity, humble and progressive environment, sense of family/community within the team and organization, and staff who are proud of their company.

# Update

July 2016

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*Gerrit Wensink  
appointed  
Semex  
President*

Gerrit Wensink (EastGen Board Member) has been appointed as President & Chairman of the Semex Board for 2016-2017, succeeding Norm McNaughton (EastGen) who completed the maximum three-year term as president. Norm will continue as Executive Member of the Board. Also assisting Gerrit is Gary Bowers (CIAQ), who has been re-elected for a second term serving as Vice President. Other members of the Board of Directors include: Robert Wright (EastGen); Warren MacIntosh (EastGen); and Art Pruijm (WestGen).

Semex also welcomes four new members who will serve on its Board of Directors:

- Jean Bissonnette (CIAQ)
- Ben Brandsema (WestGen)
- Jean-François Morin (CIAQ)
- Jean-François Simard (CIAQ)

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## 2016 Employer of Distinction

The GDHRPA community relations committee presenting this award recognized EastGen for being proactive in developing systems to encourage high performance with a large focus on employee empowerment.

In accepting the award, EastGen's Human Resources Manager Diane Green said, "It is an honour to receive this award of distinction which is only possible through the accomplishments of all of our staff across the organization who challenge themselves daily to constantly advance the dairy industry. EastGen's staff recently developed our new tagline "Invested in your future." We are invested in our employee's future, we are invested in our customer's future, and when we demonstrate this daily, that investment continues to grow."

## Follow us on Instagram

@eastgen\_genetics



## First Lactation Cows

Mark Carson, Solutions Manager

Over the past decade, improving heifer raising has been a key focus for many Canadian dairy producers. We're seeing the results with an average age at first calving down to 25.5 months across the EastGen area, a two-month reduction from where it was in 2009. This reduction is likely due to better heifer raising from calves, right up through to breeding age.

Below are three quick metrics that can be used to gage the overall performance of your heifer raising program.

**Average age at first calving** – The simplest measurement of the outcome of your heifer raising. Modern dairy genetics make heifers productive animals that can calve-in at 23-24 months of age. Average age at first calving is easily found in your DHI test day reports.

**Average milk yield by age fresh** – A good metric to use to see how well your heifers are doing by age at first calving for your herd. Take the average 305 milk yields by age fresh to see at which age you're getting peak yields. If you're not getting peak yields at your herd's target age, then start making adjustments to your program. This number can easily be calculated by Dairy Comp 305.

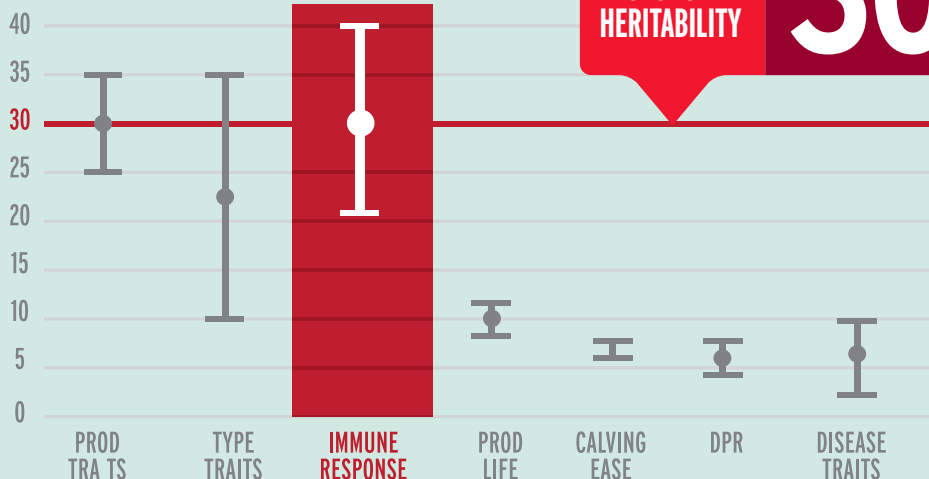
**First Service Conception** – Measuring the first conception by age fresh is also another interesting way to gage how well your first lactation cows are doing. This helps to give you an overall sense of the health and fertility of the first lactation cows. This service should be the highest conception of all your lactating cows. This number can also be easily calculated by Dairy Comp 305.

# Disease Resistant Genetics

IMMUNE  
RESPONSE  
HERITABILITY

30%

HERITABILITY



Exclusive, patented Immunity+ sires have been tested and confirmed to have high levels of immune response. Studies show that Immunity+ sires pass on their natural defense to their daughters and future generations. Ask about Immunity+ sires to manage the health of your herd and your future. No other company offers anything like it.



Photo: Kaiti Lamb

0200HD10457



**Progenesis ORION**

Kingboy

• EDG Dania Mogul 2757 (Mogul)

• Lady S-Manor S Dania (Shamrock)

0200HD18407



**Silverridge V ERIC**

Lotomax

• Silverridge V McCut-Enchanted (McCutcher)

• Yelthan S/G Snow Evening (Snowman)

0200HD10516



**Morningview UPRIGHT**

Kingboy

• Morningview Uro Danka-ET (Numero Uro)

• Morningview Baxter D-Rae (Baxter)

## ***Farm products delivered to your door***

You can depend on your EastGen Representative to deliver the farm supplies and technical expertise you require to meet or exceed your specific goals.

At EastGen we are focused on developing long-lasting, profitable herds and lifelong partnerships. Part of that relationship is providing you access to a large offering of farm products delivered conveniently to your door through our extensive network.

We are pleased to offer a full line of quality products that include: udder care products; hoof care products; AI supplies; farm supplies; needles and syringes; halters; ET supplies plus a growing list of other supporting products. These products have been brought to the market to address the specific needs of our farmer-owners. We are accountable to farmers first.

When you partner with EastGen, you not only access the best-trained and most knowledgeable staff in the industry, we offer you the best solutions to serve you – the customer.

Ask us today how we can support your goals with our convenient farm product line.

***We are invested in your future.***



EastGen, 7660 Mill Road, Guelph, ON N1H 6J1  
1-888-821-2150 [www.eastgen.ca](http://www.eastgen.ca)

## ***AI Supplies***



*Complete AI Kit*

## ***Animal Health***

*Mastitis Test Kit*



*Heat Wave Plus*



*Quality Teat Dips*

## ***Hoof Care***

*Provita*



***Farm Supplies***  
*LED Light Bulbs*