

# EastGen

Invested in your future.



## A service unlike any other - 360° Genetic Solutions

The 360° Genetic Solutions approach allowed Shady Lane Farms Inc., to take a 360° look at their herd (genetic potential, production, classification and much more), as well as their short and long term plans for the herd.

The Droogh Family: Jacob (pictured) & Amy, John & Dianne, Jesse, Jonathan, and Joel milk between 140 & 160 Holsteins and Jerseys at Shady Lane Farms Inc. in North Gower, Ontario.

“Our goal is to exponentially increase the herd’s genetic improvement with the use of sexed semen. Using EastGen’s GenoPlan and customized mating reports we are able to select our top animals for sexed semen matings while maintaining our desired replacement heifer ratios by using conventional and beef semen in our program,” Jacob explains. “Every proof round we meet with our

Update  
November 2016



## 3 Steps to 360

It really is as easy as

1-2-3



**GenoPlan**

### GenoPlan

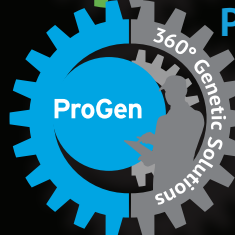
Gauge your herd’s current genetics



**SemexWorks**

### SemexWorks

Choose appropriate sires to meet your herd’s goals



**ProGen**

### ProGen

Mate your herd with the industry’s leading mating program

Don’t miss EastGen’s 2016/2017 County Zone Meetings

See meeting details on page 2

## 2016/2017 COUNTY ZONE MEETINGS

### GLENGARRY\*\* & PRESCOTT\*\* - Zone 2

Wednesday, November 30, 2016, 10:30 a.m., Cassburn United Church, 1790 Cassburn Road, L'Original.

\*\* Delegate elections

### CARLETON - Zone 3 /RUSSELL\*\* - Zone 2

Wednesday, December 7, 2016, 10:30 a.m., Farm of Gerald & Janet Van Bokhorst, 4102 Stagecoach Road, Osgoode, followed by lunch and meeting at the Red Dot Café, Osgoode.

\*\* Delegate elections

*In conjunction with Holstein Club*

### LEEDS & GRENVILLE - Zone 4

Thursday, December 8, 2016, 10:30 a.m., Roosburg Farms, John, Cole & Ian Verburg, 78 Wiltestown Road, Athens.

*In conjunction with Holstein Club*

### LANARK - Zone 4

Friday, December 9, 2016, 10:30 a.m., Beckwith Council Hall, 1702 9th Line Beckwith, Carleton Place.

*In conjunction with Holstein Club*

### RENFREW - Zone 4

Monday, December 12, 2016, 10:30 a.m., Cobden Civitan Hall, 35 Main St., Cobden.

*In conjunction with Holstein Club*

### DUNDAS & STORMONT - Zone 3

Tuesday, December 13, 2016, 10:30 a.m., Glaudedale Farms, Kevin Glaude, 14778 CTY RD 9, Berwick.

*In conjunction with Holstein Club*

### FRONTENAC - Zone 4

Thursday, December 15, 2016, 10:30 a.m., Battersea United Church, RR1 Church St., Battersea.

*In conjunction with Holstein Club*

It really is as easy as **1-2-3** *Continued from page 1*



genetic advisor to evaluate the sires being used and the traits being focused on. Utilizing the expertise of our EastGen genetic advisor coupled with the mating programs, we believe the game plan we constructed together will yield the results we are trying to achieve over time.”

360° is a service unlike any other. It helps you take a 360° look at your herd currently (genetic potential, production, classification and much more), as well as your short and long term plans for the herd. It closes the loop by providing you with a comprehensive mating program that fits.

### 1. Determine where you are.

Having the full picture means taking an in depth look at where your herd is now. Your EastGen rep is adept at using our GenoPlan program to gain insights into your herd today that will help you plan for tomorrow. This state-of-the-art software uses milk recording, classification and other records to thoroughly evaluate the strengths and weaknesses of your herd. Using six key criteria, it compares each cow to the breed average, as well as to the rest of your herd.

### 2. Decide where you want to be.

Your short and long term goals for your herd also need to be considered. Do you plan to build a new barn? Are you happy with your herd performance? Do you want to maintain or improve key traits? Is higher production a priority? Your EastGen representative knows how to develop a genetic plan that is right for you and your herd.

Using SemexWorks, your rep will develop a proposal that takes into account price as well as value - how the bulls selected will make your herd more profitable.

### 3. Develop the action plan.

Now it's time to bring it all together. Using the information from the previous steps, your EastGen rep will develop a detailed custom mating plan. The ProGen program also takes into account the defects of a specific cow, inbreeding and recessive genes. The result is a mating plan that is ready to go, right for your herd and for you.

Now you have come full circle - 360 degrees. EastGen is there with you for the long term. That means you and your rep will periodically use the program tools at their disposal to check progress and tweak the plan - for example when new proofs are published. It really is as easy as 1-2-3.



Using SexxedULTRA™\*

75%  90%

Sexxed™ semen conception rates are closer to conventional (75%-90%)

*Want to know what SexxedULTRA semen is available through your EastGen Representative?*

Visit [www.eastgen.ca](http://www.eastgen.ca) for the current inventory of SexxedULTRA semen.



The 2017 Semex Beef Management Handbook will be available in early January, 2017. EastGen provides genetics for every type of beef farm – whether striving for top management, high production, superior conformation or all of these.

For additional information on beef sires visit <http://www.semex.com/beef/>

## 2016 Director Election Results

We are pleased to announce the results of the Director Elections for Zone 2, 5, 8, 11.

**The following Directors have been acclaimed in their respective Zones:**

**Zone 2** Tom Pasco  
**Zone 5** See note below \*\*  
**Zone 8** Robert Bumstead  
**Zone 11** Doug Johnston

\*\* No nominations were received for a director in Zone 5. In accordance with EastGen by-laws the Secretary of the Board has extended the deadline for nominations for Zone 5 to no later than 5:00 p.m. on Friday, November 25, 2016.

A special thank you is extended to Warren MacIntosh (Zone 2), Alan Brown (Zone 5) and Brian Betts (Zone 8) who were not eligible to re-run as they have completed the maximum term a director can represent the membership on the EastGen Board of Directors.

## It's the start of another hockey season

Mark Carson, Manager of Reproductive Solutions



The start of another hockey season is now upon us. Each of our favourite hockey teams is filled with new players and new expectations. With a salary capped league and only 20 players allowed on the bench, even the traditional sports like hockey are now deploying analytics to determine the value and quality of players. Traditional metrics used for measuring an individual hockey player's performance have included goals, assists and total points. Scoring points is an important part of the game. Anyone who watches the sport can name a player that yields many points yet may not be the best fit for the team. In the NHL you are now hearing new analytic terms such as "Corsi for percentage" mentioned. The higher Corsi rating, the more time the player controls the puck, the more valuable the player is for the team.

So how does relate to dairy herd management? Managing what players are on your bench, and what cows are in your dairy barn from a statistical point is the same. Goals, assists and points could be switched for kilograms of fat, protein and milk yield. And like hockey players, we all know that we have cows in the barn that yield well, but you sometimes wonder if they are worth having around.

At the herd level, there is room to develop new measures to identify these cows. With data collection from technologies such as automated health monitoring through AI24, we will be able to identify these cows better. If we used the number of events (lame, mastitis, repeat breedings) and put dollar values to those events, this would lead us to a true value of each individual cow. There is a real opportunity to rethink some of the ways we measure cow individual performance within your herd.

***Let EastGen help you define & implement a 360° genetic strategy which can allow you to use new analytics to improve your herd.***

Follow us on Instagram  
@eastgen\_genetics



## FARM PRODUCT *Special*



### Black Nitrile Milking Gloves

- 100% Nitrile/Powder Free
- Thick and puncture resistant
- Helps reduce bacteria & infection
- Latex Free
- Rolled Cuff
- Improved thickness (5ml)
- Available in various sizes

*On special November 1  
- December 31, 2016*

**\$12.00/box**

  
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