



EastGen

Invested in your future.

Semex & River Valley Farm Announce Partnership



ANNOUNCING SEMEX AND RIVER VALLEY FARM PARTNERSHIP

As the fastest growing AI company in the world, Semex and genetic powerhouse, River Valley Farm, are thrilled to announce an exciting new partnership and the stud code series... 0200JE10000. Semex is now home to the River Valley Farm Bull Program and it's star-studded lineup of over 25 young sires including Craze, VIP, Rockstar, Change-Up, Checkmate and Racer all available from Semex in the Fall of 2016.

Semex has been River Valley Farm's exclusive IVF embryo producer through Semex's Boviteq, making this new partnership a natural progression.

This new partnership expands the Semex Jersey lineup to the fastest growing in the industry, and gives nearly immediate access to some of the Jersey breed's most in-demand young sires. River Valley Farm's maternal lines include 160 of the breed's top JPI™ females following the August genetic evaluation as well as: three US National Show Champions; three World Dairy Expo Grand Champions; a World Dairy Expo Supreme Champion; a Canadian National Champion; and many All-Americans and All-Canadians.

"Collaborating with industry-leading River Valley Farms and the entire Sauder Family is something we can not be more excited about," says Brad Sayles, Vice President Product Development & Genetic Solutions. "At Semex we believe in cultivating long-lasting partnerships, and we see this relationship really benefiting our clients globally. Available very soon will be sires that rank at the top of Jersey listings, including seven bulls over 190 JPI, 12 greater than 21 JUL, six bulls over 90 CFP, and three, ShowTime™ sires including a son of the 2014 World Dairy Expo Supreme Champion Venus!"

October 2016

CALL FOR DIRECTOR NOMINATIONS

EastGen members in the following zones are invited to submit nominations for Directors for a three year term. Early nomination forms will be mailed and posted at www.eastgen.ca this fall. All nominations must be submitted prior to Friday, October 28, 2016 at 5:00 p.m.

Zone 2 – Glengarry, Prescott, Russell **

Zone 5 – Hastings, Lennox & Addington, Northumberland, Prince Edward **

Zone 8 – Dufferin, Bruce, Grey **

Zone 11 – Perth

** The current directors in each of these Zones - Warren MacIntosh (Zone 2), Alan Brown (Zone 5) and Brian Betts (Zone 8) are not eligible to re-run as they have completed the maximum term a director can represent the membership on the EastGen Board of Directors.

Please note that Delegate and Alternate Delegate elections will be conducted at each of the above Zone County Barn/Hall meetings that will be scheduled for some time between December 2016 and March 2017.

Invested in your future.

Your On-Farm Support Team

As we challenge ourselves to constantly advance the dairy industry, we continue to realign staffing and resources to best suit the needs of our farmer-members. We remain dedicated to bringing you the on-farm support you need to meet your genetic goals through our extensive network of the best-trained and more knowledgeable staff in dairy genetics.

Semex recently restructured our Sire Acquisition team into two new teams to support the growing demand for the dynamic genetics Semex provides to different dairy farms around the world.

EastGen's Genetic Support staff as well as the teams from our partners WestGen and CIAQ have now transitioned to two newly defined teams at Semex.

Genetic Development Team

Thierry Laberge, Mike West, Carl Saucier – joining from CIAQ, Jim Biggar – joining from EastGen, Carl Barclay – joining from WestGen

Product Acquisition Team

Brian Carscadden, Julien Chabot and Paul Trapp.

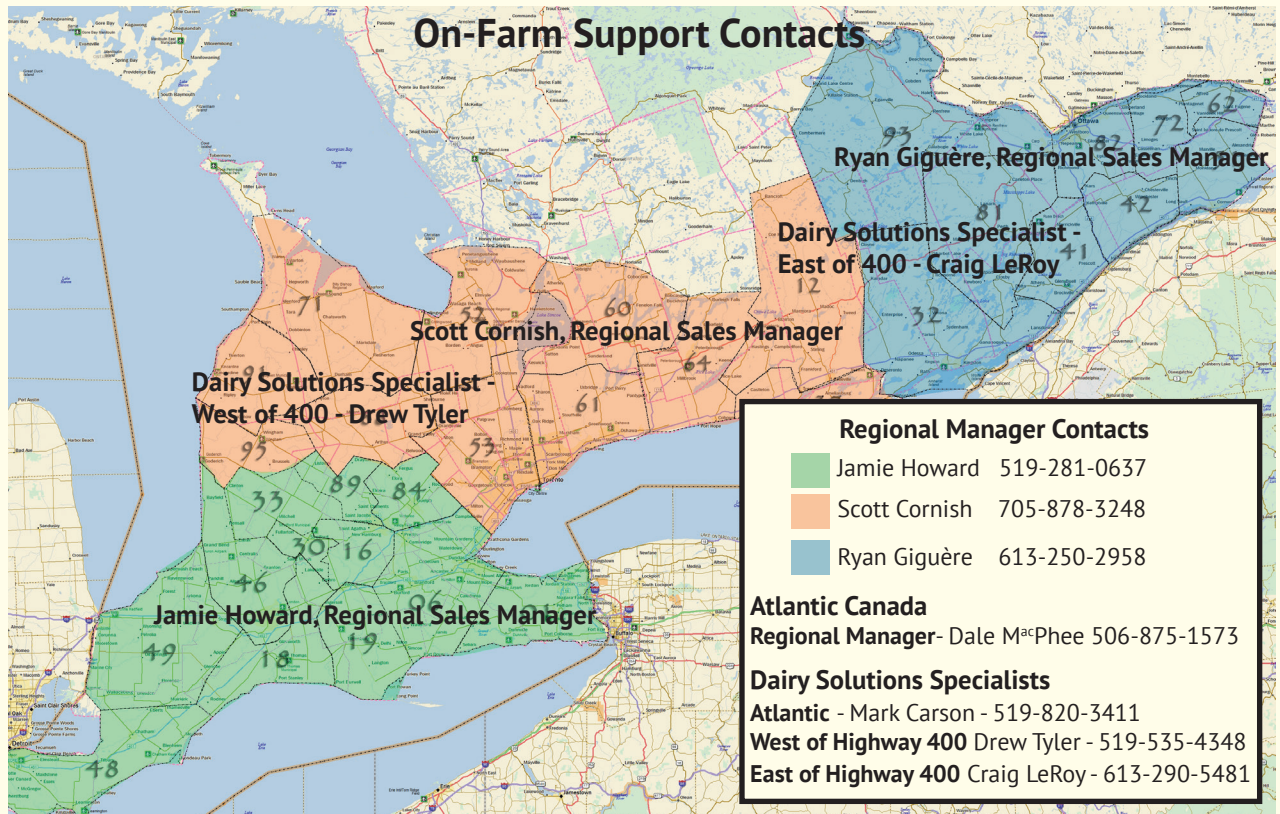
We would like to provide the following primary contacts for EastGen customers who require information on any of the following Semex services:

Daughter Analysis - Jim Biggar

International Tours - Jim Biggar

Multiplier Herds - Mike West

Embryo Sales - Mike West



At this time we would like to highlight the team at EastGen who is dedicated to assisting with the genetic strategy of your herd. Our team of Regional Managers are available to assist you in partnering with your dedicated representative assigned to your farm. Please contact your Regional Manager to coordinate customized mating reports and to arrange for a 360 Solutions Certified staff member to visit for a genetic consultation. **Please see the map on page 2 to locate your Regional Manager.** (Jamie Howard, Scott Cornish, Ryan Giguère, Dale MacPhee).

EastGen's Dairy Solutions Specialists led by Mark Carson is available to provide reproductive audits, herd analysis, genetic strategies and AI 24 activity/health monitoring support. **Craig LeRoy** covers Eastern Ontario East of Highway 400, **Drew Tyler** is focused on the areas west of Highway 400 and **Mark Carson** is your contact in Atlantic Canada.

EastGen's farmer-owners have greatly benefited from the commitment and dedication of the Genetic Support Team over the years. Thank you to Jim Biggar and Barry Mooney for their contribution to the industry, Semex, EastGen and legacy companies. Following the Semex transition, Barry Mooney has decided to pursue new life and career aspirations. We celebrate his distinguished career of 34 years in Eastern Ontario working for EastGen and our legacy organizations. His impact in the industry will leave a lasting mark on the many farmers who he built strong relationships with over his career.

Please contact Karen Flewelling for general inquiries at 1-888-821-2150 ext. 259.



Focus on first service

*Mark Carson,
Solutions Manager*

Having a plan to get cows bred for the first time after the start of a new lactation is one of the most critical parts of a successful reproduction management program. Below are three things to consider:

- 1) Set a voluntary waiting period (VWP). Most herds in the EastGen region VWP somewhere between 50 to 70 days after calving. Depending on how good your reproductive performance is and what tools (Timed AI, Activity Monitor) your herd uses influences the VWP. The better the overall reproductive performance of your herd is, the less necessary it is to get cows pregnant earlier in lactation. Herds with pregnancy rates above >24% could explore a VWP closer to the 70 DIM range.
- 2) Set a goal for average days in milk at first service. Different than VWP, days in milk at first breeding is when the actual breeding's occur on average. This is an important number to monitor, especially for herds that depend heavily on visual heat detection. Rule of thumb is that your average days in first breeding shouldn't be more than a breeding cycle days past your VWP.
- 3) Once you have your goals set, figure out what tools you're going to use to achieve them. Most herds in the EastGen area now use a combination of heat detection, activity monitoring and timed AI to get cows pregnant. For visual and activity herds, a deadline needs to be set for when the cow needs to enroll into a Timed AI Protocol if no signs of heat are seen.

EastGen

Invested in your future.

The BEST for LESS Fall Semen Special!



Misty Springs Baby Smurf

VG-85-2YR-CAN

Photo: Patty Jones

Cranholme Sympatico Alan

VG-87-3YR-CAN

Photo: Patty Jones

Sandy-Valley Uno Skylar

VG-86-2YR-CAN

Photo: Patty Jones

Comestar Lamadona Doorman

VG-89-2YR-CAN

Photo: Cybil Fisher

EastGen is accountable to farmers first.

Recognizing the challenges many of our customers presently face, we have reduced the price of four of our most popular sires.

We are invested in your future.

* Loyalty Program discounts will be applied to the special price.

Special runs until 12/05/16

Val-Bisson

0200HO06480

DOORMAN

~~\$68~~ \$63



GLPI - 3046

Amighetti

0200HO07450

NUMERO UNO

~~\$60~~ \$55



GLPI - 3013

Dymentholm S

0200HO02828

SYMPATICO

RDC

~~\$60~~ \$55



GLPI - 3054

Chartroise

0200HO02805

SMURF

~~\$58~~ \$53



GLPI - 3043

SEMEX



www.eastgen.ca