

## Craig LeRoy joins Dairy Solutions Team



EastGen is pleased to announce that Craig LeRoy has joined its team of the best-trained, most knowledgeable staff in dairy genetics. Craig has accepted the role as Dairy Solutions Specialist (East) serving customers in eastern Ontario.

Reporting to Mark Carson, Manager, Reproductive Solutions, Craig will be an on-farm consultant to EastGen customers, partnering with them to improve the profitability of their herds by finding reproductive and genetic based solutions. Craig will play an important role supporting the EastGen team by presenting the value of EastGen programs and services across his service area.

Craig is no stranger to the dairy industry from his involvement in his family farm, Yorellea Farms in St. Eugene, ON. Following his passion in his educational studies, Craig attended the University of Guelph obtaining his BSc in Agriculture majoring in Animal Science and has recently completed his Masters of Science in Population Medicine under Dr. Stephen LeBlanc at the Ontario Veterinary College with a focus on validating accuracy of activity monitors. He brings significant knowledge to his new role gained through his formal studies, research, and practical farm and industry experience.

“We are thrilled to have Craig on-board,” says Carson. “He brings valuable knowledge to the team and will be able to combine his industry experience, research and practical application to benefit our customers and the entire EastGen team. Craig will help us build on the exciting momentum of our 360° Genetic Solutions services that offer our customers unmatched genetic innovations, leading-edge technology and advanced reproductive solutions.”

### This Issue:

Snowman sons dominate

EastGen welcomes 2016 intern

Define and implement your genetic strategy with 360° Genetic Solutions

Farm product special - Fly Control Solutions

**EastGen Challenge Showcase**

*We've got your seat reserved*



Grab a seat and watch the next generation showcase their talents at EastGen's summer youth shows targeted at youth ages 14 - 21.

#### **EastGen Showcase**

July 4-5, 2016

Show day - July 5

Spencerville Fairgrounds

#### **EastGen Challenge - West**

July 7 - 8, 2016

Show day - July 8

Stratford Fairgrounds

#### **EastGen Challenge - East**

July 14 - 15, 2016

Show day - July 15

Markham Fairgrounds

#### **EastGen Atlantic Showcase**

July 15 - 17, 2016

Show day - July 17,

Truro, Nova Scotia



## EastGen welcomes Ariane France as 2016 Intern

We are pleased to announce the successful candidate of EastGen's internship program, Ariane France, who joined EastGen this May. Ariane is currently completing her third year of the BSc. Agriculture and Environmental Sciences in the Animal Sciences Program at McGill with majors in Animal Health and Disease and Animal Production.

Her work experience includes working on a 75 cow dairy operation in St-Eugène, ON, and a 50 cow dairy operation in Ormston, QC. She has been a 4-H member for the past eight years, participating in Vet Club, Dairy Herd Management Club, Judging Club, Square Dancing and Calf Club. Ariane shows cattle and currently owns four Holsteins, two under her own prefix, Littlecreek.

Ariane will have the opportunity to work with a variety of EastGen's field staff. Many customers will have the opportunity to see Ariane's smiling face in person. Please join us in welcoming Ariane to the team!

#1 Control #2 Sympatico #3 Smurf

# top3

Used Sires

## Snowman sons dominate sire usage following the April 2016 proof release

**Snowman sons** – EastGen's #1 - #2 - #3 top used sires usage figures are in for April and May and newly proven **JK Eder-I CONTROL** (Snowman x 11th generation VG or EX Bolton from the amazing "Roxy" family) tops EastGen's list as our #1 most popular sire. Debuting as Canada's #2 Conformation sire with +18 and +2915 GLPI, CONTROL sold more semen since the April 5th proof release than any EastGen sire in 2016! With the addition of over 100 daughters **Dymentholm S SYMPATICO \*RC** (Snowman x Planet) jumped from 25th to 6th overall GLPI sire. SYMPATICO is now our #2 used sire and is followed closed by **Chartroise SMURF** (Snowman x Planet) our #1 used sire from January through March and Canada's new #3 GLPI and #1 Pro\$ sire! It's a clean sweep for the three Snowman sons. The Goldwyn-free and Shottle-free Snowman offers a clear choice for exceptional F&L improvement with our three Snowman sons averaging over +13 for overall F&L's and +13 for Heel Depth. The three proven sires also average +3013 GLPI, \$2057 Pro\$, 107 Herd Life and 2.67 SCS.

## SEMEN SPECIAL

### 20 FOR \$20

Gen-I-Beq <b>BRAWLER</b>	\$35
Misty Springs <b>SUPERPOWER</b>	\$35
Sildahl <b>JETT AIR</b>	\$35
Crackholm <b>FEVER</b>	\$38
Misty Springs <b>SMOKIN</b>	\$38

- Buy 20 doses of semen for \$20 ea. (must be purchased in 20 dose packages)
- Mix & Match from the listed sires. Free semen storage for 6 months

**Special runs until August 9<sup>th</sup> 2016**

# Let EastGen help you define & implement a genetic strategy!

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.



## Step 1

### CANADIAN DAIRY NETWORK GENETIC INFORMATION

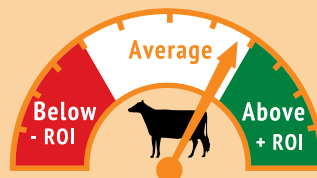
- Conformation
- Production
- Fertility
- Health
- Age
- LPI

### GENETIC POTENTIAL



Your criteria is used to assess genetic potential and compare it to actual performance.

### COMPARE TO BREED AVERAGE



### REPORT CARD IS GENERATED



Gauge your herd's current genetics

## GenoPlan

GenoPlan evaluates the strengths and weaknesses of your herd.

## Step 2

Choose appropriate sires

## SemexWorks

With the help of your EastGen rep, use the report to see where you can improve.



The report summarizes all the data and highlights opportunities for herd improvement.

By using **SemexWorks™** with your rep, you can choose the sires which match your criteria so your herd reaches its full genetic potential.

## Step 3

Mate your herd

## ProGen

Building Excellence Trait-By-Trait.

With the information from **GenoPlan** and **SemexWorks**, your EastGen rep will develop a custom mating plan that also takes into account inbreeding and recessive genes.



THE HERD YOU WANT

If you would like to get started on your 360° Genetic Solutions plan, please contact your EastGen representative.

# Fly Control Solutions!

## Mr. Sticky

- Effectively catches, controls & eliminates flies.
- Non-toxic, environmentally safe.
- No insecticides or pheromones.
- Constant cost-effective fly control.
- Sticky Roll™ Deluxe Kit includes 1000 ft. of Sticky Roll fly tape, take-upreel, 3 pulleys, hand crank, mounting rails & all necessary hardware.



## FliesBeGone Fly Trap

- Effective for 4-6 weeks with a range of 50-100 yards. That's powerful!
- No toxins, No poisons.
- No insecticides.
- Catches up to 20,000 flies and up to ten times faster than other traps.
- Maintenance free and completely disposable.
- Nothing to clean up!

*Partnering with EastGen, our products and our programs will help you achieve or exceed your farm goals.*

# Special

**Mr. Sticky Refills \$41 /roll**

**Mr. Sticky Kit \$72 /kit**

**FliesBeGone Fly Trap \$13 /ea**

**May 1-July 31, 2016**