

# When You DEMAND THE BEST



Finchside **SALOON** Serena VG-86-2YR-CAN Photo: Patty Jones  
 Cranholme **SYMPATICO** Alan VG-86-2YR-CAN Photo: Patty Jones  
 Misty Springs Baby **SMURF** VG-85-2YR-CAN Photo: Patty Jones  
 Almerson **CONTROL** Champagne VG-86-2YR-CAN Photo: Patty Jones  
 Comestar Lamadona **DOORMAN** VG-89-2YR-CAN Photo: Patty Jones  
 Alpenrose **JOEL** Emily VG-86-2YR-CAN Photo: Vicki Fletcher

**SMURF - #1 Pro\$ & #3 GLPI**

**DOORMAN - #1 Conformation & #2 GLPI**

**SYMPATICO - #1 GLPI & #1 Pro\$ Red Carrier**

**CONTROL - #2 Conformation**

**SALOON - #2 GTPI**

**JOEL - #1 Conformation & #4 LPI**

## #1 TEAM in Dairy Genetic Solutions!



At EastGen, we challenge ourselves to constantly advance the dairy industry. EastGen has the best trained, most knowledgeable staff in dairy genetics. We lead the dairy industry with unmatched genetic innovation, leading-edge technology and advanced reproductive solutions. Partnering with EastGen gives you the products and programs to meet or exceed your specific genetic goals. Treating customers with respect and integrity is the foundation of our business. EastGen is accountable to farmers first. You can trust your herd's future to EastGen.

**SEMEX**     [www.eastgen.ca](http://www.eastgen.ca)

# EastGen

Invested in your future.



JK Eder-I Control Daughters

## April 2016 Proof Highlights

The most anticipated proof release in years does not disappoint with the crowning of a new type leader, a new #2 Conformation sire and new Pro\$ leader. The most exciting news of the day came with the crowning of the amazing Val-Bisson **DOORMAN** as Canada's 'best type sire in the business!' **DOORMAN** debuts as Canada's highest newly proven sire with +3106 GLPI (#2) and an amazing +19 for type (#1) on close to 300 classified daughters.

**DOORMAN** is a Bookem son from an 8th generation VG or EX Shottle from the newly crowned 2015 Cow of the Year Val-Bisson Goldwyn Maya VG-88 30\*. Most breeders around the World have figured out that **DOORMAN** is the go-to-sire for breeding class winners. For many dairymen, however, they may not have realized that **DOORMAN** is Canada's #1 proven Immunity+ sire. They are the type of cattle that calve easily (108 Daughter Calving Ability); are resistant to mastitis (109 Mastitis Resistance); have low SCC (2.49 SCS - EastGen's lowest) and will be long-lasting profitable cows (106 Herd Life).

**DOORMAN** will be a substantial source for component deviation improvement (+0.45% Fat and +0.35% Protein). Their udders are shallow (9S), silky (+12 Texture) and snugly attached (+16 Fore Attachment, +11 Rear Attachment Width). He is a great choice for modern dairymen looking to sire problem free Feet & Legs (+14). With +17 for Heel Depth, +10 for Foot Angle and +8 for RLRV, Doorman is one of our very best. For many, **DOORMAN's** unparalleled Dairy Strength (+19) will make him an easy choice to add needed width (+15 Chest, +11 Pin Width), Angularity (+8) and Body Depth (+9) to their breeding programs.

## May 2016

## Stephen Elgersma takes top honours at EastGen's Dairy Edge competition



We have a winner! Congratulations to **Stephen Elgersma** of Wellandport, ON, winner of the EastGen Dairy Edge competition for 2016. Elgersma, 22, was raised on a dairy farm milking 60 Holstein cows in a freestall facility. This spring marks the end of his second year at the Ontario Veterinary College at the University of Guelph.



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EastGen's Jamie Howard remarks, "I admire the overall balance and dairy strength that Doorman daughters possess. They exhibit quality udders with strong attachments, correct teat placement and pleasing feet & legs."

**DOORMAN** will cross nicely on typical high-producing daughters of Numero Uno, Goldwyn and related bloodlines like Fever, Seaver and Reginald.

No less exciting is our second proven sire addition JK Eder-I **CONTROL**. **CONTROL** hits the marketplace as Canada's #2 Conformation sire (+18) which comes as no surprise when we look at his pedigree. Sired by Snowman, **CONTROL** stems from one of the highest PTAT cows of the breed (by Bolton) that is the 11th generation VG or EX from the amazing "Roxy" family.

**CONTROL** daughters are long-framed, tall (+12 Stature) and hard-topped (+12 Loin). They stand on correct Feet & Legs (+14) with a strong, flat bone and a tremendous foot (+18 Heel), allowing them to track squarely (+8 RLRV). EastGen's Barry Mooney says, "The best part of these daughters are their udders. They have high, wide rear udders with long, smooth fore udders and great teat placement, teat shape, and strong suspensory ligament. Their mammary systems show quality of texture and have low somatic cell count. Rumps and thurls are wide and correct through to the rump angle. Expect **CONTROL** daughters to deliver above average milk production and, as the family would suggest, they will become great brood cows.

**CONTROL** is best used on stylish, angular cows like typical Goldwyn bloodlines.

For additional proof updates visit the News section at [www.eastgen.ca](http://www.eastgen.ca)



**Component Breed News**

The wait is over. Our best young Genomax sire for Conformation, Guimo JOEL, just became Canada's #1 proven type sire with an amazing +15. Russell Gammon, Semex Alliance Jersey Program Manager has nothing but praise for the new Jersey star, "This bull sires youthful daughters with exceptional udder clearance and is a true udder bull and can be used to improve protein to fat ratio. Feet and legs are exceptionally correct and the median suspensory ligaments are strong, with an udder texture that is at a top of the population level. Add this bevy of pluses to the fact that he is Immunity+ and can sire the fancy kind and this is a bull for all seasons and reasons." If that wasn't enough, JOEL carries the coveted A2A2 gene combination as well as our Repromax designation.

**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



Elgersma knew in Grade 9 that he wanted to be a Vet and wants to continue to stay very involved in the dairy industry.

After reading about Dairy Edge on EastGen's Facebook page, Elgersma decided to enter. "I really enjoyed the two-day format of the competition with in-class sessions and practical on-farm application. The networking with other up-and-coming people in the industry was a major highlight as well. I appreciated the opportunity to work with Dairy Comp 305 allowing us to see and interpret data from different farms. I also enjoyed having the chance to take a very close look at nutrition and all the fine details that must be investigated when looking at feed quality."

The Dairy Edge program is targeted at producers age 19-30 and focuses on management practices. Participants utilize all tools available to a dairy operation while learning assessment techniques and troubleshooting tips to prepare for the competition. Day two of the event takes place on-farm where participants assess management practices in-depth.

"Dairy Edge has been highly successful over the last two years and we look forward to expanding the program in the years to come," says Mark Carson, EastGen Reproductive Solutions Manager, who created and developed the program for management-minded youth with a thirst for more knowledge. Dairy Edge appeals to a group of rural youth, who are herd management-focused, allowing them to benefit from EastGen's educational program."

Watch for news of EastGen Dairy Edge 2017 in the coming months!

**Genomax™ Additions**



**Progenesis ORION**

**3297 GPA LPI**  
Kingboy x EDG Dahlia Mogul 2257 x VG-87 x EX-94-2E x EX-95-2E x Coldsprings Dur Chan 109 EX-95-2E DOM 3\* x 9 more gen. VG or EX - One of the deepest pedigree Kingboy sons to be offered with extreme GPA LPI (+3297) & Immunity+ - High Pro\$ (\$2366) & GTPI (2601) with outstanding NM\$ (692), Productive Life (5.4) & Herd Life (109) - Expect shallow udders (6S) with ideal Feet & Legs (+14) & angular frames (+14 Angularity)



**Stantons EXPANDER**

**3237 GPA LPI**  
High Octane x VG-86-2YR Uno x 5\* Superstition x Wabash-Way Evett VG-86-2YR DOM 21\* x "Lead Mae EX-95-3E DOM GMD" family - Exciting Immunity+ designated High Octane son made for the modern dairyman - Will offer eye-catching Mammary Systems (+17) & wide, strong frames (+8 Chest, +13 Pin Width) - Problem-free cattle with outstanding Health & Fertility (108 HL, 107 DF, 102 MS, 107 MT & 106 DCA).

\*Limited supply only