

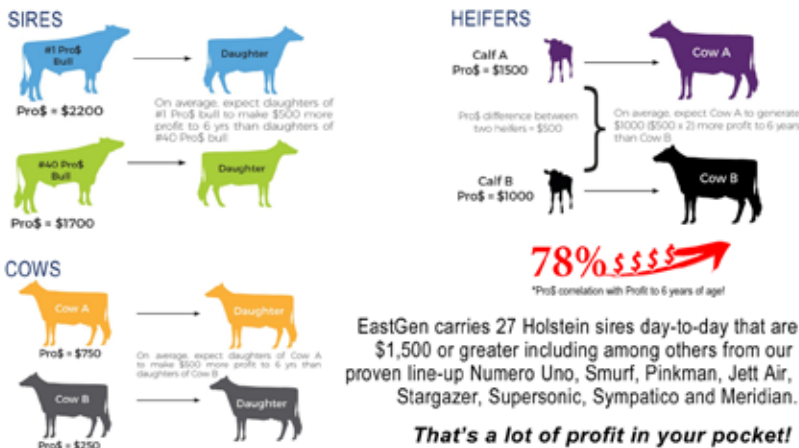
EastGen

Invested in your future.

March 2016

Interpreting Pro\$

Did you know: When comparing Pro\$ values for heifers, the difference in Pro\$ values need to be doubled to reflect the expected differences in realized accumulated profit to six years!



This Issue:

Using Pro\$ Values

New Genomax™ sires now available
Silverridge V Eric
Progenesis Orion

Summer youth show dates

Feature farm products

Feature beef sires

Upcoming Events:

EastGen Annual Meeting

Tuesday, April 5, 2016.

Registration at 9:30 a.m.

New meeting format

10:00 a.m. - 11:45 a.m.

Hanlon Convention Centre**

340 Woodlawn Road West,
Unit 26, Guelph, ON

****Please note new location**

Open house - One million cows and "COWnting"

Celebrating Dr. Tim Henshaw's
1 million cows examined
milestone.

Friday, March 18, 2016

1 - 3:00 p.m.

Walkhavern Farm, Stayner
(Farm of Colin and Tanya
Walker)

Retirement Open House

Paul Heffer & Murray Pepper -
AI Technicians

Sunday, March 20, 2016

1 - 4 p.m.

Wingham Knights of Columbus

Using Pro\$ Values

After a great deal of consultation with industry partners, the Canadian Dairy Network (CDN) launched a second national genetic selection index in August 2015. This new profit-based index has been appropriately named Pro\$ (pronounced Pro Dollars). The underlying data for the Pro\$ formula utilizes milk-recordings to generate its cow profitability calculations, and the alternative genetic rating system that this data generates is very applicable and understandable, as it's presented in concrete dollar terms.

Pro\$ is expressed in Canadian dollars as a deviation from breed average. In other words, a sire with a Pro\$ value of \$1,000 for example can be expected to have daughters that average \$1,000 more profit to 6 years of age than daughters of an average Pro\$ bull.

Using Pro\$ Values *Continued from page 1...*

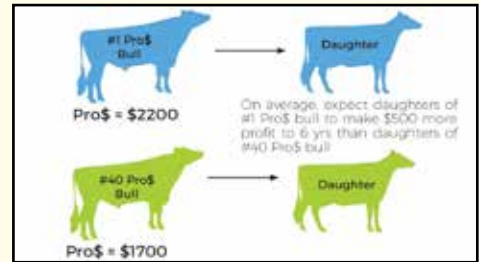
A re-balanced and re-named LPI, with a 40:40:20 split on Production, Durability and Health, provides a strong counterpoint to Pro\$, allowing most producers to align themselves with one index or the other. There is brand equity attached to the LPI formula, so it was important to update it. Similarly Pro\$, which is based on Canadian production costing and pricing, is very relevant – certainly more relevant than NM\$ is to a Canadian producer.

EastGen strongly believes that with the diverse breeding objectives present in our customer base, it is important that we support LPI and Pro\$ as Canadian indexes. The backbone of Pro\$ is cow profitability data from Valacta and CanWest DHI - data that comes directly from Canadian dairy farms. Similarly, we will continue to promote LPI too as the selection tool to produce the kind of cows Canada has always been known for.

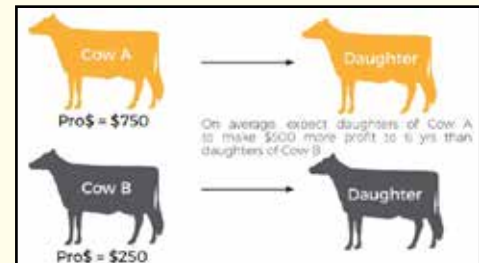
In recent years, our existing LPI formula has tried in vain to please all producers at once. Unfortunately, the harder it tried, the fewer people it seemed to satisfy. However, a revised LPI and the new Pro\$ formula will allow all producers to identify and select the index that best meets their objectives for profitability.

EastGen carries 27 Holstein sires day-to-day that are \$1,500 or greater Pro\$ which include Numero Uno, Smurf, Pinkman, Jett Air, Stargazer, Supersonic, Sympatico and Meridian. Ask your EastGen representative about these 27 sires available through EastGen.

Pro\$ for Holstein Sires

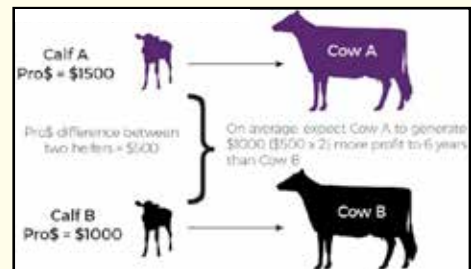


Pro\$ for Cows



For cows, Pro\$ should be interpreted the same as for sires since the goal is to produce the most profitable replacement heifers possible.

Pro\$ for Heifer Calves



"When comparing Pro\$ values among young heifers, you need to double the differences as a prediction of their accumulated profit to 6 years of age as cows in a herd with typical management."

Visit our daughter display at the Canadian Dairy XPO this April.
Stop by the Cow Coliseum April 6-7, 2016, at the
Stratford Rotary Complex, Stratford, ON.

Silverridge V **ERIC** 0200H010407

Lottomax x Silverridge V Mccut x Enchanted (McCutchen) x Velthuis S G Snow Evening (Snowman)

GPA LPI +3316 • PRO\$ 2305 • GPA Conformation +17



Grandam: Velthuis S G Snow Evening
VG-87-2YR-CAN

An exciting Immunity+ Lottomax from Canada's #1 McCutchen from the same family as Wickham, Endure & Envious. His Grandam is Snowman's top Canadian daughter Velthuis S G Snow Evening (VG-87-2YR-CAN). Expect high fat deviations, shallow udders and outstanding overall type. Eric is a modern-day sire who excels as a health & fertility specialist.

Progenesis **ORION** 0200H010457

Kingboy x EDG Dahlia Mogul 2257-ET (Mogul) x Ladys-Manor S Dahlia-ET (Shamrock)

GPA LPI +3328 • PRO\$ 2359 • GPA Conformation +17



Granddam: Ladys-Manor S
Dahlia-ET VG-87-4YR-USA

The highest type Kingboy Immunity+ sire in the world! Orion is from one of Mogul's best from the 12th gen. VG or EX Ladys-Manor S Dahlia. Over +3300 GLPI, over +2000 for Milk and +17 for Type! His HealthSmart designation means he delivers the total package for health & fertility trait improvement.



2016 Youth Show Dates

EastGen Showcase

July 4 - 5, 2016

Spencerville Fairgrounds

EastGen Challenge - West

July 7 - 8, 2016

Stratford Fairgrounds

EastGen Challenge - East

July 14 - 15, 2016

Markham Fairgrounds

EastGen Atlantic Showcase

July 15 - 17, 2016

Truro, Nova Scotia

Watch for entry packages this April



Follow us on Facebook for news, youth show updates, sire profiles, daughter photos, special promotions and much more!

<https://www.facebook.com/EastGen>

4 **COLOSTRUM NOW AVAILABLE**



FIRST START 100
MADE WITH TRUE BOVINE COLOSTRUM
 A BASE DE COLOSTRUM BOVIN

100 gram IgG **REPLACER**
 to mother's colostrum

FIRST START 50
MADE WITH TRUE BOVINE COLOSTRUM
 A BASE DE COLOSTRUM BOVIN

50 gram IgG **SUPPLEMENT**
 to mother's colostrum

- 100 & 50 gram bovine IgG available
- Made with true bovine colostrum
- Provides immune and nutritional support for both dairy and beef calves
- Used to increase passive transfer of IgG, reducing the risk of calfhod diseases
- Simple to mix and feed for easy delivery to calves



CHAROLAIS



0200CH50708 **BULLETPROOF**

ANGUS



0200AN10821 **CASH FLOW**

SIMMENTAL



0106SM03241 **COWBOY CUT**

HEREFORD



0200HP40806 **ULTIMATE**

PROTECT YOUR CALVES

Calf Blankets



- Protects calves during changing weather conditions
- Allows calves to reach full growth potential
- Helps calves retain body heat in cold environments

- Machine washable
- Made with water resistant material
- Available now in two sizes; sm & lrg

You can trust your herd's future to EastGen.



Genetics for Life®



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



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