



PRESS RELEASE

FOR IMMEDIATE RELEASE

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EastGen Announces New Genetic Advisor

This designation recognizes staff who demonstrate a commitment to partnering with clients to achieve or exceed their specific genetic goals.

GUELPH, ONTARIO –In 2017 a Genetic Advisor designation was developed to meet the demands of the evolving role EastGen Sales Representatives have in genetic consultation. Recognizing that on-farm results are driven by strong reproductive consultation, genetic advice and new technology, the newly developed title is unique to EastGen.

Genetic Advisors receive this designation following a nomination process that evaluates staff who have completed formal development activities including achieving the CSP designation (Certified Sales Professional) and exemplify EastGen's core values, who consistently perform at a significantly high level and who produce strong results for EastGen and customers. Recipients are those sales professionals whose colleagues and other industry professionals recognize as leaders in the AI industry.

EastGen is pleased to announce that **Don Lantz** is the new recipient of this impactful designation. In Don's 16 years of experience in the role of Regional Sales Representative covering Bruce, North Wellington, North Perth and North Huron, he has developed an extraordinary amount of customized mating strategies assisting producers in reaching their genetic goals. Don has supported his clients with the Semex Solutions suite of genetic tools which has resulted in profitability in these herds. Don has demonstrated leadership through his support of his regional technician team and EastGen's professional sales network by having a maximum impact on genetic and reproductive results in herds across his region.

Andrew den Haan was the first to achieve this Genetic Advisor Designation in 2017. Andrew and Don now hold this designation as respected leaders who strive to constantly advance the dairy industry.

“This designation is an example of the commitment our staff demonstrate by helping clients achieve or exceed their genetics goals,” says Adam Weaver, EastGen’s Director of Sales. “The Genetic Advisor designation recognizes our top performers who are highly invested in the industry and who are highly invested in our customer’s success.”

About

EastGen offers a complete line-up of dairy, beef and goat genetics as well as advanced reproductive solutions to clients in Ontario, New Brunswick, PEI and Newfoundland & Labrador. At EastGen, we challenge ourselves to constantly advance the dairy industry and we are accountable to farmers first. 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.

To learn more about EastGen visit www.eastgen.ca

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