

WALNUTLAWN  
**SIDEKICK**    
 200HO10992 ABBOTT X MCCUTCHEN

*A cut above  
 the rest!*



GLPI 3245 • CONF +18

MS +17 • F&L +13 • DS +11

HL 106 • SCS 2.69 • MR 106

GPA 18\*APR

Dam: Walnutlawn McCutchen Summer (top)  
 VG-89-3YR-CAN EX-92-3YR-USA 1\*  
 Photo: Cybil Fisher

Sister to type specialist Walnutlawn Solomon  
 2<sup>nd</sup> Dam: the incomparable Lavanguard Sue  
 VG-89-4YR-CAN 11\*

Walnutlawn Sidekick  
 Photo: Patty Jones

**CONFORMATION & MAMMARY SYSTEM SPECIALIST**

  
 Invested in your future.



 **Immunity+**

**Your Immunity+ Questions Answered**

Immunity+ Q&A with Dr. Steven Larmer, Global Dairy Solutions Coordinator

**Q: Why is selecting for immunity important?**

Disease frequency in the global dairy population has been increasing each year since 1996. Selection of traits with low heritability that do not directly measure an animal's ability to resist diseases has not provided a significant change in health of the dairy population.

**Q: HOW CAN IMMUNITY+ HELP SOLVE THIS PROBLEM?**

Immunity+ sired animals have genetics which have been proven to provide robust immune systems capable of dealing with a large variety of potential immune challenges, both viral and bacterial in nature, encompassing nearly all major diseases that have an economic impact on farm.

**Q: Why Immunity+ instead of selecting directly against individual diseases?**

The immune system is hugely complex, and selecting for one disease like mastitis can leave animals more susceptible to other potential diseases such as Johne's or viral pneumonia. Immunity+ provides a robust resistance to all disease, plus the heritability is significantly higher than any individual disease incidence.

**Q: What is heritability and why does it matter?**

Heritability is the proportion of total variance in a trait that can be explained by genetics. This means that traits with low heritability are more difficult to make genetic progress in relation to the total amount of variation in the population. High heritability traits are usually easily and directly measured, and genetics have a larger impact on the difference observed between animals.

**Q: Are there any benefits other than less disease?**

Immunity+ sired animals also respond better to commercial vaccinations and produce higher quality colostrum than animals sired by any other bull.

**Q: How much reduction in disease can I expect from selecting an Immunity+ sire?**

It varies by trait, but selecting Immunity+ sires should lead to anywhere from 5-10% reduction in disease in just one generation. More generations of selection will continue to decrease disease frequency even further.

**Q: What do I have to give up to select for Immunity+?**

Nothing! Immunity+ bulls on average have higher genetic merit for all other major traits than the rest of the bulls. No matter what you usually select for, there is an Immunity+ bull that fits your herd.

**Update**  
 July 2018



Your Exclusive Invitation!

 **Immunity+**  
 SUMMER EVENT

Wednesday, August 1, 2018  
 10:45 a.m. - 2:30 p.m.  
 Semex/EastGen Kemptville  
 595 County Road 44, Kemptville, ON

**SPECIAL AGENDA:**

- ◆ Bull viewing
- ◆ Reports from Ontario and Atlantic herds using Immunity+ genetics
- ◆ Keynote Speaker - Jeremy Higgins, Herd Manager, Riedstra Dairy Ltd, Mendon, MI, 4000-cow dairy using Immunity+
- ◆ Dr. Steven Larmer, Immunity+ science in action
  - ◆ BBQ lunch
- ◆ Special gift provided to guests RSVP

**RSVP total number attending from your farm to reserve your meal and special gift.**

**Contact:**

Jenna Hedden at 1-888-821-2150  
 ext: 222 or email:  
 jenna.hedden@eastgen.ca



**Q: If Immunity+ is better in bulls that have higher genetic merit, can't I just select high genetic merit bulls and assume I'm getting Immunity+ too?**

No, there are always exceptions, and the only way to be sure you are getting high immune responding daughters is to select Immunity+ sires. Although Immunity+ sires are high genetic merit sires, not all high genetic merit sires for other traits have genes that will provide the robust, effective response to disease that comes from Immunity+ sires.

**Q: Has this data been validated in a real commercial setting?**

Yes, we have taken data from herds across the EastGen and across North America. The results have been astonishing. Reductions in every major disease have been seen, and range anywhere from 5 to 20% reduction in animals sired by Immunity+ sires compared to all others. Mastitis, lameness and mortality saw especially large decreases in frequency.

**Q: What about colostrum?**

Cows sired by Immunity+ sires had, on average, higher colostrum quality. A correlation of immune response status of their sire and colostrum quality of +0.55 was observed. More importantly, was that no HIR sires had daughters who had average colostrum quality below the 22% threshold recommended for use, compared to 27% of herd average sires having daughters whose colostrum, on average, was too poor to feed to their calves.

## Semex Solutions

SEMEXWORKS  
OPTIMATE  
DAIRYTRACK  
ELEVATE



OptiMate provides our clients with the ultimate user experience to tailor matings to their needs and genetic goals helping them make the best decisions for their success. This new and improved mating program, quickly and easily provides mating suggestions with complete forecasting of genetic progress.

It's an easy-to-use, touch-based tablet software designed for the dairyman to be involved in the mating experience. There's tight integration with SemexWorks™ to focus on breeding strategies and economic parameters

that are important to your dairy operation. It's easy to manage inbreeding and haplotypes while maximizing genetic gain. In seconds, herd strategies are built, creating highly visual and easy-to-interpret reports. Matings can be done on either the LPI or TPI system EastGen prides itself on having the best trained, most knowledgeable staff in the dairy genetics industry. Add to that the best technology in the business and you have full access to Semex Solutions (formerly 360° Genetic Solutions).

## 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."*



### Dairy Edge 2018 - Save The Date!

**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. Part of this event takes place on-farm where participants assess management practices in-depth.**

2018 dates announced: October 25 & 26, 2018 in Guelph, ON  
*Please save this date and watch for registration details to be announced in August.*



**CANADA STRONG.  
CANADIAN PROUD.**

**We at EastGen support supply management. We are your Canadian A.I. unit.**