

# EastGen



## TAKING LARENWOOD FARMS TO THE NEXT LEVEL

Like many dairy producers, Chris McLaren of Drumbo, Ontario's Larenwood Farms has been genetic testing heifers for years. For McLaren, knowing what to do with the information and how to use it to make better breeding decisions has always proved challenging. But things have changed since he first logged into Elevate in May 2018.

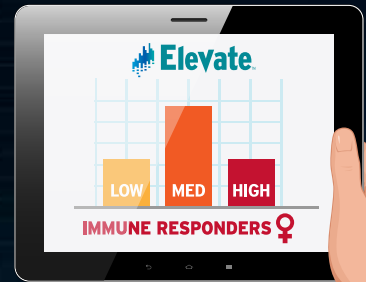
"It's definitely taken things to the next level," says McLaren who milks 100 Holstein cows with his family in a sand-bedded, freestall dairy. Larenwood is also a threetime winner of the CanWest DHI National Herd Management Score Award.

After playing catchup to test older heifers when he started using Elevate, McLaren now tests newborn heifers each month and has acted quickly based on the results. Elevate includes the Immunity+ disease resistant genetics program and it's factored heavily in McLaren's decisions. "Any heifer that's a low immune responder we're breeding them right away to Immunity+ bulls. With that information, we also use the OptiMate program to select heifers for Semexx sexed semen." McLaren also identifies heifers to be bred to genomic sires and cows that should be bred to beef sires. "We're really trying to speed up genetic progress of the herd by pinpointing the ones that will have the best genetics for the future."

Strategically, Larenwood Farms, wants to "stay above the industry's genetic improvement curve and produce heifers that have the genetics and the potential to excel. I just see Elevate as a way to accelerate this and put some genetics in our herd that will produce healthy, long-lasting, well put together animals," says McLaren.

**Update**  
*November 2018*

## ARE YOU TESTING OR GUESSING?



## Immunity♀

Elevate™ gives you fast, easy access to vital female genomic information that increases genetic gain, corrects parentage errors, manages inbreeding and helps you make confident mating decisions for valuable genetic progress.

Available exclusively to Elevate clients, Immunity female genomic testing will be the most valuable investment you can make on your operation. Globally sought after as the health marker of choice, Immunity female testing is the only way to improve your herd's health genetically.

*Contact your EastGen representative today for exclusive Immunity female genomics, making the decision to Elevate Your Herd an easy one!*

# INTRODUCTORY OFFER

Purchase mix and match bulls in the 30 for \$30 or 30 for \$35 promotion and receive 50% off your first 10 Elevate™ samples submitted (Value of \$155.00) plus... receive a new Elevate™ hat! With each additional 10 Elevate™ samples submitted, qualify to enter a draw for 10 doses of Sexed semen (*Maximum \$60.00 retail*) Offer expires December 4, 2018.



## We are pleased to announce the results of the Director Elections for Zone 1, 4, 7, 10.

The following Directors have been acclaimed in their respective Zones:

Zone 1	Phil MacLean
Zone 4	Mel McLean
Zone 7	John den Haan
Zone 10	Gerrit Wensink

A special thank you is extended to **Robert Wright** (Zone 7) for his extraordinary contributions to EastGen, Semex, and the industry during his years of service on the board.

*thank you*



## Thornloe Cheese Butter takes Grand Champion title at RAWF

Thornloe Grass Fed Butter now takes its place on a list of award-winning dairy products recognized with prestigious accolades for Thornloe Cheese. Earning the Grand Champion Award in the butter division at the 2018 Royal Agricultural Winter Fair Dairy Products competition is a testament to the quality of cream from the Grass Fed farmers in the Temiskaming Valley region. Grass Fed Butter products in salted and unsalted formats were introduced to the Canadian market by Thornloe Cheese in the summer of 2018, meeting the growing demand for grass fed dairy products. The addition of these new creamery products follows a successful launch of Grass Fed Cheeses in 2017.

*Thornloe Christmas Cheese Boxes are available for EastGen customers to order this holiday season. An order form is available in your statement envelope!*

## Postal strike - Alternatives to mail

*If you're receiving your bills by mail or sending your payments by mail, we recommend that you make other arrangements to keep your account current.*

### EastGen electronic payment methods include:



- Online banking, Credit card or Pre-Authorized chequing
- Alternatively, you may give your cheque to your EastGen Technician or RSR

If you would like to receive your monthly statement electronically or if you have any questions, please contact Dianne Wilson  
Email: [Dianne.wilson@eastgen.ca](mailto:Dianne.wilson@eastgen.ca) phone: 1-888-821-2150 ext: 266

PUT MORE TIME ON YOUR SIDE



**ai24™**

*Power-up your cow monitoring capabilities with the most advanced, yet easy-to-use, herd management system.*

## Proven Profitability with ai24 at Prinzhaven Farms

Phil Prinzen of Prinzhaven Farms in Bloomfield, Ontario, milks 80 Jersey and Holstein cows in a tie-stall barn. After adding the ai24 system as a tool to assist in heifer reproduction and ease of management, Phil is now able to collect data, assess it and then take actions which are having a positive impact on his bottom line.

“Adding ai24 to our farm has supported all of our goals. We are calving in younger, getting milk sooner, have the need for less animals and can monitor health much easier,” Phil says. “Right off the start, the first 11 bred off ai24 all caught to sexed semen. The time savings with the heifers has been our greatest benefit. We simply check our mobile app morning and night and breed according to these notifications. We are breeding and calving younger.”

“ai24 is a very valuable tool for rumination monitoring. We don’t have to watch fresh cows near as much and we can get a more accurate picture of rumination. The activity monitoring coupled with the rumination monitoring has saved us time, is simple to use, has reduced vet calls and has increased our profitability.”

*Is ai24 a management tool you can use? For a consultation with one of our ai24 specialists contact Carole Blackburn 1-888-821-2150 ext: 290*

✓ *Solutions for both rumination and activity monitoring*

✓ *Actionable insights and reports on health, reproduction, nutrition and wellbeing of your cows and heifers.*

✓ *It’s easy to use with proven results and proven profitability for any type of dairy housing situation.*



Thursday, December 13, 2018

REGISTER NOW

**Looking for new management strategies to increase revenue in an ever-changing market?**

**Plan to attend EastGen's Eastern Ontario Multi-Zone Meeting**

Prescott, Glengarry, Stormont, Dundas, Carleton & Russell Counties

**Agenda topics include:**

**Guest Speaker - Jack Rodenburg**

**"Managing Your Dairy With Tighter Margins"**

- Elevate • Immune female genetics & Immunity+
- OptiMate - Plan your herds future with OptiMate
- Catered hot lunch compliments of EastGen\*

10:30 a.m., North Stormont Place, 16299 Fairview Dr, Avonmore, Ontario. Call Christa Ormiston to register 1-888-821-2150 ext. 252 Email: [christa.ormiston@eastgen.ca](mailto:christa.ormiston@eastgen.ca)

2018/2019 COUNTY ZONE MEETINGS

**LEEDS & GRENVILLE - Zone 4**

Thursday, December 6, 2018, 10:30 a.m., Roosburg Farms, Athens

*In conjunction with Holstein club meeting*

\*\* Delegate elections

**LANARK - Zone 4**

Friday, December 7, 2018, 10:30 a.m., Beckwith Council Hall, Carleton Place

*In conjunction with Holstein club meeting*

\*\* Delegate elections

**RENFREW - Zone 4**

Wednesday, December 12, 2018, 10:30 a.m., Cobden Civitan Hall, Cobden

*In conjunction with Holstein club meeting*

\*\* Delegate elections

**GLENGARRY, PRESCOTT, RUSSELL, CARLETON, DUNDAS, STORMONT**

*Special multi-zone meeting notice located to the left*

**EastGen**



## AI School

**Improve your knowledge and learn:**

- New skills
- Estrus cycle
- Tank management
- Semen handling
- Proper AI techniques
- Heat detection
- Reproductive disorders

Enjoy the flexibility of our in-class/in-cow course or an in-class only session.

**Our courses are designed to fit your specific needs**

**Contact EastGen at [aitraining@eastgen.ca](mailto:aitraining@eastgen.ca) for pricing and locations**