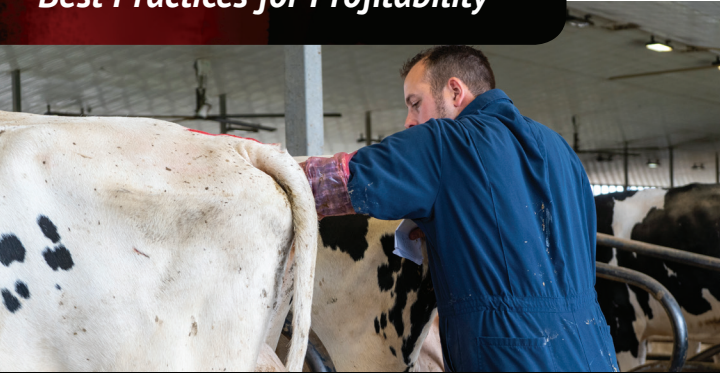


Best Practices for Profitability



Consider the importance of restraints when it comes to breeding time

Cows that have been stressed at the time of insemination:

- » Exhibit spikes in adrenalin that suppress the normal hormonal interactions during estrus
- » May develop conditions such as delayed ovulation or cystic ovaries

Before the technician arrives

- » Separate and properly restrain cows or provide facilities that are low stress for animals

Continued on page 2...

Call for Director Nominations

EastGen members in the following zones are invited to submit nominations for Directors for a three year term. Early nomination forms will be mailed and posted at www.eastgen.ca this fall. All nominations must be submitted prior to **Friday, October 25, 2019 at 5:00 p.m.**

Zone 2 – Glengarry, Prescott, Russell

Zone 5 – Hastings, Lennox & Addington, Northumberland, Prince Edward

Zone 8 – Dufferin, Bruce, Grey

Zone 11 – Perth

Please note that Delegate and Alternate Delegate elections will be conducted at each of the above Zone County Barn/Hall meetings that will be scheduled for some time between December 2019 and March 2020.

RAISING THE BAR

Semen Special
Save \$\$ on our best bulls!
Special savings now available through your EastGen Representative

Best Practices for Profitability

Continued from page 1



The benefits of proper restraint:

- ✓ Higher conception rate
- ✓ Lower days in milk
- ✓ Higher pregnancy rate
- ✓ Many dollars saved!
- ✓ Reduced risk of cow injury due to slips/falls
- ✓ Safe conditions for cows and workers

Our trained staff are available to assist you in determining the most beneficial restraint protocol at your farm. Start the conversation with your EastGen service representative today. We're committed to helping you achieve your maximum profitability.

Industry



We join the dairy industry in congratulating Bonnie Cooper on receiving the Dairy Cattle Improvement Industry Distinction Award. EastGen nominated Bonnie for this award and General Manager, Brian O'Connor joined other industry representatives to recognize Bonnie's achievement at a special presenta-

tion at the Lactanet Dairy Cattle Improvement Industry Forum in September. "Bonnie is one of the most respected journalists in the Canadian dairy industry. During her distinguished career of over 45 years, Bonnie is recognized for her excellence in communicating to producers the events, people, animals and developments that have helped shape the Canadian dairy industry," Brian says. Through her work, Bonnie helped make the Canadian Holstein Brand the envy of the world. Bonnie is respected and trusted to work hard, research points thoroughly and deliver the facts in a complete, clear and concise manner. Among her many achievements in her role, Bonnie performed exceptional work to communicate the breed improvement developments of CDN to producers in Canada and around the world."

 **DR. REGISTER**
CALCIUM BOLUS

NOW
AVAILABLE

New enhanced formula with added ingredients.

- Two sources of Calcium (Calcium Chloride & Calcium Sulfate)
- Fast acting Calcium absorption and a slower absorption with Calcium Sulfate
- Vitamin D3 (Helps to increase the absorption of calcium and other vitamins)
- B2, Grape Seed & Glycerin, helps to maintain the health of the cow

\$10/per bolus

NEW!

Farm Products now available through new **Online Store**

One of the fastest growing parts of our business is farm products because they enhance producer profitability and are conveniently purchased from our trucks. We continue to focus on developing long-lasting, profitable herds and lifelong

partnerships with our customers. To further enhance these partnerships, we are now also offering farm products through an online store. This service is an added convenience option in addition to our extensive staff delivery network.

Checkout Our New EastGen Online Store. <https://store.eastgen.ca/>

- ✓ Purchase EastGen farm products with your phone, tablet or computer
- ✓ Bill your EastGen account or use a credit card for purchases
- ✓ Choose simple delivery through our EastGen sales network or Purolator

Great News! As an EastGen customer, you already have an on-line store account.

First time users, the "Email" to login will be your EastGen account ID followed by @eastgen.ca For example: if your Eastgen Account ID is 42532423 use the following as your "Email": 42532423@eastgen.ca

The "Password" will be your postal code (with no spaces, all capitals) followed by your account ID:

For example: if your postal code is K2H 8W8 and EastGen Account ID is 42532423 use the following as your "Password" K2H8W842532423



ai24

- ✓ 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 profitability for any type of dairy housing situation

For a consultation on ai24 monitoring systems contact 519-837-5957

SILVERSTREAM PORTER

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Wardway Porter Alika VG-85-1YR-CAN, Wardway Farms Ltd, Woodstock, ON

Holly McFarlane

#2 GLPI at +3471
+12 Conformation
\$2281 PRO\$

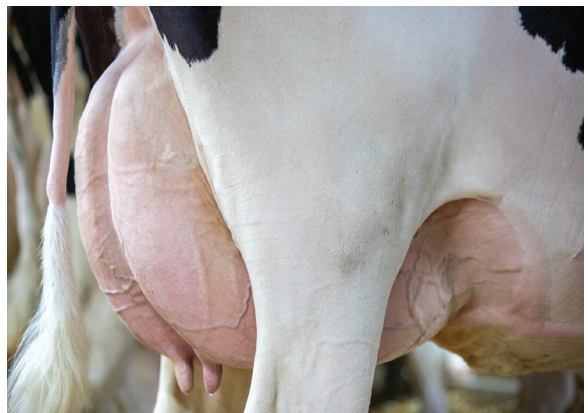
GEBV 19'AUG

- *double digit udders*
- *excels in health traits*
- *strong feet & legs and one of the breed's best for hoof health*



Vriesdale Porter Lonely GP-84-2YR-CAN, Vriesdale Holsteins, Mountain, ON

Holly McFarlane



Germec Liasse Porter VG-85-2YR-CAN, Ferme Germec, Inc, Herouxville, QC