

EastGen



Execution Key To Any Plan... Including A Genetic Plan!

PART III: EXECUTE YOUR STRATEGY WITH IMMUNITY+® SIREs

Mark Carson, Semex Genetic Solutions Manager

Wanting to breed a healthy herd is just the first step. Developing and executing a plan to do so are the next critical steps.

We're working with our clients to identify their disease resistant cows with Immunity+ sires, netting the benefits of disease resistant genetics in the next generation. This is developing and executing a genetic strategy that truly puts herd health first!

Elevate® an EastGen female genomic testing program, identifies valuable immune genetics within a herd. These immunity female results (an Elevate exclusive), identify each cow's individual immune status (ability to fight disease) as either low, average or high (Chart 1 on next page). Next, Elevate creates reports (see Chart 2 on next page) that quickly and easily shows the immunity levels in the entire age and by birth year. This gives Semex clients the additional intelligence needed to make strategic decisions related to breeding, culling and overall herd management, directly impacting herd health.

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Update

November 2019

We are pleased to announce the results of the Director Elections for Zone 2, 5, 8, 11.

The following Directors have been acclaimed in their respective Zones:

- Zone 2 Tom Pasco
- Zone 5 Amanda Jeffs
- Zone 8 Rob Bumstead
- Zone 11 Doug Johnston



Upcoming Zone Meeting Dates

LEEDS & GRENVILLE - ZONE 4

In conjunction with Holstein club meeting
December 5, 2019, 10:00 a.m.
Farm location: John, Cole & Ian Verburg
75 Wiltestown Rd., Athens, ON

LANARK - ZONE 4

In conjunction with Holstein club meeting
December 6, 2019, 10:00 a.m.
Thirsty Moose Pub
20 Bridge Street, Carleton Place

RENFREW - ZONE 4

In conjunction with Holstein club meeting
December 11, 2019, 10:30 a.m.
Cobden Civitan Hall
35 Main Street, Cobden, ON



Now Available - Order your farm products online - See Page 4 for details



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.



Upcoming dates:

Petitcodiac, NB

November 25, 2019

Motorsports Hall of Fame, Petitcodiac.

Hunter River, PEI

November 27, 2019

Hunter River Community Centre.

To register visit www.eastgen.ca

Click under the tab

“Products & Services” and then, “AI Training”

For additional information

contact: aitraining@eastgen.ca

Immunity (only Elevate genotyped)

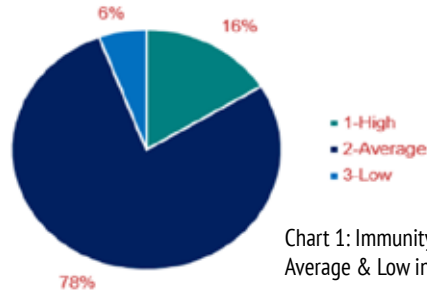


Chart 1: Immunity levels by High, Average & Low in a herd

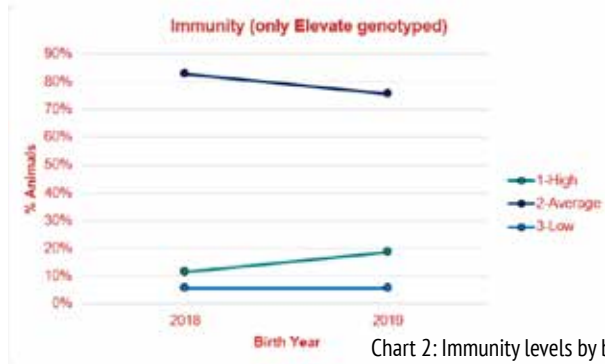


Chart 2: Immunity levels by birth year

Next, Elevate loads all genomic data including Immune Female results directly into the OptiMate™ mating program. As seen above, OptiMate™ seamlessly sorts animals based on immune status and matches them to the herd’s breeding goals.



Chart 3: Mating groupings based on Immunity Female Status in OptiMate

Most herds want to maximize immune genetics, so highs and averages are bred to Immunity+ sires, while lows will be bred to beef or culled. Other herds may focus on improving the immune genetics by targeting Immunity+ sire usage at cows identified as low immune responders.

Semex’s OptiMate and Elevate builds a health strategy that matches herd goals by using Immunity+ and Immunity Female and makes execution easy! **Ask us how we can help you utilize these solutions in your herd management program.**



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+12 Conformation

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- *excels in health traits*
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Wardway Porter Alika VG-85-1YR-CAN, Wardway Farms Ltd, Woodstock, ON

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- ✓ *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.*



Need help? Are you feeling stressed, depressed, overwhelmed?

Call these numbers for immediate mental health help

ON: 211

NB: 1-800-667-5005

PEI: 902-626-9787

NFLD: 1-888-737-4668



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



Vriesdale Porter Lonely VG-85-2YR-CAN, Vriesdale Holsteins, Mountain, ON

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

DR. REGISTER **CALCIUM BOLUS**

NEW & IMPROVED



Calcium boluses are now a standard in Transition Cow management.

The original Dr. Register calcium bolus has experienced very strong sales and many producers have seen the positive results in their herd. Dr. Register through his work in large dairy herds has enhanced the formulation with added ingredients.

Advantages

- 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

Calcium Bolus

\$10/ea