



Notice of Annual General Meeting of Members of EastGen Incorporated

Notice is hereby given that the Annual Meeting of the Members of EastGen will be held at the Holiday Inn Guelph Hotel & Conference Centre, Guelph, ON with a Link Meeting for Eastern Ontario members at the Kemptville Campus Education & Community Centre, WB George Centre, Conference Room 1, Kemptville, ON, on the 31st day of March, 2020 at the hour of 10:00 a.m. in the forenoon to:

- a) Receive the financial statements of EastGen for the period ending December 31, 2019;
- b) Appoint auditors and authorize the directors to fix the remuneration of the auditors;
- c) Transact such further and other business as may properly be brought before the meeting or any adjournment thereof.

By order of the Board of Directors,
Brian O'Connor, Secretary

Tuesday, March 31, 2020
10:00 a.m. – 11:45 a.m.
Registration: 9:30 a.m.
Meeting 10:00 a.m. SHARP

OptiMate™ Helps Producers Make the Best Mating Decisions

SEMEX'S MATING PROGRAM DELIVERS A STRONG USER EXPERIENCE AND LEVERAGES THE HERD'S GENOMIC INFORMATION

Dairy mating programs work best when they help producers make breeding decisions that optimize genetics and milk production.

Two years ago, Semex launched OptiMate, the successor to its highly successful ProMate mating program. This new and improved program quickly and easily provides mating suggestions with complete genetic forecasting, explains Semex Sales and Product Specialist, Ben Versteeg.

OptiMate is firmly supported by a host of customizable options that place a strong emphasis on user experience. There's also tight integration with SemexWorks™ – an easy-to-use, touch-based, tablet software focusing on each user's unique breeding strategies and economic parameters. This makes it simple to manage inbreeding, maximize genetic gain and build herd strategies in just seconds.

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And, its reports are easy to follow, featuring clear visuals and are based on the user's preference of TPI or LPI.

"Our goal is to provide our clients with the ultimate user experience and to tailor matings to meet their needs and goals," says Versteeg.

PLAN MATINGS BASED ON HIGH-QUALITY DATA

What really sets OptiMate apart from other mating programs, notes Versteeg, is its ability to incorporate genomic information from Semex's new genetic strategy tool, Elevate®. Elevate takes the process of genomic sampling to mating as easy and seamless as possible. In concert with Semex's mobile app, users easily organize and submit samples, view results for each animal tested and fix any genetic conflicts with parentage that may occur. All

this is done via the phone to the cloud, saving time with quick submission, while eliminating paperwork and unnecessary spreadsheets.

And, it is the only genomic testing program that identifies the immune response capability of females in the herd. "With Immunity Female genomic results, we're the only company that can truly give you a full genomic evaluation."

OptiMate and Elevate work together as part of the Semex Solutions Suite. OptiMate bases breeding recommendations on parent averages, basically relying on the pedigree data provided for each animal. But when OptiMate is paired with Elevate, the mating process is taken to a much higher level. "What you get is the highest benchmark data available," says Versteeg. Producers can be confident that they are working with the most accurate numbers

and there's no potential parentage errors.

The integration of OptiMate and Elevate really helps you make better mating decisions, explains Versteeg. "With OptiMate, producers can be strategic and build a plan they are confident is based on high-quality data. Typically, data quality is the biggest potential weakness in a mating strategy, but this is eliminated when we use genomics – it gives us clean, consistent data."

BUILDING A SIMPLE AND EFFECTIVE MATING PLAN

OptiMate plus Elevate adds up to simplicity, says Versteeg. "You can make a plan that can be easily interpreted and acted, and it simplifies the path forward."

There are also opportunities to utilize new technology to help make genetic gains with each

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 - Beef Sires: (Breeds) _____
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BUILDING BETTER BEEF

generation of cows in your herd. "It gives producers the confidence to select for the genetic traits that are going to help make them profitable," says Versteeg. "Once you've determined your wants and needs, it recommends the bulls you should select. It also advises which animals you should be targeting with sexed or beef semen."

OptiMate users can further leverage Elevate's ability to identify high, average and low immune responding animals by targeted matings. Semex believes it's critical for producers who invest in the company's Immunity+ disease-resistant genetics to get the highest return on their investment. "Depending on your strategy we can target Immunity+ semen to low or average responding animals to bring them up to speed. Or, we can mate high on high to make sure that we're creating some very high immunity animals at the top end of the herd," says Versteeg.

"OptiMate really allows us to collaborate with our clients and provide the information and user experience they need. It's also the only mating program that includes genomic testing from sampling through to results. We believe that's a great advantage for dairy producers," adds Versteeg.

GEDDES



CED	BW	WW	YW	Milk
10	0.6	75	130	34

SAVAGE



CE	BW	WW	YW	Milk
10.2	2.3	62.9	86.8	14.4

BOLT



CE	BW	WW	YW	Milk
5.8	0.6	74.6	114.2	32.1

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VARILEK GEDDES 7068

SUMMITCREST COMPLETE IP55
 KM BROKEN BOW 002
 SUMMITCREST PRINCESS OP12
 VARILEK CONFIDENCE 3004 O
 VARILEK GOLDIE 5051 506
 VARILEK GOLDIE 3228 314

129SM849

SFI SAVAGE D20

REMINGTON LOCK N LOAD53U
 W/C LOADED UP 1119Y
 AUBREYS BLACK BLAZE III
 HTP/SVF DURACELL T52
 CAJS SWEET EMOTION 42Z
 JM STEEL MY HEART

0200HP40808

MCM 6964 BOLT 652D

HYALITE ON TARGET 936
 R LEADER 6964
 R MISS REVOLUTION 1009
 CHURCHHILL SENSATION 028X
 MCM 028X MARLIE 413B
 MCM MARLIE TIME 211Z



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Linda Stather- Statherview Farm

“ Investing in ai24 has made a substantial positive economic impact on our operation. ”

Kevin MacLean- Ripplebrook Farm

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Phil Prinzen - Prinzhaven Farms

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- ✓ Options for freestall, tie stall and robotic housing facilities
- ✓ ai24 starts putting money in your pocket in months!

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