

# EastGen

May 2020  
Update

## From Farm to Food Banks

At this great time of need, we are helping food banks respond to COVID-19



### \$1 FROM EACH DOSE WILL BE DONATED TO FEED THOSE IN NEED

As a Canadian, farmer-owned company, we care about and invest in the communities that we live and work in. At this time of need, we feel the responsibility to use our resources to assist those who need help to access food as we navigate through the impacts of COVID-19.

For every dose of semen purchased from the sires listed below, we will donate \$1.00 to assist foodbanks in their efforts to relieve hunger and support families in need within our communities.

We thank our farmer-owners for your essential service each and every day as you meet the growing demand to feed Canadians in a time of crisis.

### From Farm to Food Banks Promotion

We will donate \$1.00 from the sale of these sires to feed Canadians in need. Promotion runs until May 31, 2020.

BOLDI V <b>GYMNAST</b>	CROTEAU LESPERRON <b>UNIX</b>
SILVERSTREAM <b>PORTER</b>	SIEMERS <b>DARWIN</b>
BENNER <b>BARDO</b>	MCINTOSH CALMAC <b>SIDEROAD</b>
STANTONS <b>ADAGIO-P</b>	LEBOLD DREAMVIEW <b>MILANO</b>
COMESTAR <b>LAUTRUST</b>	OH-RIVER-SYC <b>CRUSHABULL</b>

### COVID-19 UPDATES



On behalf of our farmer-owners, Board of Directors and staff, a donation of masks was assembled for those in the greatest need on the front lines of the COVID-19 battle.

A total of 1440 3M N95 masks were delivered to the Ontario Government to be distributed to frontline health care workers.

### Producer requirements for milk pick-up during the COVID-19 pandemic

Please notify our call center if it is a scheduled milk pick-up day and approximate timing. This will help us to schedule calls appropriately to protect everyone's health and safety.



A sincere thank you from our field network and staff for assisting us in implementing changes that have increased safety and ensured the health and well-being of our producers and staff during COVID-19. #weareallinthistgether

**We are all doing things a little different these days...**



**We've added a new option to order your farm supplies with ease.**

### **Check out our Online Store**

- ✓ 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



 **BREEDER'S EDGE**

EastGen is excited to announce the launch of the Breeder's Edge Series of sires. Breeder's Edge sires are tailored for breeders looking for deep pedigrees, superior type and balanced proofs.

With this exciting launch, we are pleased to offer our first sire, an early, stylish son of Crushabull who is creating waves of excitement with breeders around the world. 200HO11822 Brabantdale Alleyoop (Crushabull x Rambo) is available for order today through EastGen's extensive team.

Watch for additional exciting new sires to come over the coming months.

<https://store.eastgen.ca/>

## **EastGen Youth Event Update**



The Atlantic Canada EastGen Showcase and our three regional Showcase and Challenge events in Ontario this July have been cancelled in response to COVID-19 measures. At this time, it is critical we take precautions to prevent the spread of the virus.

At EastGen, we are invested in your future. We look at this time as an important investment to ensure we can move forward soon as healthy and strong Canadians with bright futures!



**Watch for the EastGen 4-H Speaker Series coming soon! We are focused on supporting 4-H this year with exciting online education opportunities! Stay tuned for details!**

Throughout the recent weeks we have heard wonderful stories of virtual 4-H clubs, virtual farm visits, and the incredible outpouring of engagement with new online 4-H project resources. We encourage you to take on this 4-H year with open minds, resilience and leadership. This will be a year of new personal growth and new experiences. In 2021, we will welcome 4-H members to participate in our youth events that have become the highlight of the year for so many in the past. We will be ready for you in a BIG and BOLD way the summer of 2021!

BREEDER'S EDGE

0200HO11822  
BRABANTDALE

# ALLEYOOP

CRUSHABULL X RAMBO

GPA LPI +3211

CONFORMATION +17

MAMMARY SYSTEM +14

DAIRY STRENGTH +15

FEET & LEGS +14

MILK +1474

A2A2

GPA 20\*APR

**ALLEYOOP** is an early, stylish son of CRUSHABULL who is creating waves of excitement already with breeders around the world. **ALLEYOOP's** maternal line is flush with high scoring dams all with extraordinary production records and stemming from the remarkable and beautiful **RC-LC Goldwyn ATM**.

**ALLEYOOP**... bred to be great and destined for greatness!

PHOTOS: HOLLY MCFARLANE

CRUSHABULL X  
BRABANTDALE RAMBO ANGELFACE VG-85-2YR  
02-00 15,199M 610 4.0F 438 2.9P 458 495 415

2<sup>ND</sup> DAM IS A VG-85-2YR 9\* MCCUTCHEN  
02-01 305 17,890M 891 5.0F 562 3.1P 463 614 450

3<sup>RD</sup> DAM IS A VG-87-5YR 2\* SNOWMAN  
04-05 305 13,751M 506 3.7F 423 3.1P 262 261 256

4<sup>TH</sup> DAM IS THE LEGENDARY EX-92 DOM 6\* RC-LC GOLDWYN  
ATM

03-10 305 17,069M 838 4.9F 587 3.4P

4<sup>TH</sup> DAM: RC-LC GOLDWYN ATM

© Leo McArthur  
Holly McFarlane

# Spring Specials - Fly Control Products

## FliesBeGone Fly Trap

- Effective for 4-6 weeks with a range of 50-100 yards..
- **That's powerful!**
- No toxins! No poisons!
- No insecticides.
- Catches up to 20,000 flies and up to ten times faster than other traps.
- Maintenance free and completely disposable.
- Nothing to clean up!



FliesBeGone Fly Trap	#495	\$15.50
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## Mr Sticky

- Effectively catches, controls and eliminates flies.
- Non-toxic, environmentally safe.
- No insecticides or pheromones.
- Constant cost-effective fly control
- Sticky Roll™ Deluxe Kit includes 1000 ft. of Sticky Roll fly tape, take-up reel, 3 pulleys, hand crank, mounting rails and all necessary hardware.



## Mr Sticky Special

June 1 - July 31, 2020

Mr. Sticky Deluxe Kit	#449	Reg. <del>\$77</del>	<b>\$72</b> / kit
Mr. Sticky Roll - 1000 ft./roll	#448	Reg. <del>\$48</del>	<b>\$43</b> / roll
Mr. Sticky Super Deluxe Kit	#872	\$150 / kit	
Mr. Sticky Super Deluxe Roll - 2500 ft./roll	#873	\$125 / roll	

We're giving you another option for ordering your farm supplies with ease.

**Online Store**

<https://store.eastgen.ca>

www.eastgen.ca

