

EastGen

June 2020
Update

EASTGEN 4-H SPEAKER SERIES



Michael Barrett



Mike von Massow



Senator Rob Black

We understand that 4-H across Canada looks different this year. Through the many challenges and changes that COVID-19 has presented, our unparalleled commitment to youth has not changed. In 2020, we are pleased to present resources and live presentations available to all 4-H clubs. In May, we announced the launch of the new EastGen 4-H Speaker Series, which allows us to assist 4-H leaders by delivering industry talent, skill, and instruction directly to the 4-H'ers who are keen to continue developing.

Upcoming resources for 4-H clubs:

How-to modules that leaders will be able to access and use for their local meetings. These will include experienced speakers presenting on topics like; How to read a dairy proof sheet, genetic strategies, bovine reproduction - how to handle semen, giving effective dairy reasons, beef on dairy and beef judging strategies. The first of these modules will be released in early June and the remainder will follow in the summer months.

Our first online live event in our 4-H Speaker Series was held on May 25, 2020, with Michael Barrett, CEO of Gay Lea Foods Co-operative, Mike von Massow, OAC Chair in Food System Leadership, University of Guelph and Senator Robert Black. Over 500 participants received an overview of the food supply chain in Canada and how it has been impacted by COVID-19. Mark your calendars for our second live 4-H Speaker Series on June 22nd, It is titled **AGRICULTURE ADVOCACY 101, STAND UP FOR YOUR INDUSTRY!** With Andrew Campbell, Fresh Air Media & Kelly Daynard, Farm & Food Care Ontario.

From Farm to Food Banks



\$7,289 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.

In May, EastGen pledged to donate \$1.00 of every dose of semen purchased from a pre-selected list of sires to assist our food banks at this time of great need. We are pleased to announce a donation of \$7,289 on behalf of our farmer-owners to food banks across our service area.

AGRICULTURE ADVOCACY 101, STAND UP FOR YOUR INDUSTRY!



**June 22, 2020
@ 7:30 p.m.**



Andrew Campbell



Kelly Daynard

Find the right cows
at the right time

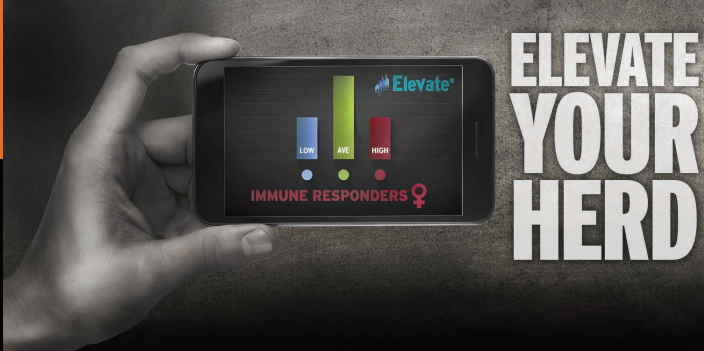


Power-up your cow monitoring capabilities with the most advanced, yet easy-to-use, herd management system.

- ✓ *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.*



For a consultation on ai24 monitoring systems contact
Cody Schinkel 519-837-5957 or
email: cody.schinkel@eastgen.ca



**ELEVATE
YOUR
HERD**

**Elevate® tips that will
take your herd to the next level**

The Powerful Semex Cloud

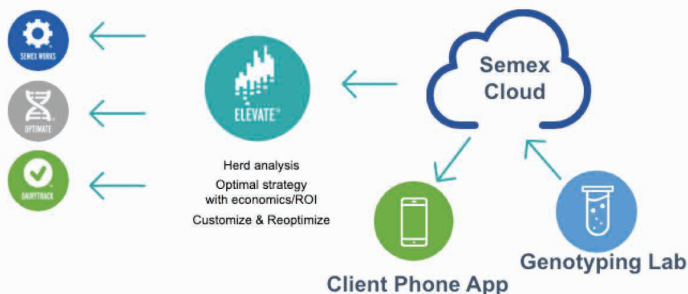
Mark Carson, Semex Genetic Solutions Manager

Paperwork is one of the biggest bottlenecks for herds that genomic test. The Semex Cloud is part of the solution to this problem! The Semex Cloud works behind the scenes to help the genomic testing program and ensures the most value from genomic data when it's returned. Novel in our industry, the Semex Cloud stores and processes all information from Elevate®, our female genomic testing program.

Elevate uses the genetic information in the Semex Cloud to determine those animals needing to be tested next. It also automatically pushes genomic test results, updates inventory into OptiMate™, Semex's mating software, creating a seamless process.

Uniquely, Elevate updates herd inventory automatically, every day, from the farm computer. Any time the farm computer is connected to the internet, herds on Elevate can use the Dairy Data Warehouse (DDW) automatic uploading tool to send necessary information daily to the Semex Cloud, facilitating genomic testing. DDW works with all major software packages including Dairy Comp 305, Uniform Agri and major parlor or robot systems.

Results – Decisions



§ BREEDER'S EDGE

0196HO55835
CLAYNOOK

BAROLO SG

SIDEKICK X ANDRE



GPA LPI **+3390**

CONFORMATION **+16**

MAMMARY SYSTEM **+15**

DAIRY STRENGTH **+10**

FEET & LEGS **+7**

RUMP **+8**

MILK **+740**

GPA 20*APR

BAROLO 2ND DAM: CLAYNOOK UNIX DIVINITY VG-88-3YR
PHOTO: PATTY JONES

0196HO55436

MATTENHOF

GENIE

CHIEF X ATWOOD

GPA LPI **+2908**

CONFORMATION **+12**

MAMMARY SYSTEM **+9**

DAIRY STRENGTH **+7**

FEET & LEGS **+11**

RUMP **+5**

REAR ATT. WIDTH **+12**

A2A2

GPA 20*APR

With Mattenhof GENIE, it feels like we are witnessing history as it happens. Sired by **CHIEF**, **GENIE** is from one of the most talked about show and brood cows of the breed **Galys-Vray EX-94**. Galys-Vray and her family have taken the world by storm while earning championship banners across Europe. Don't just wish for a great one, make one with **GENIE!**

As the #1 LPI and milk rating son of the popular **SIDEKICK**, Claynook **BAROLO** is an absolute game changer. Currently the #1 Conformation sire from Switzerland, **BAROLO** is the next generation from one of the World's iconic maternal lines – the Rudolph Zip's. Generation after generation this foundation family continues to deliver. Rewrite your herd's story with **BAROLO**.



DAM: GALYS VRAY EX-94

Grand Champion European Holstein Show Colmar 2016
Grand Champion & Supreme Champion Swiss Expo 2016
Grand Champion Expo Bulle & Res. Grand Champion Swiss Expo 2015
Jr. Milking Champion Swiss Expo 2014 Photo: Wolfhard Schulze

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

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.

Order your farm supplies with ease using our New 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
- ✓ Visit <https://store.eastgen.ca/>

NEW

Sanitizer and Face Masks



- 3 ply Face Masks with Ear Loops
- Locally Manufactured & Health Canada approved Hand Sanitizer