

EastGen

Coronavirus Update

EastGen's Role and Responsibility Navigating Through COVID-19

Since mid-March, EastGen has continued to monitor and follow the direction of Public Health officials and all levels of government in an effort to do our part to stop the spread of COVID-19. We want to continue to ensure that we are taking all reasonable precautions individually and collectively to keep our customers, staff and families safe and healthy.

It is great to see most rural areas in Ontario and the Atlantic provinces moving into stage 3 and easing restrictions. With these positive steps forward, health officials are continuing to reinforce the need for social distancing. Thank you for all the precautionary measures you have taken with the EastGen service representatives who visit your farms. We appreciate the space you have given our staff to do their jobs and appreciate that you will continue this moving forward.

We remain committed to maintaining rigorous health and safety standards, taking strict precautions and making decisions with vigilance and guidance from health officials and government leaders. We encourage you to continue to engage in safe practices to keep yourself healthy and to prevent the spread of COVID-19. If you have any concerns, we ask you to reach out to your service representative. Thank you for your patience and understanding as we navigate through these unprecedented times.

Stay safe!
The EastGen Team

August 2020 Update



EastGen President David Larmer presented a donation of cheese to Heather Kirby, Executive Director of the Kawartha Lakes Food Source. This donation is one of 22 food banks in our service area in Ontario and the Atlantic provinces that will be receiving dairy products from EastGen's Farm to Food Bank Campaign this past spring. With the support of EastGen's farmer-owners, we are proud to announce a total donation of over \$7,200 worth of Canadian dairy goodness in the form of Thornloe Cheese in Ontario and Amalgamated Dairies Limited products in Atlantic Canada.

August GENETIC EVALUATIONS



Watch for your new proof sheet following the
Genetic Evaluation release on August 11!

Tank Management

DO:

- Keep the tank in a well-lit, well-ventilated area
- Place a wooden pallet or rigid foam underneath the tank
- Use mild soap and water to clean the tank as needed
- Check the nitrogen level regularly
- Replace the neck cork after use
- Keep a pair of safety glasses near the tank and use them
- Lock the tank when not in use
- Securely tie down a tank in the bed of a truck for transport
- Keep the top of the can below the neck tube when retrieving a straw of semen
- Use a clip to secure the canister below the critical zone
- Use pre-cooled tweezers to handle semen
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- Limit exposure of the straw to air between the tank and thaw unit

DON'T:

- Store the tank directly on concrete
- Store tanks in the milkhouse
- Use a piece of pipe to measure nitrogen levels
- Transport the tank in the passenger seat of a vehicle
- Use a strong jet of water to clean the tank's exterior

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



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

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

NEW

Sanitizer and Face Masks



Locally Manufactured & Health Canada Approved Hand Sanitizer

\$47.00 per gallon pump included



3 ply Face Masks with Ear Loops

\$85.00 per box

TAKE CONTROL WITH IMMUNITY+ SIREs

Stantons
ADAGIO-P



Athlone Adagio Moncton GP-84-2YR-CAN

GLPI	+3290
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Pro\$	\$2279
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Croteau Lesperron
UNIX



Glen Islay Unix Frozen EX-91-2E-CAN

GLPI	+2957
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Pro\$	\$1423
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Lebold Dreamview
MILANO



GPA LPI	+3202
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Pro\$	\$1909
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Melarry
FUEL



GPA LPI	+3325
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Pro\$	\$2621
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Westcoast
SWINGMAN - RED



GPA LPI	+3254
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Pro\$	\$2420
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Immunity+® sires give you the power to breed healthier calves and eliminate disease in your herd today. Take Control now with Immunity+ sires.

August

PRODUCT SPECIALS



BactZyme

Premium Blocks

BactZyme will liquify solid material so that it's easier to agitate, pump and irrigate.

Pail of 50
\$550



Light Bulbs

Omni A21
Dimmable Bulbs
Generation 5

16 Watt ~~\$12~~ \$10
9.5 Watt ~~\$12~~ \$10



Fly Control

Mr. Sticky

1000-ft Refill \$43/Roll
1000-ft Kit \$72/Kit

Help us update our records...

Do we have your email address?

Over the last few months we have used email to communicate COVID-19 procedures to our customers.

Simply check off all the information you would like to receive and help us update your file!

Name: _____

EastGen Account #: _____

Email: _____

Cell Phone: _____

- | | | |
|---|--|---|
| <input type="checkbox"/> New Release Sires | <input type="checkbox"/> Premier Program Sires | <input type="checkbox"/> Events/Meeting Notices/Company Notices |
| <input type="checkbox"/> Proof Updates | <input type="checkbox"/> Farm Products | <input type="checkbox"/> Component Sires: (Breeds) _____ |
| <input type="checkbox"/> New Fast Start Sires | <input type="checkbox"/> EastGen Youth Events | <input type="checkbox"/> Beef Sires: (Breeds) _____ |
| <input type="checkbox"/> Sales/Promotions | <input type="checkbox"/> Jersey Sire Updates | <input type="checkbox"/> Career Postings |