



ONCE YOU'VE RECEIVED YOUR GENETIC TEST RESULTS

Mark Carson, Semex Genetic Solutions Manager

The combination of sexed semen and better reproductive management protocols gives herds the opportunity to manage their animal inventory differently. Heifer matings are now the most critical matings. You're able to maximize genetic progress via sexed semen, giving you up to 90% female calves from your first lactation heifers. This creates management challenges that genomic testing through Elevate® can alleviate.

Using your genomic results to sort through your herd's inventory is common. This data can dictate which animals get sexed, conventional or beef semen, and helps to balance your future heifer inventory. After pedigree errors found by genomic testing are corrected, one of the first decisions that needs to be made is based on ranking heifers from highest to lowest genetic value. Industry indexes such as GTPI and GLPI are commonly used to sort through genomic data. Although these indexes help to rank animals on a national level, they may not reflect the herd's genetic needs and goals. It is suggested that the herd owner works with his/her genetic advisor to build a custom index, putting weights on the traits the owner deems important.

Semex has a program called SemexWorks™ that allows dairy herd managers to build a custom index that fits their herd's genetic goals. A custom index allows for a simple top to bottom ranking of animals, without getting weighed down in sorting through sub traits. Once you've gotten your herd's index of choice picked, it's time to make inventory decisions. Genomic testing helps provide a ranking, but you must also account for herd and business management decisions that will impact current and future needs. Pregnancy rates, age at

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CALL FOR DIRECTOR AND DELEGATE NOMINATIONS

EastGen members in the following zones are invited to submit nominations for Directors and Delegates for a three year term. Early nomination forms have been mailed and have been posted at www.eastgen.ca. All nominations must be submitted prior to Friday, October 30, 2020 at 5:00 p.m.

Zone 3 - City of Ottawa, Dundas, Stormont **

Zone 6 - City of Kawartha Lakes, Durham Region A (Ontario County and Ramara Township), Durham Region B (Durham County excluding Cavan Township), Peterborough County (including Cavan Township), York, Halton, Peel **

Zone 9 - Wellington, Waterloo

Zone 12 - Huron, Middlesex, Elgin, Essex-Kent, Lambton

** The current director in Zone 3 (Joe Krol) and Zone 6 (David Larmer) are not eligible to re-run as they have completed the maximum term a director can represent the membership on the EastGen Board of Directors.

Please note that due to the COVID-19 pandemic, virtual zone meetings will be held for EastGen's entire service area. Please watch your November Update for more information on these dates.

Your goals. *Our Mission.*

At EastGen, we are driven to lead the industry with the most advanced genetic line-up for every type of farm – whether striving for top management, high production, superior conformation or all of these.

Year after year, we have the highest market share in the top managed herds. Our genetics have also dominated the world's dairy shows for decades. As an owner of Semex, we can tap into the dynamic genetics they provide to different dairy farms around the world. We are proud to offer you access to the world's top bulls.

PROFIT MAKERS

PRO\$	PROVEN
\$2885	Westcoast Randall
\$2816	Progenesis Midnight
\$2655	Boldi V Gymnast
\$2616	Stantons Galore-ET
\$2594	Silverridge V Etesian
\$2551	Stantons Ateam-ET
\$2532	Stantons Actually
\$2517	Benner Bardo
\$2503	Boldi V Aptitude
\$2364	Stantons Adagio-P-ET

GENOMAX PROFIT

	PRO\$
Dudoc Speedup P	\$3523
Blumenfeld Bluechip-ET	\$3435
Maheufils Alphagen Art	\$3394
Stantons Hyperloop	\$3319
Silverridge V Einstein	\$3288
Westcoast Stamkos *RC	\$3266
Progenesis Mitsubishi	\$3168
Progenesis Parachute	\$3046
Westcoast Redcarpet	\$3019
Silverridge V Circus	\$3006
Siemers Darwin-ET	\$2990
Wilder Mark-ET *RC	\$2771
Progenesis Summerday	\$2707
Melarry Fuel-ET	\$2569



Mystique Fuel Castille VG-85-2YR-CAN



Stantons Ateam Tease VG-85-2YR-CAN



Blondin Sidekick Cool, VG-87-1YR-CAN



Unix Daughter Group at Kingsway Holsteins

We are your *genetic source.*

BALANCED BREEDING
WITH DOUBLE-DIGIT
TYPE

PROVEN TYPE

LPI	TYPE	
3475	17	Stantons Alligator-ET
3420	12	Westcoast Randall
3373	11	Stantons Actually
3364	11	Benner Bardo
3360	12	Stantons Ateam-ET
3352	12	Stantons Galore-ET
3333	10	Silverstream Porter
3311	10	Boldi V Aptitude
3291	10	Stantons Adagio-P-ET
3236	10	Silverridge V Etesian
3158	12	Claynook Dealmaker
2960	12	Croteau Lesperron Unix

GENOMAX

	GPA LPI	Type
Dudoc Speedup P	3698	11
Claynook Barolo SG	3389	16
Progenesis Dropkick	3298	12
Siemers Stars-ET *RC	3246	15
Vogue Solarpower	3246	14
Westcoast Swingman Red	3237	10
Progenesis Dryden	3235	11
Progenesis Dumbledore	3213	12
Brabantdale Alleyoop	3187	17
Mcintosh Calmac Sideroad	3186	14
Scenery-View Cliff-PP-ET *RC	3177	11
Lebold Dreamview Milano	3169	14
Walnutlawn Sidekick	3120	14
Raspberry Revere-Red-ET	3062	14
Oh-River-Syc Crushabull-ET	3047	15
Brabantdale Alongside	3000	15
Mattenhof Genie	2845	11

NEW EASTGEN GENETIC ADVISOR ANNOUNCED

The designation recognizes staff who demonstrate a commitment to partnering with clients to achieve or exceed their specific genetic goals.



GUELPH, ONTARIO – EastGen's Genetic Advisor designation was created to meet the demands of the evolving role EastGen Sales Representatives have in genetic consultation. Recognizing that on-farm results are driven by strong reproductive consultation, genetic advice and new technology, the Genetic Advisor designation is unique to EastGen.

Genetic Advisors receive this designation following a nomination process that evaluates staff who have completed formal development activities including achieving the CSP designation (Certified Sales Professional) and exemplify EastGen's core values, who consistently perform at a significantly high level and who produce strong results for EastGen and customers. Recipients are those sales professionals whose colleagues and other industry professionals recognize as leaders in the AI industry.

EastGen is pleased to announce that Dave Eadie has achieved this designation. With 33 years of commitment to building strong client relationships, Dave has earned the greatest level of respect from his customers and peers. Dave has been in his current role as Regional Sales Representative in Huron and Perth Counties for the last 17 years and spent the 16 years before that in the role of AI Technician. Throughout Dave's years with EastGen, he has developed extraordinary knowledge of the resources available to him that will have the greatest impact on the herds he works with. Dave has been successful in delivering the Semex Solutions sales approach, consistently resulting in profitability for his customers. Dave has demonstrated leadership through his support of his regional technician team and EastGen's professional sales network by having a maximum impact on genetic and reproductive results in herds across his region.

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first calving, heifer rearing costs and herd internal growth and expansion needs are just some of the many factors that need to be accounted for. Combining the genomic ranking with proper inventory accounting will help to select animals to get sexed, conventional or beef semen, as well as culling, and in some cases IVF or an ET strategy. To



SEMEX WORKS

SemexWorks™ allows dairy herd managers to build a custom index that fits their herd's genetic goals.

help with these decisions, Semex developed a tool called the Elevate Solver that combines genetic and herd management information, to help develop the best strategy for the herd. This will drive up genetic gain, as your highest animals will contribute to the next generation.

One area that can be a difficult decision to make is breeding older, productive cows to beef semen, because genetically they index lower than their younger herd mates. If the system is set up correctly, those older cows have already contributed to the next generation by producing high genomic females based on the use of genomic selection and sexed semen. Your goal with these cows changes. Your new goal is to keep this cow in the herd as long as possible by using high fertility semen, including beef semen. To get the maximum out of your genetic results, a herd must accept the fact that younger animals will make up the bulk of the future replacements.

To get the most out of your genomic results, it's recommended you work with a trusted genetic advisor who knows how to get the most out of the technology available and challenges the herd management to think about how their genetics are being managed now and into the future.



TAKE CONTROL

of your herd's genetics and future with Elevate®