

DEC
2020

Update 

EastGen

EastGen

Merry Christmas &
Happy New Year

2020



With our sincere thanks

It has been a year like no other. I would like to recognize the extraordinary efforts of our customers and staff as you continue to take measures to reduce the spread of COVID-19. EastGen is part of the essential agricultural services network which gives us the privilege of supporting your vital production of food during this global pandemic. With the privilege of being invited onto your farm, we are committed to taking all the necessary measures to maintain a safe work environment for everyone.

With the recent increase in cases across our service area, it is imperative that we follow public health protocols which now include wearing a mask on-farm. We will continue the practice of frequent handwashing and sanitation and we ask for your continued support in maintaining safe physical distancing at all times.

At EastGen, we want you, your families and your employees to know that you can be confident we will do our part in safely working through these trying times as we continue to provide the essential products and services you depend on.

From our team at EastGen, and all of our families, please stay healthy and be safe. As we look forward to turning the calendar page to a new year, we wish you a joy-filled holiday season and best wishes for health and prosperity in 2021.



Brian O'Connor, General Manager



EastGen 2021 Zone Meetings
Due to the COVID-19 pandemic, virtual zone meetings will be held for EastGen's entire service area.

**SPECIAL KEYNOTE
SPEAKER, MARC COMTOIS**

From his early days milking a small herd in a tie-stall barn, Marc Comtois has transitioned Comestar Holsteins in so many remarkable ways. Marc has developed Ferme Comestar - a Victoriaville, Quebec-based dairy farm into one of the most respected names in the global Holstein industry providing outstanding dairy genetics for breeders in Canada and across the world. Marc will share the transition of his facilities to house a 300-head (39 kg) milking herd, in a new modern dairy barn with six milking robots. He'll provide insight on the changes and transitions in his herd management and talk about what is ahead for Comestar with the next generation becoming involved in this expanding farm-operation.

English Virtual Zone Meetings

Tues., January 19, 2021 - 7:00 p.m. EST
Wed., January 20, 2021 - 11:00 a.m. EST

French Virtual Zone Meeting

Thurs., January 21, 2021 - 11:00 a.m. EST

Register now at
www.eastgen.ca

December Proof HIGHLIGHTS



MELARRY *Fuel* 
DUKE X KINGBOY X MOGUL

Despite the relentless challenges our industry has had to face in 2020, we can all take pride knowing that our resolve and focus has been rewarded with one of the most impressive proof rounds ever experienced in Canada.

We will start with Canada's highest newly proven sire the long-anticipated **Melarry Fuel**. Fuel, the highest proven **Immunity+**[™] production sire in the world, debuts with an impressive +2043 Milk, +110 Fat (+.26%), +70 Protein (+.01%), +3433 GLPI and +12 Conformation. Fuel (Canada's #1 ranked Duke son x VG-89 Kingboy x EX Mogul) will offer well-attached, shallow udders (+8 Overall) with ideal Heel Depth (+9), outstanding strong frames (+12 Chest Width, +10 Body Depth), and ideal rump structures for many of today's common blood lines (Rump Angle 3L).

Our next addition, **Stantons Adorable**, is a Supershot from the former #1 GLPI cow Stantons McCutchen 1174 Agree VG-88 14*. Agree, with six sons in the Top 100 LPI list averaging +3402 GLPI, has more than any other cow and included in this illustrious list is the world's #1 proven Immunity+[™] sire Stantons Alligator and our #1 used proven sire in 2020 Stantons

Adagio-P. Adorable offers a balanced profile with solid Milk (+615 kg), high deviations (+.28% Fat, +.19% Protein) and +11 for Conformation. In addition to his +10 for both Fore and Rear Attachment Height, the snug uddered Adorable daughters will track well (+11 RLRV), have capacious frames (+9 Chest Width), and a correct slope from hooks to pins (2L). Adorable also has the added benefit of being above average for Herd Life, Mastitis Resistance, Daughter Fertility, Calving Ease and is available conventional or sexed* and as part of our 30 for \$25 Special (* - purchase only basis).

The next two proven additions we expected to hit this round as both were partially proven in August. The first of these is the Robot Ready[™] and A2A2 designated **Stantons Ateam** who passed the required threshold for daughters in production to become officially proven. Ateam came through as expected offering outstanding profit and production potential with +3311 GLPI, \$2442 Pro\$, +1705 Milk, +82 Fat (+.15%), +61 Protein (+.03%) while holding at a pleasing +12 for Conformation. His daughters have well-attached, shallow udders (+11 Overall), and correct Feet & Legs with desirable Bone quality and Rear Leg Rear View (+10 Overall). As an added bonus, Ateam is available as part of our 30 for \$30 Special.

Progenesis Midnight is the second sire that added enough milking daughters to become officially proven this round. Midnight, who is one of our best proven sires for driving profit (\$2748 Pro\$), is also our new leader for combined Fat & Protein with +203 kg! In addition to his high component yields, Midnight can also be used to improve deviations (+.60% Fat, +.36% Protein) while offering solid Conformation (+5). The Fertility First[™] designated Midnight also saw gains in his Semen Fertility rating to 61% and will be available as part of our 20 for \$20 Special.

Although falling just short of the minimum daughter threshold to receive an official production proof, excitement will only continue to surge with the release of the first official Conformation proof of +19 for **Walnutlawn Sidekick (#1 in Canada)**. Classification scores for Sidekick daughters in

Canada continue to drive this type sensation to unprecedented levels. Currently on 155 daughters, Sidekick (sired by Abbott) is 95% GP or Better and is an amazing 37% VG-2YR-Olds! His EX-94 7* McCutchen dam is a maternal sister to the elite type sire **Walnutlawn Solomon**. She is also the former #1 Conformation Cow in Canada and completes twelve generations VG or EX dams from the world-renowned "Splendor 39*" family. Bred to be great, it is clear that Sidekick and now his high-ranking progeny are well on their way to be in a revered class of their own. (Added note: a limited supply of Sidekick sexed semen is available.)

Like Sidekick, **Legend-Maker Victor** debuts with only a partial proof that sees him carrying a GPA evaluation for production while receiving his first official Canadian Conformation proof of +13. Victor, who is A2A2 and Robot Ready™ designated, is a deeply-bred Kingpin son from an EX-92 1* Liquid Gold, an EX-91 Goldwyn, EX-92-2E DOM Outside that goes back to the reputed All-American Aitkenbrae Starbuck Ada EX-94-2E DOM 4*. Breeders can expect high deviation milk (+.17% Fat, +.32% Protein) from snug, shallow udders (9S Udder Depth), ideal Feet & Legs (+13 Overall), capacious frames (+7 Chest Width) and with a +6 Loin, 7L Rump Angle, +5 Pin Width and 8A Thurl Placement, their rumps will be picture perfect.

New You will soon notice that Ciaq and EastGen have collaborated to produce a joint proof sheet this proof round that will feature the same offering of bulls in both regions for our Component Breeds. In most breeds, this initiative will provide producers in each region access to a greater selection of bulls and increase efficiencies in the production costs of proof sheets.

AYRSHIRE - 2 newly proven additions...

Kamouraska VISION - The phenomenal matriarch Kamourask Orra Xuby VG 12* reliably delivers again this proof round with the highest newly proven sire VISION and whose daughters by Valpas rank #1 and #2 on both the GLPI and Pro\$ lists.

BREEDER'S EDGE

KINGS-RANSOM
DIMENSION
DISCJOCKEY X DELTA X DOORMAN

New Release!





PHOTO: HOLLY MCFARLANE

Now is the time to add a new **DIMENSION** to your breeding program from the World-Renowned "Dextra" Cow Family!

Pro-Purchase Only!

GPA LPI +3307
CONF +14

Misyl TARZAN by Bigstar, debuts with +2729 GLPI, +993 Milk, +34 Fat (-.08%), +38 Protein (+.06%), and +11 for Conformation. The A2A2 carrying TARZAN stems from a VG-86 Landscape from the high producing Misyl Normandin Janelle EX-4E 90 who has a seven lactation average of 278-282-282 BCA.

We have literally doubled our list of Ayrshires on our proof sheet with this new collaboration which increases our published Immunity+™ line-up. Check out the full list of our exciting new additions at www.eastgen.ca

JERSEY

New to our conventional Jersey semen line-up is the Immunity+™, Robot Ready™, and A2A2 designated **Missika ROTOR**. ROTOR (Bourbon x Comanche) debuts with +2098 GPA LPI, \$2747 Pro\$, 1661 Milk, +7 Conformation, and a pleasing +8 Mammary System. Following close behind is the high-ranking CHIEF son **Rowleys DROPTINE**. DROPTINE will be another profit driver with +2053 GPA LPI, \$2573 Pro\$, +1465 Milk, high Fat (+79 kg, +0.04%) and Protein (+63 kg, +.08%), and +4 Conformation. Rounding out our Jersey additions is **Perkins SKYCLASS**. SKYCLASS (Chrome x Valentino) is just short of the threshold for an official production proof, but did receive an early official Conformation proof (+9 Overall).

More

UPDATES AT WWW.EASTGEN.CA
Visit our news section

NEWLY PROVEN

0200HO10992

0200HO10992
WALNUTLAWN



ABBOTT X MCCUTCHEN X LAVANGUARD

Sidekick & Sons...



Lareleve Sidekick 772 VG-87-2YR-CAN

GPA LPI +3265
CONF +19

GEV 20*DEC

All Available Sexed!



www.eastgen.ca



GPA LPI +3438
Conf +18

Claynook **Barolo** SG
*While supplies last



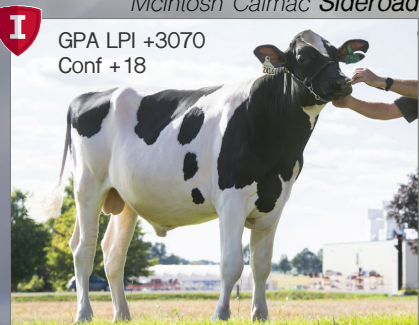
GPA LPI +3215
Conf +16

Lebold Dreamview **Milano**
Bred by Terry Lebold and Jon Martin



GPA LPI +3237
Conf +16

McIntosh Calmac **Sideroad**



GPA LPI +3070
Conf +18

Brabantdale **Alongside**