

FEB
2021

Update

EastGen



ANIMAL MONITORING AND EARLY DETECTION OF HEALTH ISSUES

The overall goal of herd health management programs is to ensure the optimal care and well being of dairy cattle. The two key aspects of a successful health management program are 1) timely intervention, and 2) the administering of effective treatments. The earlier a sick cow is identified and effectively treated, the lesser the negative economic impact of the illness will be.

Many words have been written about the early detection capabilities of animal monitoring (let us be clear that the “early” part of illness detection is only a relative term pertaining to the identification of a sick cow before she would have been identified by farm personnel).

Continued on page 2...

Notice of Annual General Meeting of Members of EastGen Incorporated

Notice is hereby given that the Annual Meeting of the Members of EastGen will be held virtually on the 5th day of April, 2021 at the hour of 10:00 a.m. in the forenoon to:

- Receive the financial statements of EastGen for the period ending December 31, 2020;
- Appoint auditors and authorize the directors to fix the remuneration of the auditors;
- Transact such further and other business as may properly be brought before the meeting or any adjournment thereof.

By order of the Board of Directors, Brian O'Connor, Secretary-Treasurer

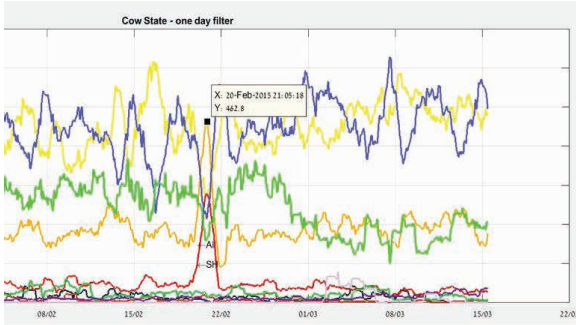
**Monday, April 5, 2021
10:00 a.m. - 12:30 p.m.**

EastGen Youth Shows 2021

4-Her's - We miss you! EastGen's Board of Directors and staff remain committed to supporting youth across our service areas. We plan to offer our youth shows once again this July.

2021 Dates - The EastGen Showcase and Challenge youth shows will be scheduled between July 1 - July 15.

To ensure the health and safety of all, these proposed dates may change or be cancelled based on requirements associated with the ongoing COVID-19 pandemic. Please watch our newsletters, social media and website for updates and more information as it becomes available.



Graph displays eating, rumination, respiration, activity levels, rest behavior and laying behavior of an individual cow.

How does a monitoring system find sick cows earlier than farm staff?

First and foremost, an animal monitoring system relies on objective data versus conventional management's reliance on subjective evaluation of cow status. There's little opinion in the collar or ear tag.

The continuous measuring and recording of an individual cow's behavior results in a quantitative measurement of the "normal" behavior and the tracking of changes from normal behavior.

Data objectivity enables the identification of subtle changes in cow status and improves the



As temperatures drop and snow flies, the number of injuries due to slips, trips and falls increases. We ask that you use salt, sand or another proven anti-slip material to keep walkways clear for your safety as well as our staff, and others who come on-farm. Thank you for continued cooperation.

consistency of the monitoring process across the entire herd. A drop of 30 minutes in rumination in a day is an important bit of information that is easily displayed by a monitoring system, while barely noticeable in a conventionally managed farm.

The second reason for electronic animal monitoring's early detection advantage is that it looks for predictive signals of an oncoming health issue instead of the symptoms. Think of the day before you come down with the flu—you just don't feel right... You may lose your appetite, feel tired. You know the feeling.

Guess what? Cows are very much the same as we are in this regard!

Conventional herd management is focused on looking for cows displaying signs of illness and/or a decline in performance. In an electronically monitored herd, we look for changes in the cow's behavior that have been found to be strongly correlated to a developing illness. In most cases, the change in behavior is evident before clinical signs appear.

The **ai24** monitoring system is part of EastGen's group of **Solutions** targeting fertility, health and longevity to build a profitable herd.

- ✓ **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 profitability for any type of dairy housing situation**



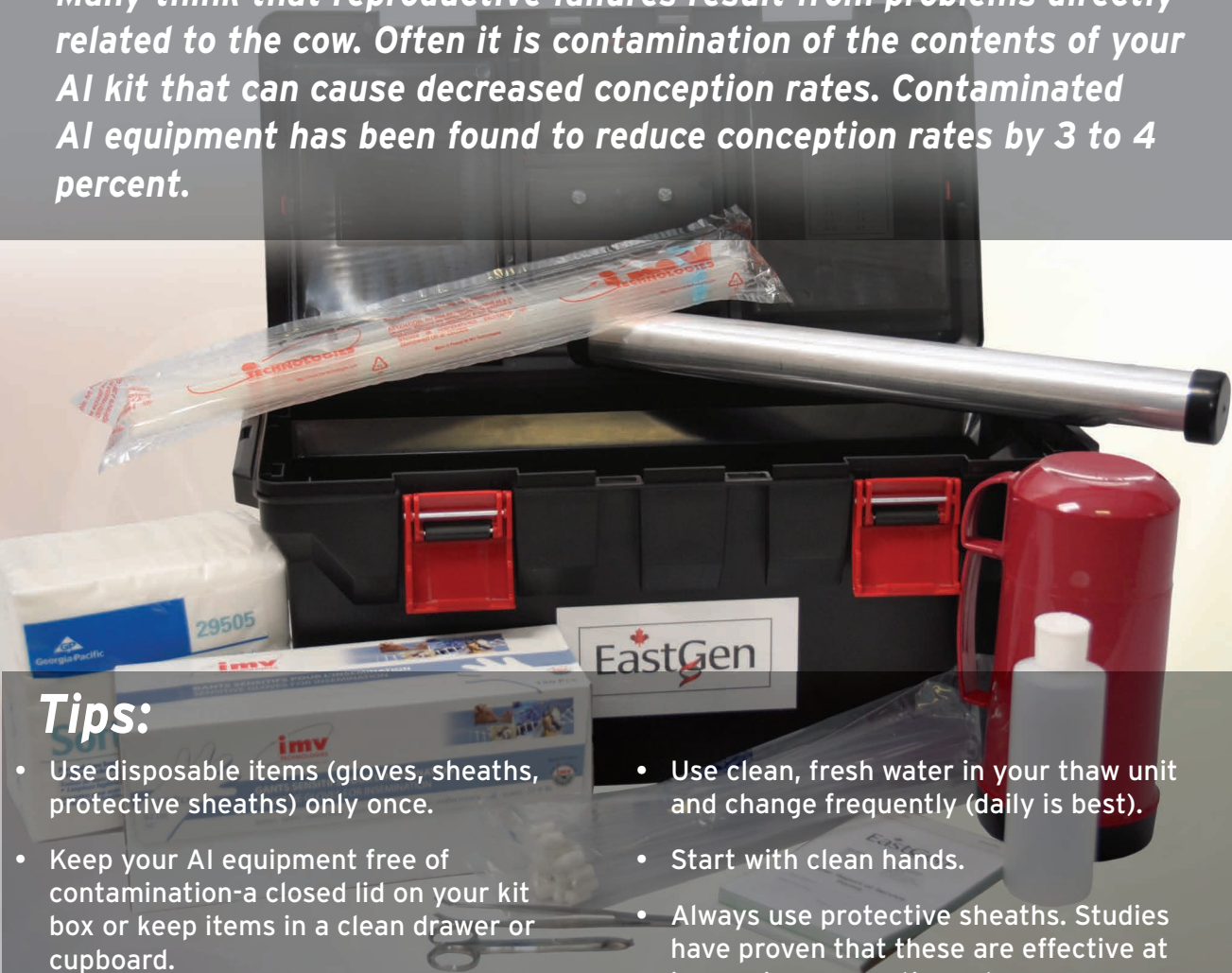

For a consultation on ai24 monitoring systems contact 519-837-5957

Do not forget your equipment!

Many think that reproductive failures result from problems directly related to the cow. Often it is contamination of the contents of your AI kit that can cause decreased conception rates. Contaminated AI equipment has been found to reduce conception rates by 3 to 4 percent.

Tips:

- Use disposable items (gloves, sheaths, protective sheaths) only once.
- Keep your AI equipment free of contamination—a closed lid on your kit box or keep items in a clean drawer or cupboard.
- Clean the inside of the AI gun frequently—remove the plunger and soak it and the barrel in warm soapy water. Make sure it is completely dry afterwards!
- Wipe clean your semen straw scissors after every cut.
- Keep sheaths/protective sheaths in original package and closed if possible. Protect from dust and direct sunlight.
- Use clean, fresh water in your thaw unit and change frequently (daily is best).
- Start with clean hands.
- Always use protective sheaths. Studies have proven that these are effective at increasing conception rates.
- Have plenty of paper towels in your pocket. Use as many as necessary to clean the cow, plus one more to hold open the cow's vulva to ensure clean entry of the gun.
- Finally, not hygiene related but very important - check the accuracy of your thaw unit **OFTEN!** Our sales reps and repro solutions staff are equipped to do this for you.



MELLARY

Fuel



Fat 110kg +.26%
Fat & Protein 180kg
GLPI 3433

Fat & Protein

LEADERS

BENNER

Bardo



Fat 101kg +.83%
Fat & Protein 149kg
GLPI 3327

STANTONS

A-team



Fat 82kg +.15%
Fat & Protein 143kg
GLPI 3311

PROGENESIS

Parachute



Fat 106kg +.47%
Fat & Protein 177kg
GPA LPI 3455

PROGENESIS

Summerday



Fat 89kg +.04%
Fat & Protein 161kg
GPA LPI 3298

DRUMDALE

Allday-P



Fat 93kg +.53%
Fat & Protein 158kg
GPA LPI 3545

GEBV & GPA 20*DEC

Profitable Genetics

EastGen's Fat & Protein leaders will maximize your profits with the new milk pricing formula to be implemented in 2021. Our "Fat Boys" deliver breed leading volumes of Fat and Protein while making healthy profitable cows. Contact your EastGen Rep to learn more about our outstanding offering of exceptional Fat & Protein sires.