



Although we are facing relentless challenges again in 2021, our persistence and tenacity as an industry continues to be rewarded with unprecedented genetic results. This most recent proof round is evidence to that rivaling any other in recent history in Canada.

We will start with Canada's ground-breaking newly proven **Westcoast Alcove**. **Alcove**, Canada's new #1 GMACE LPI and Pro\$ sire, debuts with an amazing +2185 Milk, +150 Fat (+.54%), +97 Protein (+.20%), 3813 GMACE LPI, \$3711 Pro\$ and +9 Conformation. **Alcove** is Canada's #1 ranked Duke son from the #1 MVP in the breed Gold-N-Oaks MVP Aria2815 VG-88 1*.

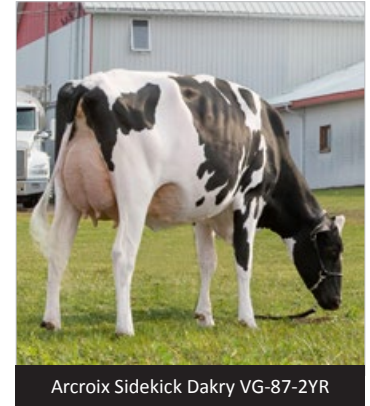
In addition to **Alcove's** extraordinary production potential, he is unique in his ability to add strong capacious frames (+10 Dairy Strength, +10 Chest Width) and Calving Ability (103). Their udders will be well attached, high and wide (+5 Fore Attachment, +7 Rear Attachment Height, +11 Rear Attachment Width) and daughters will have great feet (+7 Heel Depth) and correct slope from hooks to pins (3L). The **A2A2** designated **Alcove** has always been known as a great fertility sire as well and carries the coveted **Fertility First™** designation.

Our next addition, **Silverridge V Eugenio**, is a Supershot full brother to **Silverridge Etesian**. Their dam was a VG 1* McCutchen daughter of **Velthuis S G Snow Evening VG-87-2YR 8*** (dam of the popular **Silverridge V Wickham**). Her dam was one of Planet's best daughters **Calbrett Planet Eve VG-87 17*** who traces back to the world-renowned matriarch of the family **Whittier Farms Lead Mae EX-95-3E DOM GMD**.

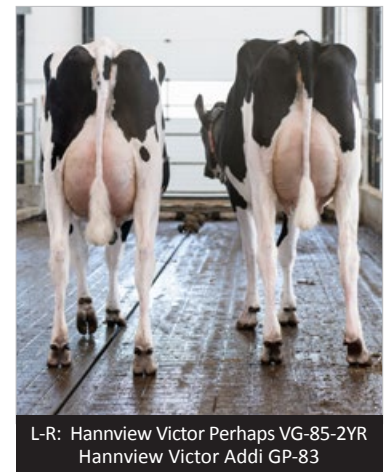
Eugenio, who carries the **Robot Ready™**, **Calving Ease**, **A2A2**, and **Fertility First™** designations, debuts with 3122 GLPI, \$2123 Pro\$, with solid Milk (+1302 kg), positive Fat deviations (+0.02%), +9 for

Conformation, and +10 Mammary System. **Eugenio** will also be available as part of our popular **30 for \$25 Special**.

Taking the Holstein breeding world by storm, **Walnutlawn Sidekick** will continue to excite breeders with his unrivalled type profile. Still Canada's #1 Conformation sire and #1 Mammary System sire with +19 and +17 respectively, **Sidekick** added enough daughters to gain an official GLPI proof of 3277. Although **Sidekick** can be seen as an elite type specialist, he is also a tremendous source for component rich milk (+0.64% Fat, +0.31% Protein). Currently on 577 daughters, the **Breeder's Edge** designated **Sidekick** is 94% GP or Better and has an amazing 31% VG-2YR-Olds. He is destined to leave an impact for years to come with his eye-catching progeny including his exciting sons **Sideroad**, **Barolo**, **Alongside**, and **Milano** who are also impressing with their early calves.



Similar to **Sidekick**, the **A2A2** and **Robot Ready™** designated **Legend-Maker Victor** has added enough milking daughters to become officially proven. **Victor** (by Kingpin) is from an EX-92 1* Liquid Gold, VG-87-2YR Shottle, EX-91 Goldwyn, and EX-92-2E DOM Outside that goes back to the reputed All-American **Aitkenbrae Starbuck Ada EX-94-2E DOM 4***. Breeders can expect above average Milk (+115) with high deviations (+.26% Fat, +.41% Protein) and outstanding type (+13 Conformation). Their udders are silky and snug (+10 Texture, 9S Udder Depth) and he is our very best for Feet & Legs and Rumps (+13 and +10 respectively). Breeders can also go to **Victor** as a source for open and capacious frames (+8 Chest Width). Both **Victor** and **Sidekick** will be available as part of our **30 for \$30 Special**



Other News: The World's #1 proven **Immunity+™** sire, **Melarry Fuel**, is the only proven sire available with at least his level of Milk (+2254 kg) and double-digit type (+10)! The popular **Immunity+™** and **Robot Ready™ Boldi V Aptitude** gained a point on type to +12 while the **A2A2** designated **Stantons Ateam** saw huge gains for GLPI (3329), Milk (+1952) and combined Fat & Protein (+158). With double-digit Conformation, Mammary System and Feet & Legs, **Ateam** is sure to be a big draw in our **30 for \$25 Special**.

Beef Profit Program

4 Breeding strategies to meet the market demands

Ask your calf buyer what they are looking for... Pick from the genetic categories below to customize your program to meet the needs of your buyer.

1 Angus Profit Booster

- Thick, visually appealing calves
- Exceptional carcass traits
- Predominantly black and polled
- Moderate birth weight

\$28 retail

2 Angus Powermix

- Industry leading fertility
- Small birth weight - ideal for heifers
- Predominantly black & polled
- Limited Supply

\$28 retail

3 Blue Boys

- Heavy muscle calves at an early age
- Moderate birthweights
- Blue power mix available
- Limited Supply

\$28 retail

4 Big Tops

- Extra thick calves
- Visually appealing
- Large ribeye values
- Limo, Lim-flex, Simmental, Sim-Angus sires

\$28 retail

The following breeds are available to meet your breeding goals through EastGen's expanded beef line-up: Speckle Park, Waygu, Charolais, Hereford, & Belgium Blue

Introductory Beef Profit Program Special!

Buy one of the three dairy specials below, and receive a discount on semen from one of the **Beef Profit Programs** on the left. Details below...

20 for \$20 Special

PROVEN SIRE	♂	♂	Boldi V GYMNAST
	♂	♂	Stantons ADORABLE
	♂	♂	Stantons ADAGIO-P
	♂	♂	Silverstream PORTER
	♂	♂	Comestar LAUTRUST
GENOMAX	♂	♂	Siemers DARWIN
	♂	♂	Bomaz STEADY-P
	♂	♂	Westcoast SWINGMAN Red
	♂	♂	Progenesis DUMBLEDORE
	♂	♂	Rasberry REVERE-Red

20 for \$20 special eligible to purchase Beef Profit Program semen for \$19 net per dose.

30 for \$25 Special

PROVEN SIRE	♂	♂	Stantons ATEAM
	♂	♂	Benner BARDO
	♂	♂	Silverridge V ETESIAN
	♂	♂	Claynook DEALMAKER
	♂	♂	Silverridge V EUGENIO NEW
GENOMAX	♂	♂	Croteau Lesperron UNIX
	♂	♂	Westcoast ALMAMATER NEW
	♂	♂	Progenesis PARACHUTE
	♂	♂	Vogue SOLARPOWER
	♂	♂	VMcintosh Calmac SIDEROAD
♂	♂	Siemers STARS	
♂	♂	Peak RELAY NEW	

30 for \$25 special eligible to purchase Beef Profit Program semen for \$18 net per dose.

30 for \$30 Special

PROVEN SIRE	♂	♂	Boldi V APTITUDE
	♂	♂	Walnutlawn SIDEKICK
	♂	♂	Legend-Maker VICTOR
	♂	♂	Drumdale ALLDAY-P
	♂	♂	Lebold Dreamview MILANO
GENOMAX	♂	♂	Brabantdale ALLEYOOP
	♂	♂	Oh-River-Syc CRUSHABULL
	♂	♂	Progenesis REDDIT NEW

30 for \$30 special eligible to purchase Beef Profit Program semen for \$17 net per dose.

Some Exciting **NEW** Genomax[™] Additions to EastGen's Holstein Line-Up

Westcoast ROCKNROLL 3801 GPA LPI Pyramid x Alcove (full sister to Westcoast Almamater) x aAa: n/a VG-87 Montana x 1* Supershot x the renowned "Dellia EX-95-2E 5* GMD DOM" family

- Rocknroll is our #1 LPI & Pro\$ active Genomax[™] sire from a modern branch of the famous Dellias!
- Offers solid type (+7 Conf.), ideal Udders (+7 Overall) & F&L's suited for today's modern dairy breeders (+7 Overall)
- Expect high deviations (+.59% F, +.36% P) from healthy, fertile daughters (111 HL, 109 DF, 106 Mast. Resist., 109 DCA)

Areas to protect: Body Depth, Loin

A2A2 **Robot Ready**



Westcoast LUGNUT 3774 GPA LPI Alcove x Eugenio x Rubicon x VG-87 McCutchen x VG-87 3* aAa: n/a Snowman x VG-86 2YR 20* x VG-89 44* Goldwyn x Lylehaven Lila Z EX-94 25*

- An A2A2 and Robot Ready[™] designated early son of the #1 sire in Canada Alcove (GMACE LPI & Pro\$)
- Immensely balanced profile offering solid Milk (+1715), components (+215 combined F&P) and type (+9 Conf.)
- Well suited for breeders in search of problem-free cows (105 HL, 105 DF, 102 CA, 106 DCA, 107 Feed Efficiency)

Areas to protect: Pin Width, Rump Angle

A2A2 **Robot Ready**



Westcoast ALMAMATER 3694 GPA LPI Alcove x VG-87 Montana x 1* Supershot x EX-91-2E 6*Uno x aAa: 423516 EX Robust x VG-87-2YR 1* Planet x 5 gen. VG or EX from "Dellia EX-95-2E 5* GMD DOM"

- An early Alcove son, full brother to the dam of Rocknroll and stemming from the world-renowned Dellia family
- #1 Immunity+[™] sire in the World (3694 GPA LPI) who is also Robot Ready[™], Calving Ease and A2A2 designated
- Expect profitable, problem-free daughters (+665 H&F Index; 110 HL, DF, and DCA; 107 CA; 105 Mast. Resist.)

Areas to protect: Body Depth, Loin

Immunity+ **Calving Ease** **A2A2** **Robot Ready**



Peak RELAY 3534 GPA LPI Positive x Frazzled x VG Delta x EX x VG-87-2YR 1* x EX-92-2E aAa: 531462 x VG-87-2YR 1* x EX-92-2E x VG-87 GMD x 5 generations VG or EX dams

- Elite production Positive son (1906 Production Index) who is perfect for today's modern dairy breeder
- Relay is a proven settler (60 Semen Fert.) with amazing Milk (+2386), components (+211 CFP), & type (+7 Conf.)
- Expect daughters that are easy to manage (102 Hoof Health, 106 MSp., 102 MR) & are made to last (104 HL)

Areas to protect: Teat Length, Teat Placement

A2A2 **Fertility First**



Progenesis REDDIT 3503 GPA LPI Hotjob x VG Delta x VG-86 Tuffenuff x EX-90 x VG-85-2YR x aAa: n/a VG-87 GMD DOM Outside x VG Rudolph x VG-88 x EX-2E GMD x VG x VG

- Immunity+[™] & Robot Ready[™] designated, Reddit stems from a unique sire stack with 10 gen. of VG or EX dams
- Incredibly intriguing opportunity with designations, huge production (2076 M, 192 CFP) & balanced type (+7 Conf.)
- Expect daughters that will thrive in any barn and environment (107 HL, 104 MR, 104 MD, 104 MSp., 103 CA, 109 DCA)

Areas to protect: Teat Length, Body Depth (* - available sexed on a Pre-Purchase basis only)

Immunity+ **A2A2** **Robot Ready**

