

NEWLY PROVEN

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L to R: Westcoast Alcove Koo 7550; Westcoast Alcove Loyal 8347; Westcoast Alcove Silv3063 8221

WESTCOAST

Alcove



DUKE x MVP x EPIC

- +3813 LPI *
- \$3711 PRO\$ *
- +2185 MILK *
- +150 FAT +.54% *
- +97 PROTEIN +.20% *
- +9 CONFORMATION #

* GMACE 21* APR

GEBV 21* APR

Westcoast ALCOVE is going to raise the bar for Canadian Holstein breeders. **ALCOVE** is Canada's **NEW #1 GMACE Pro\$ and LPI sire!** His ground-breaking profit and production potential combined with his solid type will make this Fertility First™ and A2A2 designated superstar a true game changer!



APR
2021

Update

EastGen

Proof Update



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.

Continued on page 2...

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,



Lareleve Sidekick 772 VG-87-2YR

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.

We have expanded our respected **BREEDER'S EDGE** line-up to include our very first Jersey sire and we know you will agree that this is one heck of an introduction. Avonlea CHOCOCHIP is a V I P from the phenomenal Avonlea Premier Chocolate Cchip EX 96-2E, voted as the 2018 All-American & All-Canadian after winning both the World Dairy Expo and Royal Winter Fair!

The two-time Silver Award winner is a 7th generation EX from a family that is teeming with star brood cows, show champions, and All-Canadian and All-American nominees and winners. Semen supply is limited but available on a pre-order basis. This is one opportunity to introduce a sire which was BRED TO BE GREAT into your herd!

If CHOCOCHIP was not exciting enough, Unique TEKASHI, our second addition, should blow you away. TEKASHI, by Pollen, is from the Redhot Matt Tesla EX-93. the former #1 Canadian cow for Conformation and the 2020 Hall of Fame cow for highest composite BCA Fat & Protein with an amazing 967! The 9th generation VG of EX is a full sister to the dam of our #1 used Jersey in 2021 Unique WEBCAM. TEKASHI debuts with 1979 GPA LPI, 996 Milk, +65 Fat (+.21%), +42 Protein (+.08%) and +11 which includes +14 for Dairy Strength (our best).

St-Lo HONEYDEW rounds out our Jersey additions. Sired by Chief {6}, HONEYDEW is from a VG-86-2YR Notepad who is a maternal sister to the dam of the very exciting St-Lo NUANCE. The second dam, Dorlyn Jete-Stream Miel SUP-EX 94-7E 3*, is a Gold Award winner, two-time Silver Award winner and two-time Lifetime Production Award Winner. HONEYDEW will be easy to use as a tremendously balanced sire with 2002 GPA LPI, +850 Milk, +70 Fat (+.36%), +41 Protein (+.12%) and +8 for Conformation.

Visit www.eastgen.ca for additional proof highlights!



Tara Reynolds has accepted the full-time position of Marketing and Communications Specialist.

Tara joins us from Wallenstein Feed & Supply Ltd. where she worked in communications overseeing corporate communications, marketing, and event planning. Corporate newsletters, social media accounts, website, advertisements, promotional materials, and industry events are included in her responsibilities there. Previously, Tara has worked at EastGen in marketing and communications on a contract basis. Please join us in welcoming Tara back to EastGen.



Christa Ormiston has accepted the role of Digital Specialist at Semex. Christa will be responsible for webinars from

concept to execution, support online sales training with content and administration, create digital content in support of campaigns, events and other organizational initiatives for video, social media, website and e-newsletters. Additionally, she will participate in the creative development of the company's corporate marketing and communication plans.

Christa commenced her employment with EastGen in 2002 as Communications Coordinator. We wish her all the best in her new role.

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AVONLEA

ChocoChip

a2

V I P X PREMIER
CONF +14
FAT +.09%
PROT +.07%

WORLD FAMOUS DAM: AVONLEA PREMIER CHOCOLATE CHIP EX 96-2E

BREEDER'S EDGE