

New President & Board Executive Elected

At an EastGen Board of Directors Meeting held immediately following the EastGen AGM on Monday, April 5, 2021, EastGen's 2021 Board Executive, including a new President, was elected as follows:

President - Gerrit Wensink
Vice-President - Phil MacLean
Other Members - John den Haan and Amanda Jeffs

Phil MacLean and Curtis McNeil were previously elected as Directors of the Semex Board for a two year term. Tom Pasco and Gerrit Wensink remain Directors of the Semex Board for a one year term.

Brian O'Connor was reappointed as Board Secretary-Treasurer.



Welcome to New Board Directors



Chris Uhr
Zone 3 Director

Chris Uhr of Knonaudale Farms Inc., Crysler, Ont., is the new EastGen director representing Zone 3. Chris' parents immigrated to Canada from Switzerland in 1980. In 2011 Chris and his wife Bobbi-Jo, who are joined on the farm by their children Jasmine, 17, Nadia, 15, and Joshua, 14, took over the dairy farm. At the same time Chris' brother Thomas assumed operation of the cash cropping part of the farm.

The Uhrs currently milk 90-95 cows in a tie-stall barn twice daily. Their herd is comprised of 240 head, and their herd average is 35 kg milk, 4.4% fat, 3.5% protein, with an overall herd classifica-

tion total of 18 Excellent, 56 Very Good, and 30 Good Plus cows.

Chris really enjoys the genetic side of the dairy business. The Uhrs breed for type and percent butterfat, and have enjoyed great success in the show ring and elite breeding circles with cow families such as the Jasmynes that they have bred, developed and marketed to other Holstein enthusiasts.

Chris has been involved in his county Holstein club, and is currently a 4-H dairy club leader. Away from agriculture, Chris has been involved in minor hockey for the past seven years as a coach or assistant coach.

The Uhrs enjoy taking trips as a family, such as skiing or traveling to the sunny south, and look forward to resuming these adventures again soon.

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COVID-19 Message: Response Time

Please be advised that in compliance with recent Government orders, EastGen Head Office staff are, to the extent possible, required to work remotely due to COVID-19. Voicemail and email messages are monitored regularly and all inquiries will be answered at the earliest opportunity.

We apologize for any delays you may experience as we continue to provide service to you during these difficult times. Thank you for your patience and understanding.



Glenn Barkey
Zone 6 Director

Glenn Barkey of Altona Lea Holsteins, Blackstock, Ont., is the new EastGen director for Zone 6. As Glenn explains, “EastGen’s community involvements have been part of my world and my development from a young age.

I feel I am now in a position to give back and be a part of an organization that I have benefited from for many years.”

After graduating from University of Guelph in 1994 with a BSc. Agr. in Animal Science, Glenn spent time selling dairy genetics in the AI industry before returning home to operate Altona Lea Farms with his family. A 4-H leader in Durham East, and an official judge with Holstein Canada, he is pleased to have served on several boards including the Genetic Evaluation Board for Canadian Dairy Network. He is currently a board member of the Canadian Livestock Genetics Association (CLGA) and vice chair of the Durham Farmers’ County Co-op (DFCC).

“The experiences I have gained through my involvement with these businesses and boards will help me guide EastGen to be innovative in the marketplace and provide value to its members,” he says.

“My experiences will help me contribute to the East-Gen Board to help find a balance between careful consideration and timely improvements to existing policy. I look forward to the opportunity to serve in this role,” Glenn concludes.



Steve Fraser
Zone 9 Director

Steve Fraser and his wife Jackie run Fraeland Farms, a 500-acre operation near Fergus, Ont. When not farming, the couple enjoy spending time with family, particularly their young daughter Scarlett.

A graduate from the University of Guelph with a degree in Animal Science, Steve is past president of the Wellington County Holstein Club and led a 4-H dairy club for 10 years. He also participated in the Advanced Agricultural Leadership Program.

Steve also enjoys dairy cattle judging and the opportunity it has provided to travel to new areas and meet people from all spectrums of the dairy industry. Their farm has enjoyed success developing the Fraeland Goldwyn Bonnie and Snowbiz Brewmaster Swan cow families – prime examples of Steve’s passion for genetics.

“Throughout the years, I have been lucky enough to see our dairy industry from many different angles. I began milking cows in a 50-cow tie-stall barn. We moved our herd to a freestall facility in 1999 and then renovated our barn in 2019 to begin in our current 100-head robotic milking setup in 2020,” he notes. “I also spent time working in countries such as the U.S., Australia and the U.K. Experiencing the dairy industry in these different countries offered me exposure to different milking, feeding, housing and management systems.”

FLY CONTROL

Special

May 1 - June 30th, 2021



Mr Sticky
Sale \$

Mr. Sticky Roll 1000 ft / roll	#448	Reg. \$50	\$44 / roll
Mr. Sticky Deluxe Kit	#449	Reg. \$80	

FliesBeGone
Sale \$

FliesBeGone Fly Trap	#495	Reg. \$17	\$15 / ea
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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

Sires selected for this category will deliver:

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

\$28 retail

2 Angus Powermix

Sires selected for this category will deliver:

- Industry leading fertility
- Small birth weight - ideal for heifers
- Predominantly black and polled

Limited Supply
\$28 retail

3 Blue Boys

Sires selected for this category will deliver:

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

Limited Supply
\$28 retail

4 Big Tops

Sires selected for this category will deliver:

- 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 above. Details below...

20 for \$20 Special

Proven: 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**

30 for \$25 Special

Proven: Stantons **ATEAM**, Benner **BARDO**, Silverridge V **ETESIAN**, Claynook **DEALMAKER**, Silverridge V **EUGENIO NEW**, Croteau Lesperron **UNIX**

Genomax: Westcoast **ALMAMATER NEW**, Progenesis **PARACHUTE**, Vogue **SOLARPOWER**, Mcintosh Calmacc **SIDEROAD**, Siemers **STARS**, Peak **RELAY NEW**

30 for \$30 Special

Proven: Boldi V **APTITUDE**, Walnutlawn **SIDEKICK**, Legend-Maker **VICTOR**

Genomax: Drumdale **ALLDAY-P**, Lebold Dreamview **MILANO**, Brabantdale **ALLEYOOP**, Oh-River-Syc **CRUSHABULL**, Progenesis **REDDIT NEW**

20 for \$20 special eligible to purchase Beef Profit Program Semen for \$19 net/dose; 30 for \$25 eligible to purchase Beef Profit Program semen for \$18 net/dose; 30 for \$30 eligible to purchase Beef Profit Program semen for \$17 net/dose.

Ayrshire

Jersey

30 for \$30 Special

Proven: BoDes Fleurs **PARRAIN**, La Sapiniere **CHELYOTE**

Genomax: Des Cretes **FANTASTIC**, Des Coteaux **RUBYWAY**

20 for \$20 Special

Genomax: Lencrest **CASPIAN ***, St-Lo **HONEYDEW ***, Guimo **JAMIE**, Unique **WEBCAM**, Missiska **ROTOR**

* conventional semen

30 for \$25 Special

Proven: Bushlea Pn **VIRAL**

Genomax: Jx River Valley **CHIEF** {6}-ET, Rowleys **DROPTINE**, St-Lo **DELL**, Audibel **JORDAN**, St-Lo **VIDEO**

30 for \$30 AY eligible to purchase Beef Profit Program semen for \$17 net/dose (beef); 20 for \$20 JE eligible to purchase Beef Profit Program semen for \$19 net/dose; 30 for \$25 JE eligible to purchase Beef Profit Program semen for \$18 net/ dose. Specials valid from April 9th - July 31st, 2021.

NEWLY PROVEN

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Photo | Carl Saucier

Elamarc Alcove Dinastie
GP-82-2YR-CAN

WESTCOAST *Alcove*

DUKE x MVP x EPIC



+3813 LPI *

\$3711 PRO\$ *

+2185 MILK *

+150 FAT +.54% *

+97 PROTEIN +.20% *

+9 CONFORMATION #

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!

* GMACE 21* APR
GEBV 21* APR

