

JULY  
2021

Update

EastGen

Elevate

We Have the Solutions  
to Elevate Your Genetics



With the cost of rearing heifers, managing a herd's inventory is more critical than ever on modern dairy farms. Additionally, some breeders are using sexed semen increasingly on groups of animals that they want to raise the next generation from and beef on those that they do not. This strategy can make sense on an inventory management level but the devil is in the details. **How do you know which animals to invest in and which ones not to because that is where the risk lies.**

Making informed breeding, rearing, and culling decisions are crucial to the success of a breeding program. That is where our suite of Semex Solutions has proven to be the go-to management suite to maximize breeders' genetic investment and returns...and minimize costly mistakes!

Our Elevate™ program takes the guess work out of genomic testing. It's easy. There is no manual data entry or mountains of spreadsheets to deal with because our Elevate™ app does the work for you. Your EastGen representative will set up the app on your phone and walk you through taking your ear tissue samples. Your DNA samples are then scanned easily on your phone app and automatically matched with your herd's animals. Pre-printed envelopes for the lab are included to simplify shipping and once the lab has processed your samples, your official genomic results will show up in an easy-to-read format on your phone or even your computer.

For 12 years we have been working with genomic strategies for selecting Canada's next generation of males and setting the criteria to select sires for our herd. There is now a convenient powerful option to do the same for your females. With Elevate™, we have the ultimate tool to strategically manage your females to maximize your ROI and genetic gains in your herd.

Best of all, our Elevate™ will give you the power of our

exclusive Immunity+™ female genomic results which means you have the power of whole-herd health. Breeders will benefit from parent verification in the herd (because mistakes can happen) and testing for A2A2, coat colour, and polled are available as are results on the USA scale. Your herd results are also automatically available to build your customized strategy in our exclusive Semex-Works™ and in OptiMate™ to manage your herd's breeding decisions, lethal genetic recessives and haplotypes, and all of your concerns associated with inbreeding.

It's time to truly implement a comprehensive strategy to maximize the genetic gains in your herd.

**It's time to Elevate your genetics!**

EastGen's  
10th Anniversary  
Marked on  
July 1, 2021



Ten years have passed since the successful merger between Eastern Breeders Inc. and Gencor gave birth to EastGen.

"Ten years ago the Directors of newly formed EastGen recognized the added strength of working together and pledged the new company will challenge itself to constantly advance the dairy and beef industries. Staff and directors remain committed today to advance the industry and are proud of what has been accomplished since July 2011," says EastGen General Manager Brian O'Connor. "As we look to the future we will overcome challenges while maintaining our core value of being accountable to farmers first."

# New EastGen Genetic Advisor Announced

The designation recognizes staff who demonstrate a commitment to partnering with clients to achieve or exceed their specific genetic goals.

EastGen's Genetic Advisor designation was created to meet the demands of the evolving role EastGen Sales Representatives have in genetic consultation. Recognizing that on-farm results are driven by strong reproductive consultation, genetic advice and new technology, the Genetic Advisor designation is unique to EastGen.

Genetic Advisors receive this designation following a nomination process that evaluates staff who have completed formal development activities including achieving the CSP designation (Certified Sales Professional) and exemplify EastGen's core values, who consistently perform at a significantly high level and who produce strong results for EastGen and customers. Recipients are those sales professionals whose colleagues and other industry professionals recognize as leaders in the AI industry.

EastGen is pleased to announce that Alain Blanchette of New Brunswick has achieved this impactful designation. Employed in 1989 as an AI technician in the Belleville, Ontario area (Eastern Breeders Inc.), Alain has demonstrated constant growth, commitment, and passion for both AI companies he has been employed by (EBI/EastGen) and the AI industry overall.

Fully engaged in all training that has been offered by EastGen, Alain has also further enhanced his knowledge by welcoming opportunities to work alongside fellow staff. Alain



has passionately implemented the available suite of Semex Solutions with great success. With effective use of these tools to assist clients, he has become a trusted genetic advisor to many EastGen clients in the province of New Brunswick. This relationship has been strengthened with his constant promotion of EastGen's strong farm/agri product lineup.

An early supporter of ai24, Alain has been effective in the promotion of ai24 sales to clients in NB by explaining the benefits and the valuable information that ai24 can provide.

Active as a 4-H leader, a long-time team leader at the EastGen 4-H Showcase and founding member/principal organizer of the Atlantic Young Breeders School, Alain has made a positive impact on youth within the Atlantic area.

UDDER CREAM

## Heat Wave *Plus*

*Sale*

July 1 - Aug. 31, 2021

Heat Wave Plus | Reg. \$30.00 | SALE \$25.00  
500 ml

Heat Wave Plus | Reg. \$125.00 | SALE \$110.00  
2500 ml

Heat Wave Plus | Reg. \$35.00 | SALE \$30.00  
Spray 500 ml

Heat Wave Plus | Reg. \$150.00 | SALE \$135.00  
Spray 2500 ml

**EastGen**  
Agri Inc.

**An udder cream  
liniment with Japanese  
Peppermint Oil,  
Plus the beneficial  
properties of  
Tea Tree Oil.**

**Health Canada  
Approved!**

## Insemination Fee Change

Effective July 1st, fees related to the technician service will be increasing. The insemination fee increases reflect associated costs with providing service to our customers so that EastGen can continue to provide a sustainable, affordable arm service into the future. The changes are required as costs increase while the number of breedings continues to decrease and technicians must drive more kilometres to reach their customers. The insemination fees will now be the same across all districts except for the Ultra-Low Density areas listed below whose fees reflect the added cost to maintain service in these areas. EastGen is committed to reduce costs wherever possible and continues to make changes to its business to maximize efficiency while maintaining a high level of service to its customers.

### Effective July 1st, 2021:

Breeding Fee – first animal \$22.50, additional animals \$14, 6 or more animals \$8

#### Ultra-Low Density areas:

PEI – first animal \$25, additional animals \$15, 6 or more animals \$8

Earlton – first animal \$23.90, additional animals \$15.40, 6 or more \$8

Verner – first animal \$28, additional animals \$18.50

Desbarats – first animal \$27.75, additional animals \$26.50

Embryo Transfer Fee – first animal \$60, additional animals \$40

### A Reminder...

Our special on Kamar® and Estroject™ Heat Detectors ends July 31st.

Ask your EastGen rep. or order via our online store: <https://store.eastgen.ca/>

NITROGEN DELIVERY

HERD MANAGEMENT SOLUTIONS

## Nitrogen Delivery Service



EastGen's dedicated Nitrogen Delivery Service Team has been providing a reliable nitrogen delivery service to customers in Eastern, Central, Western and Southern Ontario since 2012.

More than 2100 customers and approximately 2500 tanks are serviced on a 60 day rotation. The delivery service model consists of 5 regional territories and our team travels a combined average of more than 335,000 km's annually. For info or to book: 1-888-821-2150 or [info@eastgen.ca](mailto:info@eastgen.ca)



# EastGen



TRISHA LACOMBE  
FINCHSIDE FARMS, FINCH, ON  
MILKING 52 COWS IN A TIE-STALL BARN

"Since adding the ai24 herd management system, we have gained great confidence in our breeding window. We were missing a lot of heats with a busy farm operation and family. We are now spending less time watching for heats and that time is spent doing other things on the farm. Greater insemination accuracy has resulted in less breedings, less needling and our heifers getting to the barn sooner to milk. With ai24, all of our cow data is available in one place. Our mating reports are loaded into the system and are customized to the semen we already have in our tank. We are managing our reproduction program with ease and are seeing a return on our investment in ai24." – Trisha Lacombe

Contact your EastGen rep., email [info@eastgen.ca](mailto:info@eastgen.ca), or call Cody Schinkel at 519-837-5957 for further information about putting ai24 to work for you!



**EastGen**  
*Professional*  
REPRODUCTION SERVICES

**EastGen's Professional Reproduction Services  
are available when you need them most!**

**Your Profitability Starts With Pregnancies!**

Our job starts before conception.

Before EastGen's Professional Reproduction Service (PRS) reps step on-farm to breed a cow, you can be confident they are bringing advanced training and knowledge of reproductive physiology with unmatched service to your operation.

Our team of professionals will give you the leading genetics, products, and programs necessary to reach your reproductive goals.

With more than 1.7 million collective pregnancies behind them, our team is unparalleled in the industry, and available when you need them most.



Reach out today for a consultation on  
EastGen's Professional Reproduction Services.  
[repro@eastgen.ca](mailto:repro@eastgen.ca) or 1-888-821-2150.