

AUGUST
2021

Update



The Results Are In!

The EastGen Youth Ag-Stravaganza wrapped up in mid July, and we are still excited about the accomplishments of our participating youth!

The Ag-Stravaganza was a virtual event created to nurture the development of future-ready skills for youth in agriculture despite the ongoing pandemic. It attracted close to 100 4-H beef and dairy members from across five provinces.



Overall
Champion



Mikayla Ringelberg
Troy, ON

Participants wrote a quiz drawn from industry topics, as well as questions from our guest presenters Dr. Mike Lohuis (Can the Cattle Industry Go Green?) and Scott Cornish (Genomics: Advancing Your Beef or Dairy Herd). The judging component consisted of tips from expert judges Curtis McNeil and Brad Gilchrist, followed by the online video presentation of lactating dairy cow and beef breeding heifer classes.

The quality of public speakers in this competition was something to be very proud of as participants submitted their speeches about various topics related to farming. An optional TikTok video competition drew many great submissions including those that made us laugh, taught us something new or showcased 4-H and the amazing agricultural industry.

Congratulations to **Overall Champion - Mikayla Ringelberg, Troy, ON; Reserve Overall Champion - Sydney Robinson, Midland, ON;** and **Honourable Mention Overall Champion - Megan Atkinson, Woodstock, ON.** Special thanks to our celebrity judges for this event: Russell Gammon, Dr. Tim Henshaw, Rhonda MacDougall, Mel O'Shea, and Murray Reissner.

Monetary prizes were awarded to the top competitors, and everyone who completed the competition received a gift box full of EastGen swag in appreciation of their efforts. A final results video featuring our component champions, as well as names of the top placing competitors in all divisions, can be found on EastGen's website and YouTube channel.

EastGen is proud of our ongoing commitment to support agricultural youth. Based on the knowledge and enthusiasm of our Ag-Stravaganza participants, we're confident that the future of this industry is in great hands!

Reserve Overall Champion



Sydney Robinson
Midland, ON

Hon. Ment. Overall Champion



Megan Atkinson
Woodstock, ON

Speech Champion



Michael Jones
Midland, ON

Quiz Champion (tie)



Ethan Ringelberg
Troy, ON



Mikayla Ringelberg
Troy, ON

Overall Judging Champion



Julia Barkey
Enniskillen, ON

Dairy Judging Champion (tie)



Nicole French
Caledon, ON

Beef Judging Champion



Leah Cooper
Woodville, ON

TikTok Champion



Marielle Roos
Brownsville, ON

Why We Use Immunity+

EastGen Regional Sales Representative Dave Eadie recently asked **Stefan Mueller, Stellete Farms Ltd., Milverton, ON** to share his thoughts on using 100% Immunity+ sires.

Here is the letter that Stefan composed in response...

When Immunity+ was first released I didn't think much of it. Genomics were just introduced a couple years before and I felt that over the long run it would be more impactful than trying to use just the Immunity+ sires, but for whatever reason I gave it a chance. Maybe it was because I was on the tail end of a staph and prototheca outbreak and I was looking for some help. I honestly didn't notice much at first but a few years later I saw a surprising and pleasant improvement!

Over the years, like so many farms, we have adapted to new research and improved our management practices... Thanks in part to the great advice from our local veterinarian and nutritionist! We try very hard to maintain a functional farm and family - sometimes successfully :) Sometimes not :(!

We feed our calves better; they are growing stronger. We try to keep the cows cool and the air fresh. We try to keep the fly populations low and reduce animal stressors. We check over the equipment to provide clean, fresh meals to our animals and produce high quality milk. And yet, even with all the improvements I strongly feel Immunity+ is making a difference beyond our adaptive management.

So why do I feel this way?

At time of writing we have not had a single bulk tank sample test above 200,000 in the last two years and only one in almost three. Our yearly average easily stays below 80,000. We have a 32% preg rate based on a 60 day VWP and while our calf facilities are less than stellar our calf health has never been better (also thanks to my wife and vet)! I don't go to the barn at chore time worrying about who will have mastitis or if I'm going to have to treat another cow for some strange reason.

We do have our problems, don't get me wrong. We still have mastitis and I still have to treat those cows for all the unexpected reasons. But it all seems more manageable and I don't feel like I'm losing control. As a farmer and operator for over 20 years, I can tell you that for me, dealing with sick animals is one of the hardest things to handle.

Using Immunity+ is the simplest and most economical way for me to improve my lifestyle. I'm already breeding the cows; I just choose the bulls that have the red shield beside their name. It doesn't cost me any more money and the bulls are very competitive in terms of Pro\$ and LPI. I would even choose Immunity+ over a higher genomic sire because I believe high disease resistance is underrated.

With Elevate I can identify which calves have the highest immune response and with the use of sexed semen in our heifers, I have the ability to sell the lowest responders very early in life, while also being able to choose higher genomic calves.

In my opinion there is not a single trait on a sire's genetic profile more important and profitable than being a high immune responder which is why I am breeding 100% Immunity+ sires with no plans to change in the foreseeable future.

Stefan Mueller



New Dairy
Solutions
Specialist
Appointed



We are pleased to announce that **Pete Kaufman** has accepted the position of **Dairy Solutions Specialist** at EastGen. Pete began transitioning to his new role as of July 12th.

Pete began his career as an AI Technician, working from 1995-2010 at Gencor. He rejoined EastGen in 2014 as an AI Technician and in 2016 became a Regional Sales Representative within EastGen's Western Ontario Region. Pete brings with him more than 21 years of experience in the AI industry and a wealth of knowledge and proven successes with his customer base. He has a diploma in Agriculture Business - Livestock Management from Ridgetown College of Agriculture Technology and has completed a Reproductive Management Training certificate. Pete also owns and operates his own cattle farm, Bridgexcross Farms Inc.

During the transitional period, Pete will continue to work with both Sales reps and AI Technicians to ensure that customer service standards are maintained.

Pete can be reached at 519-281-0638 or email pete.kaufman@eastgen.ca.

UDDER CREAM

EastGen
Agri Inc.

Heat Wave Plus

Health Canada
Approved!

Sale
July 1 - Aug. 31, 2021

	Reg. Price	SALE Price
Heat Wave Plus 500 ml	\$30.00	\$25.00
Heat Wave Plus 2500 ml	\$125.00	\$110.00
Heat Wave Plus Spray 500 ml	\$35.00	\$30.00
Heat Wave Plus Spray 2500 ml	\$150.00	\$135.00

An udder cream

liniment with Japanese

Peppermint Oil,

Plus the beneficial

properties of

Tea Tree Oil.



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

www.eastgen.ca

Optimize Your Heifer Reproduction Monitoring



SPECIAL PRICING - Until November 1, 2021

ai24® Heifer SenseHub System Package

Starting at \$3705.00
(pricing includes 10 collars, required hardware and installation)

Ask your EastGen rep. or call
Cody Schinkel at 519-837-5957
for details.

Crushin' it in the Ring...

Daughters of OH-River-SYC CRUSHABULL VG-87 (Crush x Mogul)
are turning heads at home too...



Photo: Cowsmopolitan

Ms Crushabull Carolina-ET (VG)
1st Senior 2-Year-Old & Intermediate Champion
Illinois Championship Holstein Show 2021

As of late July '21:
81 classified
Canadian daus.:
98% GP or higher
with 24 Very Good
to date!

*Crushabull Offers
Stylish Daughters
Built Right!*

Watch for his official
proof numbers
in August!!



LITAN ALCOVE MUSKY VG-86-2Y

Photo: Carl Saudier

WESTCOAST

DUKE X MVP X EPIC

Watch for Alcove's
new proof
#'s in August!!

Alcove

 A2A2  Fertility First.

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

Westcoast ALCOVE is raising the bar for Canadian Holstein breeders. ALCOVE is Canada's NEW #1 GMACE Pro\$ and LPI sire (Apr. '21)! 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!


EastGen

* GMACE 21* APR # GEBV 21* APR

