

SEPTEMBER
2021

Update

Bumper Crop of Bulls

EastGen

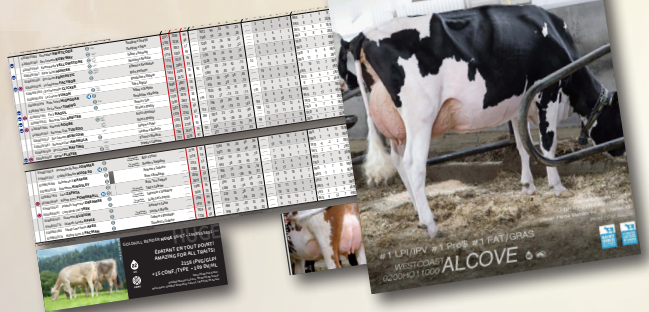
This August we had an absolute bumper crop of generational proven sires and we have added an expansive list of new elite genomic, sexed, and Immunity+™ sires.

Canada's new #1 GLPI, #1 Pro\$, #1 Fat and #1 Combined F&P Holstein sire is Westcoast **Alcove**. Alcove gained enough daughters in production to gain official proven status this proof round. Now he is in a league of his own with +2524 Milk, +148 Fat, +245 Combined F&P, and a +10 for Conformation. The A2A2 designated Alcove, by Duke, is extraordinary for production potential, and unique in his ability to add strong capacious frames (+13 Dairy Strength, +10 Chest Width) and Calving Ability (103). Their udders will be well attached with especially wide Rear Attachment Width (+11) and daughters will have great feet (+7 Heel Depth) and correct slope from hooks to pins (6L). Alcove will be available both as conventional semen and sexed Day-To-Day.

The much talked about OH-River-SYC **Crushabull**, by Crush, was bred to be great, expected to be great, and he certainly lives up to his billing. Crushabull debuts with +2998 GMACE LPI, +540 Milk, and early +14 for Conformation. Best used on daughters with adequate component deviations, breeders can expect shallow, incredibly attached udders (75 Udder Depth, +14 Fore Attachment, +12 Rear Attachment Height), ideal Feet & Legs (+14), dairy and open frames (+13 Dairy Capacity), and an abundance of eye-catching style.

Other Proven Highlights: Walnutlawn **Sidekick** is still Canada's #1 Conformation sire with +17 Overall. There is no sire that has his level of type combined with Mammary System (+14), Dairy Strength (+13) and Rump (+10). He is the best of the best and he will also be available in our 30 for \$30 special. His popular son **Alongside** is now on our Day-To-Day Sexed list. His son, **Milano**, will be available in our 30 for \$25 special while his son **Sideroad** will be available sexed Pre-Purchase Only. Boldi V **Gymnast** held for type while gaining substantially for GLPI, Pro\$ and Milk to +2109! Our #1 used sire in 2021, Melarry **Fuel**, gained two for type to +12 with the addition of close to 600 classified daughters. There is still no sire with Fuel's level of Milk (+2044) and his type! The popular Immunity+™ and Robot Ready™ Boldi V **Aptitude** held for type with +12, is still a great source for component rich milk (0.24% Fat, 0.17% Protein), and is available in our 30 for \$25 Special. With milking daughters now starting their second lactations, Stantons **Ateam** again saw gains for Milk (+2001) and combined Fat & Protein (+163). The A2A2 designated Ateam, our #2 used sire in 2021, is sure to be a big draw in our 20 for \$20 Special!

Component Breed Highlights: Our expansive **Ayrshire** lineup continues to improve with the addition of Plein Soleil **Highgear**, a son of Yellow stemming from Plein Soleil Animate Hylla EX-92-2E. Highgear joins our list with +2887 GPA LPI, \$1680 Pro\$, +1378 Milk, +54 Fat, +50 Protein, and a



+10 for Conformation. Breeders can expect profitable daughters with pleasing udders (+9 Overall) that have tremendous Median Suspensory Ligament (+11) and Rear Attachment Width (+14). A new addition to our **Brown Swiss** line-up is Goldhill Bender **Huge** SG, is a Bender son who originates from an impressive cow family. The total-package Huge is +2158 GPA LPI, +1071 Milk, +40 Fat, +44 Protein, and a +15 for Conformation which is the very best in the business!

One of three exciting additions to our already stacked **Jersey** line-up is A2A2 carrier Lencrest **Moonlight**, a Cohort maternal brother to both **Caspian** and **Contour**, who all stem from the amazing Lencrest Cocopuff EX-92. Moonlight will have solid Milk (+707), extreme Fat (+97 kg, +0.88%) and Protein (+52 kg, +0.37%), and double-digit type (+10) and will also be available sexed. We have a new **Guernsey** sire to make available this proof round. This breed's #1 sire available in Canada, Coulee Crest **Tsunami**, joins our list with +1247 GPA LPI, +435 Milk, +25 Fat (+0.08%), +17 Protein (+0.04%), and +7 for Conformation. For our **Milking Shorthorn** breeders, Oceanbrae **Foster** remains our highest ranked sire (+2034 PA LPI) and top Conformation sire (+12).

Call for Director Nominations

EastGen members in the following zones are invited to submit nominations for Directors for a three-year term. Early nomination forms will be mailed and posted at www.eastgen.ca this fall. All nominations must be submitted prior to Friday, October 29, 2021, at 5:00 p.m.

Zone 1 – Newfoundland-Labrador, P.E.I., New Brunswick

Zone 4 – Frontenac, Grenville, Lanark, Leeds, Renfrew

Zone 7 – Simcoe, Northern Ontario

Zone 10 – Oxford, Region of Niagara, Brant, Haldimand, Norfolk, Wentworth

Please note that due to the COVID-19 pandemic we will be conducting the Delegate and Alternate Delegate nominations / elections for the above Zones (Sub-Zones) via the mail as well.

Get **TONS** of Extra Genetic Value from EastGen this Fall!

Special August 12th - December 31st 2021

*Exciting
Fall Special!*



Walmart 



CARA
RESTAURANTS



TONS of Genetic Value Promotion...

Package 1

50 doses

Purchase 50 doses of any of the bulls listed at right, and receive a discount plus a gift card or EastGen credit to your account.

Package 2

70 Doses

Purchase 70 doses of any of the bulls listed at right, and receive a discount plus a gift card or EastGen credit to your account.

*Bonus

Ranger Red

If you purchase one of the above packages you are eligible to receive a discount per dose of Ranger Red semen (limit of 5 doses).

Gift Cards are in denominations, and include: Home Depot, Canadian Tire, Walmart, Petrocan, Cara Restaurants (Swiss Chalet, Montana's, Kelsey's, etc.) or an EastGen credit to your account.

Also a chance to win!

You will receive 1 ballot for every 50 doses purchased and 2 ballots for every 70 doses purchased.

Ballots will then be drawn for a chance to attend a Leafs, Raptors, or Senators game in a corporate box. Number of people that can attend and other details to be determined.



www.eastgen.ca

FALL SEMEN SPECIAL

TONS of MILK - avg +2050 kg

		0200H011000	Westcoast ALCOVE	+2524
		0200H010856	Stantons ATEAM	+2001
		0200H010606	Silverridge V ETESIAN	+1986
		0200H010845	Melarry FUEL	+2044
		0200H010744	Boldi V GYMNAST	+2109
		0200H010641	Westcoast RANDALL	+1822
		0200H011980	Westcoast LUGNUT	+1867
		0200H011893	Progenesis REDDIT	+2050

TONS of FAT - avg 95 kg

		0200H011000	Westcoast ALCOVE	148
		0200H010856	Stantons ATEAM	94
		0200H010366	Benner BARDO	94
		0200H010845	Melarry FUEL	119
		0200H010744	Boldi V GYMNAST	86
		0200H011887	Drumdale ALLDAY-P	88
		0200H011665	Westcoast ALMAMATER	91
		0200H011980	Westcoast LUGNUT	124
		0200H011893	Progenesis REDDIT	99
		0200H011983	Westcoast ROCKNROLL	105

TONS of TYPE - avg +12

		0200H010660	Stantons ADORABLE	11
		0200H011000	Westcoast ALCOVE	10
		0200H010372	Boldi V APTITUDE	12
		0200H011127	Oh-River-SYC CRUSHABULL	14
		0200H010411	Claynook DEALMAKER	13
		0200H010845	Melarry FUEL	12
		0200H010641	Westcoast RANDALL	11
		0200H010992	Walnutlawn SIDEKICK	17
		0200H003913	Croteau Lesperron UNIX	10
		0200H010890	Legend-Maker VICTOR	13
		0200H011822	Brabantdale ALLEYOOP	14
		0200H011674	Brabantdale ALONGSIDE	15
		0777H012105	Walnutlawn BRAYDEN-P *RC	11
		0200H012061	Tappenvale MEDALIST	12
		0200H011652	Lebold Dreamview MILANO	14
		0200H011827	Vogue SOLARPOWER	13

TONS of IMMUNITY+ - avg +3306 GLPI

		0200H010661	Stantons ADAGIO-P	+3309
		0200H010372	Boldi V APTITUDE	+3399
		0200H010411	Claynook DEALMAKER	+3140
		0200H010845	Melarry FUEL	+3483
		0200H003913	Croteau Lesperron UNIX	+2897
		0200H011665	Westcoast ALMAMATER	+3710
		0200H011674	Brabantdale ALONGSIDE	+2951
		0200H011980	Westcoast LUGNUT	+3750
		0200H012061	Tappenvale MEDALIST	+3290
		0200H011652	Lebold Dreamview MILANO	+3163
		0200H011893	Progenesis REDDIT	+3481
		0200H011091	Westcoast SWINGMAN RED	+3104

Congratulations Bruce!

Pictured, from left:
Andrew den Haan,
EastGen Regional Sales
Rep., and Valve & Bruce
Forrest.



Congratulations to Bruce Forrest on 50+ years of dedication and service to EastGen and our preceding legacy companies!! Bruce's milestone was recognized at a local event on August 13th which was attended by many of his customers and agricultural organization representatives in the Thunder Bay, Ontario area.

The evening included a tour of the Woodstar Farm of hosts Gert & Peggy Brekveld & Family, cattle judging, a dinner, and the recognition program. Best of all, Bruce assures us he is not ready to retire yet!



Save the Date...

**Thurs., November 4, 2021
7:00 - 9:00 p.m. EST**

A virtual event created to
engage and educate beef producers.

Guest speakers:

Dan Skeels - Alberta rancher & award winning auctioneer
Brad Gilchrist - Semex Beef Marketing Manager

Watch for sign-up details for this free online event.

EastGen AI School

EastGen is pleased to offer the following dates for AI training in a 2.5 day format.

AYLMER, ON

September 29
October 6, 13, 27
November 3, 24
December 8, 15

Registration is now open via EventBrite. The link can be found at www.eastgen.ca.

*Reminder - ticket sales end 10 days prior to the course date.

VANKLEEK HILL, ON

November 17
February 16, 2022
April 27, 2022

EventBrite will be live when a venue is confirmed for these dates. Check back to www.eastgen.ca for updates. For further information, email aitraining@eastgen.ca.



PRODUCT SPECIALS

Specials

EastGen
Agri Inc.



Magnets

\$4.50 each
#704
(reg. \$6.00 each)

**Specials end Oct. 31, 2021*

BactZyme Premium Blocks



#829 Pail of 50

\$550
(reg. \$595)

Talk to your EastGen rep. or order online at <https://store.eastgen.ca>

Calcium

EastGen
Agri Inc.

Bolus

Special

Calcium boluses are now a standard
in Transition Cow management.

Advantages

- Two sources of Calcium (Calcium Chloride & Calcium Sulfate)
- Fast acting calcium absorption and a slower absorption with Calcium Sulfate
- Vitamin D3 (Helps to increase the absorption of calcium and other vitamins)
- B2, Grape Seed & Glycerin, helps to maintain the health of the cow

September 1st - October 31st » \$8.50 each



DR. REGISTER

