

DECEMBER  
2022



Update



EastGen

Season's Greetings from the EastGen Family

## Solid Results for December Genetic Evaluation Release

*We finish 2022 with another large list of outstanding new sire additions to every sire category in EastGen's line-up following the December 6th Genetic Evaluation Release. The successes of our home-grown sire program continue to amaze and deliver. Read on to find out why.*

In our proven line-up, **Pine-Tree-1 Pursuit** continues to break new ground. **Pursuit**, who joined our Day-To-Day Sexed line-up in August, quickly became our #1 sire with sexed semen (by far). This proof round he enjoyed gains for both national ranking indexes to +3649 GLPI (ranked #6) and \$3173 Pro\$ (ranked #3). He also increased for Milk to +1427, held for Conformation (+8), gained two points on Feet & Legs to +12, and jumped to 63 for semen fertility making him one of our very best. Sired by Imax, **Pursuit** stems from 11 generations of VG or EX dams tracing back to the universally renowned Rudy Missy family. **Pursuit**, who is U.S. proven as well, is #17 for TPI with +2906. With 2.86 SCS, 6.6 PL, 1.66 PTAT, and over a point for both UDC and FLC, he is in a league of his own in their market as well. **Pursuit** is available again Day-to-Day Sexed and also carries the Calving Ease, Robot Ready™, and coveted Immunity+® designations.

**Westcoast Alcove** continues to prove that he is in an absolute class of his own while literally redefining genetic excellence. With over 2,500 first lactation milking daughters, **Alcove** continues to be the #1 active GLPI sire, #6 Pro\$, #3 Fat, #3 Protein, and #1 Combined F&P ranked sire in the country! Our #1 used sire for the last 12 months is now +3722 GLPI, \$2994 Pro\$, +2564 Milk, +144 Fat, +243 combined F&P, and a +9 for Conformation. In addition to his astounding production potential, the Fertility First™ designated **Alcove** has become well-known in the field as a reliable settler for us (62 Semen Fertility). **Alcove** will be an ideal choice to add ample strength and depth (+14 Overall Dairy Strength, +13 Chest Width, +11 Body Depth), with correct Feet & Legs (up a point to +8 Overall), and Calving Ability (102). **Alcove**, who is also an A2A2 carrier, will continue to be available both as conventional semen and Day-To-Day Sexed.

**Newly Proven Highlights:** There were three new additions this proof round starting with **Progenesis Popstar**. The Robot Ready™ designated **Popstar** is an Imax from a Delco dam which traces back to Welcome Goldwyn Penya who was named one of the elite NY Cows of the Century! **Popstar** debuts as a production specialist with +3455 GLPI, \$2713 Pro\$, +1566 Milk, +105 Fat (+.36%), +64 Protein (+.08%), and a very balanced type profile

with +6 Conformation. **Popstar** will also be welcomed as a reliable Health & Fertility trait improver which also sees him carry, based on preliminary data from breedings in Canada and in the U.S., the coveted Fertility First™ designation. Our second addition, **Progenesis Knowhow**, debuts as the #1 new release sire for Milk in Canada with a whopping +2139. In addition to his extreme Milk yield, **Knowhow** is +3423 GLPI, \$2652 Pro\$, +85 Fat (+.03%), +83 Protein (+.08%), and +9 Conformation. **Knowhow**, by Fabulous, is backed by two generations of VG-2YR dams that stem from the former #1 GTPI Man-O-Man and #2 Protein Cow in North America Ms C-Haven Oman Kool. Our 3rd newly proven addition is Canada's #2 ranked red sire **Lesperron Croteau Zoom RED**. He joins our list with +3340 GLPI, \$2189 Pro\$, +1407 Milk, +71 Fat (+.13%), and +10 Conformation. This Calving Ease specialist (107 CA) is a Salvatore \*RC from a VG-86 Rubicon, then a VG-88 2\* from the famous Glen Drummond Splendors. EastGen recognizes that margins are tight on farm, and in an effort to help out have put our three newest stars on a 20 for \$20 Special.

*Cont. on pg. 2*

## EastGen Zone Meetings

Register now...

EastGen update  
& guest speakers



**Ysabel and Yan Jacobs** of Ferme Jacobs Inc. will be keynote speakers for **EastGen's** January 2023 **Virtual Zone Meetings**. The Jacobs family farm is located in Cap-Santé, QC, 45 minutes west of Quebec City, where they milk 300+ cows, own 720 kg of quota, farm 3000 acres and have a 3X Master Breeder Herd.

Virtual zone meetings will be held for EastGen's entire service area.

### English Virtual Zone Meetings

Tues., January 24, 2023	11:00 a.m.	EST
Tues., January 24, 2023	7:00 p.m.	EST

### French Virtual Zone Meeting

Wed., January 25, 2023	11:00 a.m.	EST
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Register now at  
[www.eastgen.ca](http://www.eastgen.ca)  
or via QR code  
at right.



**Other Proven Highlights:** **Walnutlawn Sidekick** is still Canada's #1 Conformation sire with +16 Overall. There is still no sire even close to his level of type combined with Mammary System (+13), Dairy Strength (+12) and Rump (+11). This Breeder's Edge designated sire is available conventional or Day-to-Day Sexed, and will also be available in our 30 for \$30. **Melarry Fuel** saw gains again for Milk this proof round with more than 3,300 first lactation daughters reflected in his evaluation. Now scored EX-97, **Fuel** is an incredible individual himself and as impressive as they come. He has secured quite a following becoming our #1 used sire every month since the last proof round. Stemming from five high producing EX direct dams, **Fuel** is a perfect complement to many of today's common bloodlines as a source of elite production, and deviations from daughters that are built with well-attached udders (+10 Fore Attachment & Rear Attachment Width), ample Chest Width (+12), Body Depth (+12), correct F&L's (+5), and ideal Rumps (+8).

The Premier Sire of the 2022 WDE and RAWF **Croteau Lesperron Unix** and his son **Claynook Dealmaker** both remain popular as conventional semen and on our Day-To-Day Sexed offerings. **Dealmaker**, with +15 for Mammary System, remains the #1 proven sire for udders in Canada while **Unix** continues to stake his claim as one of the true greats of all time! Both sires are available daily with conventional semen or on our Day-To-Day Sexed list and incredibly as part of our 30 for \$25 Special! The A2A2 designated **Boldi V Gymnast**, continued to experience gains for all production traits to an impressive +2255 Milk, +85 Fat (-.01%), +90 Protein (+.11%) while holding for type at +7. In addition to **Gymnast's** profitable breeding pattern, he will be available in our 30 for \$25 Special. Of added interest, you will notice that the maternal grand sire of our newly added **HAH Allgaud**, who is available Day-To-Day Sexed, is in fact a deeply-bred **Gymnast** daughter in Germany.

#### AYRSHIRE

**Kamouraska Bournstar** is our first of three new exciting genomic additions to our Ayrshire line-up this proof round. **Bournstar**, who is an A2A2 carrier, is sired by Marilie Melbourne. His dam by Virgile, **Kamouraska Divine VG-87 ELITE**, is a tremendous

producer with a 5 lactation average of 345-363-359 BCA with 4.36% Fat, 3.44% Protein. Her dam is the phenomenal matriarch **Kamouraska Orra Xuby VG 20\*** who continues to deliver again and again. **Bournstar** debuts with +3097 GPA LPI (#4 ranked in Canada), \$1820 Pro\$, +1445 Milk, +77 Fat (+.20%), +61 Protein (+.13%), and a balanced +5 for Conformation.

The Yukon son **Allegro Shamwow** is our second addition to our proof sheet. His dam, **Allegro Rebellion Sophie VG-87**, received the Top Milking Yearling Production Award in Atlantic Canada this year for Greenough Family Farms in Windsor, NS. **Shamwow**, who is A2A2 and carries the Robot Ready™ designation, will make a welcome addition with +3020 GPA LPI, +1412 Milk, +56 Fat (-.03%), +49 Protein (+.00%), and +9 for Conformation. With +9 for Mammary System and +8 Feet & Legs, this well-bred addition should fit quite easily into many Ayrshire breeding programs.

Our final addition is the Tokyo son **Des Couteaux Toking**. His dam, **De La Plaine Bigstar Spring EX-2E**, is a maternal sister to the #1 GPA LPI sire in the country **De La Plaine Waterloo**. His second dam is one of the breeds very best **De La Plaine Burdette Bling EX-2E 94 2\***. **Toking**, who is A2A2 and carries the Robot Ready™ designation, starts his career with +2940 GPA LPI, +838 Milk, +45 Fat (+.13%), +47 Protein (+.22%), and +2 for Conformation.

#### BROWN SWISS

Two new hopefuls that we want to bring to the attention of our Brown Swiss breeders. The first is a sire proven in the U.S. **Hilltop Acres D Defender**. **Defender** is a Daredevil from an EX Biver from an EX Supreme Dollar. With 219 daughters in his proof, he has a GMACE LPI of +1892, +804 Milk, and +10 for Conformation. The second sire is **Hilltop Acres Perfection**, a Jonmar from a VG Kickstart from the renowned dam of both **Powerball** and **Pacman**. **Perfection** will be our top ranked sire with +2269 GPA LPI, +1130 Milk, +57 Fat (+.08%), +51 Protein (+.08%), and a pleasing +11 for Conformation.

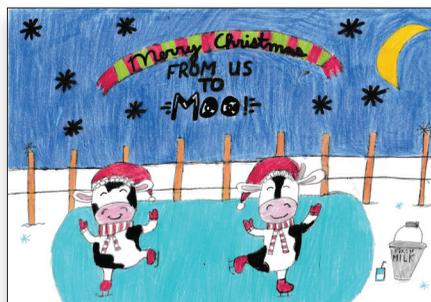
#### JERSEY

**Kash-In Knox** is the one Jersey breeders have been waiting for. This is our first son of the hotter-than-hot Guimo Joel and his dam is one of Comerica's very best **Stoney Point Comerica Kathie EX-95-USA**. **Kathie** was 1st 5-YR-Old at the 2019 Western National

## EastGen Christmas Card Contest Winner

Voting has concluded, and the winner of EastGen's annual Christmas Card Contest is...

1st Prize - Avery Jansema, Dunnville, ON, age 11. Congratulations Avery! Her design is featured on EastGen's 2022 card. Thank you to all budding artists for sharing your Christmas cheer - including cows! Special recognition also goes to: 2nd - Éloïse Lafèche, St-Albert, ON, age 7; and 3rd - Abigail Wolverton, Lower Knoxford, NB, age 13.



Avery Jansema

# EastGen Team Appointments

and stems from a richly-bred family full of high producing VG or EX dams for generations. **Knox** exemplifies artful breeding which makes him an ideal addition to join our VIP son **Avonlea Chocochip** as a respected Breeder's Edge sire. **Knox** will be exceptional for component improvement (+.32% Fat, +.19% Protein) and as expected, he is off-the-charts for type with +15 Conformation, +12 Mammary System, +11 for Feet & Legs, and +11 for Dairy Strength!

The production specialist **JX River Valley Chief {6}** enjoyed a nice jump of two points on Conformation to +6. In all, we now have 10 sires with +10 or greater for type, 16 sires with positive Fat deviations, 9 sires +500 or higher for Milk, and 12 sires available sexed!

## Wellington South/Waterloo Zone Meeting

*Join us...*

**10:30 a.m., Friday, Jan. 27th  
at Clayhaven Holsteins**

**of Melvin G. Martin,  
7585 Fourth Line  
Wallenstein, ON**

• Lunch at noon  
• presentations at 11:00  
a.m. & 1:00 p.m.

*Semex sire presentation • EastGen update*

Jamie Howard, EastGen Director of Sales, is pleased to announce three new appointments for the EastGen team. **Andrew den Haan** accepted the position of **Regional Sales Manager, Western Ontario**, effective October 24th. Andrew joined EastGen as a Regional Sales Representative in October 2006. Through the last 15 years, he has proven his skills, abilities, and commitment to the success of his customers within the RSR role. In 2017, he was the first recipient of the EastGen Genetic Advisor designation. Andrew brings to the RSM position a passion for the industry, a commitment to the future and sustained success of his new team and of EastGen. Raised on the family farm that yielded the Master Breeder Haanview herd, Andrew is an official judge. He successfully breeds and exhibits dairy and beef cattle under his own Glen Islay prefix, in addition to being part of the Glenirvine dairy operation with his wife Amanda at Fergus, ON.

**Collin Allardyce** has been appointed to the position of **Regional Sales Representative** in the Western Ontario region, replacing Andrew in that area inclusive of Centre Wellington, North Waterloo, Dufferin & Halton-Peel Counties. Collin joined EastGen as an AI Technician in May 2018. His passion for the industry and enthusiasm for the RSR role will position him for success in this new opportunity. On the aspiring judge's list for Holstein Canada, Collin has exhibited and sold numerous All-Ontario and All-Canadian Holstein nominees.

**Sam Buschbeck** has accepted the company's **AI Trainer & Heatime® Support Specialist** role. Sam joined EastGen in 2014 as an AI Technician, where he has provided high-quality AI services and made strong relationships with his clients and customers for the last eight years. Raised on a large beef operation and experienced working in the industry, Sam has exhibited cattle at shows in Canada and the USA. He is also a professional photographer in his spare time, mainly focusing on livestock and sports. Sam will transition to the AI Trainer & Heatime Support Specialist position over the next few weeks under the guidance and support of Bruce Poulin, who is retiring from this role in March 2023.



**Andrew den Haan**  
Regional Sales Manager  
- Western Ontario



**Collin Allardyce**  
Regional Sales Rep.  
- Western Ontario



**Sam Buschbeck**  
AI Trainer & Heatime®  
Support Specialist

*Congratulations to Andrew, Collin and Sam!*



## Delegate Day

*EastGen's annual Delegate Day, held November 28th, featured EastGen business updates, and presentations from Semex's Matt McCready, Paul Larmer and Brad Sayles. A tour of barns under construction at Semex's Guelph location, highlighted by the viewing of four special bulls, was held for those who travelled from across ON, NB, PEI and Nfld. Delegates not able to attend in person joined the meeting virtually.*

## Calf Blankets & Dosto® Caps

*On Special...*

- Until December 31st
- Stock up now!
- Ideal Christmas presents for your calves!
- Order online or from your EastGen sales representative.

		Sale \$
Calf Blanket (sm)	#715	\$35 / ea
Calf Blanket (lrg)	#757	\$35 / ea

		Sale \$
Dosto Caps & Applicator 10/pkg	#504	\$40 / pkg
Dosto Caps 50/pkg	#502	\$150 / pkg

EastGen Agri Inc.



HIGH GLPI & PRO\$

0200H011000



Glenirvine Alcove Salt n/c  
Owner: Glenirvine Farms, Fergus, ON

# WESTCOAST Alcove

*Holly McFarlane*



DUKE x MVP x EPIC

Westcoast **ALCOVE** is now in an absolute class of his own. The **Fertility First™** and **A2A2** designated superstar continues to dominate Canada's top proven lists holding down the **#1 active GLPI, #6 Pro\$, #3 Fat, and #1 Combined Fat & Protein positions and is +9 for Conformation!** **ALCOVE** is literally redefining genetic excellence. A truly generational sire, **ALCOVE** offers an unprecedented combination of extraordinary profit and production potential with rock-solid type, strong capacious frames, and calving ease. With **ALCOVE**, we are literally **witnessing history in the making!**

- +3722 GLPI
- \$2994 PRO\$
- +2564 MILK
- +144 FAT +.36%
- +99 PROTEIN +.09%
- +9 CONFORMATION
- +14 DAIRY STRENGTH
- 102 CALVING ABILITY
- 62 SEMEN FERTILITY
- GEV 22\* DEC



SEMEX  
Genetics for Life™

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