

JUNE 2023

Update

EastGen

Rivers Flow From Elevate®

A recent Semex photo shoot with **0200HO11385 Westcoast River** daughters prompted us to delve into how these silky black cows came to exist in two herds across EastGen's Ontario service area.

For those not familiar with River, he's considered an outcross sire being a Guarantee x Montana x Supershot. With Immunity+® (one of our very highest at 115), Calving Ease and A2A2 on his side, he's a +3464 GLPI, +3132 PRO\$ proven sire included on EastGen's latest Profit Plus sales flyer. As a young sire River often fit the bill for herds pursuing their goals via the Optimate™ mating program administered by EastGen.

James Harbers of Fredwill Farms Inc., Brinston, ON, is currently milking five River daughters. Two are in first lactation and the balance in their second. All three in second lactation became pregnant upon first service for both lactations. Harbers uses Elevate to identify the weaker and low immunity cows in his herd to breed them to beef. When picking bulls he uses the TPI scale and insists that they be Immunity+, have good health traits, and be A2A2. Harbers relied on Elevate testing to identify the non A2 cows in his herd.

"My goals are to continue to improve genetics and to soon be producing 100% A2 milk," said Harbers who runs 550 acres and milks 90 cows in a double eight parlour within a four row sand-bedded freestall barn.

EastGen Regional Sales Representative Scott Brown, who recently visited, noted that Harbers is also really happy with his **Silverridge V Einstein, Claynook Zasberilla** and **Stantons Cockpit** daughters.

Meanwhile, further west in the province at **Armstrong Manor Farms, Caledon, ON**, River was also a high LPI short-term outcross mating option for this long-time Elevate user herd. This 1100 acres cropped operation includes 380 milk cows housed in freestalls and 3X per day parlour milked.

"We didn't even know we had them until Semex asked to picture here. Then we got looking and thought yes, they are kinda good ones," said Philip Armstrong. But don't interpret his comment as a negative. In this case it means the Rivers at Armstrong Manor were largely unnoticed since they're trouble-free. In other words, a dairyperson's dream. Two made Superior Lactation records and the GP-83-2Y pair pictured are fresh again or due back soon after one breeding. These River daughters quietly did their job, producing high component milk as yearlings after having heifer calves by **Westcoast Alcove** and **3Star OH Ranger-Red**. At Armstrong Manor, heifers genomically tested via Elevate under +3300 LPI are culled as the genetic bar and desire to improve productivity and profit continues to rise.



Above: Richard & Philip Armstrong with Westcoast River daughters. Armstrong Manor River Ivy 4650 GP-83-2Y and Armstrong Manor Idonie 4683 GP-83-2Y.
Left: James Harbers and one of his five River daughters.

Photos - Above: Holly McFarlane.
Left: Craig LeRoy.

*Curious about Elevate and how the program can help you meet **your** herd goals? Talk to an EastGen representative for details.*

Dr. Tim Henshaw Award Established for Dairy Youth



An annual monetary award honouring the late Dr. Tim Henshaw has been established in conjunction with the three EastGen 4-H dairy youth shows held annually across Ontario. Dr. Henshaw, who passed away suddenly on April 6, 2023, was the EastGen veterinarian who played a huge role in our youth events by conducting calf health/wellness checks, education sessions and making show announcements. He supported and encouraged many dairy youth across our service area, and served many farm families and their herds for multiple generations during his 40 year career with EastGen and its legacy companies.

This award will recognize those who reflect Dr. Henshaw's qualities of enthusiasm, communication skills, leadership, encouragement and devotion to serving others, and are already making strides to become future leaders in the dairy industry and their own communities.

The winners, chosen among finalists participating at each of the three Ontario shows, will each receive a \$750 cash prize. In addition, the winner of the Andrew Crowe Award, part of EastGen's Atlantic event, will also receive an additional \$750 cash award.

Award nomination details were emailed to all 4-H dairy leaders listed on entry forms received for EastGen's shows following the June 1st closing date, and will be promoted on EastGen's website and social media.

Insemination Fee Increases

Effective July 1st, fees related to EastGen's 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 insemination fees across all regions will increase by \$1.50 for the first animal and \$1.00 for each additional animal during the same visit. 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.

You're Invited!!

Support of youth in agriculture is a defining pillar of that this company represents. That's why EastGen continues to invest a large amount of time, energy and money into supporting the future of young people in our industry. A prime example is our own annual youth events. Come out and cheer on our participants on show day! Showmanship begins at 8:30 a.m., followed by conformation classes.

- **EastGen Showcase** - Tuesday, July 4th
At the fairgrounds, 22 Ryan St., Spencerville, ON
- **EastGen Challenge West** - Friday, July 7th
At the fairgrounds, 875 Nellis St., Woodstock, ON
- **EastGen Challenge East** - Tuesday, July 11th
At the fairgrounds, 10801 McCowan Rd., Markham, ON
- **EastGen Atlantic 4-H Showcase** - Friday, July 14th
At the exhibition grounds, 73 Ryland Ave., Truro, NS

Staff Announcement

Paul Stewart

Marketing Manager



EastGen General Manager Brian O'Connor is pleased to announce the appointment of **Paul Stewart** to the position of **Marketing Manager** for EastGen, which he officially assumed on March 1, 2023. Paul joined Eastern Breeders Inc. in February 1990 as the C.A.M.P. Analyst, and over the last 33 years his career has evolved and grown. In 2005 he took on the position of Team Leader, Marketing and Communications; in 2007 he moved into the Communications & Genetic Programs Supervisor role; in 2011 he assumed the role of Genetic Program Specialist. Since March 2021, Paul has been the acting Marketing Supervisor. "Through Paul's incredible experience with our company and our industry, the marketing team is in great hands," said O'Connor.

Special

...ends June 30th - Act now!



Mr Sticky

- Effectively catches, controls and eliminates flies
- Non-toxic, environmentally safe
- No insecticides or pheromones
- Constant cost-effective fly control
- Sticky Roll™ Deluxe Kit includes 1000 ft. of Sticky Roll fly tape, take-up reel, 3 pulleys, hand crank, mounting rails and all necessary hardware

Sale \$

Mr. Sticky Roll 1000 ft / roll	#448	Reg. \$60	\$52 / roll
Mr. Sticky Deluxe Kit	#449	Reg. \$105	\$99 / kit

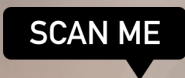


Colostrum

- Made with true bovine colostrum
- Provides immune & nutritional support for both dairy and beef calves
- Used to increase passive transfer of IgG, reducing the risk of calfhood diseases
- FIRST START 100 is a complete Ig replacement and FIRST START 50 is a supplement
- CFIA approved

Sale \$

FIRST START 50	#842	Reg. \$20	\$18 / pkg
FIRST START 100	#843	Reg. \$39	\$36 / pkg



FliesBeGone Trap

- Effective for 4-6 weeks with a range of 50-100 yards ... That's powerful!
- No toxins! No poisons! No insecticides!
- Catches up to 20,000 flies and up to ten times faster than other traps.
- Maintenance free and completely disposable.
- Nothing to clean up!

Sale \$

FliesBeGone Fly Trap	#495	Reg. \$25	\$23 / ea
-------------------------	------	-----------	------------------



YOUR #1 CHOICE FOR FERTILITY

Your Choice for Outstanding
Fertility Bulls



GLPI Pro\$ Conf.

GLPI Pro\$ Conf.

Proven				
	Pine-Tree-I PURSUIT	3644	3438	7
	Westcoast ALCOVE	3642	2891	8
	Boldi V GYMNAST	3536	2905	6
	Progenesis KNOWHOW	3463	2658	11
	Melarry FUEL	3333	2165	10
	Stantons ADORABLE	3281	1935	9
	Westcoast RANDALL	3208	2284	9
BE	Oh-River-Syc CRUSHABULL	2809	410	14

Short Supply Sires				
	Higherransom ANGLE	3701	3251	8
	Claynook MATCHLESS	3489	2599	11
BE	Comestar LEMAGIC	3126	1414	12

Genomax				
	Westcoast LUGNUT	3704	3276	9
	Cookiecutter LARSON	3608	2961	8
	Stantons TIMECHANGE	3577	2829	9
	Claynook MAYFAIR	3486	2642	11
	Drumdale ALLDAY-P	3478	2767	8
	Dudoc SPEEDUP-P	3440	2682	8
BE	Cherryhill ACTIONMAN	3281	1439	15
BE	Fradon ARMADA	3191	1467	14
BE	Kings-Ransom CORONA	3133	1419	13

EastGen has lots of high fertility sires that will help you combat the effects of summer heat. This list of above average fertility sires boasts **an average 61 Semen Fertility, +3407 GLPI, Milk over +1100 kg, with high deviations, and exceptional Conformation at +10.**

Make EastGen your #1 Choice for Fertility!