

JULY 2023

Update



On Breeder's Edge at Up-Ridge

It began with a simple text and an eye-catching photo.

"Hey Jamie. Hope all is well. Feeding calves and caught this shot of our oldest Lemagic. Approx. 50 days old. Have 3 and all are stunning. Not the best photographer but I try!"

Charlie Lupton's message to EastGen Director of Sales Jamie Howard prompted a recent visit to Up-Ridge Holsteins, Embro, Ontario, to see the calf behind the comment, and her hutch mates. "Lemagic and Actionman are probably our best young calves right now," continued Charlie, referring to a pair of popular members from EastGen's elite Breeder's Edge line-up of sires, Comestar Lemagic and Cherryhill Actionman.

Up-Ridge is a 650-acre family farming operation involving Charlie and Joanne Lupton, their son Michael, and son Mathew and his wife Denise. Nathan Wilker, a nephew and also part of the farm staff, exhibited an Honourable Mention All-Canadian 4-H calf from Up-Ridge in 2022. The herd consists of 40 Excellent, 87 Very Good, and 35 Good Plus cows averaging 11,430 kg milk and 263-284-266% BCA. Milking is done in a parlour and the cows are housed in a combination freestall and tiestall barn. The Luptons earned Premier Breeder and Premier Exhibitor honours at Oxford County Holstein Show six out of the past seven years, and Premier Exhibitor at Autumn Opportunity in 2022.

"Our ideal cow is moderate sized, good uddered, calves at 22 months as a heifer, scores Very Good as a 2-year-old, gets back in calf at first service - we're not asking too much! They have to have good udders, and in a freestall barn they have to have good feet," Charlie notes, with Michael adding, "We like them to have style, and to score Excellent by third lactation is what we're aiming for."

"We used a lot of Crushabull. The oldest are fresh for the third time with good udders - really balanced cows. We're still using Unix and a little Sidekick, and have about 14 Alleyoops with three scored Very Good as 2-year-olds (including one out of an Excellent Sidekick), three Lemagics, three Actionmans, a few by Armada, two babies by Pathway, and more on the way," notes Michael.

How does the Breeder's Edge program align with goals at Up-Ridge? "We like it because it's not all about the numbers. It's about balanced breeding and good matings. We like that there is actual data information on the maternal side. We like bulls out of cows that have proven themselves," Charlie notes.



Above: Michael & Mathew Lupton of Up-Ridge Holsteins, Embro, ON, with a young Comestar Lemagic heifer pictured (top) outside the hutch at feeding time by their dad, Charlie Lupton. Bottom: Cherryhill Actionman heifer from a VG-88-3Y Crushabull in the herd.



Save the Date!
Feeding the Human Spirit

- Celebrating the Legacy
of Dr. Tim Henshaw

Tuesday, November 21, 2023
Nottawasaga Inn Resort & Conference Centre
6015 Highway 89, Alliston, Ont.

*Join us for an evening of
celebration, fundraising and fellowship.
Details to follow.*



Staff Announcement

We are pleased to welcome Amanda Cellucci to the position of Accounting Assistant & Office Administrator at East-Gen. Amanda has extensive customer service and office administration experience and completed the Business Administration program at Conestoga College. Amanda joined EastGen on June 1st and will be reporting to Victoria Garvey, Accounting Manager.



Amanda Cellucci
Accounting Assistant &
Office Administrator

Modern Matings from Proven Families



COMESTAR LEMAGIC

GPA LPI +3126

Legendary Laurie Sheiks! Conf. +12

GPA 23 APR



CHERRYHILL ACTIONMAN

GPA LPI +3281

Alligator x the Chief Adeens! Conf. +15



BOSDALE PATHWAY

GPA LPI +3387

Portrait cow family power! Conf. +14



FRADON ARMADA

GPA LPI +3191

From the Apple-Reds! Conf. +14

BREEDER'S EDGE

Watch for new Breeder's Edge program entrants soon!

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Calcium Bolus

- 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

Sale \$

Calcium Bolus #867	\$11. ⁰⁰ /gal	\$9. ⁵⁰ / gal
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Calcium tube & applicator

- Non burning in mouth
- Easy to administer
- Raise blood calcium levels in 15 minutes
- Good source of calcium, magnesium, potassium, tricalcium phosphate

Sale \$

Dr. Register Calcium Tubes #654	\$15. ⁰⁰ /tube	\$13. ⁰⁰ / tube
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- Competitive pricing on a superior glycerin product
- Faster and better absorption into cow's system
- Greater results from added ingredients; B vitamin, niacinamide, glycerin

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Dr. Register Nia-Energy Drench #959	\$95. ⁰⁰ /gal	\$87. ⁰⁰ / gal
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NIA Energy Gel

- Provides vitamins to support and maintain the health of the animal
- Nia-Energy gel contains glycerin and B3 vitamins, niacin, folic acid, riboflavin
- An oral niacinamide supplement for dairy cows
- Administer one tube after calving, can be repeated in 12 hour intervals followed by one tube for 2-3 days post calving as needed

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Dr. Register Nia-Energy Gel Tubes #871	\$17. ⁰⁰ /tube	\$15. ⁰⁰ / tube
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A reproductive tool to be used in conjunction with a regular veterinary herd reproduction program!



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How to run the Alertys* OnFarm
Pregnancy video

- Our pregnancy tests are based on the detection of a panel of pregnancy-associated glycoproteins (PAGs), which are only produced with the presence of an embryo or fetus.
- Alertys cowside blood-based tests offer flexible testing options with results as early as 28 days postbreeding for when you need to know the pregnancy status before the next vet check-up.
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