

AUGUST  
2023

# Update



## Youth Events Draw More Than 435 Competitors



Spencerville Showcase Grand Champion Overall: Samantha Hildbrand, Russell; EastGen President Amanda Jeffs.

Keen competition, the 4-H “learn to do by doing” motto, and a bit of summertime fun with their 4-H calves sums up EastGen’s four annual Showcase and Challenge youth events which wrapped up in mid-July. Each year EastGen organizes and solely sponsors a series of four regional events held across their service area, in Spencerville, Ont.; Woodstock, Ont.; Markham, Ont.; and Truro, NS, for 4-H youth aged 14-21 (Ontario) and 13-21 (Atlantic provinces). Participants spend time team building while learning at education sessions and then enter the ring for showmanship and conformation evaluations on show day. This year 343 Ontario 4-H dairy members and 96 4-Hers from New Brunswick, Prince Edward Island and Nova Scotia took part.

EastGen is proud to honour achievements in quiz writing, best barn display, top show ring results, and overall accomplishments by age division as well as overall grand champion and team/county of the show. EastGen’s youth events are a yearly highlight for staff and directors demonstrating the company’s unparalleled commitment to youth.



Woodstock Challenge Grand Champion Overall: EastGen Director Stefan Mueller; Sydney Cain, Brant.

“Our EastGen team is always excited to host our four live youth events every year. Working with the next generation, who are so passionate and enthusiastic about the dairy and beef industry, is a true honour that we all eagerly anticipate,” says Paul Stewart, EastGen Marketing Manager. “Of special note this year, we marked the tenth anniversary of awarding the Andrea Crowe Inspirational Award at our Atlantic Showcase and we introduced an annual award honouring the late Dr. Tim Henshaw at each of our three Ontario youth events. The Tim Henshaw Awards of Excellence were presented to nominees at each event who reflected and effectively communicated Dr. Henshaw’s qualities of enthusiasm, encouragement, leadership, and devotion to serving others. Each recipient received a \$750 cheque from EastGen. After two weeks of working at our youth events, we are all in absolute agreement; the future of our industry is in very good hands.”

See more photos and results on EastGen’s website, Facebook and Instagram pages, and full results at [www.assistexpo.ca/results/eastgen](http://www.assistexpo.ca/results/eastgen).



Markham Challenge Grand Champion Overall: Judge Jonathan Rylaarsdam; Jaelynn Phoenix, Durham West; EastGen Director Rob Bumstead.



Truro Showcase Dairy Grand Champion Overall: Jamie Howard, EastGen; Reserve - Alena Moxsom, NS; Grand - Sage Yuill, NS; and Dale MacPhee, EastGen.



Truro Showcase Beef Grand Champion Overall: Jamie Howard, EastGen; Reserve - Madiya Patriquin, NS; Grand - Cassidy Holmes, PEI; and Dale MacPhee, EastGen.

# Feeding the Human Spirit

- Celebrating the Legacy  
of Dr. Tim Henshaw

Tuesday,  
November 21, 2023

Doors open 6:30 p.m.  
Program 7:30 p.m.

Nottawasaga Inn Resort & Conference Centre  
6015 Highway 89, Alliston, Ont.



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

Watch EastGen's social media & website for reservation  
information, call 226-332-2264 or contact [tara.reynolds@eastgen.ca](mailto:tara.reynolds@eastgen.ca)



Winners of the first  
Brian Betts Memorial  
Scholarship. Above:  
Alexis Johnston, Perth  
County. Left: Grant Bar-  
key, Durham East.



## Brian Betts Scholarship Winners

EastGen is proud to join Gay Lea and The Ontario Dairy Youth Trust Fund to celebrate the 2023 winners of the **Brian Betts Memorial Scholarship**.

Brian Betts of Flesherton, Ontario was an accomplished dairy producer and exceptional leader in agriculture both locally and nationally. He helped drive producer run organizations to collaborate more fully and reduce duplication, which led to greater efficiency and ensured greater sustainability for producer-owned companies.

The two \$1500 scholarships were awarded to individuals who demonstrate leadership and selfless service for the betterment of their community. Congratulations this year's scholarship winners **Alexis Johnston of Perth County** and **Grant Barkey from Durham East**. The scholarships were announced at EastGen's recent Challenge West and Challenge East shows, with members of the Betts family and company/organization representatives taking part in the presentations.

*Kevin Allen  
Memorial  
Award*



**Liam Kivits of Glengarry County** was chosen to receive the 2023 **Kevin Allen Memorial Award** honouring and remembering an EastGen Delegate, former EBI Board of Director, dairy farmer and life-long supporter of 4-H along with his local agriculture community. This award was presented at the recent EastGen Showcase in Spencerville, Ont. Pictured above are, from left, EastGen's Kris MacLeod, Liam Kivits, and Amanda Cowan.

## Staff Announcements

We are happy to introduce **Rob Groenheide**, who accepted the position of **Regional Sales Representative for the Thunder Bay area** following the recent retirement of Bruce Forrest. Rob joined EastGen on June 26th and reports to Andrew den Haan, Regional Sales Manager. A third-generation farmer, he owns and operates a sheep dairy milking 90 ewes in the Thunder Bay area. Rob is married and has three daughters.



**Rob Groenheide**

Regional Sales  
Representative  
- Thunder Bay

EastGen is pleased to welcome **Amy Snell** to the role of **Human Resources Generalist**. Amy achieved her certified Human Resources Professional (CHRP) designation in 2018 and has extensive experience in recruitment, health & safety, training & development, and employee engagement. Amy joined EastGen on July 12th and will be reporting to Elaine Andrews, Human Resources Manager.



**Amy Snell**

Human Resources  
Generalist

*For those who wish to review EastGen's terms and conditions for products and services, they can be viewed on the EastGen website under the Field Service section.*



Watch for highlights via EastGen's social  
media channels, and for your new  
proof sheet in the mail following the  
August 8th Genetic Evaluation Release

# Dr. Tim Henshaw Award of Excellence Winners



Left: Braden Sparks, Brant County, EastGen Challenge West winner, with EastGen General Manager Brian O'Connor and EastGen Director Stefan Mueller.



Right: Shayna Dickson, Leeds County, EastGen Showcase winner, with EastGen President Amanda Jeffs and EastGen General Manager Brian O'Connor.

## Andrea Crowe Award Winner

*Congratulations 2023 winners!*



Above: Andrea Crowe Award winner at EastGen Atlantic 4-H Showcase, Elizabeth Heighton of NS with Anne Crowe and EastGen's Jamie Howard and Dale MacPhee.



Above: Joanna Kapteyn, Grey County, EastGen Challenge East winner, with EastGen Director of Sales Jamie Howard and EastGen Director Rob Bumstead.

## We've MOOved... To a New Location at Canada's Outdoor Farm Show



**September  
12-14th  
Woodstock, ON**

**8:30 a.m. - 5:00 p.m.  
daily**



*Plan to visit us in the*  
**Dairy Innovation Centre**

**Live cattle will anchor EastGen's new 30' booth!**

- TRY** • a genomics challenge featuring four Holstein calves
- SEE** • results of our premium dairy-beef cross strategy on display

*Plus, you'll learn about...*

- how Elevate® testing can provide results of Immunity+®, Methane Efficiency & more
- 24/7 herd monitoring with ai24®

# Special

Until August 31st!



## 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/ea	\$9.50 / ea
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## NIA Energy *Drench* & applicator

- Provides vitamins to support and maintain the health of the animal
- Competitive pricing on a superior glycerin product
- Faster and better absorption into cow's system
- Greater results from added ingredients; B vitamin, niacinamide, glycerin

**Sale \$**

Dr. Register Nia-Energy Drench #959	\$95.00/gal	\$87.00 / 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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## 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

**Sale \$**

Dr. Register Nia-Energy Gel Tubes #871	\$17.00/ tube	\$15.00 / tube
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Talk to your EastGen representative for more information!



www.eastgen.ca

**Online Store**

https://store.eastgen.ca



DR. REGISTER

