

SEPTEMBER
2023

Update

EastGen

Abundant Genetic Opportunities



The second proof round of the year arrived last month and the overriding message is that EastGen's line-up of genetics will offer more value and potential for profit in your herd than ever. We have more than 60 sires represented on our current proof sheet offering the very best of genetic opportunities for all of our breeders regardless of their herd goals.

Progenesis Knowhow, who added more than 200 daughters again this round, has blown away all expectations and entered a league of his own. He gained for all major type traits and jumped to +13 for overall Conformation from +11 in April. He also saw gains for both national indexes (\$3032 Pro\$, +3555 GEBV), all production yield traits, and is by far the highest for Milk (+2196 kg) of any proven sire with at least double-digit type in Canada! Knowhow, who is an A2A2 carrier, is designated Calving Ease and Robot Ready™, and is also fantastic for Hoof Health (108), Mastitis Resistance (106), and Semen Fertility (62). Knowhow will be a tremendous bargain as part of our **30 for \$30 Special!**

Other Proven Highlights: Our #1 GLPI sire, **Westcoat Alcove**, continues to add hundreds of second crop daughters to his proof and there is still no proven sire higher for Milk, Fat, or Protein in Canada with his level of Conformation (+8). The A2A2 and Fertility First™ designated Alcove will continue to be popular as an outstanding source of elite production, impressive Dairy Strength (+13), and for settling cows (63 Semen Fertility). Alcove will be available both as conventional semen and Day-To-Day Sexed and as part of our **30 for \$30 Special**. Our #1 used sire with sexed semen, **Pine-Tree-I Pursuit**, continues to deliver with the addition of more daughters. The Calving Ease and Robot Ready™ designated Pursuit gained a point on Conformation (+8), holds down our #2 Pro\$ position, and acquired Immunity+® status making him the #1 proven GLPI Immunity sire in the World! Pursuit will also be part of our **30 for \$30 Special** (plus the \$25 sexing fee).

Melarry Fuel, who added more than three hundred daughters to his proof this round, saw gains for GLPI (+3358), Pro\$ (\$2172), Milk (+1931 kg), Fat (+115 kg) and Protein (+67 kg) while

holding for Conformation with +10. Breeders have made Fuel our most popular sire in the last 12 months as a reliable source for outstanding strong frames (+16 Dairy Strength, +11 Chest Width, +12 Body Depth), and ideal rump structures for many of today's common blood lines (Rump Angle 6L). Fuel will be a welcome bargain as part of our **30 for \$30 Special!** **Westcoat Randall** will be available as part of our **30 for \$25 Special** as will the *King of the Ring*, perennial favourite **Croteau Lesperron Unix**. The Unix son and udder specialist, **Claynook Dealmaker**, gained for GLPI, Pro\$, Milk, Fat, and Protein while holding at +11 for Conformation and offers real value in our **30 for \$20 Special**. Of note, amazingly every sire made available on our current proven sire list is available in one of our bucket specials this round! Take advantage of our high reliability, elite proven herd-builder bulls to add some value to your breeding program.

New Genomax® Highlights: Plenty of choices - here are a few! **Progenesis Tahoe *RC** is an exciting Red Carrier, A2A2 and BB Ranger-Red son who will sire extremely healthy daughters (105 Calf Immunity, 114 Immunity). Expect solid production with high deviations (+.56% Fat, +.27% Protein) and a type profile that will tick all of the boxes (+10 Conf., 2.26 PTAT). **Progenesis Kirk** is an A2A2 and Robot Ready® designated Lugnut from a family flush with Star Brood cows and potential to leave very high producing daughters (+2144 Milk). Expect a type profile (+11 Conf., 1.98 PTAT) that will lead to long-living (106 HL), profitable cows.

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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 27, 2023, at 5:00 p.m.**

Zone 3 – City of Ottawa, Dundas, Stormont

Zone 6 – City of Kawartha Lakes, Durham Region A (Ontario County and Ramara Township), Durham Region B (Durham County excluding Cavan Township), Peterborough County (including Cavan Township), York, Halton, Peel

Zone 9 – Wellington, Waterloo

Zone 12 – Huron, Middlesex, Elgin, Essex-Kent, Lambton

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

Progenesis Riverdance is an A2A2 Red Carrier Ranger-Red son backed by 14 gen. of VG or EX dams tracing back to the amazing Dellia. Riverdance offers solid production with impressive deviations (+.42%F, +.21%P, and unreal health traits including his HL (113), Immunity (115) and Calf Immunity (109). With a type profile and +12 Conformation, Riverdance is a value-packed commodity. **AOT Highlife-P-Red**, a Latenite who also stems from the great Dellia family, is an exciting heterozygous polled and outcross Red option being made available sexed day to day. Highlife has a balanced profile with udders (+9 MS) and Feet & Legs (+9) suited for any environment.

COMPONENT BREEDS

Laroc Mini-Wheats is our one new addition this proof round for Ayrshire enthusiasts. Mini-Wheats is a Tarzan son from a VG-88-3YR Yellow from an EX-91-2E Rubicom. The 2nd dam's maternal sister, Laroc Oreo Mode EX-91-4E 6*, was the Dream Ayrshire Cow of 2020. Behind her is the family matriarch Laroc Prime Modalie EX-93-6E 2* who has over 71,000 kg of lifetime milk with 4.9% Fat and 4.0% Protein. Mini-Wheats debuts with +2940 GPA LPI, +835 Milk, +43 Fat (+.09%), +34 Protein (+.06%), and +9 for Conformation. He will be an ideal choice to offer shallow, well-attached udders (+9 Mammary System), solid frames (+6 Dairy Strength), and Feet & Legs (+6) suited for any barn environment. Two new additions this proof round for our Brown Swiss breeders starting with **Hilltop Acres PC Titos**. Titos is a son of the prominent French sire Pactole. His dam is VG-87 from an EX Cadence from the same family as the renowned Cozy Brook Pronto Twilight EX-92-4E, 2012 Wisconsin Cow of the Year. Titos debuts as the #3 ranked sire in the breed with +2515 GPA LPI, +890 Milk, +71 Fat (+.39%), +59 Protein (+.29%) and a solid +8 for Conformation. Our second new addition is **Malgin SG**. Malgin (Canyon x Blooming x Vigor) is +2060 GPA LPI, +827 Milk, +32 Fat (-.03%), +44 Protein (+.14%) and +9 for Conformation. He is a stylish bull with a type profile that is the product of a very impressive maternal line.

JX Progenesis Cinnamon {6} joins our Jersey line-up as the #1 GPA LPI sire in the breed with +2187. He will be a source for extreme production improvement with +1343 Milk, +81 Fat (+.14%), +59 Protein (+.08%) while offering +7 for Conformation and +8 for Mammary System. Cinnamon {6} will be available sexed. Available soon will be **RJF Machete**, a son of the high type Video son Unique Maverick. He represents an exciting prospect stemming from a Chrome dam backed by six direct generations of EX dams including multiple All-Canadian nominees, many household names to Jersey breeders, and decades of artful breeding. Machete will debut with +2004 GPA LPI, +802 Milk, +48 Fat (+.10%), +36 Protein (+.07%) and with an impressive +16 for Conformation, he will be our top type sire.

Audibel Jordan continues to be the buzz of the industry on the strength of his early second crop daughters. Currently standing at 86% GP and Better, he gained another point on type this round to +7 for Conformation. **JX River Valley Chief {6}** added another 50 daughters which led to a huge jump in both national indexes and all production traits to \$3385 Pro\$ and +2136 GLPI.

Feeding the Human Spirit

Celebrating the Legacy of Dr. Tim Henshaw

An evening of celebration, fundraising and fellowship

Live & online bid auction items will raise money for selected causes.



Tuesday, November 21, 2023

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

Nottawasaga Inn Resort & Conference Centre, Alliston, Ont.

Ticket info: 226-332-2264 or tara.reynolds@eastgen.ca



Beef BULL-etin '23

Watch our social media beginning mid-September for 'Sam's Shorts' beef producer tips and daughter videos.

Staff Announcements

Jamie Howard, EastGen Director of Sales, is pleased to announce recent additions to our Professional Reproduction Services team.

Jeanette Van der Veeke is fulfilling the part-time, **Vacation AI Technician** position supporting districts 30, 33, 18, 46, 19 and 16 in Western Ontario. Jeanette comes from a dairy farm milking 250 cows near Zurich, ON.

Shawn Weir has taken on the role of **Vacation AI Technician** supporting districts 18, 46, 95, 30, 33 and 19 in Western Ontario. Shawn is passionate about the beef industry. He has a small herd of crossbred and Speckle Park cattle and is also an Oxford County 4-H Beef Club leader.



Jeanette Van der Veeke
Vacation AI Technician



Shawn Weir
Vacation AI Technician

Welcome to the EastGen team,
Jeanette and Shawn!

Special

Sept. 1st - Oct. 31st

Light Bulbs

Canarm LED Bulbs

- Cool white 5000K (replace up to a 100 watt Bulb)
- Soft white 3000K (replace up to a 60 watt Bulb)
- Energy Star rated
- Dimmable
- Ideal for damp or humid environments
- Shatterproof rated

LED Bulbs		Longevity (hrs)	Sale \$
Canarm LED 75 Watt Cool white 5000K	#841	15,000	10
LED 9.5 Watt Warm Soft white 3000K	#835	25,000	10

BactZyme

Premium Blocks

- Through accelerated digestion, BactZyme will liquify solid material so that it's easier to agitate, pump and irrigate.
- A treated lagoon can be pumped lower than ever before with fewer plugging problems.
- Once transferred to cropland and because it's already predigested, this manure will soak into the soil faster with less chance of caking on the field surface.
- By increasing the level of bacterial activity in the lagoon, BactZyme actually prevents bad odors from forming in the manure.

BACTZYME		Sale \$
Premium blocks	#829	\$550 / pail

EastGen

Milking Gloves

Black Nitrile & Green Nitrile Bio-Degradable

- 100% Nitrile / Powder Free
- Thick and puncture resistant
- Helps reduce bacteria & infection
- Latex free
- Rolled cuff
- Improved thickness (5ml)
- Available in various sizes

Milking Gloves		Sale \$
Grizzlynite Black Nitrile Gloves	#800	17
	#801	
	#802	
	#803	
Green Nitrile Bio-Degradable Gloves	#804	17
	#968	
	#969	
	#970	
	#971	
#972		



www.eastgen.ca
Online Store
<https://store.eastgen.ca>



PRODUCT SPECIAL

Fall Semen Special

Special runs until December 31st

Time to stock up on many of our leading sires!

Product Bonus...



Dosto® Caps & applicator



IDEXX Alertys™ OnFarm Pregnancy Test

Receive FREE products as part of both semen promotions!

Conventional Semen Sires		
0200H012340	Cookiecutter LARSON	\$42
0200H012378	Cherryhill ACTIONMAN	\$45
0200H003913	Croteau Lesperron UNIX	\$45
0200H012529	MR Ernestanthony HAVENOFEAR	\$45
0200H012585	Westcoast BACKGROUND RC	\$45
0200H011980	Westcoast LUGNUT	\$45
0200H012445	Westcoast SEASIDE	\$45
0200H007956	3Star OH RANGER RED	\$50
0200H012438	Bosdale PATHWAY	\$50
0200H011425	Progenesis KNOWHOW	\$50
0200H010641	Westcoast RANDALL	\$50
0200H012397	Higherransom ANGLE	\$55
0200H010845	Melarry FUEL	\$55
0200H011000	Westcoast ALCOVE	\$55

Sexed Semen Sires *		
0777H003913	Croteau Lesperron UNIX ♂	\$65
0777H012330	Novum MERCY ♂	\$65
0777H012340	Cookiecutter LARSON ♂	\$67
0777H012378	Cherryhill ACTIONMAN ♂	\$70
0777H012608	Comestar BARLOT ♂	\$70
0777H012527	Comestar LATAYO ♂	\$70
0777H010992	Walnutlawn SIDEKICK ♂	\$70
0777H011980	Westcoast LUGNUT ♂	\$70
0777H012609	Jacobs BRUINS ♂	\$73
0777H012437	Comestar LEMAGIC ♂	\$75
0777H011186	Pine-Tree-I PURSUIT ♂	\$75
0777H012622	Progenesis RIVERDANCE RC ♂	\$75
0777H011000	Westcoast ALCOVE ♂	\$80
0777H012376	MB-Luckylady BULLSEYE ♂	\$83

Package 1

50 Doses - Discount Code 1811
Purchase **50** doses of any of the listed bulls and receive a **45% discount, plus 10 Dosto® Caps OR 5 IDEXX Alertys™ OnFarm Pregnancy Tests**

Package 2

70 Doses - Discount Code 1812
Purchase **70** doses of any of the listed bulls and receive a **50% discount, plus 10 Dosto® Caps AND 5 IDEXX Alertys™ OnFarm Pregnancy Tests**

Bonus

For every purchase of a **50** dose package, your name will be entered into a bi-weekly draw for **\$500** credited to your account

For every purchase of a **70** dose package, your name will be entered into a bi-weekly draw for **\$700** credited to your account

Note:
* Special will be based on the conventional pricing portion.
No beef sire substitution.
Dosto Caps – discount code #1813
Alertys – discount code #1814