

NOVEMBER
2023

Update



Efficiently Monitoring the Herd 24/7



From left: EastGen Regional Sales Representative Derek Kennie with Dylan and Tyler Howard of Howardvale Holsteins, Springfield, PEI.

"Cows don't get missed. Cows in heat get bred and cows with low rumination get examined." This statement explains why **Heatime®** has become a valued 24/7 member of the team at this Prince Edward Island farm.

Dylan and Tyler Howard are the fourth generation to farm at **Howardvale Holsteins** which currently consists of 280 registered Holsteins and encompasses 800 acres near **Springfield, PEI**. Passionate about what they do and committed to dairy farming at an early age, the brothers and their mother Brenda have continued to modernize, grow, and improve the operation along the way.

A struggle with pregnancy rates (PR), especially in the heifer barn, prompted the Howards to install Heatime in 2017. "We could not get our PR above 14% in the heifers before no matter

what program we used or ration we fed," Tyler recalls. By 2020 their pregnancy rates had increased from 18% to 24% for the cows and 12% to 20% for the heifers. Today those figures are up to 31% for the cows, and 41% for their heifer population. "To us, PR is the best metric to use to monitor and assess a breeding program."

The Heatime activity monitor is used for heat detection of cows and breeding age heifers wearing collars and tags, and the rumination feature is used to monitor health of all lactating cows. "We do not have a fresh cow pen, so it has been a great tool for monitoring fresh cow health," Dylan explains, with Tyler adding, "We also use the rumination monitor a lot to help evaluate our feeding program. If we make changes and the group increases or decreases, we can determine which way to proceed."

The improvement in conception rate at Howardvale is evident. "Conception rates pre-Heatime were 35-40%, and currently they are 45-50%. Breeding cows and heifers in natural heats has made a major improvement in conception rates, and we have been able to greatly reduce our Ovsynch/CIDR programs," Dylan states.

The Heatime system reduces labour by decreasing the need for searching and needling cows and saves money on hormone shots. Cows in estrus and sick cows are quickly identified via alerts on the home screen. The 24/7 monitoring of cow health allows them to maintain a consistent calving interval with lower days in milk (DIM).

DataFlow™ II was added to enhance the seamless sharing of information. All data is entered into DairyComp 305, then uploaded daily to Heatime. "I like that the programs work together," notes Dylan.

Less involuntary culls due to fertility, less use of hormones, lower DIM leading to higher milk production and other positive features mean that Heatime has proven valuable in assisting the Howards with their ongoing quest for increased profitability from their dairy operation.

For more information on Heatime®, contact your local EastGen representative or email ai24@eastgen.ca.

Lactanet Canada and Semex Win Prestigious Innovation in Climate Action Award

Partnerships are very much a part of the Canadian dairy scene that supports dairy farmers and the industry at large. Lactanet Canada and Semex have a long-standing synergy working collaboratively and recently received a prestigious Dairy Innovation Award: "Innovation in Climate Action", from the International Dairy Federation (IDF).

Nominated by Dairy Farmers of Canada, Lactanet and Semex were recognized for developing Canada's Methane Efficiency genetic evaluation. This is the world's first official genetic evaluation that helps dairy producers genetically select animals that will contribute to reduced methane emissions from dairy cattle, without impacting production levels.

EastGen Director Election Results

We are pleased to announce results of the Director Elections in four Zones within Ontario. The following have been acclaimed in their respective areas:

Zone 3 Chris Uhr
Zone 9 Steve Fraser

Zone 6 Glenn Barkey
Zone 12 Curtis McNeil

EastGen Virtual Zone Meetings



KEYNOTE SPEAKER:

Jeff King

**Kings-Ransom Farm, LLC, & King Brothers Dairy,
Schuylerville, NY**

The King family breeds and manages a 2200 head registered Holstein herd, farming in Saratoga County, NY, and also operate an on-farm milk processing business.

King Brothers Dairy is run by brothers Jeff and Jan King, the fourth generation to take the helm of the 120-year-old Kings-Ransom Farm, where they farm on both sides of the Hudson River and milk about 1000 head. Their grandfather and uncles bottled milk at the farm starting in the early 1900s. In 2016 a new creamery was built on the farm, followed by a retail space where they feature their milk and cream products and started making 35 flavours of ice cream. In addition to home delivery

Watch for registration details in the December Update, website and social media.

**Buy a new SenseHub™ system
with a minimum of 50 tags
and get the controller free.**

Special runs until Dec. 31st

Contact your EastGen rep. for details or
email ai24@eastgen.ca for more information.

*That's a savings
of \$2,500!*



EastGen

Holiday Card Contest

For youth up to 13 years of age.

Cash prizes. See EastGen social media for details.

Entries due
Nov. 15th

January 2024

Virtual Zone Meetings

Tues., January 23, 2024 7:00 p.m. EST

Wed., January 24, 2024 11:00 a.m. EST

of fresh, glass bottled milk, they also deliver products such as their own farm-raised beef.

The Kings have an extensive breeding and genetic marketing program throughout the US and the world. Kings-Ransom MG Cleavage EX-95-USA (97 MS) completes 10 generations of Excellent Roxys and was credited with being a game-changer for the herd, opening the door to many new relationships and genetic customers. Cleavage has an EX-95, 97 MS daughter among her many descendants. Another highly marketable and successful family for the Kings is that of Kings-Ransom Casp Daze EX-94-USA, the dam of Kings-Ransom Dropbox at Semex.

Kings-Ransom Drew, a high Pro\$ and Net Merit young sire, and Higherransom Angle from EastGen's current Genomax® offering represent other families being developed and marketed by the Kings. Also bred by the Kings, MS Kings-Ransom Champ Haley EX-GMD-DOM went on to establish the Holler family at Cookiecutter Holsteins, from which descends the \$1.925 US million package selling S-S-I Doc Have Not 8784 EX-96-USA whom the Kings owned in partnership.

Virtual zone meetings will be held (English-only) for EastGen's entire service area.

*Dairy Proof
Updates*

Look for highlights in EastGen's social media, and for your new proof sheet in the mail following the December 5th Genetic Evaluation Release.

Feeding the Human Spirit

Celebrating the Legacy of Dr. Tim Henshaw

There's still time to donate or bid!

Online auction items will raise money for:



- 4-H Ontario
- Farm & Food Care Ontario
- Elmvale & District Food Bank

To bid online (closes Nov. 21st) or donate:
<https://silentauctionbiz.com/auctions/eastgen/>

More info: www.eastgen.ca / 226-332-2264 / tara.reynolds@eastgen.ca

Special

Nov. 1 - Dec. 31st, 2023

EastGen

Calf

Blanket

- Protects calves during changing weather conditions
- Allows calves to reach full growth potential
- Helps calves retain body heat in cold environments
- Machine washable
- Made with water resistant material
- Locally made

Sale \$

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

Dosto® Caps

EastGen Agri Inc.

... Effects in Calves

Supports digestive and intestinal health and helps maintain appetite in calves!

- Improves growth performance and feed efficiency
- Supports immune function
- Reduces incidences of scouring
- Helps to maintain high growth rates
- No withdrawal period
- 100% natural product
- Made from Oregano oil

Sale \$

Dosto Caps & Applicator 5/pkg	#504	\$40 / pkg
Dosto Caps 50/pkg	#502	\$155 / pkg

Colostrum

FIRST START
MADE WITH TRUE BOVINE COLOSTRUM
A BASE DE COLOSTRUM BOVIN

- 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
- F1RST START 100 is a complete Ig replacement and F1RST START 50 is a supplement
- CFIA approved

Sale \$

F1RST START 50	#842	\$18 / pkg
F1RST START 100	#843	\$35 / pkg



SCAN ME



Online Store

<https://store.eastgen.ca>



www.eastgen.ca



Biopsied Female Embryos For Sale

We have a range of opportunities to accelerate your herd's genetic goals!

Boviteq®
INNOVATIVE IVF SOLUTIONS

WDE 3X Class Winning Dam/Blackrose Family



Donor GENOSOURCE LOOKS 4-DAYS
Lambda X Ladyrose Caught Your Eye EX-94-USA (pictured)

Example of embryos available (while supplies last):

- Riverdance X Looks 4-Days Dropbox X Looks 4-Days
• GLPI +3608 • Conf. +12 • GLPI +3432 • Conf. +12
• PTAT +2.49 • Immunity+® • PTAT +2.83 • Robot Ready™
\$1700/embryo

Made for Profitability



Donor PROGENESIS OVERDO MACARONI

Overdo X Fallout X Positive, tracing to
Peak Bombero Maxima VG-87-DOM (pictured)

Example of embryos available (while supplies last):

- Progenesis Mileage X Overdo Macaroni
• GLPI +3658 • \$3616 Pro\$ \$650/embryo
• GTPI +3062 • Robot Ready™ & A2A2

Donor Has 11 Brothers at Semex



Donor PROGENESIS LARSON KELLEY

Larson X Dulet D-Lambda Katrina VG-87 (pictured)

Example of embryos available (while supplies last):

- Progenesis Anahita X Larson Kelley
• GLPI +3660 \$650/embryo
• Conf. +13 • PTAT +2.16

Modern Traits Backed By Cow Power



Donor PROGENESIS PLINKO PACKAGE

Plinko X Einstein X Progenesis Challenger Paris VG-87
X Progenesis Fortune Palau VG-87-3* (pictured)

Example of embryos available (while supplies last):

- Progenesis Forward X Plinko Package
• GLPI +3739 • \$4075 Pro\$ \$250/embryo
• GTPI +3090 • Immunity+®, A2A2 & Robot Ready™

Elite Type · Balanced Breeding · High NM\$ · Pro\$

**We're open for business with amazing
sexed female embryos like these to suit your goals!**

Contact your EastGen representative for details.

EastGen
1-888-821-2150 info@eastgen.ca