

DECEMBER
2023

Update

Season's Greetings from the EastGen Family



EastGen

Genetic Evaluation Highlights

The final proof round of the year has arrived and with it, EastGen's Holstein line-up continues to expand and improve to provide the most comprehensive list of sires and genetic solutions available anywhere for our breeders.

The exciting newly proven **Cedarwal Handpick P** debuts with a splash as Canada's #1 ranked proven polled sire! Handpick P begins his proven career with +3521 GLPI, +329 Milk, +85 Fat (+.60%), +41 Protein (+.24%), and +11 for Conformation. Handpick P is a Luster-P son from a VG-86 daughter of a high-component, VG-87-2YR 9* Numero Uno, from the former two-time #1 LPI cow in Canada, Oconnors Planet Lucia VG-86-2YR 22*. Lucia's dam is Comestar Goldwyn Lilac VG-89-5YR 44* who stems from the incomparable, genetic giant Lylehaven Lila Z EX-94 25*! Breeders can expect Handpick P daughters to have outstanding udders (+10 Mammary System, 6S Udder Depth) with especially high rear udder attachments (+12 Rear Attachment Ht.) and ideal Feet & Legs (+6). Handpick P is Robot Ready™ designated, an A2A2 carrier, can be used on heifers (103 Calving Ability), and will leave daughters made to last with 105 Mastitis Resistance and 104 Herd Life. If that is not enough, Handpick P will be available in our 30 for \$30 Special!



Alcove daughter
Westcoast Alcove
Riza 7512 EX-92-1*
b&o by Westcoast
Holsteins,
Chilliwack, BC

Other Proven Sire Highlights: With the addition of close to 300 milking daughters, **Brabantdale Alongside** saw a pleasing gain in Milk to +267 kg while offering solid Fat deviation improvement (+.14%), and outstanding type (+14). Sired by the sensational **Walnutlawn Sidekick**, Canada's #1 Type sire with +15, Alongside has a maternal line that is flush with high scoring dams all with extraordinary production records and stemming from the remarkable and beautiful RC-LC Goldwyn ATM EX-92 DOM 6*. Alongside is siring some really outstanding daughters with exceptional udders (+10 Mammary System), wide and square rumps (+10 Rump, +10 Loin, +9 Pin Width), capacious frames (+8 Dairy Strength), and unreal legs suited for any barn environment (+9 overall, +19 Heel Depth, +14 Foot Angle). Alongside is A2A2 and will be available on a Short Supply Pre-Order Sexed basis.

Progenesis Knowhow continues to gain with the addition of more daughters. He is our #2 ranked proven sire now with +3565 GLPI. He gained for Fat (+81 kg) and Protein (+80 kg) again this round and with +2187 for Milk, he continues to be the highest proven sire for Milk of any with at least double-digit type in Canada (+12 Conformation)! Knowhow, who is an A2A2 carrier, is designated Calving Ease and Robot Ready™, and is also fantastic for Hoof Health (109), Mastitis Resistance (107), and Semen Fertility (63). Knowhow will be a tremendous bargain as part of our 30 for \$30 Special!

Westcoast Alcove again remains at the top of the LPI listing, now ranking #7 at +3625 GLPI with over 3800 daughters! The A2A2 and Fertility First™ designated Alcove is also Canada's #1 sire of Top 1000 GLPI Cows! He remains an outstanding and reliable source of elite production with +2322 Milk, +135 Fat (#6 overall) and +92 Protein and there is still no proven sire higher for Milk or Fat in Canada with his level of Conformation (+8). Alcove will continue to be a reliable choice to settle cows (64 Semen Fertility), will be available both as conventional semen and Day-To-Day Sexed, and as part of our 30 for \$30 Special.

EastGen Zone Meetings

Register now...

KEYNOTE SPEAKER:

EastGen update
& guest 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.

Virtual Zone Meetings

Tues., January 23, 2024	7:00	p.m.	EST
Wed., January 24, 2024	11:00	a.m.	EST

Register now at
www.eastgen.ca
or via QR codes
at right.

Jan. 23rd registration:



Jan. 24th registration:



Continued on pg. 2

Continued from pg. 1

As well, every sire on our current proven sire list is available in one of our bucket specials again this round, making it easier for you to add some value to your breeding program with our high reliability, proven herd-builder bulls.

AYRSHIRE

Des Fleurs President is our first of three new additions for our Ayrshire enthusiasts. President is a Raoul son from a VG-86 ELITE Tuxedo from a VG 1* Valpas, followed by seven more VG dams. President, the #6 ranked sire in Canada, begins with +3089 GPA LPI, +1636 Milk (ranked #2), +54 Fat (-.17%), +57 Protein (-.01%), and +5 for Conformation. **Marbrae Challenger**, is an Autograph son from a VG-87 ELITE Sittler, who is the maternal sister to the elite production specialist **Marbrae Catalyst**. She is from the respected "Arbiter's Catalina EX-2E ELITE", who stems from the matriarch Marbrae Oblique's Cambridge EX-92-5E. Challenger offers a very balanced profile with +3034 GPA LPI, +896 Milk, +29 Fat (-.08%), +28 Protein (-.03%), and +12 Conformation (our best). Finally, **La Croisee Kingdom**, joins our offering as a solid production improver with +1000 for Milk, +49 Fat (+.08%), +40 Protein (+.06%), and +5 for Conformation. Kingdom is a Toronto son from a VG-2YR Pretzel out of a VG-86-2YR Tuxedo.

BROWN SWISS

We have two new Brown Swiss additions starting with **Plaz Bs Noro SG Angel**, an exciting son of the very balanced sire Noro SG. His dam is an EX-92 Twilight from an EX daughter of the German sire Huray. Angel debuts with +2271 GPA LPI, +1193 Milk (our best), +54 Fat (+.01%), +56 Protein (+.10%) and a solid +9 for Conformation. Angel is our new leading sire for Feet & Legs with +13. Our second new addition is **HF Darwin**, a son of the popular Italian sire Lover. His VG-87 Elmstar dam is a full sister to **HF Design**, our top used Brown Swiss sire last month. Darwin begins his career with +2401 GPA LPI (#9 in Canada), +810 Milk, +61 Fat (+.28%), +59 Protein (+.29%) and +11 Conformation.

JERSEY

Our first new addition Jersey, **RJF Machete**, is a son of the high type Video son Unique Maverick. He is an exciting prospect from a Chrome dam backed by six generations of EX dams, including All-Canadian nominees, household names, and decades of artful breeding. Machete debuts with +1963 GPA LPI, +808 Milk, +47 Fat (+.08%), +35 Protein (+.06%) and with an impressive +16 for Conformation.

Dulet Goldorak will make some big waves as our new #1 type sire and our first son of the very popular Tobefamous! His dam, a Gold Award winning VG-87-2YR Jordan daughter, stems from five generations of EX dams. Goldorak is Robot Ready™ designated, an A2A2 carrier, and debuts with +2000 GPA LPI, +136 Milk, +59 Fat (+.69%), +24 Protein (+.25%) and an amazing +18 for Conformation. We have also added two sons of our highest used Jersey sire in 2023 **Laitjoie Lightning**. The first, **Lencrest Ryder**, starts with +2035 GPA LPI, +707 Milk, +90 Fat (+.67%), +55 Protein (+.36%), and +12 Conformation and Dairy Strength. Ryder's dam is Lencrest Bourbon Cocopuff EX-90, a full sister to Contour and Caspian. Our last addition is the #1 ranked Lightning son **Unique Lee's Honeymoon** who is a Faststart sire (ask your EastGen rep for details). Honeymoon is our #2 ranked sire debuting with +2124 GPA LPI, +318 Milk, +55 Fat (+.48%), +36 Protein (+.31%), and +13 for Conformation. Honeymoon's maternal line goes back almost 50 years with 9 generations of VG or EX including the iconic Valleystream Remake Honey EX-92. Jersey breeders will also notice a new sire chart on our Dec '23 Price & Proof sheet. The new **JPI Ranked Jerseys** chart was initiated due to recent changes in the JPI formula which increased the variation of the rankings of sires when viewed using the Canadian LPI formula versus the American JPI formula. Our Jersey line-up has never been stronger and we wanted to draw attention to our great sires regardless of which system you choose to use.

Wellington South/Waterloo Zone Meeting

Join us...

- lunch at noon
- presentations at 11:00 a.m. & 1:00 p.m.

10:30 a.m., Fri., January 26th
at Shadywillo Holsteins
of Leonard & Laura Martin,
2477 New Jerusalem Road,
Elmira, ON

Semex sire presentation • EastGen update

Delegate Day Meeting & Tour



EastGen Delegates toured the Ontario Dairy Research Centre at the Elora Research Station following an EastGen and Semex update meeting on November 22nd.



Christmas Card Contest Winner



The voting results are in, and our winner of EastGen's annual Christmas Card Contest is:

1st - Avery Jansema, Wainfleet, ON, age 12 (pictured at left with her winning design).

Congratulations Avery (also voted first prize in 2022)!

Special recognition also goes to:

2nd - Mackenzie Westwood, Woodstock, ON, age 12.

3rd - Éloise Laflèche, St-Albert, ON, age 8.

Feeding the Human Spirit

Celebrating the Legacy of Dr. Tim Henshaw

More than \$30,000 was raised November 21st at the **Feeding the Human Spirit - Celebrating the Legacy of Dr. Tim Henshaw** event. All proceeds were split evenly between 4-H Ontario, Farm & Food Care Ontario, and the Elmvale & District Food Bank. Organization representatives were on hand for cheque presentations from EastGen President Amanda Jeffs and Jane, Martha and Jarrett Henshaw.

Congratulations to **John Drummond** for earning the inaugural **Feeding the Human Spirit Award**, established by EastGen, in honour of Dr. Tim Henshaw. EastGen President Amanda Jeffs presented the award (at left, below). John is a highly deserving recipient of this meaningful award, remembering Dr. Tim's generosity and spirit.

Thank you to everyone - monetary and auction item donors, bidders and buyers, and event attendees who contributed to the success of this EastGen-organized fundraiser.



4-H Ontario presentation



Farm & Food Care Ontario presentation

EastGen Team Appointments



Curtis Morrison
Whole Herd Technician



Matt Alexander
District AI Technician



Art Pol
AI Technician

EastGen is pleased to announce the following changes to our East Region Sales Team.

Curtis Morrison accepted the position of **Whole Herd Technician** serving EastGen customers in eastern Ontario and started his new role on November 1st. Curtis began his career with the company as an AI Technician in 2011 in eastern Ontario. He then transferred to southwestern Ontario, and worked in the Oxford/Perth County area for ten years. In 2022, Curtis returned to eastern Ontario to be with his fiancé and hold the Vacation Technician role. Curtis' father (Sheldon), whose career as an AI technician with Eastern Breeders/EastGen spans almost 40 years, sparked his interest in the company.

Matt Alexander has accepted the **District AI Technician** position for District 82, servicing the region of Ottawa. He replaced the retiring Mike McCart. Matt joined EastGen in the spring of 2021 as a Vacation Technician, then moved to a Swing Technician position in late 2022. He received a diploma in Agriculture in 2011 from the University of Guelph, Kemptville Campus. Raised on a Jersey farm in the south end of Ottawa, Matt managed the herd from 2009-2018 and began breeding cows in 2020 after completing the EastGen AI course.

We are pleased to announce that **Art Pol** accepted an **AI Technician** position with EastGen effective November 13th, replacing Matt Alexander's previous role in eastern Ontario. Art grew up on a dairy farm. In 1997, he and his wife Adrie started their dairy farm in Perth County near Mitchell, Ont., then relocated in 2002 to South Mountain, Ont., where they continued shipping milk until 2015. In January 2020, Art started working as an Animal Care Specialist at Semex's Kemptville location.

Congratulations to Curtis, Matt and Art, who will report to Craig LeRoy, EastGen Regional Sales Manager.

On Special... Calf Blankets, Colostrum & Dosto® Caps

- Until December 31st
- Stock up now!
- Ideal Christmas presents for your calves!
- Order online or from your EastGen sales rep.



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



   
www.eastgen.ca

NEWLY PROVEN



Haanview Handpick
Marta GP-84-2Y
Haanview Farms Inc.,
Loretto, ON

Holly McFarlane

Cedarwal

0200HO11826

Handpick P



LUSTER-P x BANDARES x NUMERO UNO

+3521 GLPI
\$2867 PRO\$
+329 MILK
+85 FAT (+.60%)
+41 PROTEIN (+.24%)
+11 CONFORMATION
+10 MAMMARY SYSTEM
+6 FEET & LEGS
+7 DAIRY STRENGTH
106 MILKING TEMPERAMENT
105 MASTITIS RESISTANCE
103 CALVING ABILITY
GEBV 23* DEC

Canada's #1 Ranked Proven Polled Sire!

- Outstanding udders (+10 Mammary System, 6S Udder Depth) with especially high rear udder attachments (+12 Rear Attachment Ht.) and ideal Feet & Legs (+6)
- Richly-bred, backed by 8 VG or EX dams with 115 Stars, from the Lila Z Family!!
- Robot Ready™ designated, & an A2A2 carrier

**Polled, and
proven to be
so much more!**


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