

JANUARY  
2024

Update

EastGen



# Immunity+® - It Works!

For the past decade, Immunity+® has been at the heart of Semex's Solutions. For herds that selected for it intensively, the results have been an economic game changer!

IMMUNITY+

*Here's a look at two success stories within EastGen's area...*

## John Schenkels, Schenkels Farms, Miramichi, NB

- Milking 200 Holsteins in a parlour/freestall setup
- Farming 1000 acres
- Used 100% Immunity+® sires on herd since its introduction, now 80%+ of matings are to Immunity+® sires.
- Genomic testing all females with Elevate®

"We're improving the immunity of our herd every day by breeding them with Immunity+ sires. Since we began breeding our whole herd to Immunity+ bulls, our overall herd health has continued to improve. We believe in the numbers. It's all about the numbers in our game. That's how we do it. The science is good and we use the science."



## Mike McNaughton, Comrie Farms Ltd., London, ON

- Milking 50 Holsteins in a robot/freestall setup
- Farming 600 acres
- A 100% A2A2 herd, using Immunity+® sires since its introduction
- Genomic testing all females with Elevate®

"A problem-free cow is our ideal thing. We've been using Immunity+ since it came out and we just keep moving forward. Last year we had some scours go through and most of the calves did get some sort of sickness but the Immunity+ calves handled it a lot better. That tells me Immunity+ was doing what it was supposed to do."



Contact your EastGen representative to learn more about our Immunity+ sire line-up. Immunity+ - **IT WORKS!**

Reminder to  
Register...

## EastGen Virtual Zone Meetings

Tues., January 23, 2024  
Wed., January 24, 2024

7:00 p.m. EST  
11:00 a.m. EST

Register now at  
[www.eastgen.ca](http://www.eastgen.ca)  
or via QR codes  
at right.

Jan. 23rd registration:



Jan. 24th registration:





*Elaine & Abe Buttimer,  
Abelaire Farms Inc.,  
New Glasgow, PEI*

## Dr. Register NIA-Energy Gel Tubes: “We Love This Product”

Kennie told them about NIA-Energy Gel tubes when EastGen Agri Inc. started carrying the product in 2017. “We bought a case at once and have used them ever since,” Abe states.

NIA-Energy Gel, a product of the Dr. Register & Associates company, is an oral niacinamide supplement for dairy cows, providing vitamins to support and maintain animal health. NIA-Energy gel contains glycerin and B3 vitamins, niacin, folic acid, and riboflavin.

The tubes are used at Abelaire for many reasons. “All third calvers and older get at least two tubes the first two days they’re fresh. But I’ve been known to give that special cow or a cow that’s struggling to ‘get going’ an extra one or two. It’s especially good to help that fatter, long-time dry cow get started after she calves. We also use it sometimes for a cow that’s had a long heat and hasn’t eaten enough feed that day.”

The Buttimers find the tubes very easy to administer when cows are in the parlour. “Shove it in her mouth and squeeze a bunch of times,” explains Abe, who sums up their experience by saying, “My favourite quote on this product is, ‘I can buy 4-5 cases of NIA-Energy Gel tubes for the same price of a DA operation.’ We love this product.”

Talk to your EastGen representative for more details on the Dr. Register NIA-Energy Gel tube product or order it online at <https://store.eastgen.ca>.

“It costs money but is worth every penny. Our DAs have been eliminated since we started using NIA-Energy Gel tubes,” Abe Buttimer of Abelaire Farms Inc. states with satisfaction.

Located in the scenic rolling hills of Prince Edward Island near New Glasgow, Abe & Elaine Buttimer and family have a Master Breeder herd currently consisting of 35 milking Holsteins (11 Excellent, 20 Very Good, 8 Good Plus, 1 Good, 2 NC) averaging 10,655 kg milk, 4.8% fat, 3.4% protein in a freestall and milking parlour set-up. They farm 700-800 acres growing small grains and another 300 acres for forage.

The Buttimers had used a similar product sold by their vet but had been without for the past 20 years due to a lack of availability. Then EastGen Regional Sales Representative Derek

## EastGen AI School - New Dates for 2024

EastGen’s AI School is designed to help you understand and manage reproduction in your herd. Spots are limited and filled on a first-come, first-served basis, so we recommend registering at your earliest convenience. *Watch for news of a course for Newfoundland in 2024.*

• January 31- February 2, Conn, ON

• March 6-8, Aylmer, ON

For details and to register for the date and location of your choice, visit the EVENTS section of [www.eastgen.ca](http://www.eastgen.ca).

*Reminder...*

*Join us...*

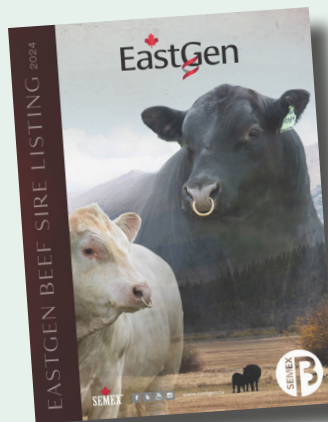
### Wellington South/Waterloo Zone Meeting

**10:30 a.m., Fri., January 26th  
at Shadywillo Holsteins**

**of Leonard & Laura Martin,  
2477 New Jerusalem Road, Elmira, ON**

- lunch at noon
- presentations at 11:00 a.m. & 1:00 p.m.
- Semex sire presentation & EastGen update

## 2024 Beef Catalogue and Day-to-Day Availability Sheet



### Beef Producers

Watch your mailbox in early January for your copy of EastGen’s 2024 sire catalogue featuring Semex’s line-up across all breeds, and our sheet highlighting beef sires available on a day-to-day basis from your technician.



# EastGen Team Appointments



**Émilie O'Brien**  
AI Technician, Vacation



**Kirk Mitchell**  
Nitrogen Delivery Specialist

**Émilie O'Brien** has accepted the position of **AI Technician, Vacation** in the east region of Ontario. Émilie joined EastGen on November 27th and reports to Craig LeRoy, Regional Sales Manager. Raised on a swine farm near Cache Bay, ON, she attended Northern College, where she studied as a Registered Veterinary Technician. Émilie then received experience working as a large animal technician for a veterinary clinic in Sturgeon Falls. She is also a graduate of the EastGen AI School.

**Kirk Mitchell** also joined the company on November 27th as **Nitrogen Delivery Specialist** serving the central Ontario region. He reports to Chris Peters, Logistics & Fleet Supervisor. Kirk and his family own and operate Kirnata Dairy Goats in the Lindsay area, where they milk around 50 does. 2022 was a memorable year for Kirk when he exhibited the East National Dairy Goat Show reserve champion Saanan and Alpine goats and had the East National grand champion junior for the Alpine breed at the Royal Agricultural Winter Fair. In his spare time, he enjoys taking his dogs for walks while checking crops.

Welcome to EastGen, Émilie and Kirk!



*New Option!*

**EastGen customers can now text breeding requests/orders to our Dispatch Team!**

## Here's how it works...

- Same information needed as if you were leaving a voicemail message: text your name, district number, address, and sire of choice.
- To confirm that your call was received, a reply will be sent to you (between 6:00 a.m. and 10:00 a.m.).
- Text message inbox will not be monitored between 10:00 a.m. to 6:00 a.m. the following day.
- The dispatch team will be in contact with you if clarification is needed.

### REGIONS EAST - text to 1-226-887-1979

Includes District Number	12, 20, 25, 32, 35, 36, 42, 51, 52, 60, 62, 64, 71, 72, 81, 82, 88, 93
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### REGIONS WEST - text to 1-226-887-1980

Includes District Number	1, 6, 16, 18, 19, 30, 33, 46, 84, 89, 91, 95
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*Special*

Until February 29<sup>th</sup>

Health Canada Approved!

## BENEFITS

- Made from Japanese mint oil
- Contains tea tree oil
- Helps to increase blood circulation
- Helps to reduce udder edema in fresh animals
- Helps to improve skin texture & udder health
- One of the most powerful blends of essential oils on the market today



# Heat Wave

*Plus*

**EastGen**  
Agri Inc.



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



SCAN ME



[www.eastgen.ca](http://www.eastgen.ca)


		Reg.\$	SALE\$
Heat Wave <i>Plus</i> 500 ml Cream	#761	\$32	\$27
Heat Wave <i>Plus</i> 2500 ml Cream	#762	\$130	\$115
Heat Wave <i>Plus</i> Spray 2500 ml	#764	\$160	\$145

COOKIECUTTER 

# Colossal



Fat 143kg +1.06%  
GPA LPI 3784  
Pro\$ \$3708  
Conf 8

PROGENESIS 

# Perky



Fat 153 kg +1.10%  
GPA LPI 3829  
Pro\$ \$3920  
Conf 4

KINGS-RANSOM 

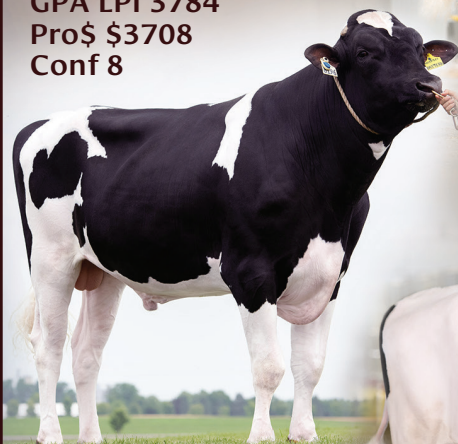
# Drew



Fat 156 kg +.98%  
GPA LPI 3778  
Pro\$ \$3853  
Conf 3

PROGENESIS 

# Pattern




Fat 139 kg +.77%  
GPA LPI 3738  
Pro\$ \$3695  
Conf 4



PROGENESIS 

# Refresh

Fat 136 kg +.83%  
GPA LPI 3636  
Pro\$ \$3569  
Conf 5

PROGENESIS 

# Popnlock



Fat 125 kg +.47%  
GPA LPI 3771  
Pro\$ \$3317  
Conf 11

EastGen has lots of outstanding sires available that will help you reach your SNF/BF ratio goals quicker.

- The solids non-fat to butterfat ratio (SNF:BF) is increasingly important with the decrease in the maximum eligible payment threshold.
- The most attainable way to reduce your SNF/BF ratio, is to increase the percent of butterfat and fat yield.
- Heritability for these traits is among the highest with around 50% for fat percent and 26% for fat yield.

 **EastGen**  
www.eastgen.ca 1-888-821-2150

Photos | Holly McFarlane  
GPA/MPG - CDN\*12/23