

FEBRUARY
2024

Update



Your Opinion is Important

At EastGen, we strive to consistently provide the best genetics, products, and services to our customers. That's why surveys were circulated early this month by email and directly to customers, asking for feedback.

If you received a survey and haven't already done so, we encourage you to take a few minutes to participate by filling it in and returning the survey to us as indicated by the end of February.

Your feedback will help us understand where we are performing well and identify the areas in which we can serve you better.

Feedback is important to us and our employees. When answering this question, *"Tell us about an interaction you have had with our employees that was exceptional or could have been better,"* please include the employee's name, where possible, so that we may share this feedback for recognition and development purposes.

SCAN HERE



FEBRUARY FEEDBACK

We want YOUR feedback

Your opinion matters to us!

At EastGen, we strive to consistently provide the best genetics, products, and services to our customers. We encourage you to take a few minutes to participate in this brief survey. Your feedback will help us understand where we are performing well and identify the areas in which we can serve you better.

Thank you, EastGen

Your Name or Farm Name

Contact Information

May we contact you regarding your feedback if necessary? ☐ Yes ☐ No

Have you received service from EastGen in the last 60 days? If yes, please select the service received (multiple selections are accepted).

- ☐ No
- ☐ Yes, AI Technician
- ☐ Yes, Sales Representative
- ☐ Yes, Liquid Nitrogen Delivery
- ☐ Yes, Dispatch/Administration
- ☐ Yes, Other

On a scale of 1 (poor) to 10 (Excellent), how satisfied are you with the service(s) you received from EastGen?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

On a scale of 1 (not at all) to 10 (extremely), how confident are you that EastGen provides the best genetics, farm products, and breeding services?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

If we scored below an 8 on any of the above questions, please let us know how we can improve our services.

Feedback is important to us and our employees. Tell us about an interaction you have had with our employees that was exceptional or could have been better.

EastGen

****Please include the employee's name, where possible, so that we may share this feedback for recognition & development purposes.**

www.eastgen.ca
7660 Mill Road, Guelph, ON N1H 6J1
ph: 1-888-821-2150

Notice of Annual General Meeting of Members of EastGen Incorporated

Notice is hereby given that the **Annual General Meeting** of the members of EastGen will be at The GrandWay Events Centre, Elora, ON with a link meeting for eastern Ontario members at Kemptville Campus, WB George Centre, Conference Room 1, Kemptville, ON on the **9th day of April 2024**, at the hour of 10:00 a.m. in the forenoon to:

- Receive the financial statements of EastGen for the period ending December 31, 2023
- Appoint auditors and authorize the directors to fix the remuneration of the auditors

c) Transact such further and other business as may properly be brought before the meeting or any adjournment thereof

By order of the Board of Directors, Brian O'Connor, Secretary

Tuesday, April 9, 2024

10:00 a.m. – 1:30 p.m.

Registration: 9:30 a.m.

Meeting 10:00 a.m. SHARP

Mark Your Calendar!

EastGen Youth Shows 2024



Attention 4-Her's! EastGen is excited to announce this year's dates for our youth events!!!

EastGen Atlantic 4-H Showcase - July 2-4, Truro, NS

EastGen Showcase - July 3-4, Spencerville, ON

EastGen Challenge West - July 8-9, Woodstock, ON

EastGen Challenge East - July 11-12, Markham, ON

These events are open to 4-H dairy club members aged 14-21 (13-21 for the Atlantic event, which includes beef members) as of January 1st. Like and follow EastGen on Facebook and Instagram, and watch our newsletters and website for more details. Links will be available when entries officially open on AssistExpo in early May. County/regional 4-H livestock representatives will also receive information to pass on to club leaders. The entry deadline for Ontario shows will be June 1st.

EastGen is proud to carry on this tradition of organizing and funding these educational events to foster youth interested in agriculture.



SEMEX EMBRYOS

NEW YEAR'S SPECIAL FEMALE GENOTYPED EMBRYOS

ANY
EMBRYOS
MIX &
MATCH

BUY 9
GET 1
FREE

A2A2
IMMUNITY+®
ROBOT READY™



CONTACT YOUR LOCAL EASTGEN REPRESENTATIVE THROUGH THE END OF FEBRUARY

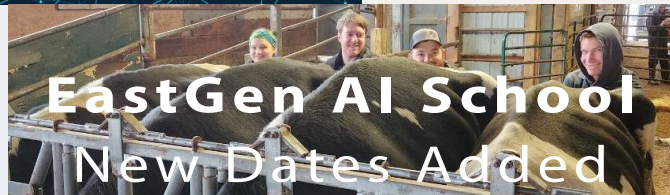
*Waygu embryos not included

Demand the best of your genetic program - profitability, efficiency, health and long-lasting sustainability. The fastest way to get there begins with a genetic strategy that includes embryos. When sourcing the world's best embryos, **EastGen is your source** for Semex embryos.



Watch For These Special EastGen Donations - our final doses of sexed Stantons Alligator!

- **EastGen Evening of Excellence, Feb. 27, 2024, London, ON.** Four doses featured in a live auction in conjunction with the Holstein Ontario Convention.
- **College Classic Sale, March 8, 2024, Elora, ON.** Proceeds from the sale of five doses will be donated to Dairy Cares 4 SD&G, a community hospital fundraiser, April 6th at Alexandria, ON.
- **Calves for a Cause, April 3, 2024, Stratford, ON.** Four doses will sell during the Canadian Dairy XPO in support of the London Children's Health Foundation.



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.

For details and to register for the date and location of your choice, visit the EVENTS section of www.eastgen.ca.

• **April 10-12, Aylmer, ON**

• **May 7-9, Mount Forest, ON**

• **June 5-7, Aylmer, ON**

Join us...

EastGen

Bruce/Grey/Wellington North Zone Meeting

10:30 a.m., Tuesday, March 12th
at the farm of
Eldon Martin
244686 Rd. 24, Southgate, ON

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

Beef on Dairy Profit & Efficiency



Talk to your
EastGen rep.
for more details

46
SEMEX SIRE
RANK IN THE
TOP 1%

FOR AMERICAN
ANGUS ASSOCIATION'S
ANGUS-ON-HOLSTEIN
\$VALUE INDEX (\$AXH)

New
option!



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

- 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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Note to Elevate® users - Due to rising lab costs, there will be a \$2 increase per genomic test. Effective February 1, 2024, the fee will be \$32 for each test.

Special

Until February 29th

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

Reg.\$

SALES

Heat Wave Plus 500 ml Cream	#761	\$32	\$27
Heat Wave Plus 2500 ml Cream	#762	\$130	\$115
Heat Wave Plus Spray 2500 ml	#764	\$160	\$145

Achieve Future Herd Profitability with OptiMate™ Immunity+® & Elevate®



**Profits have never been more challenging to attain.
At EastGen, we know we can turn your expenses
into investments leading to bigger profits!**

- Make the most of your herd inventory management with Elevate®
- Develop an informed breeding strategy to realize greater genetic improvement
- Maximize the impact of your dairy sire and beef-on-dairy choices
- Make the healthy choice for your herd with Immunity+®
- Better manage unwanted haplotype risks with OptiMate™

Ask your EastGen rep how you can achieve greater profitability with EastGen's exclusive solutions-based programs and support!

 **OptiMate™**



Immunity+®



Elevate®

 **SEMEX®**

 **EastGen**



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