

MARCH
2024

Update



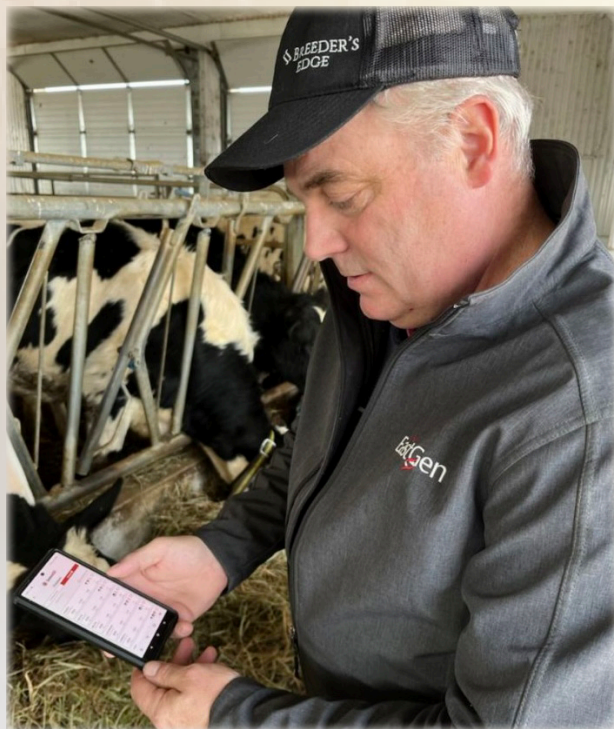
SemexGO™ – Sire Search at Your Fingertips

The SemexGO™ sire search app, launched worldwide in March 2023, has gained a solid following in the past year including EastGen's John Hedden who quickly introduced it to his customers. They're now hooked on this free app's ability to easily deliver fast results by breed, traits, and brands in LPI and TPI.

"It's the greatest thing Semex has come up with," enthusiastically states Hedden, an EastGen Regional Sales Rep./AI Technician based in the Renfrew County area of Eastern Ontario. "You can search any bull, not just Semex sires, enter your criteria and get a short list of available bulls."

SemexGO places access at your fingertips. It gives users the ability to see full, updated proofs as soon as sires are released, determine they are available sexed, and make mating guide changes just by contacting your EastGen rep. after purchasing semen from a new bull. The app also offers options to narrow bull searches based on your own breeding goals, i.e. Immunity+, Conformation, Polled, and other categories. SemexGO lets you search for any competitor bull proof, new or old, for comparison-sake, and gives users access to Immunity indexes which are exclusive to Semex. It also works seamlessly with Semex's growing suite of solutions available to EastGen customers.

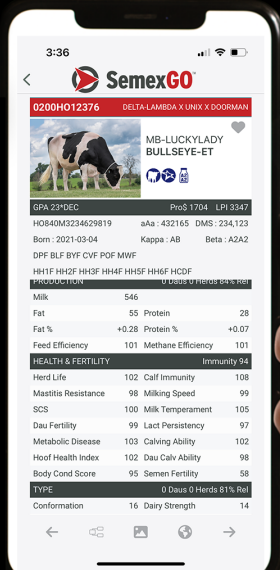
"It's fantastic," says Hedden. "SemexGO is better than scrolling on Facebook for cow lovers!"



EastGen Regional Sales Representative John Hedden uses SemexGO™ and encourages his customers to explore the benefits of having information in a handy, on-the-go format to aid in mating and semen purchase decisions.

SemexGO™ Highlights

- Free app available to download from Apple & Google Play stores
- Easy to use, fast search results
- Customize your traits & sort Semex brands
- See up-to-date photos
- Make your favourite sire list
- Sorted by TPI, LPI & PLI indexes, with more to come!
- Available in English, French, Spanish, Italian, Hungarian, Finnish, Ukrainian, Chinese & Polish



Proof Week and CDX Coincide Again

The first Dairy Genetic Evaluation release of 2024 is set for April 2nd. Follow us on social media for breaking news and be sure to visit our booth in the Cow Coliseum at *Canadian Dairy XPO (CDX)* in Stratford, ON on April 3-4 and chat with our friendly EastGen representatives on hand. They'll have all the new proof scoop.

The elite pedigreed heifers we'll have on display at CDX, sired by Bruins, Bullseye, Fuel, Lemagic and Pathway (featured on pg. 2), are all are consigned to the *Calves for a Cause* sale by their breeder-owners. EastGen's four-dose donation of sexed Stantons Alligator will also sell at this event with proceeds to the Children's Health Foundation.

Watch for highlights on EastGen's latest dairy sire line-up in your mailbox, and in the next issue of *EastGen Update*.

Proper Restraint is a Win-Win for Everyone

At EastGen we value the safety and well-being of our employees just as you value the safety and well-being of your employees and your family on your farm. In an effort to ensure that our A.I. Technicians are able to perform their work to the highest quality and in the safest manner possible, we require all cows to be prepared and appropriately restrained or isolated prior to the arrival of our technician. Doing so not only benefits the safety of our technician but can directly impact the profitability of your business.

Benefits include:

- Higher conception rate
- Lower days open on lactation animals
- Higher pregnancy rate
- Reduced risk of injury to the cow
- Safe conditions for cows and workers
- Dollars saved!

Our A.I. Technicians can refuse to provide services if they believe that their safety, the safety of others or the safety of an animal is at risk. *Help us keep our employees safe and your business and your cows healthy!*



*Restrain before breeding
is a best practice and good business.*

View These Consignments



in EastGen's CDX Display

BRUINS

Jacobs Bruins Canas

Born: Sept. 13, 2023

Dam:

Jacobs Fever Cael
EX-96-3E 1*

3x H.M. All-Canadian

4 Superior Lactations;

Next 5 gen. VG or EX with 45*

Consignor:

Ferme Jacobs Inc.,
Cap-Sante, QC

BULLSEYE

Walnutlawn PG Bullseye Beverly

Born: Nov. 27, 2023

Dam:

Walnutlawn Alligator
Briar VG-88-3Y


from 10 gen. VG or EX;

Beverly's Ranger Red sister has

2 sons entering Semex

Consignor:

Walnutlawn Farms Limited,
Tavistock, ON

PROUDLY HOSTED BY 

April 3, 2024, Stratford, ON
6:00 p.m. & online @ DLMS.ca

FUEL

Comestar Latop Fuel

Born: Dec. 3, 2023

Dam:

VG-88-3Y granddau. of

Lamadona EX-94-2E 25*;

Latop is a maternal sister to

Barlot & Latayo at Semex

Consignor:

Comestar Holstein,
Victoriaville, QC

LEMAGIC

Kingsway Magic Michelle

Born: April 30, 2023

Dam:

Kingsway Lambda

Azelea VG-86-2Y

from 10 gen. VG or EX

with 90*; Michelle is a maternal

sister to Kingsway Tarzan @ Semex

Consignor:

Kingsway Farms & London Dairy,
Hastings & London, ON

PATHWAY

Bosdale Pathway Tornado

Born: Dec. 16, 2023

Dam:

Bosdale Kingpin Tootsy

VG-2Y, backed by

9 gen. VG or EX in

Bosdale's Tootsy family &

sired by Bosdale Pathway

Consignor:

Bosdale Farms Inc.,
Cambridge, ON

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
 - 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

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

- **Same information needed as if you were leaving a voice-mail message:** text your name, district number, address, and sire of choice.

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

REGIONS WEST - text to 1-226-887-1980

Special

March 1st - April 30th, 2024

BactZyme Premium Blocks

BENEFITS

- BactZyme accelerates digestion & will liquify solid material so that it's easier to agitate, pump & irrigate
- A treated lagoon can be pumped lower with fewer plugging problems
- Reduces bad odours from forming in the manure
- Aids in meeting regulatory nutrient limits

 EastGen

Super Magnets

BENEFITS

- For assistance in the prevention of hardware
- Coincide the insertion of a Super Magnet when a heifer is first bred to help prevent problems

		Reg.\$	SALE\$
BactZyme Premium Block (50 Pack)	#829	\$610	\$550
Super Magnets	#704	\$6	\$4.50



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







www.eastgen.ca

NORTH-POLLED 0200H012841

MAXUM P *RED*

RANGER-RED x LOYOLA-P *RC x KINGBOY



GPA LPI +3366	CONFORMATION +11
MILK +490	MAMMARY SYSTEM +9
FAT +60 (+.36%)	FEET & LEGS +9
PROTEIN +36 (+.16%)	GPA 23*DEC



2nd Dam: Calbrett Kingboy Miranda P EX-93-CAN 7*

- 5-05 305 13,336M 600F 4.5 395P 3.0 KG
- 8 EX Daughters including Maxum's EX-94 Dam
- Holstein International Polled Impact Cow of the Year 2022
- Holstein International Global Holstein Cow of the Year 2021

Your Choice for Polled Genetics!



Photo | Holly McFarlane

DREWHOLME 0200H012714

LEYHIGH PP

A2P2-PP x LAMBDA x ZIPIT-P



GPA LPI +3480	PROTEIN +40 (+.23%)
MILK +351	CONFORMATION +13
FAT +76 (+.56%)	MAMMARY SYSTEM +11
GPA 23*DEC	FEET & LEGS +8



Photo | Holly McFarlane

Dam: Drewholme Lambda Leysure P VG-88-3YR-CAN

- 3-08 P256 12,843M 508F 4.0 462P 3.6 KG
- Res. All-Ontario JR. 2-YR, 2021
- 2nd Summer 2-YR National Holstein Show, 2021



More Polled Options

Available from EastGen

* Proven	Pro\$	GLPI	Milk	Fat (kg)	% Dev.	Protein (kg)	% Dev.	Conf.	Mamm. System	F&L
Cedarwal HANDPICK P*	2867	3521	329	85	.60	41	.24	11	10	6
Hulsdale MAGNETO PP ** Available Short Supply Pre-Purchase Only	1941	3289	561	68	.41	37	.14	12	8	9
AOT HIGHLIFE-P-RED ** Available Day-To-Day Sexed	1614	3085	1194	45	-.02	39	-.01	9	9	6

EastGen



1-888-821-2150

www.eastgen.ca