

The first proof round of the year has arrived and you can be confident that our comprehensive Holstein sire line-up will offer the very best genetic solutions available anywhere for your herd.

We will start with the exciting newly proven **Progenesis** Pragmatic who debuts as Canada's new #8 GLPI sire. Most importantly with Pragmatic, is that there is no sire in the breed higher for Milk than Pragmatic that has his level of type! Pragmatic begins his proven career with +3640 GLPI, +2325 Milk, +99 Fat (+.07%), +92 Protein (+.10%), and +5 for Conformation. The richly-bred Pragmatic is a Fabulous-Expresso-Rubicon cross from 13 generations of VG or EX dams from the Walkup Astronaut Lou Ann family. In addition to his outstanding production potential, positive deviations, and solid type profile, breeders can use **Pragmatic** as a reliable Health & Fertility sire ranking 102 or higher for Daughter Fertility, Herd Life, Mastitis Resistance, Metabolic Disease, Daughter Calving Ability, Lactation Persistency, and Hoof Health. Pragmatic will join our line-up as part of our 30 for \$30 Special while supplies last.



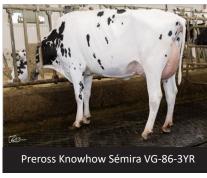
Our second proven addition is the **Breeder's Edge** sire **Siemers Stars *RC. Stars** brings together two of the most influential and true breeding families in the World – the **Zip** family and the renowned **Apples**. Sired by Discjockey, the aptly named **Stars** has a maternal line that is highlighted by 9 direct EX dams from the unparalleled **Apple-Red** family.

Stars has lived up to the exciting early field reports debuting with +3116, +854 Milk, +44 Fat (+.09%), +30 Protein (+.01%), and +12 Conformation. Their udders are shallow (4S) and very well attached (+9 Fore Attachment, +10 Rear Attachment Height) and breeders can expect ideal Feet & Legs (+12) and Dairy Strength (+10). **Stars** will be be available in our **30 for \$25 Special!**

HOLSTEIN Proof Update

Other Proven Sire Highlights: Our new proven addition in December, Cedarwal Handpick P, continues his reign as Canada's #1 ranked proven polled sire! Handpick P remains an ideal choice for breeders looking for high reliability, double-digit type (+10), and high GLPI proven and polled sires that will also help their SNF/Fat ratio with +83 Fat (+.60%) and +36 Protein (+.21%). Handpick P is Robot Ready™ designated, an A2A2 carrier, can be used on heifers (102 Calving Ability), and will leave daughters made to last with 103 Mastitis Resistance and 104 Herd Life. If that is not enough, Handpick P will be available in our 30 for \$30 Special!

Our highest used sire by far, **Progenesis Knowhow**, continues to be the highest proven sire for Milk (+1921) of any sire with at least +12 type in Canada (+12 Conformation) and positive Fat & Protein deviations! **Knowhow**, who is an **A2A2** carrier, is designated **Calving Ease** and **Robot Ready**TM,



and is also fantastic for Hoof Health (108), Mastitis Resistance (107), and Semen Fertility (63). **Knowhow** will continue to be a tremendous bargain as part of our **30** for \$30 Special!

Brabantdale Alongside added another 280 daughters and fought back the rollback on type to hold at +14 for Conformation. Sired by the type specialist Walnutlawn Sidekick and stemming from the remarkable and beautiful *RC-LC Goldwyn ATM EX-92 DOM 6**, Alongside continues to gain a following as a one-of-a-kind proven sire available sexed, with positive Milk (+114), positive Fat deviation (+.08%), double-digit Mammary System (+10), Feet & Legs (+11), and Rumps (+10). He is also a +10 for Loin, and amazing +20 for Heel Depth, 10S for Udder Depth, and an A2A2 carrier. Alongside will be available While Supplies Last on a Short Supply Pre-Order Sexed basis.

Exciting news from south of the border with **Westcoast Lambeau** who is now the #3 TPI sire with +3147 GTPI (+3521 GLPI, \$2578 Pro\$)! A highly anticipated **Pursuit** son, **Lambeau** debuts with +1462 PTAM, +125 PTAF (+.23%), +67 PTAP (+.07%), an amazing +1044 NM\$, +1117 DWP\$, and +4.3 PL! He's an impressive +2.45 PTAT, +1.95 UDC and +1.22 FLC. His dam is a King Doc from a 9* Jedi from 8 VG or EX dams back to sensational Comestar Laurie Sheik herself! **Lambeau** is **Robot Ready**TM designated, an **A2A2** carrier, and will be available in our **Profit Plus** section **Pre-Purchase Only**.

Annual Base Change Canada's genetic base & Pro\$ formula realized in '24 vs '23								
MILK	FAT (kg)	PROT (kg)	CONF	PRO\$				
105	5.6	4.7	0.74	\$645				

HULSDALE OF For Polled Genetics! CEDARWAL ®G Magneto PP eghigh PP **GPA LPI 3489** Fat 92kg +.15% Prot 72kg +.06% **GPA LPI 3295** Milk 1863kg Fat 65kg +.41% Prot 32kg +.13% Milk 448kg **GPA LPI 3494** Conf 13 Fat 74kg +.57% Prot 36kg +.22% Milk 238kg Conf 14 CEDARWAL TO BE Handpick P GLPI LPI 3525 Fat 83 kg +.60% Prot 36 kg +.21% Milk 279 kg Maxum P Conf 10 Fat 31 kg -.05% Prot 26 kg -.05% Milk 911 kg **GPA LPI 3327** Fat 52 kg +.34% Prot 31 kg +.15% Milk 345 kg Scan the QR Code for Conf 11 details on our entire ex-GPA 24*APR GEBV 24*APR tensive Polled line-up.

Exciting NEW Genomax Leading Genetics Additions to EastGen's Holstein Line-Up

Westcoast REFEREE 3751 GPA LPI \$2683 Pro\$ +11 CONF aAa: 234156 Angle x VG-87-2YR x EX-2E DOM x EX-91-2E DOM x 9 gen. VG or EX dams from the Halo & Dellia family!

REFEREE will fit into your sire mix easily as a profit-driver with solid milk, extreme Fat yields (+143) with a favourable SNF/Fat Ratio, and an off-the-charts type profile. REFEREE is an A2A2 carrier & is the #1 sire with double-digit type for Fat in Canada!



Benbie ATTRACT 3538 GPA LPI \$1848 Pro\$ +14 CONF aAa: 234165 Conway x Benbie Lambda Ashley EX-93-CAN 1* x 3 gen. VG-2YR-CAN & then RC-LC Goldwyn ATM!

ATTRACT is a richly-bred Conway son from one of Lambda's very best bred & impressive daughters. He offers solid Milk with high deviations and a flawless type profile (+14). The Robot Ready[™] designated ATTRACT should generate some real excitement!





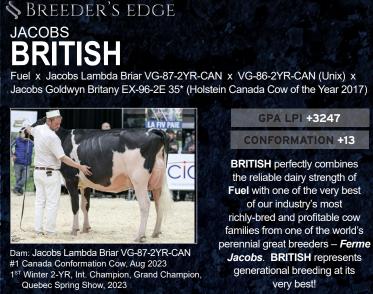
Your source for trouble-free, productive, long-living & profitable cows.

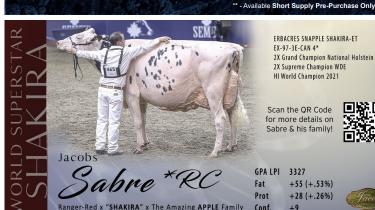
Available Pre-Purchase Only	Pro\$	IMM	F&P (kg)	HL	MAST RESIST	DF	NM\$
Progenesis DISRUPTOR	\$2890	107	235	105	108	98	1253
T-Spruce HAZZARD	\$2851	109	206	103	108	104	1152
Sandy-Valley TANYK 😥 🖳 🚇	\$2796	107	205	104	102	105	1209
Cookiecutter HANSEL 👰 👽 🖟 😡	\$2626	111	185	107	103	106	1301
Westcoast <i>LAMBEAU</i> * Proven	\$2484	99	168	102	101	104	1044

Check out our expanded **PROFIT** Plus Line-up!

New Short Supply Sires Pre-Purchase Only Sires * 噕 0200H012780 Progenesis **KEEFER** 93 12 3673 2268 1838 (Alcove x Lambda) 0200H012677 Progenesis **LEROY** 13 102 2208 879 3664 (Avenger x Highjump) 0200H012934 Larenwood MAXIMUM 102 3602 1828 1100 15 (Lambda x Alligator) *HCD

* Pre-Purchase Only: Call 1-888-821-2150 to order semen today!





2X Grand Champion National Holstein Show 2X Supreme Champion WDE HI World Champion 2021



