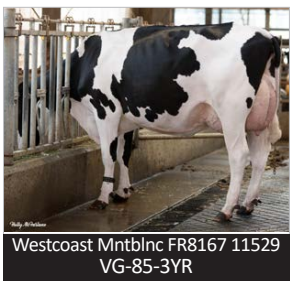


The second proof round of the year has brought lots of exciting news for our Holstein breeders. Amongst the highlights, we have made 18 new additions to our elite sire line-up which will add tremendous value to anyone's breeding program regardless of their herd goals.

To start, we have added two exciting new homozygous polled sires to strengthen our growing line-up of polled sires. Being homozygous for the polled gene means that 100% of their progeny will be polled. The first, **Cedarwal Enjoy-PP**, is a Remover-PP son from a VG-86 Limelight-P from five generations of VG or EX Star Brood cows. With +3624 GPA LPI, +2004 Milk, +99 Fat (+.16%), +82 Protein (+.11%) and a pleasing +7 for Conformation, breeders can expect productive, high deviation cows, with shallow udders (5S). They will have great feet (+8 Heel Depth) and Dairy Strength (+8) making **Enjoy-PP** a very intriguing option for those looking to increase the prevalence of polled in their herd. **Progenesis Energetic-PP**, also by Remover-PP, stems from a VG Montblanc from 7 more generations of VG or EX dams. **Energetic-PP** debuts with +3516 GPA LPI, +1221 Milk, an amazing +113 Fat (+.53%), +59 Protein (+.12%), and a solid +8 for Conformation. Expect **Energetic-PP** to sire genetically superior polled daughters made to thrive in any management system. Both will be available **Day-To-Day** while **Energetic-PP** will be available in our **30 for \$25 Special** and **Enjoy-PP** will be available in our **30 for \$20 Special. Now that's value!**



In addition to being the sire of **Energetic-PP's** dam, the previously mentioned **Progenesis Montblanc**, has also joined our proven sire line-up. **Montblanc** debuts with +3322 GLPI, a solid +1461 Milk, +110 Fat (+.42%), +69 Protein (+.14%) and +9 for Conformation. **Montblanc** will make a great addition for breeders

looking to enhance their SNF/Fat ratio from cows with hard tops (+10 Loin) and capacious frames (+8 Dairy Strength). He is also unique in that he is a Calving Ease specialist (106) that will sire daughters that calve easily themselves (106 Daughter Calving Ability) and the icing on the cake is that **Montblanc** is available as part of our **30 for \$20 Special! Progenesis Monteverdi** also joins our proven lineup debuting with a GMACE LPI of +3696, +937 Milk, +112 Fat (+.62%), +62 Protein (+.26) and +7 for Conformation. **Monteverdi** is a Zazzle son who has generated a lot of buzz in the U.S. where he currently ranks #13 GTPI. Expect his daughters to have shallow, well-attached udders (5S), ideal Feet & Legs for any barn environment (+10 Overall) and he will be available **Day-To-Day** on our **30 for \$25 Special**.

We have made a conscious decision to broaden our line-up of uniquely bred, exciting new sires. We want our breeders to be able to take advantage of our newest genetics as soon as possible. Here are some highlights of our seven additions to our **Short Supply** sire list this round that all are amazing in their own right:

<i>New</i> Available Pre-Purchase Only	GPA LPI	MILK (kg)	FAT (kg / %)	PROT (kg / %)	CONF
Progenesis LOVER (Bullseye x VG-88 Highjump) Early Bullseye from Highjump Leader with a perfect balance of production & type.	3602	+815	+66 (+.28%)	+31 (+.02%)	+15
Fepro LAMBORGHINI (Angle x VG-86-2YR Parfect) Immaculately bred Angle from 10 generations of VG or EX dams.	3563	+609	+69 (+.39%)	+42 (+.17%)	+15
Siemers HANIEL-P (Dropbox x EX-90-4YR-USA Luster-P) Polled Dropbox from 12 gen. VG or EX from the amazing Dellias!	3494	+569	+74 (+.44%)	+51 (+.26%)	+10
Fepro LUXURY (Bullseye x VG-86-2YR Parfect) A richly-bred Bullseye with an unreal +17 for type!	3423	+58	+67 (+.55%)	+25 (+.18%)	+17
Claynook MILLSTONE (Dynasty x VG-2YR Alligator) Immunity+ & A2A2 Dynasty with an ideal profile for any herd.	3416	+637	+47 (+.20%)	+20 (-.01%)	+15
Progenesis ANEESH (Bullseye x Mystique Lambda Anis) #1 Conf. sire in Canada by Bullseye which offers limitless opportunities!	3409	+369	+56 (+.35%)	+37 (+.20%)	+18
Jacobs BREAKUP (Matchless x Jacobs Lambda Briar) Arguably the most ideally bred sire from Ferme Jacobs offered to date.	3400	+1098	+48 (+.04%)	+36 (-.02%)	+13



PROFIT *Plus*

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

Available Pre-Purchase Only	Pro\$	IMM	F&P (kg)	HL	MAST RESIST	DF	NM\$
Adaway Beyond FAITHFUL	\$3254	109	201	109	106	105	1189
Peak HIPSTER	\$2898	114	163	111	108	106	1163
OCD CONNOR	\$2823	106	192	107	109	103	1039
T-Spruce HAZZARD	\$2733	109	201	103	108	103	1107
Silverridge V EINSTEIN	\$2369	109	176	108	108	104	1011

This is just a small sampling of our **Profit *Plus*** line-up. Use this QR code or ask your EastGen rep for more details.



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

Kingsway TARZAN 3578 GPA LPI \$2125 Pro\$ **+13 CONF**
 aAa: 432156 Lugnut x VG-86-2YR Lambda x EX-92 2* Unix x EX-92-2E 12* x "Arangatang" EX-95-2E 26* x "Abra Codabra" EX-USA 28* x Kingsway Terrason Allie EX-95-2E 10* HC Cow of the Year 2016!

✓ **TARZAN** has been a genetic prospect that has been hotly anticipated for some time. This immaculately bred Lugnut comes from one of Canada's most respected breeders & most decorated, deeply-bred maternal lines in the industry. **Tarzan** represents balanced breeding at its very best!



Fepro LYSANDER 3497 GPA LPI \$1875 Pro\$ **+15 CONF**
 aAa: 342156 Angle x VG-86-2YR Perfect x VG-2YR 3* x VG-2YR 1* x 7 gen. VG or EX from the "Durham Mitzi" family!

✓ **LYSANDER** is an impressive and richly-bred Angle son who ticks all the boxes. With his solid Milk yields, high deviation Fat (+.47%), and off-the-charts type profile, the locally-bred **Lysander** is the type of bull that should generate a large following in no time!



ELITE DAY-TO-DAY SEXED

0200HO 12880
FEPRO

Lingo

MERCY x PERFECT X CRUSHTIME

Dam: Fepro Perfect Lindor VG-86-2YR-CAN

New to our **Day-To-Day Sexed** line-up is **Fepro Lingo**. **Lingo** is a Mercy son from three generations of VG-2YR-Old dams followed by seven generations of VG or EX dams. An A2A2 carrier, **Lingo** is +3530 GPA LPI, +1061 Milk, +64 Fat (+.18%), +43 Protein (+.05%) and a pleasing +13 for Conformation. **Lingo** optimizes balanced production and type. With 101 or higher for ME, HL, DF, MS, MT, CA, and DCA, **Lingo** will be in high demand (Note: **Lingo** is **Limited Supply**). We have also been able to secure enough inventory on the **Breeder's Edge** sire **Siemers Stars *RC** to also add him to our **Day-To-Day Sexed** list. **Stars** stems from 9 EX dams from one of the truly greatest Holstein families of all time - **the Apples!** With solid Milk (+819 kg), good fat deviations (+.10% Fat) and superior type (+11 Conformation), **Stars** will make a great sexed option. He is also available conventional in our **30 for \$25 Special** and sexed in our **30 for \$50 Special!**

PRODUCT SPECIAL until Aug 31/24

- HeatWave Plus Creams & Spray
- BactZyme Premium Blocks
- IDEXX Alertys OnFarm Pregnancy Tests



Ask your EastGen rep about entering our monthly draw!

Immunity+

HEALTHY HERD, INCREASED PROFITS

THERE'S ONLY ONE HEALTH INDEX THAT MATTERS.

Immunity+® gives you what you've been looking for - A genetic solution to herd health.

Immunity+® Fall Special
Until December 31, 2024

Get a FREE EastGen Immunity+ Hoodie when you buy 40 doses of Immunity+ sires or 5 Immunity+ embryos.

It's that easy!

Immunity+ sired daughters have 30% less disease than their herd mates.*

This can easily save you over \$250 per cow!***

Cows have less mastitis, lameness, retained placenta, ketosis, displaced abomasum, metritis, improved reproductive performance... and you'll breed & raise healthier calves.

Make the HEALTHY CHOICE!

* - Based on 102 herds, 333,168 animals, and 168,661 health events ** - Per cow savings over 2.8 lactations

Ask your EastGen rep about our full list of high Immunity sires!

August 2024 Holstein Highlights