

DECEMBER
2024

Update

EastGen

Season's Greetings from the EastGen Family

Proof Highlights

With the final Genetic Evaluation round of the year, EastGen has been able to fortify our line-up with new sires. Of special note, we have decided to extend our popular **Immunity+ Special** until the Spring and we have introduced a new **Polled Special** which should draw a lot of attention. Our proof list offers remarkable value for every type of breeder with any herd goal in mind.

HOLSTEIN: Progenesis Monteverdi, who joined our proven line-up with a GMACE proof last proof round, now has an official Canadian type proof with +8 for Conformation (up a point). **Monteverdi** is made for today's dairymen as a value-add profit driver. He is currently +3628 GMACE LPI, \$2520 Pro\$, +930 Milk, +98 Fat (+.51%), and +62 Protein (+.25%). He is an A2A2 carrier and he is the #1 ranked Robot Ready™ designated sire for Calving Ability (111), Semen Fertility (+63), and for Feet & Legs with a +10 overall! An added bonus, **Monteverdi** is available in our **30 for \$30 Special**.

As daughters continue to progress into their third lactations, Breeder's Edge proven sire **Siemers Stars *RC** saw substantial gains for production to +1006 Milk, +49 Fat (+.08%), and +37 Protein (+.02%) while jumping on type to +12. None of this should surprise us with a maternal line that is highlighted by 9 direct EX dams from the unparalleled Apple-Red family. Looking for an ideal cross for your Ranger-Red bloodlines, **Stars** is the obvious solution. If that was not enough, **Stars** can be used **Day-To-Day Conventional** or **Day-To-Day Sexed** and is available conventional in our **30 for \$30 Special** and sexed in our **30 for \$50 Sexed Special!**

Another perfect option to use on your Ranger-Red bloodlines is our newly added **Jeanlu Brisk-PP VRED *RC**. Being homozygous for the polled gene means that 100% of **Brisk-PP** progeny will be polled. **Brisk-PP** debuts with +3418 GPA LPI, +846 Milk, +52 Fat (+.15%), +27 Protein (-.01%) and a pleasing +11 for Conformation. A Zircon-P son, the impressive **Brisk-PP**

Monteverdi daughter
Progenesis Monteverdi
Hottie P VG-2Y



stems from a VG-2YR Lambda that traces back to one of the great matriarchs in the breed Regancrest-PR Barbie! Aside from being a Red Carrier and homozygous polled, **Brisk-PP** offers a balanced profile with shallow, well attached udders (75 Udder Depth, +9 overall), ideal F&Ls (+8), and rump structures that breeders are looking for (+6 Overall, 7L Rump Angle). As an added bonus, he is A2A2, carries the coveted Immunity+® designation with 108 Immunity and 106 Calf Immunity, and like the large majority of our Polled line-up, will be available in our **Polled Special!**

We continue to respond to the marketplace by providing more new sires as early as we can in their careers. We have raised the bar this round with our three new additions we have launched in our Short Supply sire list. **Walnutlawn PG Brightpath**, our first addition, optimizes balanced breeding at its best. **Brightpath** is an Alcove from a VG-87-2YR Lambda from 12 more generations of VG or EX dams which is highlighted by a former #1 Canadian type cow as well as the former #1 type cow of the breed, the world-famous Barbie! He debuts with +3801 GPA LPI, \$2289 Pro\$, +1194 Milk, +97 Fat (+.43%), +65 Protein (+.19%) and a fantastic +14 for Conformation. This A2A2 carrier is a FastStart sire so breeders will need to have a signed contract to use him. The very stylish **Comestar Larizio** is our second addition. The Immunity+, Robot Ready, and A2A2 **Larizio** is our first Dropbox son and he too stems from a 12th generation VG or EX family. His dam is a VG Perfect, from a VG Tropic, VG Unix, and then 'Lamadona' 2022 HC Cow of the Year! **Larizio** offers solid Milk (+502), high deviations (+.53% Fat, +.24% Protein), and terrific type (+12 Conformation, +11 Mammary, +7 F&L, +7 Dairy Strength).

Cont. on pg. 2

REGISTER NOW! EastGen Virtual Zone Meetings

Tues., January 21, 2025 7:00 p.m. EST

Wed., January 22, 2025 11:00 a.m. EST

Virtual zone meetings will be held (English-only) for EastGen's entire service area.

Join us via Teams for EastGen and Semex Updates and a sire presentation with news from the December proofs. Register via www.eastgen.ca links or QR codes.

KEYNOTE SPEAKER:

Cox Wensink
Hoenhorst Farms Ltd.,
Inniskip, ON



Register for Jan. 21



Register for Jan. 22

The third addition to the **Short Supply** list is **Walnutlawn PG Benson**. He is a Destination son from a favourite from this fall Walnutlawn Lambda Beyonce VG-87-1YR-CAN. Beyonce impressed on the world stage on both sides of the border this fall coming 4th Sr. 2-YR at the 2024 WDE and 4th Winter 2-YR at the 2024 RAWF National Show. She is a full sister to the dam of **Brightpath** which means her maternal line is as deep and rich as they come. The Robot Ready and A2A2 designated **Benson** offers outstanding Milk (+1521), +58 Fat, +57 Protein, and an exciting +16 for Conformation. **Benson** will be our next addition to the Breeder's Edge brand and will be sure to generate some excitement for those determined to sacrifice nothing in their goal to breed a special one.

AYRSHIRE: Two new Ayrshire additions this proof round starting with the #2 ranked GPA LPI sire **Kildare Marcus**. He is a Magellan son from a high producing and testing VG-86 Valpas from 5 generations of VG dams from the globally recognized matriarch of the Kildare Master Breeder herd 'Heligo Xante EX-90'. Robot Ready™ designated and an A2A2 carrier, **Marcus** will bring solid production (+1211 Milk), positive deviations (+.08% for both Fat & Protein), dairy power (+10 Dairy Strength) and a pleasing health profile. Joining **Marcus** will be a second Magellan son **Misty Meadows Raven**. His dam is a VG Tuxedo from a VG Parrain followed by a VG Subban. **Raven** debuts as the #4 Milk sire (+1351) and with a +10 for Conformation, he is in a league of his own. You add to that his +13 for Dairy Strength and +11 F&L's and you have a sire that brings something unique to our Ayrshire line-up.

BROWN SWISS: Two new additions this proof round for our Brown Swiss enthusiasts starting with **Gubelman B Dionysus-P**. **Dionysus-P** is sired by the German homozygous polled sire Boxer-PP. His VG-2YR mother is ranked #4 LPI, #1 Milk, #2 Fat, and #1 Protein in Canada and stems from 8 more generations of elite producing VG or EX dams. **Dionysus**, who is heterozygous polled and an A2A2 carrier, is our highest for LPI, Milk, Fat, and

Protein with +2556 GPA LPI, +1523 Milk, +75 Fat (+.06%), +72 Protein (+.12%) and debuts with a solid +5 for Conformation.

Our second addition is **Hilltop Acres P Tampa**. By Perfection, he is a maternal brother to Titos. **Tampa's** dam is VG-87 from an EX Cadence from the same family as the renowned Cozy Nook Pronto Twilight EX-92-4E. **Tampa** is our second highest ranked sire with +2332 GPA LPI, +1190 Milk, +56 Fat (+.04%), +52 Protein (+.05%) and an outstanding +9 for Conformation. **Tampa** daughters will be made to last (111 HL) and breeders can use him as an udder health specialist for their herds (110 SCS).

JERSEY: Four exciting new sires starting with our first addition **Dulet Mr Brown**. The highly anticipated **Mr Brown** represents a mating of a lifetime crossing the elite type Video son Virtuoso on the the amazing 'Bagel'! A 2X Silver Award winner, Bagel was also the 1st 5-YR at the 2023 WDE and Res. Grand Ch. at the 2022 RAWF National Show. She is also a maternal sister to dam of the popular sire Bowlers. Bagel's dam, Dulet Joel Brioché EX-95 3E 4*, won All-Canadian honours in 2017 and was All-Quebec three years in a row. Behind Brioché is an EX-2E with two All-Canadian nominations and 3 Gold Awards. The family continues with a VG-86, EX-2E, EX-93-4E 4* (with 3 All-Canadian nominations & one H.M All-Canadian), EX-93-3E 2* (with 2 All-Canadian nominations), VG-87, and an EX 9th dam! With +19 for type and exceptional deviations (+.71% Fat,+.25% Protein), **Mr Brown** is going to become a household name in the Jersey world very quickly.

Pacific Crest Sobe, our second new sire, also has an iconic pedigree. By Victorious, **Sobe's** dam is a 5th generation EX Kid Rock from the 2X WDE Gr. Ch. Spritz! Sobe is a long and stylish bull that will fill a niche market for those concentrating on breeding a real special one (+17 Conformation, +14 Mammary, +14 Dairy Strength, +10 F&L's and Rump). Next on our list is the Immunity+®, Robot Ready™, heterozygous Polled, and A2A2 carrier **Unique Moshpit-P**. By Valergo-PP, he is from an EX-2E Platinum and Gold Award winning Rufus from Redhot Matt Tesla EX-93 3*, the former #1 Canadian cow for Conformation and the 2019 Hall of Fame cow for highest composite BCA Fat & Protein! **Moshpit-P** debuts with +1808 GPA LPI, +623 Milk, +59 Fat (+.38%), +37 Protein (+.19%) and +9 for Conformation and Mammary System. He will make a great addition as a production and Health & Fertility specialist. Our last addition, **Greenmoor Tenacious-P**, is also heterozygous Polled. This Broadband-P son is from a Chief {6} daughter from an EX-3E Change Up from an EX 4* Joel. **Tenacious-P** debuts with +820 Milk, +67 Fat (+.30%), +37 Protein (+.06%) and +9 for type. He will make a nice addition to our growing list of Polled sires and will be a great source of Dairy Strength (+12) for cows requiring more depth and width throughout.

GUERNSEY: The Toledo son **Springhill Jigsaw** joins our Guernsey line-up with +861 GPA LPI. His dam, Springhill Mentor Joice EX-95 (EX-96 MS), was a 2X All-American in 2019 & 2021 and Res. All-American in 2023.

MILKING SHORTHORN: No new sires for our Milking Shorthorns but the long awaited era of genomic proofs has now become a reality for the breed, which is exciting.

Card Contest Winner



The votes are in for EastGen's annual Christmas Card Contest:

1st - AJ Martin, Drayton, ON, age 12

(pictured above with his winning design).

2nd - Addison Kuepfer, New Hamburg, ON, age 11.

3rd - Jayda Arsenault, Moncton, NB, age 12.

Thank you to all budding artists who entered their creations.

Introducing Our New Incoming EastGen Directors

EastGen is pleased to introduce the new Directors who will begin their three-year terms following EastGen's Annual General Meeting on April 8, 2025.

At this time, we wish to express our sincere gratitude for the leadership and guidance given by the following outgoing directors: Zone 1 - Phil MacLean; Zone 4 - Mel McLean; and Zone 10 - Gerrit Winsink.

Welcome to the EastGen directorship John, Lee, and Chris!



John Schenkels



Lee Grant



Chris McLaren

John Schenkels, Zone 1 Director (*Newfoundland-Labrador, P.E.I., New Brunswick*)

John Schenkels operates a dairy farm at Whitney, NB, where he and his family manage 1000 acres and milk 200 cows in a parlour/freestall setup. The Holstein herd is known by the Miramichi prefix, and the operation is supported by four family members and 13 employees. Additionally, John is a partner in a second dairy operation near Salisbury, NB, which milks 350 cows in a robotic setup.

A graduate of Nova Scotia Agricultural College, John returned to the family farm some 30 years ago to join his parents, who had emigrated from the Netherlands in 1959. The farm has garnered several accolades, including being named New Brunswick's Farm of the Year in 2012. In 2023, the herd achieved the #3 ranking for Herd Performance in the province according to Lactanet. The Miramichi herd is 100% Semex sired, with the farm utilizing breeding tools such as Elevate® and OptiMate™, as well as more than 80% Immunity+® sires.

John currently serves as the chair of Milk 2020 and is involved with Dairy Farmers of New Brunswick. He looks forward to bringing his experience and unique perspective to EastGen, guiding the organization as it moves forward.

Lee Grant, Zone 4 Director (*Frontenac, Grenville, Lanark, Leeds, Renfrew*)

Lee Grant is from Leeds County, and farms at Chaffey's Lock near Elgin, ON. They milk 55 cows, primarily Holsteins with a few Jerseys, in a tie stall facility and breed cattle under the Granvale and Rowspine prefixes. He works alongside his wife Wendy, their sons Sam and Ethan, and his in-laws. They also employ one part-time worker and four part-time students.

The farm spans 350 acres and has been recognized with the "Future of Family Farming Award" from BMO. Lee has previously served as president of several agricultural organizations, including the Wolfe Island Plowman's Association, Frontenac Holstein Club, and Frontenac Soil and Crop. Currently, he is actively involved in a variety of agricultural organizations,

including the Leeds County Soil and Crop, Leeds County Dairy Producer Committee, Leeds County 4-H (as Vice President), Leeds and Grenville Holstein Club (as President), and Lombardy 4-H Dairy Club (as a leader). As a new director, Lee looks forward to learning more about EastGen and its operations.

Chris McLaren, Zone 10 Director (*Oxford, Niagara, Brant, Haldimand, Norfolk, Wentworth*)

Chris McLaren operates a 600-acre dairy farm located at Drumbo, ON. The farm milks 115 Holsteins under the Larenwood prefix. The cows are housed in a freestall facility with a parlour, and renovations are underway to transition to robotic milking. Chris's farm employs one full-time and eight part-time staff for both dairy and cropping operations.

Chris holds a B.Sc. (Agr) and an M.Sc. (Dairy Epidemiology). His Larenwood herd has earned the Lactanet/Canwest DHL Management Award in 2014, 2015, and 2016, and the Holstein Canada Master Breeder Award in 2019. He is also involved in Progressive Dairy Operators and contributes to University of Guelph research, both as an advisory member and a participating farm. All of Chris's animals are genomically tested with Elevate®, and he uses OptiMate™ for bull selection. Chris is passionate about dairy cattle management and genetics. As an EastGen director he hopes to gain further insights into these areas, bringing a unique perspective based on his research, management, and genetics background.



Feeding the Human Spirit Leadership Award - Celebrating the Legacy of Dr. Tim Henshaw
2024 award presented to Dr. Rob Swackhammer, Rockwood, ON, by EastGen President Amanda Jeffs on November 5th during the TD Canadian 4-H Dairy Classic. From left: Russell Gammon, committee; EastGen President Amanda Jeffs; Dr. Rob Swackhammer; Jane & Jarrett Henshaw; and John Drummond, 2023 recipient.

Wellington South/ Waterloo Zone Meeting

10:30 a.m., Fri., January 31st
at Lilaclawn Farms
of Ornan & Elaine Shantz,
318 Hawkesville Rd.,
St. Jacobs, ON

Grey/Bruce/Wellington North Zone Meeting

10:30 a.m., Fri., February 7th
at Webhaven Holsteins
of Ron Weber,
8323 2nd Line,
Arthur, ON

Join us Semex sire presentation • EastGen update
• Jersey Ontario presentation (@ Lilaclawn)
• lunch at noon • presentations at 11:00 a.m. & 1:00 p.m.

New!

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