



We start the year out right with a series of exciting new sires ideally suited for every dairy segment. Regardless of your herd goals, we have sires that will offer you outstanding value.

Joining our proven line-up this proof round is **Claynook Mayfair** with an official Canadian Conformation proof of +11. He still carries a GPA evaluation for production while falling just short of the minimum daughter threshold. **Mayfair**, who is **A2A2**, is one of our highest for Semen Fertility with 64 earning him the **Fertility First®** designation. By Cockpit, Mayfair comes from a VG-2YR Randall with two Superior Lactations. She stems from five more generations of VG-2YR cows from the EX GMD DOM "**Durham Mitzl**". Aside from being a great settler, breeders can expect a nice addition of component-rich Milk (+937 Milk, +.44% Fat) combined with shallow, quality udders (1S Udder depth, 106 Mastitis Resistance), deep and open frames (+9 Dairy Strength, +11 Rib Structure), correct Rumps (+7), and ideal Feet & Legs (+10). From what we are hearing from positive field reports on **Mayfair** daughters from across Canada, we can expect even more exciting things to come for **Mayfair**!



Redstone Sugarhigh Grecia & Harmony

Fly-Higher Sugarhigh (Einstein x Juicy x Delta) joins our proven line-up with the coveted **Immunity+®**, **Fertility First®**, and **A2A2** designations. **Sugarhigh** is our #1 ranked proven LPI sire for **Fertility First®** and is the #2 ranked proven **Immunity+®** sire in the world for both LPI & TPI (+3702 GLPI, +3195

TPI)! **Sugarhigh** is proven in both Canada & the U.S. and regardless of which system you prefer, he excels as a substantial production-booster. In Canada, **Sugarhigh** is +1510 Milk, +156 CFP, +.18% Fat, +.17% Protein with +8 for Conformation, Mammary System, and Rump. In the U.S. proof, with 271 milking daughters, **Sugarhigh** is +1451 Milk, +57 Fat, +51 Protein, \$648 NM\$, +1.46 PTAT, and a solid +1.55 UDC. Of special note, **Sugarhigh** consistently brings high & wide Rear Attachments (+12 RAH, +18 RAW) and ideal wide & sloping rumps (+7 Loin, +9 Pin Width). As an added bonus, **Sugarhigh** is affordably available in our **30 for \$25 Special**.

We continue to see an expansion of our **Polled** sires offering again this proof round with the addition of two new **Polled** options. The first is the **A2A2** and **Red Factor** carrier **Hyland Bespoke-PP *RC**. **Bespoke** (Logic x Ranger-Red x Mirand *RC) will make a welcomed addition to our **Day-To-Day Sexed** line-up. In fact, he is the **#1 homozygous polled and red carrier sire in Canada with +3842 GPA LPI!** **Bespoke-PP** debuts with +621 Milk, +109 Fat (+.72%), and +46 Protein (+.20%). Breeders can expect long-living (108 HL) and productive daughters that are made right (+12 for Conformation). Udders will be well-attached (+7 Mammary System). You can also expect ideal Feet & Legs (+11 Overall) and functionally perfect Rumps (+12 Overall) with strong Loins (+10), Pin Width (+7), and highly sought after rump slope (8L Rump Angle).



Joining **Bespoke** as our second **Polled** addition is **Westcoast Bandito-P *VRC**. **Bandito-P** (Zircon-P x Barolo SG x Doc) epitomizes balanced breeding debuting with +3776 GPA LPI, +421 Milk, +91 Fat (+.64%), +34 Protein (+.17%) and +12 Conformation. With +12 for Mammary System, the **Robot Ready™** designated **Bandito-P** is tied with **Leyhigh-PP** as our best **Polled** sire for udder improvement. Like **Bespoke-PP**, **Bandito-P** will deliver Feet & Legs (+7 Overall) and Rumps (+6 Overall) made for any of today's modern dairy environments. As a final note, you can also expect **Bandito-P** to be an improver for Feed Efficiency, Herd Life, Daughter Fertility, Mastitis Resistance, Hoof Health, Lactation Persistence, Milking Temperament, and Milking Speed. **Now that's value!**





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Todd Holm, Holmdale Holsteins
Elmwood, ON
Milking 180 Holsteins with robots in a compost bedded pack barn.

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- **NEW** Polled, True Red & BVD results at **NO CHARGE!**















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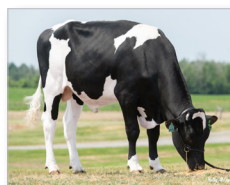
	Pro\$	IMM	F&P (kg)	HL	MAST RESIST	DF	NM\$
N Progenesis VANGELO   	\$3757	108	201	111	109	105	909
Adaway Beyond FAITHFUL   	\$3568	109	214	108	105	106	808
Cookiecutter HADLEY * Sired Only  	\$3240	104	231	104	101	103	847
N Progenesis POPEYE * Sired Only  	\$3073	102	245	105	108	101	947
Beyond BORN2BEWILD  	\$3062	104	226	103	108	100	927
Winstar Beyond MARKET P  	\$2791	104	215	104	108	102	578

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



NEW Day-To-Day Sexed Additions

OCD MILAN: An **A2A2**, **Robot Ready**, and **Calving Ease** sire, Milan comes to our **Day-To-Day Sexed** line-up as a tremendous profit-driver with +4059 GPA LPI, \$3241 Pro\$, +736 Milk, +162 CFP, with high deviations (+.64% Fat, +.26% Protein). He has a pleasing type profile and off-the-charts health traits including 108 CA & 64 Semen Fertility (both official proven ratings)!



Beyond HI-FIVE: The **Robot Ready** designated **Hi-Five** will make a nice addition as a well-bred sire that ticks a lot of boxes. By Parfect Figaro, his maternal line stems from 13 generations of VG or EX dams from the "**Halo**" and "**Dellia**" family. He will make another great source for profitable, productive and balanced cows (+3836 GPA LPI, \$2878 Pro\$). As well, with 12 H&F traits rated as 100 or more, **Hi-Five** will be easy to fit into any breeding program that is concerned with the health of their herd.



Novum MERCY: With the proven sire **Mercy**, we see the beautiful blend of production from his sire Alcove with the balanced type profile brought by his exceptional maternal line that is backed by 9 generations of VG or EX dams from the amazing "**Outside Abel**" and "**Gold Missy**" family. **Mercy** is +873 Milk, +89 Fat (+.44%), +53 Protein (+.17%), +8 for type, A2A2, and an impressive +11 Dairy Strength making him a reliable source of wide and open frames.



In addition to the above three new additions, as mentioned previously, **Hyland BESPOKE-PP *RC** is also newly available **Day-To-Day Sexed**. Ask your EastGen rep about our entire line-up of sexed sires available **Day-To-Day**!

ELITE TYPE GENOMAX SIRE



0200HO12880
Walnutlawn PG

NEW

Bobbysox



3483 GPA LPI +810 Milk +17 CONF aAa: 234165

Bullseye x Walnutlawn Lambda Beyonce VG-89-2YR USA
x Walnutlawn Alligator Briar VG-88 1*
x Walnutlawn Abbott Breeze EX-91-3E
x Walnutlawn Doorman Breanna VG-88 5*
x Sandy-Valley Atwd Brady EX 2*
x Regancrest Bryanna EX-91 GMD 3*
x Regancrest-PR Barbie EX-92 GMD DOM 6*
x 5 generations of VG or EX dams

✓ The stylish **BOBBYSOX** is bound to be a monstrous hit in the marketplace. **BOBBYSOX** is not only sired by the hottest sire in the industry, **Bullseye**, he is his #1 Conformation son with +17! His dam, **Beyonce**, was a unanimous favourite from this past fall impressing on the world stage on both sides of the border coming 4th Sr. 2-YR at the 2024 WDE and 4th Winter 2-YR at the 2024 RAWF National Show. She is also from an artfully-bred Canadian branch of the amazing "**Barbie**" family!

NEW

Short Supply Sires



Walnutlawn PG
BRIGHTNEON

0200HO13179

+3809 GPA LPI +722 Milk +.32% Fat +12 CONF

BRIGHTNEON is a Rubble maternal brother to **Brightpath**. **Immunity+[®]**, **Robot Ready[™]** and **A2A2**, he literally covers all the bases. **Check him out!**



Westcoast
HOPS

0777HO13131

+3782 GPA LPI +112 Milk +.81% Fat +9 CONF

HOPS, who is also **Immunity+[®]**, **Robot Ready[™]** and **A2A2**, will offer an outcross (Blakely x Faneca x Reason) source of extreme Fat (+98 kg, +.81%) & reliable H&F improvement.

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