

APRIL
2025

Update



April Genetic Release Brings New Sires For Every Segment



Claynook Mayfair Daughter: Comrie Mayfair Uramada N/C

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 Holstein 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 Mitzi". 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 (15 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**!

Fly-Higher Sugarhigh (Einstein x Juicy x Delta) joins our proven lineup 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** (Zircon-P x Barolo SG x Doc). **Bandito-P** 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 Persistency, Milking Temperament, and Milking Speed. Now that's value!

Fly-Higher Sugarhigh Daughters:

Redstone Sugarhigh
Grecia GP-82-2YR-CAN
&
Redstone Sugarhigh
Harmony GP-84-1YR-CAN



JERSEY

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We start with the one sire that the entire industry is excitedly talking about, **Lencrest Tobefamous**. Proving to be a generational sire, **Tobefamous** receives his first official type proof of +16 Conformation! The highly anticipated **Tobefamous** balances that with the reliably high production from his sire Chief {6} leading to his +861 Milk, +83 Fat (+.51%), +39 Protein (+.07%). This lands **Tobefamous** as the #2 sire in Canada with +2210 GPA LPI, a true game changer!

Lencrest Ticketmaster is our first of four new additions. **Ticketmaster** is also sired by Chief {6} and his dam is an impressive VG-86-2YR Channing daughter of the spectacular "Cocopuff EX-93-3E 4*". Aside from his stellar pedigree, **Ticketmaster** offers an exceptionally balanced profile with +2077 GPA LPI, +1051 Milk, +89 Fat (+.44%), +53 Protein (+.17%), and +10 Conformation. His pleasing type profile is highlighted by his phenomenal +17 for Rib Structure. We have replaced our JPI section with a category for high Pro\$ sires for our Jersey enthusiasts that are targeting highly profitable genetics for Canadian herds. We have added three more new sires to this section including **Hickory Grok** (Jx Theboss {6} x Latitude). **Grok** debuts with \$2841 Pro\$ (+148 JPI), +2101 GPA LPI, +1272 Milk, +88 Fat (+.29%), +67 Protein (+.22%), +3 Conformation, and +5 Mammary System. Next is Canada's #1 ranked LPI sire (+2216 GPA LPI) **Allstar Manchester**. He is a **Tobefamous** son from Caberoy Vivaldi Macarena VG-87-3YR, the former #4 cow in Canada for GLPI. She is backed by a VG Balin Silver Award winner from a VG-87 2* Silver Award winner and a VG-86 2* three time Silver Award winner. **Manchester** will be a source of solid Milk (+225 kg), extreme component deviations (+.81% Fat, +.27% Protein), and +13 for Conformation. Of added note, **Manchester** is also Immunity+[®] making him an ideal addition for any modern breeding program. **Manchester** is a FastStart sire so breeders will need a signed contract to get access (ask your EastGen rep for details). Our final addition is **Progenesis Devour**, a Robot Ready™, Fertility First®, and A2A2 Chief {6} from VG Bancroft. **Devour** joins our Pro\$ section with a GMACE evaluation of \$2309 Pro\$, +2012 GPA LPI, +1464 Milk, +76 Fat, +47 Protein, and a +7 Conformation.

AYRSHIRE

Three new Ayrshire additions this proof round starting with the #7 ranked GPA LPI sire **Tilecroft Siesta**. By Bournstar, **Siesta** is from the maternal line that was pivotal to Tilecroft Ayrshires of Osgoode, Ontario earning their Master Breeder shield in 2024. His dam is a VG-87 ELITE Arbiter from a VG-87 ELITE Yellow from a VG-86 1* Revolution, all three have exceptional production records. **Siesta** delivers on his production potential with +1244 Milk (#5 in Canada), +50 Fat (#8), +44 Protein (#5) while ranking #7 for both National scales (+3129 GPA LPI, \$1389 Pro\$). He is also +7 for Conformation. Joining Siesta will be the newly proven **Des Coteaux Armageddon** (Pretzel x Revolution x Rockstar). **Armageddon** is from a high producing branch of the "Happy Spirit" family. He debuts with +3126 GLPI (#6), \$1569 Pro\$ (#2), +641 Milk, +68 Fat (+.50%), +37 Protein (+.18%) and +5 Conformation.



Tobefamous Dau.: Claessic Fields Tobefamous Hazel VG-85-2YR-CAN

Our final addition is **Plein Soleil No Limits** (Magellan x Animate x Subban). The Robot Ready™ designated **No Limits** joins our Ayrshire line-up with +3092 GPA LPI, +974 Milk, +39 Fat, +43 Protein, and +8 Conformation. His impressive type profile has no holes. In fact, the stylish **No Limits** is plus rated for every major and descriptive type trait. Breeders looking for ideal F&L's (+9 Overall), correct Rumps (+4 Loin, 1L Rump Angle, 2A Thurl Placement), and open dairy frames (+6 Dairy Strength, +9 Rib Structure) will find what they are looking for with **No Limits**.

BROWN SWISS

Two new additions for our Brown Swiss enthusiasts starting with **Perry Brook P Crazy Horse**. Sired by the former #1 Brown Swiss sire in France for ISU Pactole, **Crazy Horse** is from a VG-87 Lucky Chance from another VG-88 Bush. He is available While Supplies Last. He will be a welcomed outcross sire offering solid production (+854 Milk), high components (+111 CFP), and +6 for Conformation. The impeccably bred **Felders BS Huge Giovanni** also joins our line-up. Sired by Huge, Giovanni's dam is an impressive EX-94 who is backed by four more generations of EX dams. **Giovanni**, who will be available Sexed Only, is a great source for high Milk (+911), solid type (+9 Conf.), & ideal udders (+11 Mammary System).

GUERNSEY & MILKING SHORTHORN

No new sires for our Guernsey breeders this round, but we do see the Pingerly son **Oceanbrae Generator** join our Milking Shorthorn line-up with +2089 GPA LPI, +294 Milk, +.16% Fat, and +11 for Conformation! **Richford Icon** also is returned with a pleasing first official proof with +1498 GLPI, +388 Milk, and a solid & balanced Conformation of +6.



**Thank you to everyone
who visited the
EastGen booth at
Canadian Dairy XPO
(CDX), April 2-3,
at Stratford, ON!**

New EastGen Staff Member Announcements

EastGen recently created a new role to strengthen our sales team and enhance our ability to meet the needs of large commercial dairy herds. We are excited to announce that **Luis Vélazquez** has joined EastGen to fill that role as our **Large Dairy Herd Sales Specialist**, based in Southwestern Ontario.

Luis has been working with EastGen since 2023, supporting our AI training in Spanish. With over 20 years of herd management experience, including 15 years as a herdsman at the 450-head milking herd of Boern View Farms Ltd., Gads Hill, ON, Luis brings deep expertise in managing large herds and reproductive systems. His qualifications include:

- Bachelor's in Animal Husbandry from Chapingo Autonomous University (2002).
- 18 years in dairy cow management, specializing in AI and ultrasound pregnancy checking.
- Proven skills in diagnosing health, production, and reproduction issues.
- Expertise in bull selection aligned with farm goals.
- Director of the Perth County Holstein Club since 2020.

"I'm excited about the opportunity to work with dairy farmers and connect with professionals across the industry. I look forward to exchanging ideas and knowledge to help make farms more profitable," says Luis. "Collaboration is key to success, and I am eager to contribute, learn and work together toward a thriving dairy industry."

Luis officially began this position on April 7th and will report to Andrew den Haan, Regional Sales Manager. Welcome to this exciting new role at EastGen, Luis!

EastGen is pleased to announce that **Wyatt Machan** has accepted the position of **AI Technician, Swing** for the Western Ontario region, which includes Oxford, Perth, Huron, and Waterloo counties.

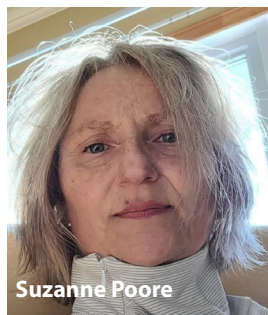
Wyatt is a graduate of the University of Guelph - Ridgetown, where he earned his diploma in agricultural studies. Since 2012, he has gained valuable experience as a general farm labourer/assistant herdsman on a large-scale dairy farm.

Wyatt joined EastGen on March 10th and will report directly to Andrew den Haan, Regional Sales Manager.

Welcome to the EastGen team, Wyatt!



Luis Vélazquez



Suzanne Poore



Wyatt Machan

We are happy to welcome **Suzanne Poore** to the EastGen team as our new bilingual **Dispatcher**! Suzanne joined our dispatch team in February and will be reporting to Carole Blackburn, Sales and ai24 Business Coordinator.

Suzanne's career in customer service began in the 1990s at Bell Canada in the Long Distance service and Overseas Department, where she rose to the supervisor role, and worked across many departments including 911 and sales. Suzanne then went to Canadian Blood Services, serving as a customer service specialist. Reflecting on her journey, Suzanne shared, "During my years there, I had the chance to connect with and help many of the farmers I speak to today—those very individuals were some of our most dedicated donors in the small towns we visited in Eastern Ontario. It feels almost serendipitous that I've found my niche at EastGen, as this role draws on the many experiences I've had, making my transition seamless."

CDX 2025 Highlights



Our cattle display featured milking daughters of Alcove, Stars *RC, and the newly proven sires Mayfair and Tobefamous!



LET'S GO FURTHER,

FASTER.



CLAYNOOK

Mayfair

Daughter: COMRIE MAYFAIR URAMADA N/C
Bred & Owned by Comrie Farms Ltd., London, ON

0200HO12284



COCKPIT x RANDALL x SILVER

GPA LPI +3524
PRO\$ \$2121
Milk +937
Fat +89 +.44%
Protein +44 +.09%
Conformation +11*

Mammary System +5*
Feet & Legs +10*
Dairy Strength +9*
Rump +7*
Semen Fertility 64*

* - Official GEBV 25*Apr

- Dam is a VG-2YR Randall backed by the EX-GMD-DOM Durham Mitzi Family!
- Superior settler - one of our highest for Semen Fertility at 64!
- Quality udders & deep, open frames, correct Rumps & ideal Feet & Legs.

*Expect exciting things to come
from Mayfair!*

EastGen



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