



TAKE YOUR HERD TO THE NEXT LEVEL CRUSH KETOSIS WITH RUSH

"We genomically test everything with Elevate. We use OptiMate™ then to find the bulls that will work the best for us and we use consulting from EastGen to make sure we are using the right bulls on the right animals."

Jack & Glen Sim
Glenbert Holsteins
Embryo, ON
Milking 85 head

- Use to replace Glycol in the treatment of clinical and sub-clinical Ketosis
- Since it is molasses-based, cows like the taste. There is less difficulty drenching the animal.
- The 5 trace minerals boost the immune system, stimulate appetite & liver function, and lower the incidence of repeat treatments.
- Usually drenched but can be top dressed or added to a fresh cow TMR mix.

NOTE: EXCEL Rush will not freeze because of the glycol in it.



EXCEL RUSH

is part of our full line-up of **EXCELmin** products with essential trace mineral supplements formulated to take your herd to the next level.

Ask your EastGen rep how you can
Crush Ketosis with EXCEL RUSH!

EastGen



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JUNE
2025

Update



Why Choose Semex Embryos?

As passionate breeders, **Ryan and Laura Parish of Ryla Holsteins in Lindsay, ON**, saw purchasing Semex embryos as a cost-effective way to access not only high-index genetics but also deep, established cow families.

"Our goal is to bring in unique, niche genetics that complement the strong traits of our herd – health, production, longevity, and type. These embryos are an exciting new venture, building on the strong cow families we've developed and introducing new ones we believe will thrive in our breeding program for years to come," says Ryan.

Ryan & Laura have invested in embryos from cow families such as: Mystique Lambda Anis EX-93-6YR-CAN 5*, Dulet D-Lambda Katrina EX-90-5YR-CAN 3*, Comestar Lamadona Doorman EX-94-2E-CAN 30*, and Walnutlawn Alligator Briar VG-88-3YR-CAN 2*.

Their first calf, Progenesis Anahita Katia (A2A2, +3592 GLPI, +13 Conformation, and +12 Mammary System), is a granddaughter of Dulet D-Lambda Katrina. Katrina has several sons available at Semex, including Progenesis Kalahari, Progenesis Kelo, Progenesis Kirk, and Progenesis Kendrick. Katia also has a brother at Semex, Progenesis Kalhua.



Laura & Ryan Parish, Ryla Holsteins, Lindsay, ON, pose with Progenesis Anahita Katia, the first result of their embryo selections from top cow families offered by Semex.

Semex Embryos

A Reminder to Our Valued Customers - 3C Staff Day Set For July 15th

Thank you for your continued trust in EastGen. We are proud to lead the industry with the best-trained, most knowledgeable staff in bovine genetics, and we remain committed to delivering the highest level of service and innovation to our producers.

On July 15th we will bring our entire team together

CONNECTION | COMMITMENT | CULTURE

Invest-*ing* in Our Future!

at Semex in Guelph for the **'3C Staff Day'**, a day dedicated to training, building a unified culture

and strengthening our commitment to you. We view this as an important investment in our future, laying a strong foundation for our team to continue delivering exceptional results.

To allow all staff the opportunity to participate, insemination services will not be available on July 15th.

Our technicians will work with customers in advance to prepare for this day of no-service, as we do during Christmas and New Year's holidays. Looking ahead, future training will be scheduled in smaller sessions to avoid service interruptions.

Thank you for your understanding as we invest in the EastGen team to better serve you today and for years to come!

It's Youth Show Season And You're Welcome To Attend...

EastGen Challenge EastGen Showcase

Get ready for an exciting series of events as more than 500 young competitors gear up for EastGen's four 2025 youth shows: the EastGen Showcase and EastGen Challenge series. We invite you to come out and support these talented youth as they demonstrate their hard work, dedication, and passion for agriculture!

Show Dates and Locations:

EastGen Showcase

Thursday, July 3

Spencerville Fairgrounds

22 Ryan St., Spencerville, ON

EastGen Atlantic Showcase

Friday, July 4

MacMillan Show Centre

73 Ryland Ave., (Bible Hill) Truro, NS

EastGen Challenge West

Tuesday, July 8

Woodstock Fairgrounds

875 Nellis St., Woodstock, ON

EastGen Challenge East

Friday, July 11

Markham Fairgrounds

10801 McCowan Road, Markham, ON



These events highlight the next generation of agricultural leaders as they compete in showmanship and conformation classes with their 4-H calves. In addition to the ring action, don't miss the impressive county/team exhibits in the barns, where participants vie for the coveted Best Exhibit award. This year's theme for Ontario events is: "Proud to Be Canadian and to Support Our Dairy Industry."

The EastGen Showcase and Challenge events are a key part of our Board of Directors' commitment to investing in the Betterment of Agriculture. For years, these shows have been a place where lifelong friendships are formed, valuable skills are developed, and youth gain the confidence to apply what they've learned in meaningful ways.

Come celebrate the future of agriculture with us—we can't wait to see you there!

EastGen Announces Staff Appointments



Connor Robichaud

We are excited to welcome **Connor Robichaud** to the EastGen team as our new **Distribution/IMV Specialist**, reporting to Mike Weber, Operations Manager.

Connor holds a diploma in Biotechnology from Conestoga College and brings over two years of valuable experience from his time at Semex, where he worked in the laboratory as a Maintenance Technician. His strong background in troubleshooting, inventory management, and equipment maintenance will be a great asset to our operations.

Connor officially joined us on May 1st. Welcome aboard!

We're also pleased to announce that **Geoff Little**, from Fergus, ON, has recently joined EastGen in the position of **Part-Time Liquid Nitrogen Delivery Specialist**.

Andréa Gelenyse has accepted the position of **AI Technician (Relief)**. Beginning in mid June, she will be working with us through August in the East Region. Andréa returns to us after completing a successful Internship as an AI Technician last summer. She provided a positive experience to her customers last summer and will continue to be a great member of our team! Welcome back to EastGen, Andréa!

Special

Ends June 30th

BactZyme Premium Blocks

- BactZyme accelerates digestion & will liquify solid material so that it's easier to agitate, pump & irrigate
- A treated lagoon can be pumped lower with fewer plugging problems
- Reduces bad odours from forming in the manure
- Aids in meeting regulatory nutrient limits

Super Magnets

- For assistance in the prevention of hardware
- Coincide the insertion of a Super Magnet when a heifer is first bred to help prevent problems



Mr Sticky

- Effectively catches, controls and eliminates flies
- Non-toxic, environmentally safe
- No insecticides or pheromones
- Constant cost-effective fly control
- Sticky Roll™ Deluxe Kit includes 1000 ft. of Sticky Roll fly tape, take-up reel, 3 pulleys, hand crank, mounting rails and all necessary hardware

		SALES
BactZyme Premium Block (50 Pack)	FP829	\$600/pail
Super Magnets	FP704	\$4.50/ea
Fly Control - Mr Sticky Roll	FP448	\$53/roll



www.eastgen.ca
Online Store
<https://store.eastgen.ca>