

Update
NOVEMBER 2025

**East
Gen**

EastGen delivers.

Mayfair Yields Breeder Satisfaction



*At right & above right:
Nandale Mayfair Melody
VG-86-2YR, pictured by
Semex's Jim Biggar.*

0200H012284 Claynook Mayfair made his mark at **Nandale Farm, Pakenham, ON** during a stellar classification day in September. The photo above captures the excitement after three of his daughters scored VG-2YR, earning **big smiles and thumbs up** from Alan Nanne's children, Claire and Henry.

The Nanne family currently milks **five Mayfairs** in their Master Breeder herd — and they're impressed: "They're all very correct through the rump, track on a great set of feet and legs, love to compete at the bunk, have a real will to milk, and so far every one has gotten back in calf on their first service," says Alan Nanne. "Our Mayfairs are averaging 323-358-351% BCA (+26+31+31) — well above our herd average."

Proven performance. Reliable fertility. True breeder satisfaction - that's Mayfair.

His semen is available in conventional daily and sexed (by pre-purchase) through your EastGen representative.

EastGen Director Results

We are pleased to announce the director nomination results for zones 2, 5, 8, and 11.

The following people have been acclaimed in their respective zone.

Zone 2 Tom Pasco
Zone 5 Amanda Jeffs

Zone 8 Rob Bumstead
Zone 11 Stefan Mueller

2026 EastGen Virtual Zone Meetings

**KEYNOTE
SPEAKER:**

Todd Holm
Holmdale Holsteins, Elmwood, ON

Tues., January 20, 2026 7:00 p.m. EST
Wed., January 21, 2026 11:00 a.m. EST

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



Todd Holm of Holmdale Farms Limited, Elmwood, ON, will be the keynote speaker for EastGen's 2026 Virtual Zone Meetings.

Holmdale Farms is a family operation spanning **1,500 acres**, **milking 180** Holsteins in a modern, compost-bedded pack barn equipped with four milking robots. The herd averages 40 litres of milk per day, with 4.55% fat and 3.5% protein. Official milk recording and type classification are key tools in tracking progress and maintaining high performance.

A major focus at Holmdale is **strategic investment** aimed at long-term herd improvement and profitability. 2025 marked the addition of two new facilities for animals under 12 months of age aiming to increase health, space and growth to bolster first lactation performance.

By incorporating Semex embryos, the Holmdale team has built a genetics program targeting gains in Lifetime Production Index (LPI) and Robot Ready™ traits, while maintaining a strong emphasis on conformation. The farm's top-performing calves are flushed with sexed semen, resulting in impressive outcomes.

Holmdale Holsteins maintains a strong partnership with Semex and EastGen, fully utilizing programs such as Elevate® genomic testing, OptiMate™ breeding tools, E&P benchmarking, and personalized consultative services.

Looking to the future, Holmdale's goal is to **achieve quota with fewer cows** by focusing on high-performing, low-maintenance animals.

"We're aiming for cows that produce milk efficiently, with high fat content, and require less management," Todd says.

**Watch for registration details in the
December Update, website and social media.**



Welcome to the Team

We're thrilled to welcome **Bronte Burke** as our new **Human Resources Generalist** (12-month contract), reporting to Amanda Stokes, HR Manager.

Bronte recently relocated back to Guelph with her family after living in Thunder Bay. She brings strong experience in recruitment, onboarding, health & safety, and HR administration. Bronte has held HR roles with the Canadian Mental Health Association, YES Employment Services, Well.ca, and Sunwing Travel Group.

She holds a BA in Psychology from the University of Guelph, a Human Resources Management certificate from Sheridan College, and her CHRP designation.

Bronte started with EastGen on October 6th.

Holiday Card Contest

For youth up to 13 years of age.
Cash prizes up to \$200.

Entries due
Nov. 14th

See EastGen social media posts or email
tara.reynolds@eastgen.ca for entry details.

Special

Until Dec.31, 2025

East
Gen

Calf Blankets

Warmer calves result in better health, faster growth,
less disease, & more efficient use of energy.

Colostrum

A practical tool to ensure every calf gets a healthy
start, particularly in situations where maternal
colostrum isn't ideal or safe.

Code	Product	Sale Price	Size
FP715	Calf Blanket Small	35. ⁰⁰	each
FP757	Calf Blanket Large	35. ⁰⁰	each
FP518	Calf's Choice Total Colostrum 100lgG	450. ⁰⁰	4.7kg Pail
FP519	Calf's Choice Total Colostrum 100lgG	46. ⁰⁰	470g Bag
FP520	Calf's Choice Total Colostrum 150lgG	70. ⁰⁰	705g Bag



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<https://store.eastgen.ca>

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