



Update

MAY 2026

EastGen delivers.

Progress Where It Counts Most

The April proof round delivered meaningful genetic progress across our dairy sire lineup. With a balanced mix of high-impact new releases and dependable proven sires, EastGen's lineup continues to make progress where it counts most for profit and herd performance. **No matter your breeding strategy, you'll find sires that bring dependability, consistent outcomes, and reliable results to your operation.**

Two notable developments set the stage for this proof round. Firstly, the Canadian LPI and Pro\$ formulas have undergone their annual genetic base adjustments. For LPI, Holsteins experienced an adjustment of 82 kg Milk, 7 kg Fat, 5 kg Protein, and 0.59 for Conformation. More importantly, the LPI formula was updated to reflect the increasing global demand for protein. This demand has influenced how milk is paid to farmers, and accordingly, the adjustment of genetic strategies.

As part of the Production Index component of the LPI formula, the Fat:Protein ratio, which was 60:40, is now 40:60 which raises the relative importance of Protein in the overall sire, cow, and heifer LPI rankings.

Mr Ernestanthony Havenofear is built for today's protein-driven market and delivers where it counts. He stood firm through the Conformation rollback, holding an impressive +12, while launching his first official production proof in style—gaining over 500 kg of Milk to +1434! With a focus on Protein (+0.11%) over Fat (-0.27%), his components profile fits the demands of today's progressive herds. He stamps

consistently exceptional udders (+10), problem-free feet (+12 Heel Depth), well-structured rumps (+6 Loin, +5 Rump Angle), and open, dairy frames (+10 Dairy Strength, +9 Rib). Add in proven Calving Ease (104) and elite Semen Fertility (64), and Havenofear stands out as a true, no-compromise difference maker.

Kings-Ransom Dropbox has officially earned proven status in Canada with +3448 GLPI, but his reputation extends far beyond—he's an elite sire with international recognition, as field reports from around the globe highlight his early daughters' impressive performance. In the U.S. for example, Dropbox has over 1700



Photo: Lyse Neuville

EastGen's Showcase and Challenge Youth Shows - Entries Close June 1st

Online entries are available via the *AssistExpo* links below each event, and they close **Monday, June 1st**.

SCAN FOR ENTRY LINKS

EastGen Showcase

July 2-3, Spencerville, ON

<https://www.assistexpo.ca/eastgen-showcase>

EastGen Atlantic Showcase

July 6-8, Windsor, NS (note location change)

<https://www.assistexpo.ca/eastgen-atlantic>

EastGen Challenge West

July 13-14, Woodstock, ON

<https://www.assistexpo.ca/eastgen-challenge-west>

EastGen Challenge East

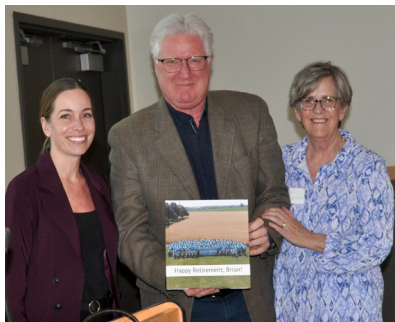
July 16-17, Markham, ON

<https://www.assistexpo.ca/eastgen-challenge-east>



Additional details will be released after registration. For info: tara.reynolds@eastgen.ca or 226-332-2264.

Brian O'Connor Retirement Recognition



On March 31 and April 24, family, friends, farmers, staff, and industry colleagues came together in Elora and Kemptville, Ontario, to celebrate the retirement of EastGen CEO Brian O'Connor after 42 years in the industry.

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milking daughters resulting in a proof with +526 Milk, 2.68 SCS, +.08% Protein and 2.72 PTAT! Dropbox is A2A2 and BB and consistently sires daughters with exceptional udders (6S Udder Depth), long open frames, perfectly sloping rumps (Rump Angle 3L), and is a standout for Mastitis Resistance and Lactation Persistence (105 each). Rapidly emerging as the go-to cross on today's prevalent Lambda bloodlines, Dropbox daughters will mature beautifully and go on to become cornerstone brood cows — not just in top herds around the world, but in your herd too. Dropbox is the kind of bull that fits — anywhere, and everywhere!

Jersey News: **Lencrest Tobefamous** retains his ranking as the #1 proven LPI sire while retaining his elite +14 for Conformation! **Dulet Mr Brown** and **Dulet Simba** will keep turning heads with their elite +19 for type. **Lothman Phantom** moves into our dedicated sexed lineup, with strong semen availability to meet demand. **Pacific Edge Debonair** made his debut at an astonishing +25 GPA for Conformation! Sired by Contractor, he is backed by an elite pedigree.

Check our EastGen's website, social media, and talk to your EastGen rep for more proof round news across all dairy breeds.

Insemination Fee Increase

At EastGen, we remain deeply committed to maintaining a viable, high-quality technician network that provides the expert service you rely on. As the landscape of our industry evolves and the number of producers declines, we have continually managed costs through the strategic restructuring of technician districts.

Despite these ongoing efficiencies, the cost of delivering on-farm service continues to rise. Following consultations last fall with our Board of Directors and Delegates, EastGen will implement two structural changes to our insemination fees effective May 1, 2026.

1. Differential Pricing Based on Service Density

To ensure the long-term sustainability of our network across all regions, we are moving to a density-based pricing model for Ontario, similar to those already in place in Northern Ontario and the Atlantic provinces. Four service levels have been established: High, Medium, Low, and Ultra-Low.

Effective May 1, 2026, the following adjustments will apply: High Density: No change. Medium Density: \$3.00 increase. Low Density: \$3.00 increase. Ultra-Low Density: \$5.00 increase

Further scheduled adjustments for lower-density areas will take effect on July 1, 2027: Low Density: \$3.00 increase. Ultra-Low Density: \$5.00 increase. *Density is determined by the number of herds and number of cows that we service within a geographical area.*

2. Low-Frequency Service Fee

Our pricing reflects the cost of maintaining 7-day availability for whenever you need it. Regular users help subsidize these standing costs through volume, whereas occasional use requires a higher per-visit rate to cover that same 'readiness' infrastructure. Accordingly accounts with annual purchases of less than \$500 per year will be charged an extra \$10 for the first animal inseminated during a call. The fee for any additional animals during the same visit will remain unchanged.

The fee only applies to the first cow to be bred that day.

It is important to note that these adjustments were determined prior to the recent global events in 2026 that have driven fuel prices higher. Despite these external pressures, EastGen remains focused on managing our operations efficiently to ensure we deliver the genetics, products and insemination expertise your farm needs, exactly when you need it.

We appreciate your continued business and your role as a stakeholder in our farmer-owned company.

Brian Betts Memorial Scholarship

(open to Ontario & Atlantic applicants)

EastGen is proud to join Gay Lea and The Ontario Dairy Youth Trust Fund to provide the **Brian Betts Memorial Scholarship** again in 2026. **Ontario and Atlantic youth** are encouraged to apply!

Brian's leadership prioritized initiatives that supported the development of rural youth and 4-H. He showed selfless service to the community and compassion for people, which positively impacted many individuals.

Two \$1500 scholarships are available for 2026.

Application deadline - June 1st

See full eligibility details and apply using this link:

<https://form.jotform.com/231173920955054>

Welcome to the Team!



We're excited to welcome **Savannah Massimo** as a part-time **AI Technician in Central Ontario**, reporting to Scott Cornish. Savannah officially joined EastGen on April 6.

Savannah holds a Bachelor of Science in Agriculture (Honours, Animal Science) from the University of Guelph and brings valuable hands-on farm experience along with a strong foundation in animal science. She is eager to continue learning, growing, and contributing in her new role.

Welcome to the team, Savannah!

Special May 1st - June 30th, 2026

Dairyman's Defence Teat Dips

Provide a quick, broad-spectrum kill of mastitis causing pathogens.

Fly Control Products

Simple yet powerful tools to protect animal health, enhance productivity, and improve the overall efficiency and atmosphere of a farm.



| Code | Product | Sale Price | Size |
|----------|--------------------|---------------------|-------|
| FP448 | Mr. Sticky Refills | 58. ⁰⁰ | roll |
| FP449 | Mr. Sticky Kit | 110. ⁰⁰ | kit |
| Agri0810 | DD First Defence | 160. ⁰⁰ | 18.9L |
| Agri0811 | DD First Defence | 335. ⁰⁰ | 55L |
| Agri0812 | DD First Defence | 1095. ⁰⁰ | 205L |
| Agri0682 | DD Ultra | 195. ⁰⁰ | 18.9L |
| Agri0683 | DD Ultra | 435. ⁰⁰ | 55L |
| Agri0684 | DD Ultra | 1480. ⁰⁰ | 205L |



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PROVEN PROTEIN POWER



EastGen delivers.
PROVEN PROTEIN POWER

Make the most of component pricing with our **Proven Protein Power** sires that pay. Make protein your profit driver.

Havenofear & Larson



Daughters:

L- Poplarvale Havenofear Ever VG-86-2YR-CAN

R- Catidid Delight Larson VG-85-2YR-CAN

Photo: Clarissa McCallum



Havenofear
+64 kg (+.11%)

Larson
+58 kg (+.07%)

Let's achieve more together

1-888-821-2150

eastgen.ca