

EastGen delivers.

Youth Show Results!

Despite contending with a Health Canada smoke advisory, summer heat waves, and the need to relocate events to two different facilities, the 2026 **EastGen Showcase** and **EastGen Challenge** youth shows welcomed an outstanding group of young participants. Their enthusiasm, resilience, and passion for agriculture made every challenge worthwhile and reinforced our confidence in the bright future of Canadian agriculture.

"It's inspiring to see our participants grow in confidence and build connections at each event," said EastGen CEO Amanda Stokes, who



L-R: Austin Potts, PEI, Beef Reserve Champion; Katherine Carr, NB, Overall Beef Champion; EastGen Atlantic Sales Manager Dale MacPhee & EastGen CEO Amanda Stokes; Lachlan Van Zutphen, NS, Dairy Reserve Champion; & Nicholas Bourque, NB, Overall Dairy Champion.

2026 Youth Show Stats at a Glance:

4 shows; 472 total participants; 4 provinces represented

More photos on EastGen social media; Ontario show results at www.AssistExpo.ca



L-R: EastGen Past President Amanda Jeffs; Overall Champion Leah Nurse, Prince Edward; & EastGen CEO Amanda Stokes.



L-R: Judge Ryan Crowley; Overall Champion Mitchell Anderson, Chatham Kent; EastGen President Rob Bumstead, & EastGen CEO Amanda Stokes.



L-R: EastGen Director Glenn Barkey; Overall Champion Carson Phoenix, Durham West; & EastGen CEO Amanda Stokes.

2026 Youth Show Awards, Continued...

cont. from Page 1

attended all four events this year. "We thank all of our event participants, chaperones, and parents for your flexibility and positivity through this year's weather events."



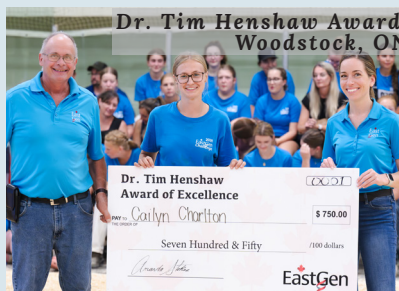
L-R: Anne Crowe; Lachlan Van Zutphen, NS, recipient; & EastGen CEO Amanda Stokes.



L-R: Joe Krol; Joy Prinzen, Prince Edward, recipient; Murray & Ingrid Allen; & Amanda Cowan.



L-R: EastGen Past President Amanda Jeffs; Joy Prinzen, Prince Edward, recipient; & EastGen CEO Amanda Stokes.



L-R: EastGen President Rob Bumstead; Cailyn Charlton, Brant, recipient; & EastGen CEO Amanda Stokes.



L-R: EastGen President Rob Bumstead; Julia Barkey, Durham East, recipient; & EastGen CEO Amanda Stokes.



L-R: EastGen CEO Amanda Stokes; ODYTF member Phyllis MacMaster; Maryn Hunter, Leeds, recipient; & EastGen Past President Amanda Jeffs.



L-R: EastGen CEO Amanda Stokes; EastGen Director John den Haan; Charlotte Woodhouse, Grey, recipient; EastGen President Rob Bumstead; & ODYTF member John Buckley.



L-R: EastGen CEO Amanda Stokes; EastGen Director John den Haan; Kyle Meek, Durham East, recipient; EastGen President Rob Bumstead; & ODYTF member John Buckley.

AUGUST IS PROOF MONTH

Watch for highlights via EastGen's social media channels, website, and your new proof sheet following the August 11th Dairy Genetic Evaluation Release.

15 Years of EastGen!



EastGen
Celebrating
15 Years

What better way to celebrate than with cake served up by staff at our 2026 youth events!

Upcoming AI School Dates

Ready to take control of your herd's reproductive success? Join **EastGen AI School** — a hands-on training experience led by expert reproductive specialists.

What You'll Learn:

- Artificial insemination technique
- Semen handling & heat detection
- Estrous cycle & reproductive disorders
- Practice on real reproductive tracts & simulators
- In-cow practice on-farm
- Includes the official EastGen AI Manual

Designed for farmers, students, and anyone passionate about herd management.

Space is limited — register today for the location of your choice! Follow the Eventbrite registration links under AI Training in our Products & Service section at www.eastgen.ca. For further information contact: aitraining@eastgen.ca

Oct. 14-16, Aylmer, ON

Oct. 29-30, Kemptville, ON

Nov. 17-19, Conn, ON

Dec. 2-4, Aylmer, ON

Dec. 21-23, Conn, ON

Jan. 13-14, 2027, Kemptville, ON

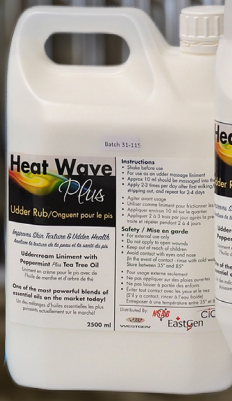


Heat Wave

Practical tool for daily udder care, helping to keep cows comfortable, healthy, and productive, while supporting milk quality and animal welfare naturally.

Special
Until August 31st

Code	Product	Sale Price	Size
Agri0761	Heat Wave Plus 500ml Cream	29. ⁰⁰	each
Agri0762	Heat Wave Plus 2500ml Cream	125. ⁰⁰	each
Agri0764	Heat Wave Plus 2500ml Spray	140. ⁰⁰	each



www.eastgen.ca

Online Store

<https://store.eastgen.ca>

PROGENESIS

0200H012580

AMBROSE *RC

RANGER-RED x LAMBDA x EXTREME



Ambrose delivers.

Profit, Durability, and Outstanding Health traits. With open frames, hard tops, and exceptional udders, Elevate Your Herd with **Ambrose!**



Photo: Carl Saucier

Daughters:

L- SOULANGES AMBROSE ORLEANE GP-83-2YR-CAN
 LC- SOULANGES AMBROSE ORLIA GP-84-1YR-CAN
 RC- SOULANGES AMBROSE ORENA VG-86-2YR-CAN
 R- SOULANGES AMBROSE CATHERINE GP-81-2YR-CAN



More on
Ambrose



"I don't throw the term "herd improver" around very often, but Ambrose deserves it. He's one of those rare bulls you can use with confidence across the herd, knowing he'll move you forward in the traits that matter. If you're looking for a bull that leaves functional, productive, long-lasting daughters with a high degree of consistency, Ambrose has proven he can do exactly that."

- Andrew den Haan, Regional Sales Manager

Let's achieve more together

1-888-821-2150

eastgen.ca