

EastGen delivers.



Robot+™ More Turns. More Milk. More Profit.

NEW — A Semex-exclusive index for robotic dairy success launched with the August 2026 Proof Release

Robot+™ helps producers identify genetics built for automation, making it easier to increase robot utilization, milk production, labour efficiency, and profitability.

One Index. Four Profit-Driven Traits.



Milking Efficiency
45%



Robot Conformation
15%



Robot Behaviour
30%



Udder Health
10%



Robot+ combines these traits into one easy-to-use index, helping producers make confident, performance-based genetic decisions for automated systems.

Built on real robot data: Robot+ is based on more than 15 million robotic milking visits, providing real-world insight into how cows perform in automated systems.

Two proprietary traits developed by Semex in partnership with Dairy Data Warehouse (DDW) set Robot+ apart:

- **Milking Efficiency:** Measures milking time adjusted for milk volume, from cup attachment to detachment.
- **Robot Behaviour:** Evaluates willingness to visit, attachment performance, behaviour during milking, and efficient entry and exit.

Robot+ evaluations are available for **Semex Holstein, Jersey, and Ayrshire sires and Elevate-tested females**. Female evaluations include an overall Robot+ score on a 100-point RBV scale, plus individual RBVs for Robot Behaviour and Milking Efficiency.

Robot+ also integrates with **myStrategy**, allowing producers to balance robotic performance with production, fertility, longevity, health, and profitability goals.

Talk to your EastGen representative and get ready to build the next generation of robot-ready cows with Robot+™ and Elevate®.

Call for EastGen Director Nominations

EastGen members in the following zones are invited to submit nominations for Directors for a three-year term. Early nomination forms will be mailed and posted at www.eastgen.ca this fall.

All nominations must be received prior to **Friday, October 30, 2026, at 5:00 p.m.**

Please note we will also be conducting Delegate and Alternate Delegate nominations / elections for the Zones (Sub-Zones) listed at right via mail.



- **Zone 3** - City of Ottawa (Carleton), Dundas, Stormont
- **Zone 6** - City of Kawartha Lakes (Victoria), Durham Region A (Ontario County and Ramara Township), Durham Region B (Durham County excluding Cavan Township), Peterborough (including Cavan Township), York, Halton, Peel
- **Zone 9** - Wellington, Waterloo
- **Zone 12** - Huron, Middlesex, Elgin, Essex-Kent, Lambton

August Proof Highlights

This proof round brought exciting new proven **Holstein** sires and continued gains from established favourites, adding depth, reliability, and genetic value to the EastGen lineup.

Progenesis Ambrose *RC EX-94 made his highly anticipated proven debut, delivering on months of breeder excitement. Backed by the renowned **Mystique** cow family, Ambrose combines +1189 Milk and +14 Conformation with outstanding dairy strength, mobility, rump structure, and wide, well-attached udders.

Westcoast Tarmac joins the proven lineup with +462 Milk, +85 Fat, +38 Protein, +12 Conformation, and +12 Mammary System. His strong production and exceptional type make him an attractive outcross for today's Lambda bloodlines.

Among our proven standouts, **Cookiecutter Larson** climbed to +1636 Milk, +110 Fat, and +66 Protein, while maintaining +8 Conformation. **Kings-Ransom Dropbox** advanced to +3652 GLPI and +9 Conformation, combining profitability, type, fertility, and longevity.

Mr Ernestanthony Havenofear continues to impress with +1209 Milk and +13 Conformation, delivering a strong protein-focused profile alongside fertility and functional type. **Claynook Cracker EX-91** remains a production powerhouse at +3765 GLPI, +864 Milk, +130 Fat, and +64 Protein.

Together, these sires deliver the balanced production, type, fertility, and functionality breeders need to make meaningful genetic progress.

Feeding the Human Spirit Leadership Award - In Honour of Dr. Tim Henshaw

Do you know a leader or mentor who inspires agricultural youth, gives generously to their community, and embodies the spirit of Dr. Tim Henshaw?

EastGen invites nominations from across Ontario and the Atlantic Provinces for the **2026 Feeding the Human Spirit Leadership Award**, recognizing individuals who demonstrate Tim's legacy of leadership, mentorship, education, communication and community commitment.

The recipient will receive a cash award from EastGen and a keepsake memento. Previous nominees are welcome to be resubmitted.



Ayrshire - Dalton genetics continue to make an impact. **Marilie Merino** is now the breed's #1 sire for positive Conformation, while **Laroc Crispers** delivers +14 Conformation and strong components. **Republique Marvin** leads Canada for Milk at +1906, with +3309 GPA LPI and +9 Conformation.

Brown Swiss - Gubelman **King Kong** gained across the board to +2288 GPA LPI, +622 Milk, +58 Fat, +49 Protein, and +6 Conformation. **Hilltop Acres Rokat Nitro** remains the lineup's type leader at +16 Conformation, while **Gubelman B Dionysus-P** leads for GPA LPI at +2436, with +1185 Milk, +67 Fat, and +65 Protein.

Jersey - Three new sires add diversity and performance. **Dulet Balboa-P** debuts at +586 Milk and +13 Conformation while adding polled genetics. **Unique Houdini** offers a balanced +2000 GPA LPI and +10 Conformation, while **Dutch Hollow Infinity** delivers +1399 Milk, +78 Fat, and +57 Protein.

Guernsey & Milking Shorthorn - **Knapps Briggston** debuts among Guernseys at +8 Conformation. **Camflat Magician** joins the Milking Shorthorn lineup with +1669 GPA LPI and +182 Milk.



Nominate someone today!

For more information: tara.reynolds@eastgen.ca or 226-332-2264.

**Nomination
Deadline:**

October 1, 2026



Welcome to the Team

We're excited to welcome **Mackenzie Thorne** to the EastGen team in **New Brunswick** as our new **Liquid Nitrogen Delivery Specialist**, reporting to Chris Peters, EastGen Liquid Nitrogen & Fleet Manager. Mackenzie joined EastGen on August 5th.



A graduate of Dalhousie University's Faculty of Agriculture, Mackenzie Thorne grew up on a small purebred cow-calf beef operation and brings a strong passion for the beef industry to her new role. She has been an active 4-H member for 16 years and is deeply involved in the beef cattle show community.

Don't Miss These Extended Specials!

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Buy a minimum of 20 Complete cSense Collar Neck Tags or eSense Ear Tags with any application and receive a 20% discount.

Until Sept. 30th

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Make the most of our BEEFUP hybrid options.

Purchase 20 doses and receive a free EastGen/BEEFUP pocket knife!

Until Dec. 31st



BactZyme Premium Blocks

Makes lagoon management easier with less odour and fewer plugging problems.

Special
September 1st-October 31st

Code	Product	Sale Price	Size
FP829	BactZyme Premium Block	615. ⁰⁰	pail
FP835	LED 9.5 Bulb - Warm	8. ⁰⁰	each
FP841	Light Bulb - Canarm LED 75 Watt	10. ⁰⁰	each



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LED Light Bulb

Offers energy savings, increased lifespan, and much brighter better-quality light.



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Limited-Time Offer & Bonus!**

Buy 50 doses of dairy/beef semen priced at \$50 or Higher for Conventional, and/or \$75 or Higher for Sexed semen and receive an EastGen windbreaker!

Until December 31, 2026

