



FOR IMMEDIATE RELEASE

EastGen Celebrates Phil MacLean's Induction into the Atlantic Agricultural Hall of Fame

Guelph, Ontario, September 25, 2026 — EastGen is proud to congratulate **Phil MacLean**, past EastGen Director and past President of Semex, on being named the **2026 Atlantic Agricultural Hall of Fame inductee for Newfoundland and Labrador**.

The honour recognizes a lifetime of leadership, innovation and service to Atlantic Canadian agriculture. From building a leading dairy operation in Newfoundland and Labrador to providing leadership at EastGen and Semex, MacLean has made significant contributions to dairy genetics, farm innovation and the future of Atlantic dairy farming.

“Phil’s impact reaches far beyond his own farm,” said Amanda Stokes, CEO of EastGen. “He has been a tremendous advocate for Atlantic dairy farmers and a dedicated leader within the cooperative genetics industry. His leadership at EastGen and Semex strengthened the connection between Atlantic producers and the broader Canadian and international dairy genetics community. We are delighted to see his contributions recognized with this well-deserved honour.”

From dairy farmer to industry leader

MacLean’s agricultural career began with hands-on experience in dairy operations in Nova Scotia and Ontario. After studying at Nova Scotia Agricultural College, he moved to Newfoundland in 1986 and, in 1987, he and his wife, Pauline Duivenvoorden, established Headline Holsteins with the purchase of their first two cows.

Over the following decades, Headline Holsteins grew into one of Newfoundland and Labrador’s most progressive dairy operations. The MacLeans invested in modern dairy infrastructure, animal care facilities, land and feed production, and adopted technologies including robotic milking and precision nutrient management.

By 2019, the operation had grown to approximately 450 milking cows and 450 replacement heifers, with the farm producing its own forage and corn silage. The MacLeans have also explored genetics and production systems suited to Newfoundland's climate, including a focus on an A2A2 herd.

Their work demonstrated what could be achieved through innovation, disciplined management and a long-term commitment to Atlantic dairy farming.

Leadership at EastGen and Semex

MacLean brought that practical farm experience to industry leadership, serving as an EastGen Director from 2016 to 2025. He was on the Board Executive and served as Vice President from 2019 to 2021. During his nine years on the Board, MacLean provided a strong Atlantic producer perspective as EastGen navigated changes in genetics, technology and producer services.

MacLean also played an important role in strengthening the Atlantic connection within the Semex partnership, including work associated with the integration of Nova Scotia Animal Breeders (NSAB). His efforts helped build a more unified Atlantic voice within the Canadian dairy genetics industry.

He served on the Semex Alliance Board from 2018 to 2024 and as President from 2021 to 2024. As President, MacLean provided leadership to a Canadian genetics organization with a global presence, championing research, genomics, international collaboration and innovation while maintaining a strong focus on the needs of dairy producers.

Strengthening Atlantic dairy

MacLean's industry leadership has also included service with the Dairy Farmers of Newfoundland and Labrador, Dairy Farmers of Canada and Central Dairies (Farmers Dairy Cooperative). He continues to contribute to the sector through the DFNL Industry Planning Committee and as a founding board member of the Newfoundland & Labrador Dairy Cooperative.

Beyond dairy, MacLean and Duivenvoorden have contributed to regional food security through their diversified agricultural enterprises, including Barn Fine Eggs, established in 2017, and a poultry operation. They also regularly welcome school groups, farm tours and community visitors to Headline Holsteins and support local food banks, agricultural events and community organizations.

A lasting contribution

MacLean's career reflects a commitment to moving Atlantic agriculture forward — as a dairy farmer, cooperative leader, genetics advocate and mentor.

His contributions to EastGen and Semex, combined with decades of innovation at Headline Holsteins and service to Atlantic dairy organizations, have helped strengthen the voice and profile of Atlantic Canadian dairy producers nationally and internationally.

EastGen extends its sincere congratulations to Phil MacLean on this well-deserved recognition and thanks him for his longstanding service to dairy producers and agriculture in Atlantic Canada.

About the Atlantic Agricultural Hall of Fame

Established in 1968, the Atlantic Agricultural Hall of Fame recognizes individuals who have made outstanding contributions to agriculture in Atlantic Canada at the local, national and international levels.

The 2026 inductees are:

- Nova Scotia: Earl R. Kidston, Class of 1969
- New Brunswick: Eloi Richard
- Prince Edward Island: J. Alan McIsaac
- Newfoundland and Labrador: Phil MacLean, Class of 1981

The 2026 induction ceremony will take place on Thursday, October 15, 2026, at 1:00 p.m. in the Alumni Theatre, Cumming Hall, on the Dalhousie Agricultural Campus.

For further information about EastGen or Phil MacLean's role with the company, contact:

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