2

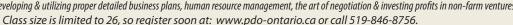
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#### 2012 Advanced Business Management Workshop

Organized by Progressive Dairy Operators & sponsored by CIBC & EastGen

March 21-23, 2012 • Nottawasaga Inn, Alliston, ON • Geared to dairy farmers aged 35+ who wish to learn more about debt management, developing & utilizing proper detailed business plans, human resource management, the art of negotiation & investing profits in non-farm ventures.





Interested in learning how to breed your own cows?

# EastGen A.I. School & Reproductive Training

- · Anatomy & Physiology
- Semen Handling
- Heat Detection & Tools
- Estrus Cycle & A.I. Equipment
- Hands-On Insemination Techniques
- 2-day program with followup support
- Cost based on group size

### Fees Include:

- · A.I. Manual
- DVD
- Professional In-Cow Training

For further details contact:

Karen Flewelling 1-888-821-2150



Manure digester & solar panels at Terryland Farms Inc.

## This issue

Reproduction & Breeding
Highlights from 2011 - Mark Carson

Feature Bull - Beaver Ray Mural

**Farm Product Special** 

**EastGen Youth Events - 2012 dates** 

**Upcoming Events** 

Next Proof Day
Dairy Genetic Evaluation
release - April 3, 2012

EastGen Annual General Meeting April 4, 2012 at Holiday Inn, Cambridge, ON

EastGen Challenges & Showcases
Details on page 4

#### EastGen

5653 Highway 6 N, RR#5 Guelph, ON N1H 6J2 Phone: 1-888-821-2150 Email: info@eastgen.ca www.eastgen.ca



# Heatime 2™ is Our Herd Manager

Tech savvy dairymen Terry & George Heinzle of Terryland Farms Inc., St. Eugene, ON, installed the *Heatime* 2<sup>™</sup> system in July 2011 for use in their 140-cow milking herd.

"Heatime 2™ helps us do a better job of herd management. It is simple, easy to understand, and straight forward. In the past we experienced the service of professional heat detection and tail chalking done by another company. Now, with **Heatime 2™** installed in the barn, we are more efficient in the area of reproduction. We save time, money and use less semen and hormones. On top of it, we detect metabolic disorders faster than before."

For information on how *Heatime 2*<sup>™</sup> can work for you, contact your *EastGen* rep.

# **Reproduction & Breeding**



# **Reproduction Highlights** from 2011

#### **Mark Carson**

EastGen Reproductive Specialist

CanWest DHI stats for 2011 on the repro-

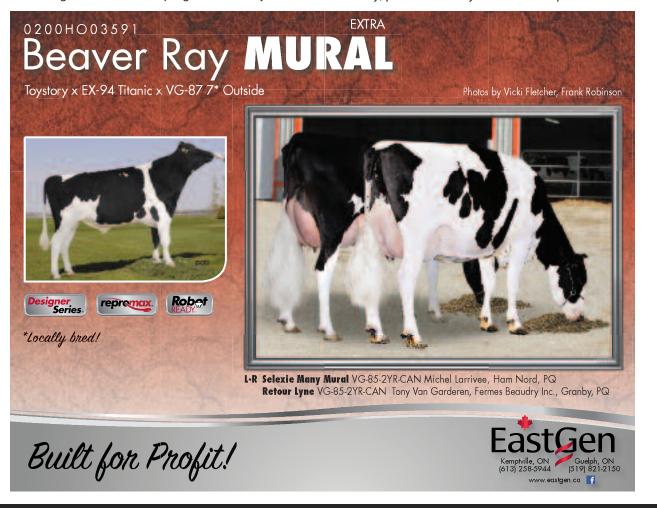
ductive performance of the Ontario herd have been released. The average pregnancy rate for cows in 2011 was above 20%.

cows eligible to become pregnant actually became ductively, please contact your EastGen representative.

pregnant over a given time frame. The normal time frame is 21 days - the length of one estrus cycle. With the insemination and conception rates both considered in this number, all attempts to improve the herd's reproductive performance are considered in this statistic.

The take home message from this is that pregnancy rate answers two important questions: are your cows getting bred, and are they getting pregnant from those breed-14%, showing that there is still a lot of room to improve ings? Basically, having a pregnancy rate of 20% means reproductively. The goal is to have a pregnancy rate that 20% of your open cows are getting pregnant every 21 days.

Pregnancy rate essentially measures the speed in which If you want to know how well your herd is doing repro-



# EastGen Annual County Zone Meetings

Meetings, which began in late November, are being held in traditional areas within all zones. Consult **EastGen's** website, or watch for a flyer distributed by your local EastGen representative for further details.



ZONE 1 -

**New Brunswick** 

March 19, 10:00 a.m. March 20, 10:00 a.m. The Riverside Resort & Conference Centre, Fredericton, NB. Fairway Inn, Sussex, NB.

**Prince Edward Island** 

March 21, 10:00 a.m.

Howard Johnson Dutch Inn, Cornwall, PEI.

# Farm Product Special

On sale March 1st to May 1st:

**Dairy Prep Wipes 900/Roll** \$37.00 each (reg. \$42.00) Dairy Prep Wipes 1100/Roll \$50.00 each (reg. \$55.00)

Order from your EastGen rep or call 1-800-265-4058.

# **Notice of Annual General Meeting** of Members of EastGen

Notice is hereby given that the Annual Meeting of the Members of **EastGen** will be held at the Holiday Inn, Cambridge, Ontario, on the 4th day of April, 2012 at the hour of 11:00 in the forenoon to:

- a) Receive the financial statements of **Gencor** for the period of January 1, 2011 to June 30, 2011;
- b) Receive the financial statements of Eastern Breeders Inc. (EBI) for the period of January 1, 2011 to June 30, 2011;
- c) Receive the financial statements of EastGen for the period of July 1, 2011 to December 31, 2011;
- d) Appoint auditors and authorize the directors to fix the remuneration of the auditors;
- e) Transact such further and other business as may properly be brought before the meeting or any adjournment thereof.

By order of the Board of Directors, Brian O'Connor, Secretary

Registration: 10:30 a.m.; Meeting 11:00 a.m. SHARP

# **Colossal Numbers...**

# ...Famous Cow Family



## **Mr Chassity Coloss-ET**

0200HO02759 USAM141007935 Observer x Shottle GPA LPI +3046 GPA Conformation +12

GTPI +2346 Net Merit \$750



"**Coloss** is an Observer son from arguably the greatest brood cow on the planet at the current time. His dam is the famous Chassity cow who is from the heart of the great Barbie cow family from Regancrest and completes 6 generations of Ex cows. He has great numbers in both Canada and the USA and will be a very popular mating sire in the months ahead!"

-- Brian Carscadden, Semex Sire Analyst



Dam of Coloss:

Regancrest S **Chassity-ET** (EX-92)