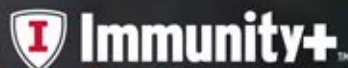


### HIGHER QUALITY COLOSTRUM WITH GENETICS

PROVEN RESULTS  
MORE ANTIBODIES  
HEALTHY START

Immunity+™ sired daughters have naturally higher colostrum quality than herd mates. Both in scientific trials and commercial herds, animals with higher immune responses have been shown to produce better quality colostrum, giving their calves the best head-start possible.



## From science to proven results



Mark Carson  
*Manager of  
Reproductive Solutions*

Five years ago, Immunity+ Disease Resistance Genetics started being marketed across the EastGen area. Immunity+ is based on decades of research from Dr. Bonnie Mallard from the University of Guelph. Dr. Mallard's research discovered a way to identify sires that were high immune responders (HIR), that have a high heritability to transmit to their

offspring. Cows with high immune responses have been found to be disease resistant, have better quality colostrum, and have greater response to vaccinations.

We're now seeing the exciting results on farms in the EastGen area, with milking daughters hitting the pipeline. Analyzing the results from on-farm Dairy Comp 305 records, Immunity+ daughters are living up to the expectation of being healthier and more robust cows. An analysis was done on nine herds with a total of 1300 cows. Two highlights from this data analysis included a reduction in Mastitis

# THE BEST WAY TO FIGHT DISEASE



"The two years it takes to get to lactation is a long time to keep calves healthy and protected from harsh winters and environmental conditions, which is why using Immunity+™ sires is very attractive to us. Having strong, healthy calves that will grow faster will result in labour efficiencies and less antibiotics. We like the idea that Immunity+ calves will have less disease giving us the potential to shave time from first breeding in healthy heifers.

Immunity+ bulls that fit our genetic requirement is a win-win for us. We'll continue to use Immunity+ sires to reach our genetic potential and have a positive influence on our bottom line."

*Tyler Kuntz, Owner, Ikendale Farms Ltd.  
330 milking cows, Walkerton, Ontario,  
Canada*



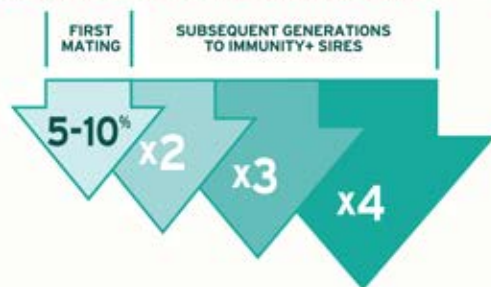
*Continued from page 1...*

**From science to proven results** and Metritis. Immunity+ sired daughters were 49% less likely to develop Mastitis during lactation in this group of cows. For Metritis, Immunity+ daughters were 43% less likely to develop a uterine infection.

Another dataset collected in the EastGen area, looking at 2400 heifers found reductions in Mortality and Pneumonia. Immunity+ daughter mortality was 37% better than non-Immunity+ heifers. For Pneumonia in this dataset, Immunity+ daughters had 15% less cases of the disease.

The more results we see on dairy herds across the EastGen region from Immunity+, the more we realize this technology is a must for all dairy herd breeding programs. If you have questions about Immunity+ and how it can fit into your herd's breeding program, please ask your local EastGen Representative.

## BREEDING TO AN IMMUNITY+ SIRE



### **Proven Immunity+ Sires**

Stantons **CAPITAL GAIN**

Val-Bisson **DOORMAN**

Monument **IMPRESSION**

Amighetti **NUMERO UNO**

Croteau Lesperron **UNIX**

### **Sexed Immunity+ (Genomax)**

Morsan **CARGO**

De-Su **GALAPAGOS**

+7 more Genomax sires  
(carried day-to-day)

*Ask your EastGen representative about our growing line-up of Immunity+ sires and start improving your herd's health today!*





# #invested in the future

Registration is now open for EastGen's 2017 youth events. Online registration and participant packages at [www.eastgen.ca](http://www.eastgen.ca)

EastGen Showcase July 3 - 4, 2017, Spencerville Fairgrounds

EastGen Challenge - West, July 6 - 7, 2017, Stratford Fairgrounds

EastGen Challenge - East, July 13 - 14, 2017, Markham Fairgrounds

EastGen Atlantic Showcase, July 14 - 16, 2017, Truro, Nova Scotia



## Moocall

connecting you to your animals



The Moocall calving sensor monitors your cows contractions and sends you a notification one hour before she is due to calve.

- New 'world first' technology for farming.
- Works in low network coverage areas.
- 30 day fully rechargeable battery.
- Connects to two cell phones of your choice.
- After calving, move to the next cow.
- One sensor per 30 cows on average.
- 12 months service included with purchase.
- After 12 months an annual service charge will apply. This covers network connection, unlimited SMS notifications, software and support.



# Immunity+™

## DISEASE RESISTANT GENETICS



**Croteau Lesperron**

# UNIX

0200HO03913 NUMERO UNO x DOMAIN



IMMUNITY+

CALVING EASE

HEALTH

**#1 CONFORMATION AT +17**  
**+17 MAMMARY SYSTEM**  
**GLPI +3015**

GEV 17\*APR

**SEMEX®**



[www.eastgen.ca](http://www.eastgen.ca)

Claynook Delphine Unix VG-85-2YR-CAN

Claynook Dinah Unix VG-85-2YR-CAN

Claynook Divinity Unix VG-85-2YR-CAN



Elm Bend Mars VG-86-2YR-CAN