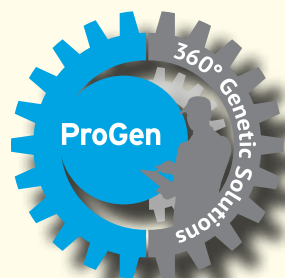




ProGen: Use and customize it to reach your goals

Mark Carson, Manager of Reproductive Solutions



ProGen

Mate your herd with the industry's leading mating program.

Following your ProGen report has never been more important for your herd to achieve its genetic and herd management goals.

In the last decade through genomics and better on-farm data collection, we have a greater knowledge of how different genetic combinations interact with each other. From this, we've been able to better detect Haplotypes and other genetic recessive conditions that can affect conception and performance of the offspring. As the industry continues to build a better understanding of the bovine genome, there will likely be more of these conditions found, which will make it hard to eliminate completely.

All AI sires are tested for these conditions and the results are published. Unless tested, the true status of the cows in your herd is unknown. Managing Haplotypes and genetic recessive conditions can only be effectively done through the use of a mating program that takes the risk of having these conditions into account. EastGen's ProGen mating program does this by calculating the potential risk in each female's pedigree. An ideal mating is then generated that reduces the risk of these unwanted traits.

If you're not using a mating report as a part of your breeding decision making process, it's time to talk to your EastGen Representative. EastGen can help you customize your ProGen report to get the sire selection you want, and help you achieve your genetic and herd performance goals in a more timely fashion.

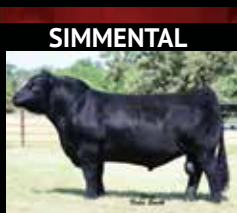
EastGen leads the bovine industry with unmatched genetic innovation, leading-edge technology and advanced reproductive solutions.



ANGUS



UNANIMOUS

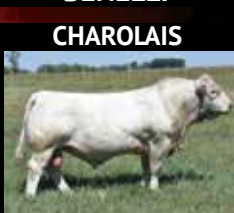


ICON

RED ANGUS



BENELLI



ROUNDUP

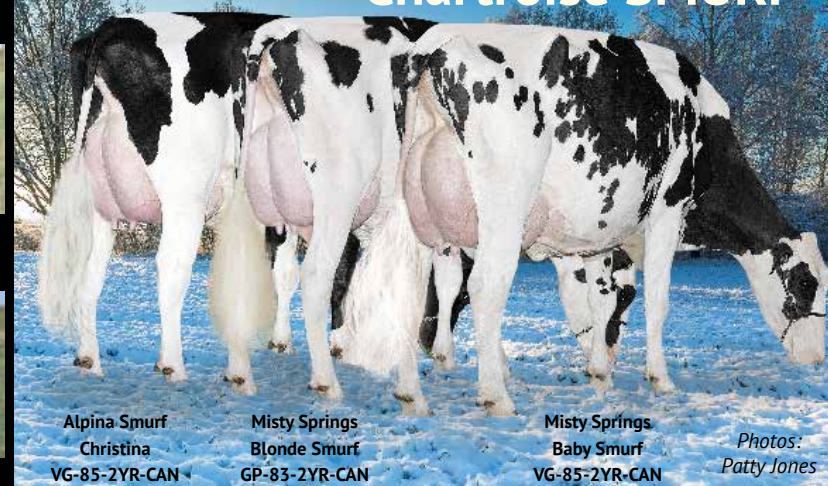
The 2016 Semex Beef Management Handbook is now available. EastGen provides genetics for every type of beef farm – whether striving for top management, high production, superior conformation or all of these. To request a copy of this year's handbook and EastGen's Day to Day Sire Line-up contact christa.ormiston@eastgen.ca



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Guelph, Ontario N1H 6J1
1.888.821.2150
email: info@eastgen.ca
www.eastgen.ca



Chartroise SMURF



Alpina Smurf
Christina
VG-85-2YR-CAN

Misty Springs
Blonde Smurf
GP-83-2YR-CAN

Misty Springs
Baby Smurf
VG-85-2YR-CAN

Photos:
Patty Jones

HOLSTEIN PROOF UPDATE

The third and final proof round of 2015 brought with it two newly proven sires which are destined to be very popular additions to our EastGen Holstein line-up. The first, **Chartroise Smurf**, is Canada's highest newly proven sire debuting with an impressive +3068 GLPI and \$2213 Pro\$ (ranked #4 for both national indexes).

Our first Snowman returned to service, **Smurf** stems from a Planet from a VG-88 2* Lou, a VG-87-2YR 5* Goldwyn, the well-known VG-87 8* "Durham Sherry" and then the renowned "Splendor". For pedigrees in need of a shot of milk, Smurf will be an obvious choice with +2506 for Milk and an impressive +143 for combined Fat and Protein. **Smurf's** udders will be shallow (8 Shallow) with strongly attached Fore Attachments (+10), and high and wide rear udders (+11 Rear Attachment Height, +16 Rear Attachment Width).

In fact, there are only four proven sires in Canada over 2,000 for Milk and +12 for Type including his sire (Snowman), **OCD Stargazer**, the newly proven **Sully Hart Meridian** from August and now **Smurf** with +13 Conformation - the highest of them all! Their Feet & Legs are made to last in any type of dairy environment with outstanding Heel Depth (+13) and RLRV (+13).

Update January 2016

This Issue:

County zone meeting schedule

Leading Genomax™ Sires

New farm product: Colostrum

ProGen: Use and customize it to reach your goals

Upcoming Events:

DAIRY EDGE 2016

A management-focused competition for dairy youth aged 19-30.

Dates: February 11 & 12, 2016

Location: Guelph & surrounding area

Entries limited - contact

christa.ormiston@eastgen.ca by

February 1, 2016 or call Christa

Ormiston at 1-888-821-2150 x252 for further information.

2016 COUNTY ZONE MEETINGS

PRINCE EDWARD - Zone 5

Wed. Jan. 20, 2016, 10:30 a.m.

Bethany CRC, Bloomfield, ON

In conjunction with Holstein Club

NORTHUMBERLAND, HASTINGS, LENNOX & ADDINGTON - Zone 5

Thurs. Jan. 21, 2016, 10:30 a.m.

Farm of Doug & Steven Spencer, Springbrook, ON

Continued on Page 2. For full location addresses and a full listing of meetings visit www.eastgen.ca

2016 COUNTY ZONE MEETINGS

PETERBOROUGH, DURHAM (A&B), CITY OF KAWARTHA LAKES - Zone 6

Fri. Jan. 22, 2016, 11:00 a.m.
Millen Farms, Farm of Jason & Ron
Millen, Omemee, ON

CARLETON - Zone 3/RUSSELL - Zone 2

Tues. Jan. 26, 2016, 10:30 a.m.
Farm of Fraser Family,
Carlmar Holsteins, Richmond, ON

WATERLOO - Zone 9

Wed. Jan. 27, 2016, 10:30 a.m.
Conoriver Holsteins Inc.,
Farm of Amsey Steckley, Waterloo, ON

WELLINGTON - Zone 9

Fri. Jan. 29 2016, 10:30 a.m.
Farm of Nelson Weber, Wallenstein, ON

SIMCOE - Zone 7/DUFFERIN - Zone 8/ YORK, HALTON, PEEL - Zone 6

Thurs. Feb. 4, 2016, 11:00 a.m.
Downey Farm Ltd., Sean & Trish
Downey, Alliston, ON
*Delegate and Alternate delegate elections
for Zone 7 only

NEW BRUNSWICK, NACKAWIC - Zone 1

Tues. Feb. 9, 2016, 10:30 a.m.
Nackawic Lions Club Community
Centre, Nackawic, NB
*Delegate and Alternate delegate elections

NEW BRUNSWICK, SUSSEX - Zone 1

Wed. Feb. 10, 2016, 10:30 a.m.
All Seasons Inn & Restaurant,
Sussex, NB
*Delegate and Alternate delegate elections

P.E.I., HUNTER RIVER - Zone 1

Thurs. Feb. 11, 2016, 10:30 a.m.
Hunter River Community Centre,
Hunter, PEI
*Delegate and Alternate delegate elections

BRUCE, DUFFERIN, GREY - Zone 8

Fri. Feb. 12, 2016, 11:00 a.m.
Holmdale Holsteins, Farm of
Todd Holm, Elmwood, ON

Dymentholm S SYMPATICO



Breeders can also expect **Smurf** to be a great improver of Rumps (+10) which will display wide Pin Width (+11) and correct Pin Set (+9).

Designated as a Repromax™ sire, **Smurf** is going to be a stopper for sure with a Semen Fertility of 63. He'll also be a great sire for use on heifers with a Calving Ability of 105. EastGen's Genetic Support Specialist Jim Biggar states that, "**Smurf**, who is from the Glen Drummond Splendors, makes an easy choice for breeders looking for strongly attached fore and rear udders. They are cows that will track straight on their legs when viewed from behind and will be hard-topped cattle with nice slope from hooks to pins. His Pro\$ rating is what the industry is looking for and with over 2500 kilos of Milk, **Smurf** will cross nicely on typical daughters of Dempsey, Seaver, Uno and Fever."

No less exciting is our second proven sire addition **Dymentholm S Sympatico**. Sympatico has something for everyone being designated **Repromax™**, **HealthSmart™**, **Calving Ease™**, **Robot Ready™** and as the image says, Sympatico is now Canada's #1 GLPI and #1 Pro\$ Red Carrier sire! The Snowman son **Sympatico** was bred to be great being from an EX 2* Planet, a VG-2YR Bolton and then the VG-87-2YR 11* "Goldwyn Secret" who was the 2011 International Red Cow of the Year and is backed by 8 generations of VG or EX dams from the "Splendors".

The **Sympatico** daughters are made for today's modern dairy operation being average statured cows with an open and angular rib structure (+8 Angularity). They are consistently correct in their rumps with strong loins (+5) and proper slope from hooks to pins (+9 Pin Set). Breeders can expect solid Milk production (+1421) and strong Fat deviations (+.15%). Udders will be shallow (1S) with pleasing height and width to their rear udders (+9 RAH, +12 RAW). With 110 Calving Ability, **Sympatico** is one of our best for use on heifers and they are made to last (108 Herd Life).

With +14 for Feet & Legs, **Sympatico** is among our very best. They will walk on a steep heel (+11), with refined bone throughout their legs (+7), and correct leg set from the side and rear (+5 SRL, +11 RLRV). The red carrier **Sympatico** should cross well on many of today's red genetics including the "Apple" bloodlines and on typical daughters of **Sid**, **Chelios**, **Impression** and **Fever**.

COLOSTRUM NOW AVAILABLE



FIRST START 100
MADE WITH TRUE BOVINE COLOSTRUM
A BASE DE COLOSTRUM BOVIN
100 gram IgG **REPLACER**
to mother's colostrum

FIRST START 50
MADE WITH TRUE BOVINE COLOSTRUM
A BASE DE COLOSTRUM BOVIN
50 gram IgG **SUPPLEMENT**
to mother's colostrum

- 100 & 50 gram bovine IgG available
- Made with true bovine colostrum
- Provides immune and nutritional support for both dairy and beef calves
- Used to increase passive transfer of IgG, reducing the risk of calfhood diseases
- Simple to mix and feed for easy delivery to calves
- CFIA approved

Genomax™ Additions

Robot Ready.



MORNINGVIEW UPRIGHT

GPA LPI 3398

Kingboy x Numero Uno x EX-92 Baxter x EX-93-2E
- Our first Kingboy son (by McCutchen) delivers extreme GPA LPI (EastGen's #1) & Robot Ready designation

Robot Ready.



GILLETTE CLEVELAND

GPA LPI 3248

Bombero x VG-85-2YR McCutchen x VG-86-2YR
- Early Bombero son (by Numero Uno) designated Robot Ready made for the modern dairyman

Immunity+
Disease Resistant Genetics



PROGENESIS NOVO

GPA LPI 3206

Doorman x VG-85-2YR Supersonic x VG-86-2YR 2*
- EastGen's #1 sire for Conformation (+19) & Mammary System (+18) with Impressive PTAT as well (3.30)