



Farm Products Delivered To Your Door

You can depend on your EastGen Representative to deliver the farm supplies and technical expertise you require to meet or exceed your specific goals.

At EastGen we are focused on developing long-lasting, profitable herds and lifelong partnerships. Part of that relationship is providing you access to a large offering of farm products delivered conveniently to your door through our extensive network.

We are pleased to offer a full line of quality products that include: udder care products; AI supplies; farm supplies; needles and syringes; halters; ET supplies plus a growing list of other supporting products. These products have been brought to the market to address the specific needs of our farmer-owners. We are accountable to farmers first.

When you partner with EastGen, you not only access the best-trained and most knowledgeable staff in the industry, we offer you the best solutions to serve you – the customer.

Ask us today how we can support your goals with our convenient farm product line.

We are invested in your future.

Follow us on Instagram

@eastgen_genetics



Special Fly Control Solutions!



On Special June 1 - August 1!

Mr. Sticky

- Effectively catches, controls & eliminates flies.
- Non-toxic, environmentally safe.
- No insecticides or pheromones.
- Constant cost-effective fly control.

Sticky Roll™ Deluxe Kit includes 1000 ft. of Sticky Roll fly tape, take-up reel, 3 pulleys, hand crank, mounting rails & all necessary hardware.
New 2500 foot roll now available!

Mr. Sticky Refills 1000ft Reg. \$48 **Now** \$43/roll
Mr. Sticky Kit 1000ft Reg. \$77 **Now** \$72/Kit
Mr. Sticky Refills 2500ft Reg. \$125 **Now** \$115/roll
Mr. Sticky Kit 2500ft Reg. \$150 **Now** \$140/Kit

FliesBeGone Fly Trap

Effective for 4-6 weeks with a range of 50-100 yards. **That's powerful!**

- No toxins, No poisons.
- No insecticides.
- Catches up to 20,000 flies and up to ten times faster than other traps.
- Maintenance free and completely disposable.
- Nothing to clean up!

Reg. \$15.50 **Now** \$12/each

EastGen



Effective Electronic Heat Detection – A Layman Technical Explanation

Excerpts taken from: Profitable Milk Blog, SCR

On its surface, electronic heat detection appears to be an easy proposition: all it needs to do is monitor an animal's movement. Once the animal displays an increase in activity obviously, she's in heat. All you need to do is breed her! Yet, accurate heat detection is much more complex in the real world.

Monitoring activity levels alone may still leave a few more subtler heats undetected. How the behavior is measured and where the sensor is placed on the animal play a factor in the accuracy obtained. In addition, accuracy can be improved by cross referencing other changes in animal behaviors to increase the probability of an accurate diagnosis.

Today, the majority of animal monitoring tags utilize accelerometers that monitor activity levels, intensity of movement and specific movements. This gives an accelerometer-based monitoring system a wider range of abilities to capture cow behavior more accurately than a tilt-switch based device.

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Update June 2018

Your exclusive invitation



Summer Event

Wednesday, August 1, 2018

10:45 a.m - 2:30 p.m.

Semex/EastGen Kemptville
595 County Road 44, Kemptville, ON

Special agenda:

- Bull viewing
- Reports from Ontario and Atlantic herds using Immunity+ genetics
- **Keynote Speaker - Jeremy Higgins,**
*Herd Manager, Riedstra Dairy Ltd,
Mendon, MI, 4000-cow dairy
using Immunity+*
- *Dr. Steven Larmer, Immunity+
science in action*
- **BBQ lunch**
- **Special gift provided to guests**

RSVP

RSVP total number attending from your farm to reserve your meal and special gift.

Contact:

Jenna Hedden at 1-888-821-2150
ext: 222 or email:
jenna.hedden@eastgen.ca

Effective Electronic Heat Detection
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The placement of the electronic sensor on the animal is paramount to obtaining more meaningful data on cow behavior.

Historically, leg mounted pedometers constituted the first attempt to measure activity levels, by counting the number of steps the animal is taking. However, an animal's leg only records the number of steps it is taking, which does not have a full scope on identifying true heats. The neck/head provide a few more meaningful behaviors, such as intensity of movement, eating time, rumination time and specific head movements, that will enhance our ability to heat detect.

SCR's industry leading animal monitoring system utilizes this additional behavior data to validate the "in heat" determination. If she is increasing her activity, reducing her eating time and displaying reduced rumination time, her probability of actually being in heat is substantially higher. Another level of behavior analysis can be applied to look at her last identified heat to assign a higher heat probability to cows that are in cycle (i.e. approximately 21 days since their last identified heat).

Since its humble beginnings in the late-1970's, automated heat detection has evolved to new highs with SCR ai24 now achieving over a 90% rate on a consistent basis. The combination of sophisticated sensors and an improved understanding of cow behavior has transformed automated animal monitoring into the reliable and valuable tool that it is today.

Semex
Solutions

SEMEXWORKS
OPTIMATE AVAILABLE NOW!
DAIRYTRACK
ELEVATE

OptiMate provides our clients with the ultimate user experience to tailor matings to their needs and genetic goals helping them make the best decisions for their success. This new and improved mating program, quickly and easily provides mating suggestions with complete forecasting of genetic progress.

It's an easy-to-use, touch-based tablet software designed for the dairyman to be involved in the mating experience. There's tight integration with SemexWorks™ to focus on breeding strategies and economic parameters that are important to your dairy operation. It's easy to manage inbreeding and haplotypes while maximizing genetic gain. In seconds, herd strategies are built, creating highly visual and easy-to-interpret reports. Matings can be done on either the LPI or TPI system.

EastGen prides itself on having the best trained, most knowledgeable staff in the dairy genetics industry. Add to that the best technology in the business and you have full access to Semex Solutions (formerly 360° Genetic Solutions).

EastGen Sales Representatives and Dairy Solutions staff can provide you with a suite of tools to assist you in making genetic decisions easier. Ask us for a consultation today!



THE ULTIMATE USER EXPERIENCE
WITH HIGH QUALITY VISUAL REPORTS

EASY to use, QUICK to mate
EFFORTLESS to access farm data
LIMITED TIME to manage
INTEGRATION with SemexWorks™
INTEGRATES genomic testing results



TAILOR MATINGS
TO DELIVER YOUR
NEEDS AND GOALS

INSTANT
RESULTS
WITH COMPLETE HERD
FORECASTING

MANAGE
INBREEDING
AND MAXIMIZE
GENETIC GAIN

