

EastGen

Update

September 2018

NEW

Elevate™

SIGN-UP TODAY



Elevate your genetics with our new industry leading genetic selection tool

At EastGen, we are committed to offering you the strongest genetic and reproductive consultation and technology services to elevate the health and profitability of your herd. EastGen's new **Elevate™** program gives you a tool to make confident mating and culling decisions on a whole-herd basis while gaining valuable genetic progress. This new **low-cost genomic testing program** is an easy to use paperless genomic test submission service developed for all producers. Seamless sample collecting helps manage your heifer strategy with official results linking to SemexWorks™ and OptiMate™. Available exclusively to Elevate clients, **Immunity female genomic testing** will be one of the most valuable investments you can make in your operation. With the cost of raising calves in today's dairy economy, it's all about having the "**Right number of the right ones.**"

New Elevate - Continued on page 2...

Dairy Edge 2018

October 18 & 19, Guelph

A management-focused competition for dairy youth aged 19-30. The competition encompasses education sessions from some of the industry's leading professionals. Participants spend two full day gaining life-long knowledge that will give them the tools to apply and make informed management decisions. **Visit www.eastgen.ca for more details**

Entries limited - contact christa.ormiston@eastgen.ca or call Christa Ormiston at 1-888-821-2150 x252 for further information.

Canada Strong.
Canadian Proud.

We support supply management for a strong Canadian dairy industry

EastGen is *your* producer-owned Canadian AI supplier.



Continued from page 1...

Genomic testing to make sound long-term decisions

Genomic testing has been available for almost a decade. On the sire selection side, the impact has been dramatic, helping to accelerate genetic gain twofold on some traits. But on the female side, the tool has been under utilized. There are many reasons why genomic testing was not used in the past, ranging from price of service, to paperwork and utilization of the data once it comes back from the lab. Genomic testing is now easier and cost effective with Elevate... [Ask your EastGen Rep. how to start using Elevate today!](#)



EXCLUSIVE TO EASTGEN - IMMUNITY FEMALE GENETICS

HOW ARE Immunity♀ GENOMIC VALUES CALCULATED?

Single-step methodology is used to combine genotypes and phenotypes of thousands of animals to estimate genomic values for Anti-body mediated and Cell-mediated Immune Response, the cornerstones of Semex's Immunity+™ designation for bulls. Incorporating all animals who have been tested for Immune response using the University of Guelph's patented High Immune Response™ test as a reference population, genomic values for any genotyped Holstein animal can now be calculated. Immune Response is highly heritable, and so genomic selection with a moderate size reference population is highly accurate. Animals who exceed 1 standard deviation above population mean are classified as High, and animals less than 1 standard deviation below the population mean are classified as Low.

WHAT IS THE IMPACT OF Immunity♀ ON FARM?

A number of large commercial herds were analyzed to assess the impact of female Immune Genomics on disease incidence. Mastitis, Lameness and Total disease frequency (any case of routinely recorded disease) were analyzed as the most prevalent and consistently well recorded traits



Table 1 - Disease Frequency by Immune Response Category

	MASTITIS	PERSISTENT MASTITIS	LAMENESS	TOTAL DISEASE
High	7.2%	0.5%	12.6%	18.5%
Average	8.7%	1.6%	22.6%	27.1%
Low	10.0%	2.4%	19.5%	27.0%

on farm. Disease frequencies are reflective of the average of the current population, which included some animals in early lactation. A model was fit to determine the effect of High Immune Genomic females compared to herd mates, after fixed effects for Herd, Age, and Parity. All traits investigated were found to be **significant** ($p < 0.05$) (Table 1). Semex will continue to validate the effect of Immune genomics in commercial herds as more and more animals are Genotyped with Elevate™, to ensure we are delivering a reliable herd health predictor.



Purchase mix and match bulls in the 30 for \$30 or 30 for \$35 promotion and receive 50% off your first 10 Elevate™ samples submitted (Value of \$155.00) plus... receive a new Elevate™ hat! With each additional 10 Elevate™ samples submitted, qualify to enter a draw for 10 doses of Sexed semen (*Maximum \$60.00 retail*) Offer expires December 4, 2018.

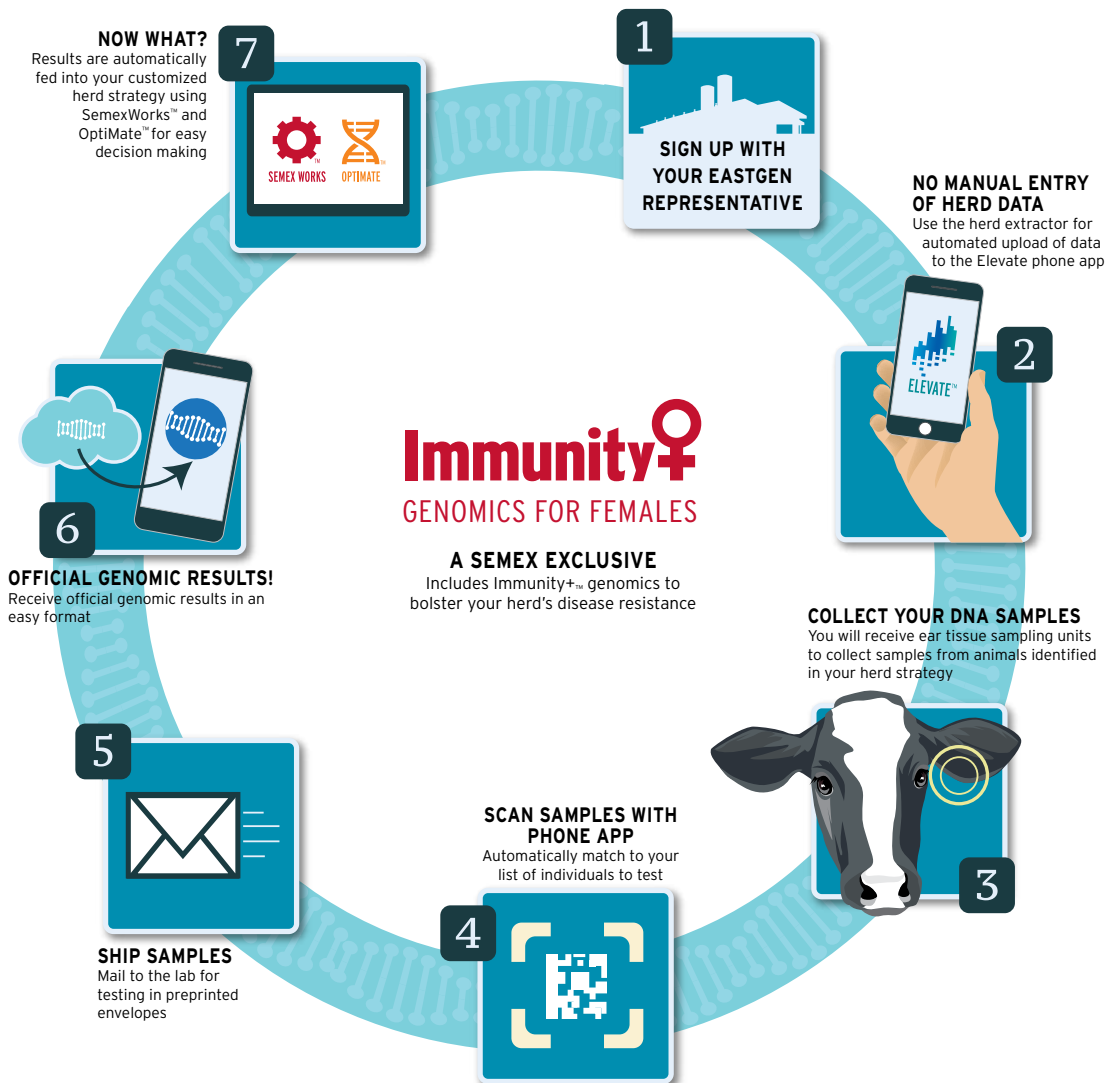
IT'S EASY AND CONVENIENT TO USE...

STEP BY STEP GUIDE TO USING ELEVATE ON YOUR FARM



ELEVATE™ YOUR GENETICS

Industry leading genetic selection tool!



Call for Director Nominations

EastGen members in the following zones are invited to submit nominations for Directors for a three year term. Early nomination forms will be mailed and posted at www.eastgen.ca this fall. All nominations must be submitted prior to **Friday, October 26, 2018 at 5:00 p.m.**

Zone 1 – Newfoundland-Labrador, PEI, New Brunswick

Zone 4 – Frontenac, Grenville, Lanark, Leeds, Renfrew

Zone 7 – Simcoe, Northern Ontario **

Zone 10 – Oxford, Region of Niagara, Brant, Haldimand, Norfolk, Wentworth

** The current director in Zone 7 (Robert Wright) is not eligible to re-run as he has completed the maximum term a director can represent the membership on the EastGen Board of Directors.



Take advantage of our

FALL SEMEN SPECIALS

Supporting our Canadian dairy industry & dairy farmers. EastGen is your producer owned A.I. supplier.

* Check your August '18 EastGen proof sheet for details

0200H010661	Stantons ADAGIO-P	\$38	} 20 for \$20
0200H003950	Richmond-FD EL BOMBERO	\$45	
0200H011062	Vogue NEVER AGAIN-PP *RDC	\$38	
0200H006635	Snowbiz LIVEWIRE	\$40	
0200H003829	JK Eder-I CONTROL	\$35	
0200H011066	Swissbec JACKPOT-PP RED	\$40	
0200H010075	Silvridge V WICKHAM	\$40	
0200H003895	Boldi VSG AIRINTAKE	\$38	
0200H002805	Chartrise SMURF	\$38	} 30 for \$30
0200H007450	Amighetti NUMERO UNO	\$38	
0200H007842	EBA GENTLE NEW	\$40	
0200H010757	Westcoast LIGHTHOUSE	\$50	
0200H010989	Claynook RUMMY	\$50	
0200H002942	Silvridge ALBUM	\$45	
0200H010363	Stantons HIGH OCTANE	\$50	
0200H007850	KH CINDERDOOR NEW	\$50	
0777H010875	Siemens OVERWING *RDC Sexed	\$45	} 30 for \$35
0777H010816	Progenesis MIDNIGHT Sexed	\$60	
0777H010668	View-Home CARDINALS Sexed	\$60	
0777H002942	Silvridge ALBUM Sexed	\$65	
0200H006480	Val-Bisson DOORMAN (limit of 5 doses)	\$58	

More than ever, with shrinking margins on-farm, producers are looking for trouble-free cows that produce large volumes of milk and components. EastGen's PROFIT PLU\$ line-up features sires that deliver these traits along with a high lifetime profitability and priced to suit your bottom line!



0200H010974
Ste Odile Electric
 Fedex x Supershot



0200H010909
Progenesis Keystone
 Detour x Supershot



0200H011056
Claynook Fairview
 Duke x Silver

	Pro\$	GPA LPI	Conf.	GTPI	Milk	Fat	%	Protein	%	Mammary	Herd Life
Ste Odile Electric	2954	3365	+8	2798	2260	98	.12	78	.02	7	110
Progenesis Keystone	2852	3371	+6	2678	1933	90	.16	84	.18	9	111
Claynook Fairview	2785	3295	+8	2687	2455	96	.00	82	.01	9	105