

EastGen

Update
May 2019

CRUSH DISEASE
SAVE MONEY EVERY DAY



With no genetic sacrifices make the decision to crush disease with Immunity+!

We know you're facing surmounting pressure economically to reduce costs, and socially to reduce antibiotic use. And, we now are offering the best solution to help you 'Crush Disease' once and for all!

"Despite all of the improvements made with dairy animal husbandry there continues to be health performance challenges. When all else is equal, the thing that's going to differ between two cows on your dairy is, 'How strong is their immune system? How able are they going to be to respond to that disease challenge?' Because no matter how well-managed a dairy is, every cow is going to encounter both bacterial and viral pathogens almost every day," says Dr. Steven Larmer, Semex Geneticist & Business Analyst.

In 2012 we launched Immunity+® bulls, an industry first, dramatically changing the way dairymen developed breeding strategies and managed herd health. Easy to use, Immunity is highly heritable, with Immune Response being 30%, well above other individual health traits. The results confirmed this new breeding strategy, and a study of Semex sired animals from 35 commercial dairies in

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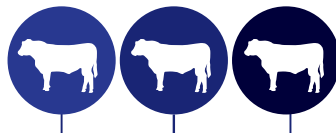
ADDING PROFITABILITY TO DAIRIES WITH BEEF-ON-DAIRY CROSS

- Increased profits from crossbred calves
- Increased genetic value of dairy herd
- Reduced farm labour and vet costs with easy calvings

AVAILABLE NOW!



Angus PowerMix™



**SUPERIOR FERTILITY
AND EASY CALVING**

PowerMix™ is heterospermic semen which contains the semen of three different Angus sires in one straw and this combination is proven to improve conception rates.

CRUSH DISEASE



2017 showed improvements in a number of areas on about 30,000 cows and 75,000 heifers tested. The reductions were seen in eight health incidences, with the most significant being a 20% reduction in mortality and 17% reduction in persistent mastitis. The improvements in immune response would have resulted in \$7,233 savings for herds milking 100 cows during one lactation period. But, we didn't stop there!

We put genomics to work, fighting herd health, and with the advent of genomic evaluations for Immune Response, we are now able to identify cows in the herd that resist disease through our Elevate™ female genomic testing platform. By looking at genomically tested cows, instead

of simply using the sire status, we can see that those females with a stronger immune system resist disease even better.

In fact, these High Immune response cows have 30% less disease than their herdmates, that are either average or low immune response. And, the only way to get more high immune response animals in your herd is to utilize Immunity+® sires.

We're proud to present 263 options with our Immunity+® lineup including:

- 95 progeny proven Holstein sires
- 111 Genomax™ Holstein sires
- 48 Jersey sires
- 9 Ayrshire sires

REGISTER NOW

**EastGen
Showcase**

**EastGen
Challenge**



www.eastgen.ca



Youth Programs

EastGen Challenge - West
Stratford, ON: July 4-5, 2019

EastGen Showcase
Spencerville, ON: July 8-9, 2019

EastGen Challenge - East
Markham, ON: July 11-12, 2019

EastGen Atlantic Showcase
Truro, NS: July 12-14, 2019

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Boldi V Aptitude

DAVINCI x EPIC x MAN-O-MAN

NEW!



Locally-bred Boldi V Aptitude has added enough milking daughters to receive his first official Canadian proof debuting as the #8 GLPI sire. Aptitude, who is sired by the Mogul son Davinci, stems from the VG-85-2YR-Old 4* full sister to our Superior Type sire Boldi VSG Airintake. Aptitude is expected to offer sound Milk improvement (+892 kg), high components (+71 Fat +0.32%; +56 Protein +0.22%) and double-digit Conformation (+12). He can be used as a Mammary System specialist (+12 Overall, 13S Udder Depth, +14 Fore Attachment, +10 Rear Attachment Height) that will have Feet & Legs suited for any environment (+8 Overall, +7 Heel, +7 RLRV, 104 Hoof Health).

LEFT TO RIGHT: SPENCROFT APTITUDE LUCIBOMB, VG-85-2YR-CAN
FIELDHOLME APTITUDE ALEXIS, VG-85-2YR-CAN



CRUSH DISEASE

Broad-based defense against most viral and bacterial pathogens naturally.



ROBOTREADY



CALVING EASE

+3287 GLPI

\$2113 PRO\$

+12 CONFORMATION

+12 MAMMARY SYSTEM

+8 FEET & LEGS

Science Driven.

Fertility FIRST

Results Focused.



Immunity♀

**BOLSTER YOUR
HERD'S DISEASE
RESISTANCE**

Elevate™ gives you fast, easy access to vital female genomic information that increases genetic gain, corrects parentage errors, manages inbreeding and helps you make confident mating decisions for valuable genetic progress.

Available NOW from your EastGen Representative. Ask today...

INTRODUCING **SYNERGY**

**Chlorine Dioxide Teat Antiseptic
for use in dairy cattle**

NEW

- Health Canada approved for pre and post milking use
- Highly efficacious against Mastitis causing pathogens
- Contains Humectants and AHA for skin health and Hyperkeratosis reduction
- Suitable for use in Organic Certified operations
- Breaks down into environmentally safe materials
- Thixotropic design helps keep product on teats for improved bactericidal and skin conditioning efficacy
- Colour indicator ensures proper mixing

Pricing: 18.9 Litre \$220.00 + tax
55 Litre Drum \$575.00 + tax

