

JUNE
2021

Update



Exciting July 2021 Event For Youth

EastGen Announces Virtual Beef and Dairy Competition For Youth from Ontario and Atlantic Provinces

Accepting the reality that EastGen's four traditional youth events could not be safely held this summer, we've pivoted to create the *EastGen Youth Ag-Stravaganza*. This exciting virtual event for beef and dairy 4-Hers will be held July 6th and 7th.

Details are being finalized for this free event, to be held over two successive evenings. The four components of the competition are: 1) TikTok-style video entries; 2) a recorded speech submission; 3) judging of dairy and beef classes; and 4) completion of a written quiz.

Pre-event how-to sessions, educational presentations from experts in their field, celebrity judges, and a plethora of prizes will entice and reward participants. In addition, all youth who successfully complete the competition will receive, via courier, their own swag box chock full of surprises. A live announcement of the winners will take place later in July, and will include a reveal of the top teams and the first time-ever grand champion competitor over all five provinces.

The *EastGen Youth Ag-Stravaganza* was created with the following goals in mind:

- Support agricultural youth by providing educational and competitive activities.
- Connect beef and dairy enthusiasts in the same fun event.
- Create a safe venue for 4-Hers to develop their future-ready skills while embracing virtual opportunities and technology.
- Bridge the distance for EastGen's first-ever interprovincial event.

"Even during these trying times, EastGen is dedicated to the future of our industry, with an unparalleled commitment to youth programs," said Brian O'Connor, EastGen General Manager. "We are excited that *Ag-Stravaganza* will provide a rewarding, challenging learning experience for our future dairy and beef agriculturalists in five provinces."

The *Ag-Stravaganza* is open to the traditional age group for EastGen events - 4-H beef and dairy club members aged 14-21 as of January 1, 2021, from the provinces of Ontario, New Brunswick, Nova Scotia, Prince Edward Island, and Newfoundland.



The safety of youth, their families and staff remain at the forefront of EastGen's thoughts. The company looks forward to resuming traditional EastGen Challenge and Showcase competitions after the COVID-19 pandemic no longer prevents the organization of large gatherings.

Stay tuned to our social media channels and www.eastgen.ca for further announcements that are sure to keep the excitement building. Additional details will be also conveyed to 4-H organizations and leaders in cooperation with their provincial 4-H organizations, and available on AssistExpo upon registration.

Participants must pre-register via the following link:

<https://www.assistexpo.ca/eastgen-2021>

Registration Opens: Tuesday, June 1st

(and acceptance of TikTok-style video entries begins via AssistExpo)

Registration Closes: Tuesday, June 22nd @ 8:00 p.m. EST

Farm Products Are Available Through Our Online Store



One of the fastest growing parts of our business is farm products because they enhance producer profitability and are conveniently purchased from our trucks. We continue to focus on developing long-lasting, profitable herds and lifelong partnerships with our customers. To further enhance these partnerships, we are also offering farm products through an online store. This service is an added convenience option in addition to our extensive staff delivery network.

- ✓ Purchase EastGen farm products with your phone, tablet or computer
- ✓ Bill your EastGen account or use a credit card for purchases
- ✓ Choose simple delivery through our EastGen sales network or Purolator

Great News! As an EastGen customer, you already have an on-line store account.

First time users, the "Email" to login will be your EastGen account ID followed by @eastgen.ca For example: **if your EastGen Account ID is 42532423 use the following as your "Email": 42532423@eastgen.ca**

The "Password" will be your postal code (with no spaces, all capitals) followed by your account ID:
For example: **if your postal code is K2H 8W8 and EastGen Account ID is 42532423 use the following as your "Password" K2H8W842532423**

EastGen

Special

Order with ease, via our online store:
<https://store.eastgen.ca/>

ON SPECIAL
June 1 - July 31st

Kamar[®] Heat Detector

Take the guesswork out of heat detection!

Sale \$

Kamar Kits 25/pkg (glue included)	#701	Regular \$50	\$45 /pkg
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Estrotect[™] Heat Detector

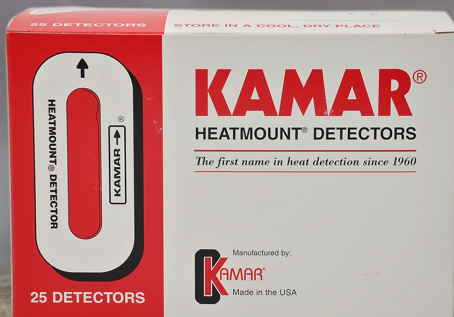
Sale \$

Estrotect 50/pkg	#868	Regular \$84	\$78 /pkg
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FliesBeGone

FliesBeGone Fly Trap | #495 | Reg. \$17 | **SALE \$15 each**



Contact your EastGen Rep for more information! www.eastgen.ca

PRODUCTS

ai24

EastGen



RYAN DEVRIES
TOYESHILL FARM,
WILLIAMSBURG, ON
- uses ai24 as an extra set of eyes

"Having ai24 is an extra set of eyes in the barn. We are not having to spend the time we don't have in the heifer barn. In the spring months when we are busy, we can rush through our chores and not worry that we need to spend extra time trying to detect heats in the heifers. We are now catching heats easily and have more confidence in our breeding window. The system is user-friendly and easy to navigate. I am able to use the phone App when I'm busy in the tractor or away from the farm. Having all the information in the ai24 system reduces paperwork, makes it quick and easy to register calves, search breedings and use uploaded mating reports." -- Ryan Devries

Contact your EastGen rep., email info@eastgen.ca, or call Cody Schinkel at 519-837-5957 for further information about putting ai24 to work for you!

Welcome



Maggie-Jo Hickson
2021 EastGen Marketing
& Communications Intern

We're pleased to introduce you to EastGen's summer 2021 intern, Maggie-Jo Hickson, who joined us on May 3rd.

Maggie-Jo has grown up on her family's dairy farm in Oakwood, ON, where they also keep a herd of Hereford cattle. This fall she will be entering her third year at the University of Guelph studying Agricultural Science, majoring in Honours Agriculture.

Her ongoing involvement in a wide variety of 4-H clubs and events since 2011 has provided her with many additional learning opportunities to expand on her experiences in the agricultural sector. Aside from 4-H, Maggie-Jo is the Vice-President of the Ontario Junior Hereford Association, as well as Vice-President of the Ontario Agriculture College Beef-Science Club. She has been able to gain experience in marketing and communications during her time with the Lindsay Exhibition and International Plowing Match & Rural Expo, as well as through involvement in the Student Federation of the Ontario Agriculture College as their Public Relations Representative.

New photo of
ALCOVE
taken May 2021
at 4 years of age!!

April 2021 debut:
✓ #1 GMACE LPI +3813
✓ #1 GMACE Pro\$ \$3711!
A2A2
Fertility First™

A2A2

0200HO11000
WESTCOAST



Alcove

EastGen
DUKE x MVP x EPIO



UNIX & SON!

Croteau Lesperron

Unix



EX-96-ST

0200H003913

Numero Uno x Domain

Recognized worldwide as a one of the breed's great ones, Immunity+® star Croteau Lesperron UNIX, has gained respect through his beautiful daughters. They're the stuff real cows are made of - built to perform and breed on in your herd.



Photo: Holly McFarlane

Claynook

Dealmaker



0200H010411 Unix x Hunter

We know Unix is the real deal when it comes to his daughters. Now his son 0200H010411 Claynook DEALMAKER is already delivering solid production and high fat deviations. Dealmaker is also the #1 proven Mammary System Immunity+® sire in the world at +15!!!

+3155 GLPI

\$1920 PRO\$

+998 MILK

+52 FAT +.12%

+24 PROTEIN -.08%

+13 CONFORMATION

+15 MAMMARY SYSTEM

106 HOOF HEALTH

GEBV 21* APR



+2878 GLPI
\$1226 PRO\$
+662 MILK
+18 FAT -.06%
+16 PROTEIN -.05%
+9 CONFORMATION
+10 MAMMARY SYSTEM
107 HOOF HEALTH
GEBV 21* APR



P-O Lehoux

1st EX Dealmaker dau.: Lehoux Dealmaker Ralie EX-90-4YR-CAN,
Owned by: B. Lehoux & Fils Inc., St. Elzear, QC