

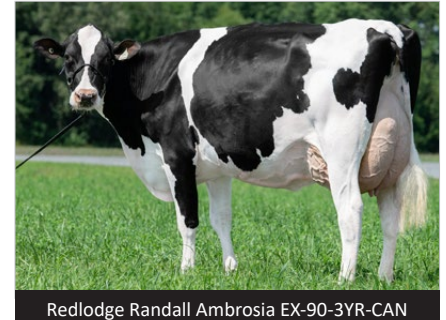
As we enter into the fall harvest season, dairy farmers prepare to reap the rewards of their work and perseverance. The same happens with our genetics industry, only we harvest our results in the form of new sires at proof time. It is accurate and fair to say with this most recent August proof round, our harvest was huge. We had an absolute bumper crop of generational proven sires and we have added an expansive list of new elite genomic, sexed, and Immunity+™ sires for our breeders.

We will start with Canada's new #1 GLPI, #1 Pro\$, #1 Fat and #1 Combined F&P sire **Westcoast Alcove**. **Alcove** gained enough daughters in production (now at 377) to gain official proven status this proof round. The result is that he is in a league of his own with +2524 Milk, +148 Fat, +245 Combined F&P, and a +10 for Conformation. The **A2A2** designated **Alcove**, by Duke, is extraordinary for production potential, but he is also unique in his ability to add strong capacious frames (+13 Dairy Strength, +10 Chest Width) and Calving Ability (103). Their udders will be well attached with especially wide Rear Attachment Width (+11) and daughters will have great feet (+7 Heel Depth) and correct slope from hooks to pins (6L). **Alcove** will be available both as conventional semen and sexed **Day-To-Day**.

Our next addition is the long anticipated and talked about **OH-River-SYC Crushabull**. **Crushabull**, by Crush, is an impressive bull who stems from a VG-87 Mogul, followed by 8 generations of EX dams from the world-famous "**Barbie**" family. He was bred to be great, expected to be great, and he certainly lives up to his billing. **Crushabull** debuts with +2998 GMACE LPI, +540 Milk, and early +14 for Conformation. We say early because since the proof cutoff, **Crushabull** has more than doubled his classified daughters and he now stands at 98% GP or better on 96 daughters! Although he will best be used on daughters with adequate component deviations, breeders can expect shallow,

incredibly attached udders (75 Udder Depth, +14 Fore Attachment, +12 Rear Attachment Height), ideal Feet & Legs (+14), dairy and open frames (+13 Dairy Capacity), and an abundance of eye-catching style.

Our third addition has taken some time to be able to make available **Day-To-Day**, but **Westcoast Randall** is well worth the wait. Inventory was always an issue, but we now are able to reintroduce the well-bred **Randall** to our proof sheet. Sired by Loptimum, his dam



is an EX Numero Uno from an EX Robust out of 8 more generations of VG or EX dams belonging to arguably one of the most renowned breeding families in the World, the "**Dellia**" family. **Randall** is +3322 GLPI, \$2607 Pro\$, +1822 Milk, +59 Fat, +58 Protein, and a pleasing +11 for Conformation. With over 1,000 daughters in milk, very few sires will be able to offer his Reliability, outstanding Milk and Type, and Health & Fertility trait profile (533 H&F Index). As an added note, **Randall** is ideal to use on heifers with a Calving Ability of 106 (one of our very best)!

Other Proven Highlights: **Walnutlawn Sidekick** is still Canada's #1 Conformation sire with +17 Overall. There is no sire that has his level of type combined with Mammary System (+14), Dairy Strength (+13) and Rump (+10). He is the **best of the best** and he will also be available in our **30 for \$30 special**. His popular son **Alongside** is now on our **Day-To-Day Sexed** list. His son, **Milano**, will



be available in our **30 for \$25** special while his son **Sideroad** will be available sexed **Pre-Purchase Only**. **Boldi V Gymnast** held for type while gaining substantially for GLPI, Pro\$ and Milk to +2109! Our #1 used sire in 2021, **Melarry Fuel**, gained two for type to +12 with the addition of close to 600 classified daughters. There is still no sire with **Fuel's** level of Milk (+2044) and his type! We should remember that the total package **Fuel** comes by his success quite honestly stemming from 5 high-producing EX direct dams. The popular **Immunity+™** and **Robot Ready™ Boldi V Aptitude** held for type with +12, is still a great source for component rich milk (0.24% Fat, 0.17% Protein), and is available in our **30 for \$25 Special**. With milking daughters now starting their second lactations, **Stantons Ateam** again saw gains for Milk (+2001) and combined Fat & Protein (+163). The **A2A2** designated **Ateam**, our #2 used sire in 2021, is sure to be a big draw in our **20 for \$20 Special!**

Beef Profit Program

4 Breeding strategies to meet the market demands

Ask your calf buyer what they are looking for... Pick from the genetic categories below to customize your program to meet the needs of your buyer.

1 Angus Profit Booster <ul style="list-style-type: none"> Thick, visually appealing calves Exceptional carcass traits Predominantly black and polled Moderate birth weight <p>\$28 retail</p>	2 Angus Powermix <ul style="list-style-type: none"> Industry leading fertility Small birth weight - ideal for heifers Predominantly black & polled Limited Supply <p>\$28 retail</p>
3 Blue Boys <ul style="list-style-type: none"> Heavy muscle calves at an early age Moderate birthweights Blue power mix available Limited Supply <p>\$28 retail</p>	4 Big Tops <ul style="list-style-type: none"> Extra thick calves Visually appealing Large ribeye values Limo, Lim-flex, Simmental, Sim-Angus sires <p>\$28 retail</p>

The following breeds are available to meet your breeding goals through EastGen's expanded beef line-up: Speckle Park, Waygu, Charolais, Hereford, & Belgian Blue



Available Sexed

**Pre-Purchase Only
Not Available Day-To-Day**

(Subject to availability)

** - Limited Supply

Call 1-888-821-2150 to order semen today!

Available Day-To-Day

New Additions

New Additions		GPA	LPI	Pro\$	MILK	CONF
0777H007956	**3Star OH RANGER RED    	3905	4064	1456	11	
0777H012045	Siemers PORSCH    	3369	2789	1786	7	
0777H012061	Tappenvale MEDALIST    	3290	2166	393	12	
0777H012105	**Walnutlawn BRAYDEN P    	3200	2262	1278	11	

0777H011828	Vogue REDEYE-P RED <small>NEW</small>	3177	2200	1124	9
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In total, 5 new additions to our expansive sexed semen line-up all processed with SexedULTRA, the most advanced technology in the industry. Our current list of 23 sexed semen sires average over +3342 LPI & +11 for type and includes 9 sires available **Day-To-Day!**

Fall Special

Get **TONS** of extra genetic value from EastGen this fall.

Watch for details about our exciting, upcoming Semen Special!

Exciting **NEW** **Genomax** Leading Genetics Addition to EastGen's Holstein Line-Up

Tappenvale MEDALIST

3290 GPA LPI \$2166 Pro\$

Rozume x VG-85-2YR Sidekick

x VG-86-2YR Doorman

x EX-91-2E Let It Snow

x Sunnyhome Shottle Marilyn

EX-91-4E 9*

x 5 more generations of VG or EX direct dams

- ✓ **MEDALIST** is our first Rozume son from a deep maternal Canadian line that includes many of the breed's great sires
- ✓ Expect solid production with exceptional deviations (0.47% Fat, +0.08% Protein) from daughters that are made to last (105 HL)
- ✓ Offers ideal type (+12 Conf.), shallow well-attached udders (+12 Udder Depth, +14 Fore Attachment, +11 Rear Attachment Height) & F&L's suited for today's modern dairy breeders (+9 Overall, +10 Heel, +8 RLRV)
- ✓ Capacious frames (+8 Dairy Capacity) combined with correct rumps (+8 Overall) will mean cows should have no problems at calving time (106 Daughter Calving Ability)
- ✓ Virtually across the board, the **Immunity+**™ designated **MEDALIST** will work for breeders that are concerned with the health & fertility of their herd (108 Mastitis Resistance, 109 Hoof Health, 103 Metabolic Disease)

* - Available as conventional and **Pre-Purchase Only Sexed**



Medalist's Dam (by Sidekick):
Tappenvale Miss Universe VG-85-2YR-CAN



Medalist's 2nd Dam (by Doorman):
Tappenvale Doorman Missy VG-86-2YR-CAN



0200H007956

3STAR OH

Ranger

RUBELS RED x SALVATORE *RC x RUBICON

#1 GPA LPI in Canada!

+3905 GPA LPI

\$4064 Pro\$

+1456 Milk

+114 FAT +0.52%

+74 PROTEIN +0.22%

+11 CONFORMATION

113 HL 107 DF 110 MR

This is a once in a lifetime opportunity that you won't want to miss out on!

* - Available **Pre-Purchase Only Sexed**
(Limited Supply)



Lakeside Ups Red Range VG-85-NLD



De Oosterhof Dg Rose VG-89, EX-90 MS



POLLED

Polled Line-Up

	Pro\$	GPA LPI	Fat (kg)	Fat (kg)	Prot (kg)	Conf	DF	HL
Stantons ADAGIO-P	\$2432	3309	1369	57	55	7	106	105
Drumdale ALLDAY-P	\$3093	3498	748	88	56	9	106	107
Walnutlawn BRAYDEN-P *RC	\$2262	3200	1278	58	41	11	101	105
Vogue REDEYE-P RED	\$2200	3177	1124	60	41	9	102	104
Dudoc SPEEDUP-P	\$3127	3563	985	66	57	10	106	111

Available **Day-To-Day Sexed**: REDEYE-P, SPEEDUP-P (limited supply)

Available **Pre-Purchase Only Sexed**: BRAYDEN-P (limited supply)

Available **20 for \$20 Special**: ADAGIO-P Available **30 for \$25 Special**: ALLDAY-P