

NOVEMBER
2021

Update

EastGen

Elevate® Value For the Breeder and Marketer



Doug Karn
Karnvilla Holsteins & Jerseys
Woodstock, ON

EastGen customers using Elevate™ know that this industry leading genetic selection tool has many benefits. Doug Karn of Karnvilla Holsteins & Jerseys, Woodstock, ON, is using the program to genomic test his heifers. He recently outlined the value he sees in this program from the perspective of a breeder and genetics marketer.

Karn appreciates the lack of unnecessary paperwork, ease of taking and submitting samples, and the readability of the results report. "It's extremely easy to use. You just choose by tapping on the phone which test you want to have performed on that sample. Then you simply put the sample in the bag; there's no forms to print off. You write down the order number, and then you mail it away," notes Karn, adding, "I really like on the app how you get the report. It's very easily readable whether you're testing for haplotypes or A2A2 or coat colour. Everything is there and then of course the whole complete genomic profile on the animal."

Being able to test females for disease resistance via Immunity+®, a feature exclusive to the Elevate program, is a big plus for Karn as well. "Another benefit of the Elevate program is getting back the predicted immunity level of the individual you've tested. That's exclusive to the Elevate program," he notes, adding, "That at least gives

Continued on page 2...

EastGen Zone Meetings

JONATHAN & ALICIA LAMB, OCD HOLSTEINS
SPECIAL KEYNOTE SPEAKERS

Due to COVID-19 restrictions, virtual zone meetings will be held for EastGen's entire service area.

Jonathan & Alicia Lamb of Oakfield Corners Dairy are well known for their OCD prefix on cattle recognized for elite genetics, bulls in AI, and show ring accomplishments.

The Lambs are partners in the families' 8000 cow dairy. The farm operates with milking facilities at four sites, three in New York and one in Ohio.

Currently Vice President of Holstein Association USA, Jonathan is also past Chairman and Board member for the Northeast Dairy Producers Association. Alicia is a Past President of the New York Holstein Association and National Dairy Shrine. She has also judged shows across multiple states, and in Japan and Korea. Jonathan graduated from Cornell University with a Bachelors of Science degree, and Alicia from the University of Florida with an Animal Science degree. She was a nutrition and management consultant in western New York for nearly 20 years before returning to the farm full-time. The couple were recognized as 2012 Holstein USA Distinguished Breeder. They reside in Oakfield, NY with their daughter and son.

(Lambs speaking at English meetings only.)

English Virtual Zone Meetings

Tues., January 11, 2022	7:00	p.m.	EST
Wed., January 12, 2022	11:00	a.m.	EST

French Virtual Zone Meeting

Thurs., January 13, 2022	11:00	a.m.	EST
--------------------------	-------	------	-----

Watch for registration details
in the December Update.



me some level of prediction of how their immunity will be, and then we'll see down the road how those results add value to my operation."

Karn also sees benefit in Elevate to let him gauge how his heifers genomically rank according to their herd-mates. "I think down the road as I see results...and compare what they are looking like or how they're performing compared to the genomic profile, then I may make a (culling) decision based on that. But for

the moment it's just a nice way to know which heifers are superior for different traits, and then I can use that in breeding decisions as well."

Elevate offers benefits to marketers like Karn. "I have several heifers out of one of my best cows that I would like to sell embryos internationally to markets. This is just another step, another value I would use to promote and or to sell the embryos to a client in a particular country and obviously that has value to me."

Karn says his primary market is embryo clients seeking the traditional deep pedigreed Canadian cow families, and he knows that genomic numbers will help give a complete package to a prospective buyer. "I think that helps add value to the price I'm asking for the embryos."



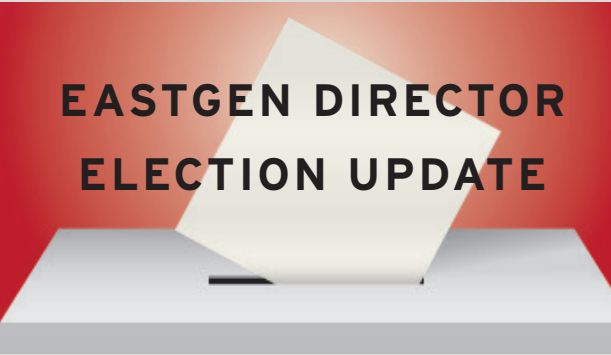
EastGen/NSAB Collaborate to Serve EastGen Customers in Newfoundland

Dale MacPhee, EastGen Atlantic Area Sales Manager, is pleased to announce the hire of Jeanette Van der Linden as part-time Sales Representative serving our customers in Newfoundland. Jeanette is currently a Genetic Advisor with NSAB (Nova Scotia Animal Breeders) and will continue in that role as well.

Jeanette travelled with EastGen Regional Sales Representative Gary Robinson on his October service trip to Newfoundland to meet EastGen producers. Gary has also agreed to travel with Jeanette following his retirement at the end of the year to support her on the next service trip to Newfoundland in January.

This "first of its kind" working agreement between our two producer-driven AI organizations, will see Jeanette dividing her responsibilities and time between NSAB (60%) and EastGen (40%). This sharing of staff resources represents a positive step forward in greater collaboration in Atlantic Canada.

Jeanette grew up on her parents dairy farm, Lindenright Holsteins in Antigonish, NS. After graduation from Dalhousie University Faculty of Agriculture, she worked as an Extension and Education Specialist for Holstein Canada. In 2018, Jeanette accepted a position as a Genetic Advisor with NSAB (a Semex partner). Jeanette brings lots of practical farm, industry and genetic advising experience to the new role.



We are pleased to announce the results of the Director Elections for Zone 1, 4, 7 and 10.

The following people have been acclaimed in their respective Zones:

- | | |
|----------------|-----------------------|
| Zone 1 | Phil MacLean |
| Zone 4 | Mel McLean |
| Zone 7 | John den Haan |
| Zone 10 | Gerrit Wensink |

Special
Nov. 1 - Dec. 31st, 2021


FIRST START
MADE WITH TRUE BOVINE COLOSTRUM
À BASE DE COLOSTRUM BOVIN

Colostrum

- Made with true bovine colostrum
- Provides immune & nutritional support for both dairy and beef calves
- Used to increase passive transfer of IgG, reducing the risk of calfhood diseases
- CFIA approved

Sale \$

FIRST START 50	\$15 / pkg
FIRST START 100	\$32 / pkg


EastGen


Calf Blanket

- Protects calves during changing weather conditions
- Allows calves to reach full growth potential
- Helps calves retain body heat in cold environments
- Machine washable
- Made with water resistant material
- Locally made

Sale \$

Calf Blanket (sm)	\$35 / ea
Calf Blanket (lrg)	\$35 / ea



www.eastgen.ca


Online Store
<https://store.eastgen.ca>

RELIABLY DELIVERING!

0200H010744



HAH28552
Photo | Alex Arkink

+3507 GLPI

\$3129 PRO\$

+2109 MILK

+86 FAT +.05%

+87 PROTEIN .12%

+7 CONFORMATION

+101 CALVING ABILITY

+106 MASTITIS RESISTANCE

+61 SEMEN FERTILITY

GEV 21* AUG

BOLDI

Gymnast

Doorsopen x 4 Generations of
VG-2YR Dams x "Durham Atlee"



Boldi V GYMNAST continues to deliver and improve proof round after round. Currently Canada's #2 ranked proven A2A2 carrier, **GYMNAST** saw gains for GLPI, Pro\$, Milk, Fat and Protein again in August. As an added bonus, **GYMNAST** is an elite Health & Fertility improver with seven Health traits rated 103 or higher, he can be used on heifers, and he is an outstanding settler!

GYMNAST is DELIVERING RELIABILITY and RELIABLY DELIVERING!

