

JANUARY
2022

Update

EastGen



Targeting Increased Demand for Sexed Semen

Similar to your farm operation, our future is quite often built on targeted decisions made years ago. This is no more true than with EastGen's response to the increased demand for sexed semen. Our Semex partners and board agreed to make substantial investments which have resulted in a close to doubling of our sexed semen sorting capacity in the past two years. This has led to more sires being sexed 24/7 which has enabled EastGen to continue to expand our sexed semen line-up for our members.

In total, EastGen made six new additions with the

December proofs to our expansive sexed semen line-up all processed with *SexedULTRA*®. Four of the six additions join our Day-To-Day Sexed line-up which expands this product line-up to a record 13 sires!

The first of these four Day-To-Day Sexed additions is Westcoast ALMAMATER. This son of the #1 ranked sire in Canada ALCOVE stems from the world-renowned Dellia family. Not only is ALMAMATER one of the highest ranked Immunity+™ sires in the world (3635 GPA LPI), he is also Robot Ready™, Calving Ease and A2A2 designated.

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Semex, CIAQ & EastGen Contribute \$100,000 to BC Dairy Fund



Semex along with its owners, EastGen and CIAQ, are pleased to announce the donation of a combined \$100,000 to the British Columbia Dairy Association adding to the \$100,000 donation previously made by WestGen. The BC Dairy Association worked quickly to set up an emergency recovery fund with all monies raised directed towards providing urgently needed services and supplies to dairy farms and their families.

"The entire country has been moved by the devastation seen by our clients, friends and partners in British Columbia following these catastrophic floods," says Paul Larmer, Semex CEO. "Our deepest concern has been and continues to be the health and safety of farmers, farm

workers and livestock in these affected areas. With our partners at WestGen, we collectively worked immediately to protect supply chains and deliverables, and now together we're working to support the work needed to rebuild in these critical farming areas in what has already been a challenging year."

"As partners in Semex, we work together for producers across Canada," says EastGen President Gerrit Wensink. "Now, as the individuals and families in British Columbia deal with the devastation brought by the floods, producers in Eastern Canada are united in support of their colleagues and partners in BC."

Joining ALMAMATER in our Day-To-Day Sexed line-up are the three proven sires Boldi V GYMNAST, Walnutlawn SIDEKICK, and Claynook DEALMAKER. GYMNAST, currently Canada's #3 ranked proven A2A2 carrier, saw gains for GLPI, Pro\$, Milk, Fat and Protein again in December. 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! SIDEKICK, who is a proven member of the Breeder's Edge group of sires, currently holds down the coveted #1 Conformation position in Canada with +16. After this fall's shows around the world, there is no sire garnering more accolades and renown. The UNIX son, Claynook DEALMAKER, is our final addition to our Day-To-Day sexed line-up. DEALMAKER continues to be the #1 Immunity+™ Mammary System sire in the world with +15! In December, DEALMAKER saw incredible gains for both national indexes, all production traits, and for Conformation to +14.

Our current list of 24 sexed semen sires listed on our December proof sheet average +3342 LPI and over +10 for type! A full list of sexed sires which contains over 100 sires is also available for reference on our website under the Dairy menu at www.eastgen.ca.



When you are looking for the best selection of sexed semen sires for your operation, there is no need to look any further than EastGen. Contact your local EastGen representative for more details today.

SexedULTRA® is a trademark of Inguran LLC.

New Beef Catalogue and Day-to-Day Availability Sheet

Beef Producers - Watch the mail for your copy of EastGen's 2022 sire catalogue featuring Semex's line-up across all breeds, and our sheet highlighting sires available on a day-to-day basis.

"Semex continues to build upon a strong beef program," says Scott Cornish, EastGen's Beef Product Coordinator. "This 2022 catalogue

showcases a wide variety of genetics in many breeds that offer leading genetic opportunity for all beef producers."



DR. REGISTER

Special
Jan. 1 - Feb. 28th, 2022

EastGen
Agri Inc.

*Drench
& applicator*

- Provides vitamins to support and maintain the health of the animal
- Competitive pricing on a superior glycerin product
- Faster and better absorption into cow's system
- Greater results from added ingredients; B vitamin, niacinamide, glycern



Sale \$

Dr. Register Nia-Energy Drench	\$90. ⁰⁰ /gal	\$80. ⁰⁰ / gal
Dr. Register Nia-Energy Drench Applicator	\$72. ⁰⁰ / ea	

NIA-Energy

Gel



Sale \$

Dr. Register Nia-Energy Gel Tubes	\$15. ⁵⁰ / tube	\$13. ⁵⁰ / tube
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- Provides vitamins to support and maintain the health of the animal
- Nia-Energy gel contains glycerin and B3 vitamins, niacin, folic acid, riboflavin
- An oral niacinamide supplement for dairy cows
- Administer one tube after calving, can be repeated in 12 hour intervals followed by one tube for 2-3 days post calving as needed

Talk to your representative for more information!



www.eastgen.ca

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Adorable

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SEXED

Stanton's **ADORABLE** continues to gain popularity as his evaluations for both profit & productivity continue to jump. With 7 sons in the Top 100 GLPI list, including **ALLIGATOR** and **ADAGIO-P**, his 14th generation VG or EX dam is the most reliable source for proven sons in the business. The richly-bred **ADORABLE** also has the added benefit of being above average for Herd Life, Mastitis Resistance, Hoof Health, Daughter Fertility, Daughter Calving Ability and Calving Ability.

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+48 PROTEIN +.23%

+10 CONFORMATION

+109 HERD LIFE

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