

JUNE  
2022

Update

EastGen

## 10 Quick Facts About SEMEXX Sexed Semen

Significant investment in 2021 with  
**48** state-of-the-art  
sorting heads  
at Semex Headquarters.



Fertility comparable with  
**conventional**  
semen



**46** highly  
skilled  
technicians

**90%** purity  
for desired gender



Operating  
**24/7**



**Semen quality**  
is evaluated with cutting-edge  
technology and equipment

**Official Sexing  
Technology®**,

machines, media and  
protocols are used to produce  
a high quality product.



Fertility continues to  
improve and is tracked on  
**every bull sorted.**



Technicians train  
**300-900 hours**  
depending on the role



More machines to be installed  
**in 2022 to  
meet demand!**

*Talk to your EastGen representative about our extensive line-up of world class daughter proven  
and genomic young sires with semen available from Semex's sexed program!*

# EastGen STAR Award Winners Recognized



2019 EastGen STAR award winners, from left: Dave Eadie, Leadership; Carlos Mora, Accountability & Trust; Tina Quinn, Passion; and Scott Cornish, Innovation. Absent: Ian MacDonald, Teamwork.

Five very deserving EastGen employees were honoured at our recent Staff Recognition and Awards Banquet. Due to the COVID pandemic, a delayed recognition of the 2019 **STAR** winners pictured above was finally achieved on April 30th.

The **STAR** Employee Peer Recognition Program (which stands for *Striving Together, Achieving Results*) recognizes and celebrates employees who show a commitment to EastGen by delivering outstanding performance through consistently exhibiting our core values and 'living the brand.' The program seeks out, acknowledges and shows appreciation for positive attitudes, behaviours and contributions of employees related to EastGen's mission, vision and core values. Employees who make significant efforts toward these goals deserve special recognition and serve as role models to their colleagues at EastGen and throughout the AI industry. Each year nominees are accepted in the categories of *Passion, Teamwork, Leadership, Innovation*, and *Accountability & Trust*. From all of the 2019 nominees, the winners are as follows: Tina Quinn, Passion; Ian MacDonald, Teamwork; Dave Eadie, Leadership; Scott Cornish, Innovation; and Carlos Mora, Accountability & Trust.

Congratulations to EastGen Regional Sales Manager Scott Cornish of Indian River, ON, whose innovative ideas and efforts to work with a team to help bring about a new value-added

beef on dairy solution for our customers earned him the company's overall Award of Excellence for 2019.

With the rapid growth of the solution of sexed semen and beef for the bottom enders, we are left with the challenge, 'How do we add value to the resultant dairy/beef calves?'

From an initial project to produce premium beef and gain a prospective customer in Eastern Ontario, Scott has worked with many team members to develop value added solutions to our growing beef on dairy product line. Specifically, Scott has worked with team members to set up meetings with non-traditional relationships including calf buyers, feeders and meat packers. Most notable was the work with Jamie Howard and Pete Kaufman to set up value chains with feeders in Southwestern Ontario which has led to a similar one organized by Craig LeRoy in Eastern Ontario. The value chains allow EastGen to sell premium beef genetics to dairy farmers so that they can produce superior calves that better meet the needs of feeders and packers and in so doing receive a premium. The initiatives represent "out of the box, innovative thinking" for EastGen. Well done Scott!

*For more information on our Premium Cross beef program, speak to your EastGen rep.*

## Introducing... EastGen's 2022 Marketing Intern

We're excited to announce EastGen's Marketing Intern for the summer of 2022. Clarissa McCallum grew up on her family's dairy and beef farm in Sydenham, ON. She is a 2022 graduate from the University of Guelph, majoring in Food and Agricultural Business. Clarissa was involved in her class executive as yearbook and communications director as well as holding positions on College Royal - most recently Vice President. Along with being a youth leader and director for her county in 4-H, she has been involved in a wide variety of clubs from photography to dairy since 2010, allowing her to gain an immense amount of knowledge of the agricultural industry. Clarissa is excited to be joining the team for the continued learning opportunity. Welcome Clarissa!





# Immunity+

Special ends July 31<sup>st</sup>

## Exciting Special!

3STAR OH

## Ranger RED



**Purchase 30 doses** of any Immunity + sires at regular discounts and you can purchase **10 doses of sexed Ranger Red for \$50**

(50% discount off conventional price)

- Limit 10 doses of Fuel and 5 doses of sexed Lugnut (due to short supply)



**Purchase 40 doses** of any Immunity + sires at regular discounts and you can purchase **15 doses of sexed Ranger Red for \$50**

- Limit 10 doses of Fuel and 5 doses of sexed Lugnut (due to short supply)



**Purchase 50 doses** of any Immunity + sires at regular discounts and you can purchase **20 doses of sexed Ranger Red for \$50**

- Limit 20 doses of Fuel and 5 doses of sexed Lugnut (due to short supply)

\* Customers are required to sign a FastStart agreement to purchase Ranger Red semen

# EastGen



www.eastgen.ca

### Proven

I			0200H010845	Melarry <b>FUEL</b>
I	W		0200H010372	Boldi V <b>APTITUDE</b>
I	E	W	0200H010661	Stantons <b>ADAGIO-P</b>
I			0200H010411	Claynook <b>DEALMAKER</b>
I			0200H003913	Croteau Lesperron <b>UNIX</b> BREEDER'S EDGE

### Genomax

I	a2	W	0200H011665	Westcoast <b>ALMAMATER</b>
I	a2	W	0200H011893	Progenesis <b>REDDIT</b>
I		W	0200H011652	Lebold Dreamview <b>MILANO</b> *While supply lasts
I	a2	W	0200H011674	Brabantdale <b>ALONGSIDE</b> *While supply lasts

### Sexed Available Day to Day

I	a2	W	0777H011980	Westcoast <b>LUGNUT</b> * Limited supply
I	a2	W	0777H011665	Westcoast <b>ALMAMATER</b>
I	a2	W	0777H011893	Progenesis <b>REDDIT</b>
I			0777H010411	Claynook <b>DEALMAKER</b>
I	a2	W	0777H011674	Brabantdale <b>ALONGSIDE</b>
I			0777H003913	Croteau Lesperron <b>UNIX</b> BREEDER'S EDGE

### Sexed Pre-Purchase Only

I	FASTSTART	W	0777H007956	3star Oh <b>RANGER RED</b>
I	a2	W	0777H012227	Pine-Tree <b>ASPECT-RED</b>
I		W	0777H011652	Lebold Dreamview <b>MILANO</b> * Limited supply



# Special

May 1 - June 30<sup>th</sup>, 2022

## EastGen

### FliesBeGone Fly Trap

#### Mr Sticky

- Effectively catches, controls and eliminates flies
- Non-toxic, environmentally safe
- No insecticides or pheromones
- Constant cost-effective fly control
- Sticky Roll™ Deluxe Kit includes 1000 ft. of Sticky Roll fly tape, take-up reel, 3 pulleys, hand crank, mounting rails and all necessary hardware

Sale \$

Mr. Sticky Roll 1000 ft / roll	#448	Reg. \$54	<b>\$48 / roll</b>
Mr. Sticky Deluxe Kit	#449	Reg. \$98	<b>\$88 / kit</b>

- Effective for 4-6 weeks with a range of 50-100 yards...

That's powerful!

- No toxins! No poisons! No insecticides!
- Catches up to 20,000 flies and up to ten times faster than other traps.
- Maintenance free and completely disposable.
- Nothing to clean up!

Sale \$

FliesBeGone Fly Trap	#495	Reg. \$18	<b>\$16 / ea</b>
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#### Super Magnets

- For assistance in the prevention of hardware
- Coincide the insertion of a Super Magnet when a heifer is first bred to help prevent problems

Sale \$

Super Magnets	#704	Reg. \$6	<b>\$4.50 / ea</b>
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