

JULY
2022

Update



2022 EastGen Board of Directors



Together At Last! EastGen's Board of Directors gathered for meetings in late June. After many virtual meetings, the group finally had the opportunity to pose for an official photo. From left: Gerrit Wensink, President (Stratford, ON); John den Haan, Director (Loretto, ON); Steve Fraser, Director (Fergus, ON); Tom Pasco, Director (Williamstown, ON); Chris Uhr, Director (Crysler, ON); Glenn Barkey, Director (Blackstock, ON); Amanda Jeffs, Vice-President (Stirling, ON); Doug Johnston, Director (Listowel, ON); Mel McLean, Director (Gananoque, ON); Curtis McNeil, Director (Goderich, ON); Phil MacLean, Executive Member (Humber Village, NL); and Rob Bumstead, Executive Member (Owen Sound, ON). Photo by Clarissa McCallum.

Weir Earns Outstanding Dairy Women Service Award



Jessie Weir, centre, is joined in the front row by her husband Chris Weir, left, and father Gordon Dunk. Back row, from left, are longtime EastGen/legacy EastGen colleagues Brian O'Connor, Murray Reissner, Lori Wietzke, Dr. Tim Henshaw, and Lowell Lindsay. Photo by Katrina Joy Photography.

Jessie Weir, whose dedication to the dairy industry is evident through her professional contributions as past Breed Secretary for the Guernsey and Brown Swiss and Braunvieh Associations, and her impressive career in various roles within EastGen and its legacy companies spanning more than 37 years, was recently recognized with an Outstanding Dairy Women Service Award. Presented during the Holstein Ontario Summer Social activities held in Elora, ON, this award recognizes the efforts and highlights the work and accomplishments of Ontario women who have devoted their lives in an effort to serve, promote and enhance the dairy industry.

Jessie is currently EastGen's Executive Assistant to the General Manager. She is also a partner in Gorweir Farms Inc., Guelph, ON, a Master Breeder Holstein herd and custom farming business. Gorweir recently earned a Holstein Canada Herd of Distinction Award for total lifetime production of animals in their herd.

Congratulations Jessie!

Past Winners:

2021 – Diane Jarrell-Ray	2015 – Karen Velthuis
2020 – Bonnie den Haan	2014 – Sandy O'Hara
2019 – Deb Knapton	2013 – Nancy Beerwort
2018 – Barb Fraser	2012 – Elaine Standeven
2017 – Janet Ringelberg	2011 – Heather Parkin
2016 – Ruth Vogel	



Remarkable Careers Recognized



From left: Diane Green, Nellie Endeman, and Lori Wietzke.

A gathering of EastGen, EBI, and Gencor Staff & Directors, past and present, was held June 28th at The GrandWay Event Centre, Elora, ON, to socialize and celebrate the remarkable careers of Lori Wietzke, Nellie Endeman, and Diane Green.

Lori, who retired on December 31, 2021 after 45 years of dedicated service to United Breeders Inc., Gencor and EastGen, had most recently held the position of Executive Assistant to the General Manager.

After 35 years of dedication to EastGen and its legacy companies, Nellie retired on March 31, 2021. While the Covid-19 pandemic prevented a celebration at that time, her illustrious career, which culminated with the role of Finance Manager, was acknowledged at this event.

Diane announced her plans to retire from her position as Human Resources Manager several months ago. After ensuring a smooth transition to her successor, she will retire on July 18th after 11 years with EastGen.

Congratulations to this dynamic trio whose combined dedication to company and customers totals 91 years!

Welcome Back 4-H Ontario

4-H Ontario will begin renting space from EastGen commencing August 23rd. 4-H has recently sold their Rockwood, ON office and while their staff continue to work remotely, they do still have a need for some physical space for meetings and general storage.

Prior to moving to Rockwood, 4-H Ontario had rented space from EastGen for a number of years at the Hwy. 6 office complex now occupied by Semex.

Insemination Fee Increases

Effective July 1st, fees related to EastGen's technician service will be increasing. The insemination fee increases reflect associated costs with providing service to our customers so that EastGen can continue to provide a sustainable, affordable arm service into the future. The changes are required as costs increase while the number of breedings continues to decrease and technicians must drive more kilometres to reach their customers.

The insemination fees will increase by \$2 for the first animals across all regions while the fee for additional animals will be unchanged. EastGen is committed to reduce costs wherever possible and continues to make changes to its business to maximize efficiency while maintaining a high level of service to its customers.

DOSTO[®]CAPS



Dosto[®] Caps

New!

EastGen
Agri Inc.

**Supports digestive and intestinal health
and helps maintain appetite in calves!**

- Improves growth performance and feed efficiency
- Supports immune function
- Reduces incidences of scouring
- Helps to maintain high growth rates
- No withdraw period
- 100% natural product
- Made from Oregano oil

Consult your EastGen rep. for details

Sale

July 1 - Aug. 31, 2022

EastGen
Agri Inc.

Health Canada
Approved!

Heat Wave *Plus*

	Reg. \$	SALE \$
Heat Wave <i>Plus</i> 500 ml	\$30	\$25
Heat Wave <i>Plus</i> 2500 ml	\$125	\$110
Heat Wave <i>Plus</i> Spray 500 ml	\$35	\$30
Heat Wave <i>Plus</i> Spray 2500 ml	\$150	\$135

MS Crushabull Carolina
VG-87-2Y-USA

Carly Sancier

Heat Wave *Plus* BENEFITS

- Made from Japanese mint oil
- Contains tea tree oil
- Helps to increase blood circulation
- Helps to reduce udder edema in fresh animals
- Helps to improve skin texture & Udder Health
- One of the most powerful blends of essential oils on the market today



Online Store

<https://store.eastgen.ca>



www.eastgen.ca

TOC-FARM the "AMYLY" Family!

Ashton 

Alligator x Unix x Deman x Uno x "Amyly"

From 12 generations of VG or EX's from the unparalleled Italian Amyly family 2007 & 2009 Italian National Champion and 2007 Holstein International World Champion.



Dam: TOC-Farm Unix Alexi VG-89-ITA (EX MS)

KINGS-RANSOM the "ROXY" Family!

Corona 

Alleyoop x King Doc x "Cleavage"
Remarkable ALLEYOOP son from an 11th generation EX dam. This represents a modern-day incarnation of the greatest transmitting cow family ever – the Roxy's! Corona's flawless breeding descends from a maternal line that has continued to exceed and excel generation after generation like no other.

2nd Dam: Kings-Ransom MG Cleavage EX-95-5YR-USA (EX-97 MS)

the "LAURIE SHEIK" Family!

COMESTAR



Lemagic

Chief x Impression x "Lamadona"

From a VG-89 Impression daughter of the World-Famous Lamadona, a perennial All-Canadian & All-American nominee from the most impactful family in Holstein genetics worldwide over the past 35 years - the Laurie Sheiks!

2nd Dam: Comestar Lamadona Doorman EX-94-2E-CAN 19*

MB-LUCKYLADY



 Bullseye

Delta-Lambda x Unix x Doorman

Currently the #1 ranked Lambda son for type, BULLSEYE is from a performance-packed pedigree touted worldwide for uniquely producing many of the best-of-the-best brood cows of their day.



Dam: Ladyrose Caught Your Eye VG-89-2YR-USA

NEW RELEASE
Elite Sires!CHERRYHILL
Actionman 

Dam: Hanalee Impression Audi VG-87-3YR-CAN

Alligator x Impression x Aftershock
Alligator x Impression x
"Ada & Adean Family"
GPA LPI +3275
+16 Conformation



EastGen

www.eastgen.ca



MATTENHOF



Harris

2nd Dam: Hanna-Vray EX-95-CH (EX-97 MS)

Lambda x Tatoo x "Hanna-Vray"
"Gr. Ch. Expo Bulle 2022 &
Res. Gr. Ch. Swiss Expo 2020"
GPA LPI +2959
+15 Conformation