

SEPTEMBER
2022

Update

EastGen

SELECT FOR A HEALTHY HERD USING NEXT GENERATION OF IMMUNITY

Introduced last month to coincide with the second Dairy Genetic Evaluation release of 2022, Semex's next generation immunity index is quite simply the world's best way to select for a healthy herd! Here are key takeaway points from this development:

- ✓ The Next Generation Immunity+® includes two major components; Immune Response (which includes AMIR, CMIR and Nitric Oxide) used in the previous Immunity+ designations, and a composite of publicly available disease traits sourced from CDCB, Lactanet and Zoetis to provide the most comprehensive index in the world.
- ✓ Results are presented on a rating scale where 100 is average.
- ✓ All Semex sires and Elevate® tested females will have Immunity and Calf Immunity indexes.



- ✓ The new indexes make the most of industry data and ground-breaking immune response research.
- ✓ Takes Semex's leading Immunity+® brand and makes it even better. Semex is your ONLY source for the NEXT GENERATION of Immunity+®.



Proof Highlights: Holstein and Component Breeds

The August proof round produced exciting results for Holsteins, and for many of the Component breeds carried by EastGen, for the benefit of our customers and their specific goals.

HOLSTEIN

EastGen's amazing Holstein line-up now represents the broadest and most comprehensive group of sires we have ever had. This is a great time to be a Canadian Holstein breeder!

Officially joining our proven line-up is Canada's #1 new release sire for both GLPI and Pro\$ **Pine-Tree-1 Pursuit**. By Imax, Pursuit stems from 11 generations of VG or EX dams tracing back to one of the more influential families of the past decade, the Rudy Missy family. Pursuit, who is #13 for TPI with +2917, now has an official Canadian proof debuting with +3574 GLPI, \$3044 Pro\$, +1361 Milk, +106 Fat (+.43%), +73 Protein (+.21%), and +8 for Conformation. Pursuit is available Day-to-Day Sexed, and in addition to being double-digit for Feet & Legs (+10), also carries the Calving Ease, Robot Ready™, and coveted Immunity+® designations. He is also 105 HL (6.5 PL), 103 Mastitis Resistance (2.84 SCS), 102 Daughter Fertility, 110 Milking Speed, 101 Calving Ability, 107 Daughter Calving Ability, and 61 for Semen Fertility.

Westcoast Alcove continues to dominate Canada's proven sire lists holding down the #1 GLPI, #2 Pro\$, #1 Fat, #3 Protein,
Cont. on pg. 2



Call for Director Nominations

EastGen members in the following zones are invited to submit nominations for Directors for a three-year term. Early nomination forms will be mailed and posted at www.eastgen.ca this fall. All nominations must be submitted prior to **Friday, October 28, 2022, at 5:00 p.m.**

Zone 2 – Glengarry, Prescott, Russell

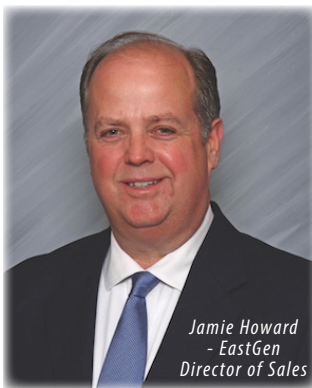
Zone 5 – Hastings, Lennox & Addington, Northumberland, Prince Edward

Zone 8 – Dufferin, Bruce, Grey

Zone 11 – Perth

Please note we will be conducting the Delegate and Alternate Delegate nominations / elections for the above Zones (Sub-Zones) via the mail as well.

EastGen Appoints New Director of Sales



Jamie Howard
- EastGen
Director of Sales

EastGen General Manager Brian O'Connor is pleased to announce the appointment of **Jamie Howard** to the position of **Director of Sales** for the company, effective September 1, 2022. Jamie joined EastGen as a Regional Sales Manager in January 2011. "Through the last 11 years, Jamie has led the Western Ontario Region and with that, he brings to this position an incredible amount of experience and connection to our customers, our industry, and our people," said O'Connor. Jamie is respected for his knowledge and insight in bringing profitable solutions to customers regardless of their herd size and breeding goals. Through his career Jamie has been an accomplished dairy producer, feed nutritionist, breeder and judge. Jamie lives on their rural property near Burgessville, Ont., with his wife Angela, and daughters Madison, Morgan, and McKenzie. Congratulations Jamie!

EastGen Atlantic AI School

Watch EastGen's website (www.eastgen.ca) and social media for AI school dates in **New Brunswick** and **Prince Edward Island** to be announced for **October, 2022**.

For further information, email: aitraining@eastgen.ca



Save the Date...

Tuesday, November 29, 2022
7:00 p.m. EST

Our 2nd virtual event created to
engage & educate beef producers.

Special Guest Presenters:

Tim May (Farmer Tim) - Mental Health in the Ag Community
Kara & Darold Enright - Enright Cattle Co., Tweed, ON - Marketing
Sustainably Produced Beef & Crafted Products from the Family Farm
Brad Gilchrist - Semex beef sire update

Watch for sign-up details for this free online event!

Cont. from pg. 1

and #1 Combined F&P positions, and that is with over 1700 first lactation milking daughters! Our #1 usage sire every month for the last 12 months is now +3795 GLPI, \$3148 Pro\$, +2649 Milk, +153 Fat, +256 combined F&P, and a +9 for Conformation. A2A2 and Fertility First™ designated, Alcove is like no other sire in the business while combining his off-the-chart production potential with correct Feet & Legs (+7 Overall), strong & capacious frames (+14 Overall Dairy Strength), and Calving Ability (103). Alcove will continue to be available both as conventional semen and Day-To-Day Sexed.

JERSEY

The expansion of Semex's sexed semen production capacity continues to pay dividends to Canadian Jersey breeders with a growing list of amazing Jersey sires to select from. While every sire will still be available with conventional semen, we now have 12 active sexed sires with the addition of two newcomers!

The first to join our elite Jersey list is **Dulet Bowlers**. The first of two Contour sons we have added this round, he traces from 9 generations of VG or EX dams starting with his VG-88 Silver Award winning Rufus dam who stems from Dulet Joel Brioche EX-94 2E 3*. Bowlers offers a very balanced proof with solid Milk (+828), high components (+73 Fat, +42% and +48 Protein, +.24%), and elite type (+11 Conformation).

Our second Contour son is the exciting **Lone Pine Thor**. His dam is the show winning Lone Pine Victorious Thunder Struck VG-89. THOR is backed by 9 of 12 generations of EX dams (11 of 12 VG or EX) tracing back to Marlu Milady herself! He is generating interest in herds whatever their goals may be. He offers solid Milk (+556) with high components (+67 Fat, +.55%, +43 Protein, +.31%), and a balanced type profile (+10 Conformation, +7 Mammary System, + 11 Dairy Strength).

AYRSHIRE, BROWN SWISS, GUERNSEY, MILKING SHORTHORN

EastGen is proud to now have seven Ayrshire sires on our proof list that are available Pre-Order Sexed (Hunter, Woody, Facybob, Armageddon, Selection, Arbiter, Amarula) and that our Ayrshire proof sheet line-up remains 100% AMC free!

One new MACE proven gem has joined our Brown Swiss line-up this round, **Switzer Tals Ddrdrv Doboy**. He joins us with a very balanced proof with +1984 GLPI, +885 Milk, +32 Fat, +37 Protein, and +11 for Conformation.

Coulee Crest Tsunami remains Canada's #1 GPA LPI Guernsey sire. He saw gains for GPA LPI to +1361 and jumped on Conformation to +10.

Oceanbrae Foster, Oceanbrae Royal Bentley, and the recently added **Richford Icon** held for type & all three sires enjoyed overall gains in their LPI ratings in the Milking Shorthorn breed.

FALL PRODUCT SPECIAL

Special
until Oct. 31st, 2022


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
- F1RST START 100 is a complete Ig replacement and F1RST START 50 is a supplement
- CFIA approved

Sale \$

| | |
|-----------------|------------|
| F1RST START 50 | \$15 / pkg |
| F1RST START 100 | \$32 / pkg |




EastGen

Bactzyme
Premium Blocks

- Through accelerated digestion, BactZyme will liquify solid material so that it's easier to agitate, pump and irrigate.
- A treated lagoon can be pumped lower than ever before with fewer plugging problems.
- Once transferred to cropland and because it's already predigested, this manure will soak into the soil faster with less chance of caking on the field surface.
- By increasing the level of bacterial activity in the lagoon, BactZyme actually prevents bad odors from forming in the manure.

Sale \$

| | |
|----------------------------|-----------------|
| BACTZYME Premium blocks | \$550 / pail |
|----------------------------|-----------------|



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

*Exciting
Fall Special!*

FUEL Your Herd's Genetic Progress

On special through to December 31, 2022

FUEL YOUR TANK with some tremendous value!

GROUP "A" SIRE LINE-UP

| | | |
|-------------|---------------------|------|
| 0200H010641 | WESTCOAST RANDALL | \$58 |
| 0200H010845 | MELARRY FUEL | \$60 |
| 0200H011000 | WESTCOAST ALCOVE | \$60 |
| 0777H011000 | WESTCOAST ALCOVE | \$80 |
| 0777H011186 | PINE-TREE-I PURSUIT | \$75 |

GROUP "B" SIRE LINE-UP

| | | |
|-------------|-------------------------|------|
| 0200H003913 | CROTEAU LESPERRON UNIX | \$45 |
| 0200H010411 | CLAYNOOK DEALMAKER | \$45 |
| 0200H010992 | WALNUTLAWN SIDEKICK | \$50 |
| 0200H011127 | OH-RIVER-SYC CRUSHABULL | \$50 |
| 0200H011652 | LEBOLD DREAMVIEW MILANO | \$45 |
| 0200H011665 | WESTCOAST ALMAMATER | \$45 |
| 0200H011887 | DRUMDALE ALLDAY P | \$45 |
| 0200H011903 | DUDOC SPEEDUP P | \$45 |
| 0200H011980 | WESTCOAST LUGNUT | \$50 |
| 0200H012329 | DULET KOUFAX | \$55 |
| 0200H012340 | COOKIECUTTER LARSON | \$50 |
| 0200H012398 | KINGS-RANSOM CORONA | \$50 |
| 0200H012438 | BOSDALE PATHWAY | \$45 |
| 0777H003913 | CROTEAU LESPERRON UNIX | \$65 |
| 0777H007963 | TOC-FARM ASHTON | \$75 |
| 0777H007966 | MATTEHNOF HARRIS | \$60 |
| 0777H010411 | CLAYNOOK DEALMAKER | \$65 |
| 0777H010992 | WALNUTLAWN SIDEKICK | \$70 |
| 0777H011127 | OH-RIVER-SYC CRUSHABULL | \$70 |
| 0777H011652 | LEBOLD DREAMVIEW MILANO | \$65 |
| 0777H011665 | WESTCOAST ALMAMATER | \$65 |
| 0777H011674 | BRABANTDALE ALONGSIDE | \$60 |
| 0777H011903 | DUDOC SPEEDUP P | \$65 |
| 0777H011980 | WESTCOAST LUGNUT | \$70 |
| 0777H012330 | NOVUM MERCY | \$68 |
| 0777H012378 | CHERRYHILL ACTIONMAN | \$70 |
| 0777H012395 | MIDAS-TOUCH JAKERS | \$65 |

Package 1

Purchase 30 doses from Group "A" sires and 30 doses from Group "B" sires and receive a 40% discount off the entire purchase (a total of 60 dose package)

FUEL YOUR HERD

30 + 30 DOSES = 40% off!

Package 2

Purchase 45 doses from Group "A" sires and 45 doses from Group "B" sires and receive a 50% discount off the entire purchase (a total of 90 dose package)

FUEL YOUR HERD

45 + 45 DOSES = 50% off!

Note:

* Special will be based on the conventional pricing portion of 777 sexed sires

* No beef sire substitution


EastGen



www.eastgen.ca

FALL SEMEN SPECIAL