

OCTOBER  
2022

Update

EastGen

## Deciding Who to Keep, and Who to Sell

Having too many heifers around has become a significant burden on most well managed dairies in Canada with improved reproduction, cow health and the extensive adoption of sexed semen. That's why Semex's Elevate® program, administered by EastGen, is an integral part of Armstrong Manor's business.

Armstrong Manor Farm is a family operation involving brothers Philip and his son Richard, and Peter and his son Lucas. They milk 380 Holsteins with 270 young stock and farm 1200 acres of corn, wheat, soybeans and hay at Caledon, Ont. Lactating cattle are housed in a six-row freestall barn with sawdust bedding. The ration is a high corn silage diet with dry hay, corn gluten, and mineral. Calves are group housed and fed using an automated milk feeder. Heifers are housed in a tarp structure pack barn with excellent ventilation.

The Armstrongs were one of the first in Canada to use sexed semen and genomic test their herd. "Genetics is the cheapest way to improve production," explains Philip, who adopts a no-nonsense approach to the business of maximizing profitability for their operation. Testing began when milk quota policies changed, and the family could no longer expand quota holdings as fast they could generate surplus heifers. They knew they couldn't accurately guess which heifers to keep simply by looking at them, so genomic testing became a simple unbiased tool to select out bottom end heifers.

Recognizing that the greatest genetic gain comes from the youngest cattle on the farm, 75% of the lowest genetic merit dairy cows are bred to high carcass quality, fast growth rate Angus bulls. Resulting calves are sold at a premium to a local

*Cont. on pg. 2*



*EastGen Dairy Solutions Specialist Drew Tyler conferring with Philip & Richard Armstrong in the calf facility at Armstrong Manor Farm, Caledon, Ont.*

## Call for Director and Delegate Nominations

EastGen members in the following zones are invited to submit nominations for Directors and Delegates for a three-year term. Early nomination forms have been mailed and have been posted at [www.eastgen.ca](http://www.eastgen.ca). 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 virtual zone meetings will be held for EastGen's entire service area.  
Please watch your November Update for more information on these meetings.*



Cont. from pg. 1

buyer. Which cows receive beef semen is determined with genomic results and easily administered through the Optimate™ mating program. Heifer inventory is constantly tracked by the Armstrong's EastGen Dairy Solutions Specialist Drew Tyler, and adjustments are made as needed. "We still make a surplus of Holstein heifers at Armstrong Manor because of the excellent fertility results achieved (33% pregnancy rate) and the extensive use of sexed semen. We certainly believe that some of this reproductive success is due to the use of EastGen Technician service," notes Philip. Surplus heifers are identified at a young age with the help of Elevate and sold as open heifers. Currently all heifers below 3100 LPI are sold off as they are in the bottom 10% of the heifers in this herd. Current mating sires are Angle, Ranger Red, Holysmokes and Alcove.

"Don't keep extra heifers, and make sure you raise the right ones" appears to be the Armstrong Manor motto. Considering your own dairy operation, how do you know who to keep and who to sell? The Armstrong family found their solution with Elevate.

For more information on Elevate® and other Solutions programs offered by EastGen, speak to your local representative, email [info@eastgen.ca](mailto:info@eastgen.ca) or call 1-888-821-2150.



## Brian Betts Scholarship Fund

In honour and recognition of Brian Betts, an accomplished producer and industry leader, EastGen and Gay Lea Foods Co-operative Ltd. have co-organized the **Brian Betts Scholarship Fund**. Administered within the Ontario Dairy Youth Trust Fund, anyone is welcome to contribute.

Please send cheques to "Brian Betts Scholarship Fund" via address below, or use direct deposit information provided and reference "Brian Betts Scholarship Fund":  
Ontario Dairy Youth Trust Fund  
20 Corporate Place – Unit 610  
Brantford, ON N3T 5R4

--

Transit No: 24482  
Inst No: 004  
Account No: 0307170

**EastGen** **Gay Lea**  
BORN ON THE FARM



## Our 2nd Virtual Event to Engage & Educate Beef Producers

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

*Special Guest Presenters:*



**Kara & Darold Enright**  
Enright Cattle Co., Tweed, ON  
Marketing Sustainably Produced Beef &  
Crafted Products from the Family Farm



**Tim May (Farmer Tim)**  
Mental Health in the  
Ag Community



**Brad Gilchrist**  
Semex Beef Sire  
Program Update

*Pre-register for this free  
online event via  
link in the  
Events section at  
[www.eastgen.ca](http://www.eastgen.ca)*

*For more info:  
[tara.reynolds@eastgen.ca](mailto:tara.reynolds@eastgen.ca)  
226-332-2264*



ai24® Special

*Special  
Discount*



**ai24®**

October 1 to December 31, 2022



Take advantage of a  
**10% discount** on  
**ALL ai24®** items  
purchased by the  
end of this year!

Contact your EastGen  
representative for details  
or email [ai24@eastgen.ca](mailto:ai24@eastgen.ca)  
for more information.

**EastGen**

FALL PRODUCT SPECIAL

*Special*  
until Oct. 31<sup>st</sup>, 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](http://www.eastgen.ca)  
**Online Store**  
<https://store.eastgen.ca>