

NOVEMBER  
2022

Update

EastGen

## Monitoring Beyond Your Vision With ai24®



Seeing is believing. Having the ability to interpret what you see and monitor cattle even when you can't be around - now that's when things really get beneficial. For Curtis McNeil of Heather Holme Holsteins, Goderich, Ont., technology provided the solution he needed, enabling him to accurately monitor his dairy herd, ultimately saving time and money.

"I am a person who thought I could see heats well. Then I would get busy with the farm and kids, it turns hot in the summer, and our heifers are down at the other barn. I wasn't seeing heats properly. I knew this was a problem." That is when Curtis noticed an EastGen advertised special on the ai24® system for heifers and had it installed for his youngstock last October. Less than three months later monitoring collars were on the necks of all milk cows in the freestall barn - he was that impressed.

"I tell people it's like putting a GPS, precision planting and auto steer in your tractor. You make the investment there, so with this system you have all the data and information on what the cows are doing right from your phone," he explains.

Curtis estimates his ai24 system will pay for itself in 18-24 months. The heat detection monitoring means he can determine the optimum time to breed better than basing that decision solely on observations.

"I wouldn't say I do less watching, but I do less guessing. It gives me more data, more information to make more accurate decisions, and cuts down on expenses from having to breed a cow twice," he notes. "It's really made a difference for accuracy of putting in embryos too. We can implant on the stage of embryo based on the timing of when the animal came in heat."

Rumination monitoring was not his priority at time of purchase but has quickly become a system feature Curtis would not be without. He checks his phone app a couple times a day, especially when monitoring rumination in the fresh cows who are second lactation or more. "It's nice when I need to be away or go cut hay, to be able to look and see that this cow's rumination is going up, so I don't need to worry about her today."

Time management is important for Curtis, noting that the system graph enables him to schedule when he will breed cows for optimal results. "Anything you can do to reduce days open, have a higher preg rate or conception rate, and increase profitability should be anyone's goal - especially as expenses continue to increase," he concludes.

*Pictured above, left: Curtis McNeil, Heather Holme Holsteins, with EastGen Dairy Solutions Specialist Mike Wannamaker.*

**Talk to your EastGen representative or email [ai24@eastgen.ca](mailto:ai24@eastgen.ca) to learn more about ai24 and how it can save you time and money in your dairy operation. Remember - all ai24 items sold by EastGen are 10% off until December 31st!!**

## EastGen Director Election Update

We are pleased to announce results of the Director Elections in four Zones within Ontario. The following have been acclaimed in their respective areas:

Zone 2 Tom Pasco  
Zone 5 Amanda Jeffs  
Zone 8 Rob Bumstead

Joining the directorship is Stefan Mueller of Stellete Farms Ltd., Milverton, Ont., who replaces Doug Johnston in Zone 11 (Perth County). Mueller farms 350 acres and milks 65 cows in a tie-stall barn. Johnston is thanked for his dedication and insightful years of service as a Director since 2012.



Jan. 2023

EVENTS



YSABEL & YAN JACOBS  
FERME JACOBS INC.

KEYNOTE SPEAKERS

## EastGen Virtual Zone Meetings

We are pleased to announce that sister-brother duo **Ysabel and Yan Jacobs** will speak at **EastGen's** January 2023 **Virtual Zone Meetings**. Ferme Jacobs Inc., owned by the Jacobs Family, is located in Cap-Santé, QC, 45 minutes west of Quebec City. The family milk 300+ cows, own 720 kg of quota, farm 3000 acres and have a 3X Master Breeder Herd. Ferme Jacobs is recognized worldwide through many achievements including 2017 Holstein Canada Cow of the Year Jacobs Goldwyn Britany EX-96-2E-28\*; 2013 Grand & Supreme WDE Champion Bonaccueil Maya Goldwyn EX-95-3E-15\*; 2015 WDE Reserve Grand Champion Jacobs Goldwyn Valana EX-95-2E; 2016 Royal Grand Champion Jacobs Gold Liann EX-94-2E-2\*; 2017 WDE Intermediate Champion and 2018 Royal Grand Champion Jacobs Windbrook Aimo EX-95; and 2021 WDE Supreme Champion and Canadian National Grand Champion Erbacres Snapple Shakira EX-97-2E-1\* - also named World Champion 2021. They have been Premier Breeder multiple times at both WDE and the Royal.

Semex and Boviteq announced a partnership that started in the Fall of 2021 with these world-renown breeders. Ferme Jacobs is shifting much of their milk production herd to a state-of-the-art robotic facility. Being focused on genetic improvement, Semex and Boviteq are pleased to team up with them, utilizing Semex solutions such as Elevate® genomic testing and IVF services from Boviteq. Together, a genetic strategy is being developed that maximizes genetic gain, producing elite male and female calves, as well as overall herd genetic improvement to meet their future growth strategies.

"We are so pleased to be working more closely with Ferme Jacobs," said Brad Sayles, Semex Chief Operating Officer. "They're working hard to invest in their breeding program to not only develop their famous show herd, but also to develop productive, healthy cows that work well in modern management environments. They're extremely passionate breeders, and excellent ambassadors for the dairy industry, so assisting them in their genetic strategy to reach these goals is certainly an opportunity we're excited about."

Virtual zone meetings will be held for EastGen's entire service area.

### English Virtual Zone Meetings

Tues., January 24, 2023	11:00 a.m.	EST
Tues., January 24, 2023	7:00 p.m.	EST

### French Virtual Zone Meeting

Wed., January 25, 2023	11:00 a.m.	EST
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Watch for registration details in the December Update.

Webinar Reminder



Beef **BULL**-ETIN  
EastGen 2

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



Pre-register via  
QR code or link  
in the Events  
section at  
[www.eastgen.ca](http://www.eastgen.ca)

RESCHEDULED DATES:

## AI Schools in NB & PEI

For details and to register for the date/location of your choice (spaces are limited), visit the events section at [www.eastgen.ca](http://www.eastgen.ca).

- November 22, 2022  
- Hunter River, PEI
- November 23, 2022  
- Petitscodiac, NB
- November 24, 2022  
- Nackawic, NB

Contact [aitraining@eastgen.ca](mailto:aitraining@eastgen.ca) for more information.

## Dairy Proof Updates

Watch for highlights via EastGen's social media, and for your new proof sheet in the mail following the December 6th Genetic Evaluation Release.



# Special

Nov. 1 - Dec. 31<sup>st</sup>, 2022

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# EastGen

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*Vicki Fletcher*

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