

JANUARY  
2023

Update

EastGen



## Gathering Knowledge for 2023 and Beyond

The future of dairy farming calls for genetic and technological advances and the need for profitability, regardless of operation size and goals. With that in mind, EastGen is more committed than ever to have the best-trained, most knowledgeable staff in dairy genetics in order to assist all customers. Last fall, 21 EastGen Regional Sales Managers, Regional Sales Representatives, and other department members visited Quebec to join their colleagues from Semex partner organizations CIAQ and Westgen and partake in educational opportunities during an annual Semex Canadian Partners Conference.

The group visited three progressive Quebec dairy farms (Bergeroy, Comestar and Landrynoise) with herd sizes ranging from 250 to 1000 cows in milk, giving them valuable exposure to current genetic, veterinary, nutrition and overall breeding strategies for these operations. They had the chance to pose questions directly to owners and experts providing service to these operations, and learn what is being planned for the future. Other conference topics included how to help customers maximize their return from milk sales, using beef on dairy, and insight into several popular herd management software options.

During a tour of the Boviteq headquarters, EastGen staff and their colleagues had the chance to explore the possibilities of IVF embryos as a progressive breeding strategy.

"The great thing about this conference was the information and education our staff were given about leading edge genetics, reproductive technologies, and also the overall management of profitable dairy farms. The collaboration amongst the staff of CIAQ in Quebec and Westgen in Western Canada was extremely valuable. Our team will now be able to use that insight when advising our clients," said Jamie Howard, EastGen Director of Sales. "It is very important for progressive dairy producers with all types of cattle to understand that EastGen has the tools to make them profitable."

In addition to continually educating our sales team, EastGen has been conducting small group training sessions for our Professional Reproduction Specialists (AI technicians) over the last few months. This has successfully enhanced their knowledge of Semex's evolving Genetic Solutions tools so they can confidently assist customers during regular farm visits.

Reminder!

## EastGen Zone Meetings

EastGen update and guest speakers Ysabel & Yan Jacobs, Ferme Jacobs Inc.

**English Virtual Zone Meetings**

Tues., January 24th @ 11:00 a.m. & 7:00 p.m. EST

**French Virtual Zone Meeting**

Wed., January 25th @ 11:00 a.m. EST

Register now at  
[www.eastgen.ca](http://www.eastgen.ca)  
or via QR code.



# Staff Announcements



Brianna Heeg



Braeden Wepler

We are pleased to announce that **Brianna Heeg** accepted the EastGen **AI Technician** position for **District 6** left vacant by the recent appointment of Collin Allardye to the Regional Sales Representative position. Brianna has already begun the process of assuming this district. Last fall, she joined the company as Casual AI Technician in the Western Ontario Region. Brianna's passion for the dairy industry began when she started helping out on her grandparent's farm in 2013. She is also a registered breeder of Golden Retrievers.

In other staff news, effective January 1st **Braeden Wepler** assumed **Swing AI Technician** duties in Western Ontario **Districts 71 & 88**, a position vacant by Sam Buschbeck's recent appointment to the AI Trainer & Heatime® Support Specialist role. A 2014 graduate of Ridgetown College's agricultural diploma program, Braeden joined EastGen in 2018 and has worked in Districts 95, 52 and 53. Part of a family-run purebred Simmental and Limousin operation at Keady, Ont., he also enjoys exhibiting and fitting show cattle across the country.

*Congratulations to Brianna and Braeden!*

SOLUTIONS TO ELEVATE YOUR GENETICS

## BREED YOUR FUTURE HERD

Reducing heifer inventory costs and making sure you're selecting the genetics you want in your herd today and tomorrow is how you breed your herd of the future. Fast, easy access to your females' genomic information is how you do it!

## Why Genomic Test?

- Accurately ranking females results in the best decisions
- Raising your future herd's genetic levels increases your profit
- Verifying parentage reduces inbreeding and ensures all matings are future-focused

## Why Elevate?

- Industry's leading genomic testing platform
- You control your genomic testing program
- Easy to understand and implement
- No spreadsheets or paperwork
- Integration with mating, inventory & sire selection tools
- Results in the palm of your hand



## EastGen AI School - Upcoming Dates

- February 15-17, 2023 - Aylmer, ON
- March 15-17, 2023 - Aylmer, ON

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

# 2023 Beef Catalogue and Day-to-Day Availability Sheet

**Attention Beef Producers** - Watch the mail in early January for your copy of EastGen's 2023 sire catalogue featuring Semex's line-up across all breeds, and our sheet highlighting beef sires available on a day-to-day basis.

"Semex continues to build on a strong beef program. The 2023 catalogue provides a showcase for the wide variety of genetics in many breeds that offer leading genetic opportunities for all beef producers," says Scott Cornish, EastGen's Beef Product Coordinator.





# Special

until Feb. 28<sup>th</sup>, 2023

## Light Bulbs

### Canarm LED Bulbs

- Cool white 5000K (replace up to a 100 watt Bulb)
- Soft white 3000K (replace up to a 60 watt Bulb)
- Energy Star rated
- Dimmable
- Ideal for damp or humid environments
- Shatterproof rated

LED Bulbs		Longevity (hrs)	Reg. \$	Sale \$
Canarm LED 75 Watt Cool white 5000K	#841	15,000	<del>12</del>	<b>10</b>
LED 9.5 Watt Warm Soft white 3000K	#835	25,000	<del>12</del>	<b>10</b>



# EastGen

## Milking Gloves

### GrizzlyNite

- 100% Nitrile / Powder Free
- Thick and puncture resistant
- Helps reduce bacteria & infection
- Latex free
- Rolled cuff
- Improved thickness (5ml)
- Available in various sizes

Milking Gloves		Reg. \$	Sale \$
GrizzlyNite Black Nitrile Gloves	#800 #801 #802 #803 #804	<del>20</del>	<b>17</b>



Ask your local sales representative  
today, or visit us online!



[www.eastgen.ca](http://www.eastgen.ca)

 **Online Store**

<https://store.eastgen.ca>



*Exciting  
Special!*

# WINTER SEMEN & PRODUCT SPECIAL!

Special December 7<sup>th</sup> - March 31<sup>st</sup>, 2023

**Time to look sharp in your EastGen vests!**

**You can earn a vest two different ways...**

*Men's*



**#1** Earn an EastGen vest through the purchase of 50 doses of semen or higher

Your purchase must contain the following:

- At least 40 doses of dairy semen (\$42 or higher, \$67 or higher for sexed)
- No more than 10 doses of beef semen (\$28 or higher)

**#2** Earn an EastGen vest by purchasing \$1,000 of any of our farm product items. (\*Does not include Liquid Nitrogen)

During the sales period, the maximum number of vests that can be obtained from this farm product special is two!

More EastGen vests can be purchased at a retail price of \$80 by customers who have earned one vest through our Winter Semen Special promotion!

(\*Men's and women's sizes Sm - 5XL are available)

*Ladies*



**Don't miss out on this  
limited time offer!!!**