

FEBRUARY  
2023

Update

EastGen

## OptiMate™ Helping Producers Achieve their Genetic Goals



*Maynard Martin of Maychris Holsteins, Drayton, Ont. OptiMate™ user since 2015.*

Maynard Martin gets right to the point when discussing OptiMate™. "It's a great tool in my mind," he says, explaining that this mating program has allowed his herd to continually meet higher levels of achievement. OptiMate has been in use at Maychris Holsteins, Drayton, Ont. since the program was first introduced by Semex in 2015, coupled with years of on-farm advice provided by EastGen's Andrew den Haan.

"We at Maychris Holsteins (Maynard, his wife Christine, and their family) have come to appreciate the sound advice from EastGen tank reps and the OptiMate program. The program gives us the option to breed sexed semen to our top genetic animals and lower genetics to beef, but its also good to sometimes go look at animals too before making a sexed or beef decision. Also how the program watches the inbreeding and how strengths and weaknesses of the herd are pointed out so we know what to work on."

Westcoat Alcove, Fradon Armada, Vogue Redeye-P and Kings-Ransom Dropbox are the Holstein sires of choice currently in the program for the Maychris herd.

In 2010 the Martins moved their herd from a traditonal tiestall setup to a new freestall barn, almost doubling their milking herd size at the same time. They're now milking 100 head in a double eight parallel parlour.

"I know what I want," says Maynard, explaining that he seeks sires transmitting high daughter fertility, high fat, good feet & legs, good udders, good temperament, and A2A2 bulls. The latter is important due to his passion for cheese making which began on the kitchen stove in 2013 using over-quota milk and has evolved into a mobile cheese making business with three trucks on the road. Today they serve about 400 customers - fellow dairy farmers turning their milk into cheese for their own consumption. "I could talk about cheese all day," he passionately admits, emphasizing the importance of high quality milk production on all farms.

The OptiMate program is ideal for busy people like Maynard. It's an easy-to-use, touch-based tablet software designed for the dairy producer to be involved in the mating experience. There's tight integration with SemexWorks™ to focus on breeding strategies and economic parameters that are important to the dairy operation. It's easy to manage inbreeding and maximize genetic gain. Herd strategies are built in seconds creating highly visual and easy-to-interpret reports. Matings can be done on either the TPI or LPI system.

OptiMate provides clients with the ultimate user experience to tailor matings to their needs and goals helping them make the best decisions for their success. Talk to your EastGen representative for more details.



### Notice of Annual General Meeting of Members of EastGen Incorporated

Notice is hereby given that the Annual Meeting of the Members of EastGen will be at The GrandWay, Elora, ON with a Link Meeting for Eastern Ontario members at The McIntosh Country Inn & Conference Centre, Morrisburg, ON on the 30th day of March 2023, at the hour of 10:00 a.m. in the forenoon to:

- Receive the financial statements of EastGen for the period ending December 31, 2022
- Appoint auditors and authorize the directors to fix the remuneration of the auditors
- Transact such further and other business as may properly be brought before the meeting or any adjournment thereof.

By order of the Board of Directors, Brian O'Connor, Secretary

**Thursday, March 30, 2023 • 10:00 a.m. – 12:30 p.m.**  
**Registration: 9:30 a.m. • Meeting 10:00 a.m. SHARP**

# EastGen Youth Shows

Mark your calendars! Our dates for EastGen's 2023 dairy youth events featuring education and show components for competitors ages 14-21 as of January 1st appear below. Follow EastGen on Facebook and Instagram, and watch our newsletters and website for details about registration via AssistExpo. County/regional 4-H livestock reps. will also receive information.

**EastGen Showcase - July 3-4, Spencerville, ON**

**EastGen Challenge West - July 6-7, Woodstock, ON**

**EastGen Challenge East - July 10-11, Markham, ON**

**EastGen Atlantic 4-H Showcase - July 12-14, Truro, NS**



## Grey/Wellington North Zone Meeting

*Join us...* **10:30 a.m., Wednesday, March 1st**  
at Landerkin Holsteins

• lunch at noon  
• presentations at 11:00  
a.m. & 1:00 p.m.

**of Paul M. & Kathryn Martin**  
**044251 Southgate Rd 4**  
**Mount Forest, ON**

*Semex sire presentation • EastGen update*

## EastGen Donates Sexed Alligator to Support Causes



*Stanton's Alligator*

Sexed semen from **Stanton's Alligator** is in-demand, especially with the excitement surrounding his recently fresh second-crop daughters. While this superstar's semen production continues to improve, sexed Alligator is not available for sale at this time. Luckily EastGen's board of directors has approved the donation of the last 15 doses of sexed Alligator kept in reserve - to the three causes listed at right (single lots of 5 doses each).

Be an industry supporter - **bid high, bid last!**

### *Three Opportunities to Bid...*

**Feb. 21st - Holstein Ontario Convention**

EastGen Evening of Excellence, Ottawa, ON

*Proceeds to Ontario Dairy Youth Trust Fund.*

**March 10th - College Classic Heifer Sale**

Carson's Sales Arena, Listowel, ON

*Proceeds to 'In the Know' - a mental health literacy program for farmers and the agricultural community.*

**April 5th - Calves for a Cause**

Canadian Dairy XPO, Stratford, ON

*Proceeds to London Children's Health Foundation.*

*Exciting Special!*

## WINTER SEMEN & PRODUCT SPECIAL!

**Ends March 31, 2023**

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

*Men's* *Ladies*

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

**#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 \$1000 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.*

*Talk to your EastGen rep. about our vest special offer for beef producers, too!*

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



(\*Men's and women's sizes Sm - 5XL;  
beef special vest without milk logo)



# 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>





L - LEO THE KNOWHOW DEBBY VG-85-2YR-CAN  
R - LEO THE KNOWHOW GRAPHITE GP-83-2YR-CAN  
Owner: FERME LEO THE INC, JONQUIERE, QC



# Progenesis Knowhow



FABULOUS X DETOUR X SUPERSHOT

- Incredible source for elite Milk yields and positive components
- Pleasing udders & F&L's suited for any environment
- Backed by two generations of VG-2YR-Old dams that stem from the former #1 GTPI Man-O-Man and #2 Protein Cow in North America
- A great settler, Calving Ease designated, & an A2A2 carrier

+3423 GLPI  
\$2652 PRO\$  
+2139 MILK  
+85 FAT (+.03%)  
+83 PROTEIN (+.08%)  
+9 CONFORMATION  
+7 MAMMARY SYSTEM  
+6 FEET & LEGS  
+6 DAIRY STRENGTH  
+5 RUMP  
110<sup>#</sup> HOOF HEALTH  
104 CALVING ABILITY

**A little KNOWHOW will go a very, very long way!**

# - GPA  
GEBV 22\* DEC

SEMEX

EastGen

