Apdate



OptiMate Helping Producers Achieve their Genetic Goals



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."

Westcoast 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 passsionately 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:

- a) Receive the financial statements of EastGen for the period ending December 31, 2022
- b) Appoint auditors and authorize the directors to fix the remuneration of the auditors
- c) 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

Toin US... 10:30 a.m., Wednesday, March 1st

• lunch at noon • presentations at 11:00 a.m. & 1:00 p.m. at Landerkin Holsteins of Paul M. & Kathryn Martin 044251 Southgate Rd 4 Mount Forest, ON

Semex sire presentation • EastGen update

EastGen Donates Sexed Alligator to Support Causes



Sexed semen from **Stantons 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

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

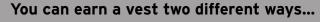
April 5th - Calves for a Cause

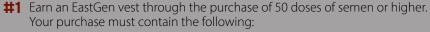
Canadian Dairy XPO, Stratford, ON
Proceeds to London Children's Health Foundation.

WINTER SEMEN & PRODUCT SPECIAL!

Ends March 31, 2023

Time to look sharp in your EastGen vests!





- 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!!!





EastGen Milking Gloves

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	12	10
LED 9.5 Watt Warm Soft white 3000K	#835	25,000	12	10

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	20	17



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







BLACK

Provvon



+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[#] HOOF HEALTH

104 CALVING ABILITY

- GPA GEBV 22* DEC

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

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

