



With the final proof round of the year, we have been able to fortify our sire line-up with over 10 new sires. Of special note, we have decided to extend our popular **Immunity+ Special** until the Spring and for those looking to expand the prevalence of the polled gene in their herds, we have introduced a new **Polled Special** which should draw a lot of attention. You will soon see that our proof list offers remarkable value for every type of breeder with any herd goal in mind.



Clear-Echo Montvrdi 5621 VG-2YR-USA

**Progenesis Monteverdi**, who joined our proven line-up with a GMACE proof last proof round, now has an official Canadian type proof with +8 for Conformation (up a point). **Monteverdi** is made for today's dairymen as a value-add profit driver. He is currently +3628 GMACE LPI, \$2520 Pro\$, +930 Milk, +98 Fat (+.51%), and +62 Protein (+.25%). He is an **A2A2** carrier and he is the #1 ranked **Robot Ready™** designated sire for Calving Ability (111), Semen Fertility (+63), and for Feet & Legs with a +10 overall! An added bonus, **Monteverdi** is available in our **30 for \$30 Special**. As daughters continue to progress into their third lactations, **Breeder's Edge** proven sire **Siemers Stars \*RC** saw substantial gains for production to +1006 Milk, +49 Fat (+.08%), and +37 Protein (+.02%) while jumping on type to +12. None of this should surprise us with a maternal line that is highlighted by 9 direct EX dams from the unparalleled **Apple-Red** family. Looking for an ideal cross for your Ranger-Red bloodlines, **Stars** is the obvious solution. If that was not enough, **Stars** can be used **Day-To-Day Conventional** or **Day-To-Day Sexed** and is available conventional in our **30 for \$30 Special** and sexed in our **30 for \$50 Sexed Special**!

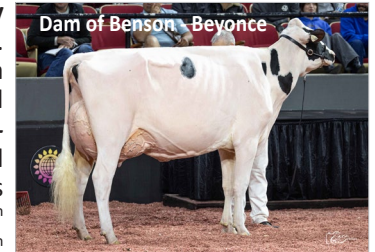


Brisk-PP

Another perfect option to use on your Ranger-Red bloodlines is our newly added **Jeanlu Brisk-PP VRED \*RC**. Being homozygous for the polled gene means that 100% of **Brisk-PP** progeny will be polled. **Brisk-PP** debuts with +3418 GPA LPI, +846 Milk, +52 Fat (+.15%), +27 Protein (-.01%) and a pleasing +11 for Conformation.

A Zircon-P son, the impressive **Brisk-PP** stems from a VG-2YR Lambda that traces back to one of the great matriarchs in the breed **Regancrest-PR Barbie**! Aside from being a Red Carrier and homozygous polled, **Brisk-PP** offers a balanced profile with shallow, well attached udders (75 Udder Depth, +9 overall), ideal F&L's (+8), and rump structures that breeders are looking for (+6 Overall, 7L Rump Angle). As an added bonus, he is **A2A2**, carries the coveted **Immunity+®** designation with 108 Immunity and 106 Calf Immunity, and like the large majority of our Polled line-up, will be available in our **Polled Special**!

We continue to respond to the marketplace by providing more new sires as early as we can in their careers. We have raised the bar this round with our three new additions we have launched in our **Short Supply** sire list. **Walnutlawn PG Brightpath**, our first addition, optimizes balanced breeding at its best. **Brightpath** is an Alcove from a VG-87-2YR Lambda from 12 more generations of VG or EX dams which is highlighted by a former #1 Canadian type cow as well as the former #1 type cow of the breed, the world-famous **Barbie**! He debuts with +3801 GPA LPI, \$2289 Pro\$, +1194 Milk, +97 Fat (+.43%), +65 Protein (+.19%) and a fantastic +14 for Conformation. This **A2A2** carrier is a **FastStart** sire so breeders will need to have a signed contract to use him. The very stylish **Comestar Larizio** is our second addition. The **Immunity+**, **Robot Ready**, and **A2A2 Larizio** is our first Dropbox son and he too stems from a 12<sup>th</sup> generation VG or EX family. His dam is a VG Perfect, from a VG Tropic, VG Unix, and then **'Lamadona' 2022 HAC Cow of the Year!** **Larizio** offers solid Milk (+502), high deviations (+.53% Fat, +.24% Protein), and terrific type (+12 Conformation, +11 Mammary, +7 F&L, +7 Dairy Strength). The third addition to the **Short Supply** list is **Walnutlawn PG Benson**. **Benson** is a Destination son from a unanimous favourite from this fall **Walnutlawn Lambda Beyonce VG-87-1YR-CAN**. **Beyonce** impressed on the World stage on both sides of the border this fall coming 4<sup>th</sup> Sr. 2-YR at the 2024 WDE and 4<sup>th</sup> Winter 2-YR at the 2024 RAWF National Show. She is a full sister to the dam of **Brightpath** which means her maternal line is as deep and rich as they come. The **Robot Ready** and **A2A2** designated **Benson** offers outstanding Milk (+1521), +58 Fat, +57 Protein, and an exciting +16 for Conformation. **Benson** will be our next addition to the **Breeder's Edge** brand and will be sure to generate some excitement for those determined to sacrifice nothing in their goal to breed a special one.



Dam of Benson - Beyonce

NEW PRODUCT

*New!* **EXCELmin**

**EXCELmin** products are made with highly digestible and absorbable chelated trace minerals. **EXCELmin** products are specially formulated to enhance performance and production for every segment of your herd.

Ask your EastGen rep how our new **EXCELmin** can take your herd to the next level!



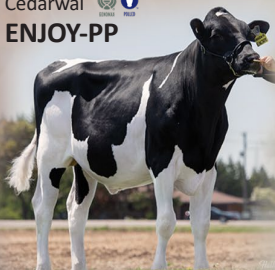


# Polled™

Buy a minimum of 30 doses of Polled sires and receive an additional 5% discount.

**It's that easy!**  
Effective until April 1, 2025

Cedarwal  
**ENJOY-PP**



## Your Choice for Polled Genetics!

Our line-up of **Polled** sires, and especially **Homozygous Polled** sires (PP), continues to expand. You will notice a sampling of 16 **Polled** sires available from EastGen on the back of your Dec '24 proof sheet. The impressive group includes 8 PP-sires, 4 of which are available **Day-To-Day** including **Brisk-PP** who is available **Day-To-Day Sexed**! It is an exciting reflection of the **Polled** genetics that we have available. In all, this list of 16 averages:

**+3514 for LPI, +666 Milk, +81 Fat (+.47%),  
+44 Protein (+.17), and +11 for Conformation!**



Scan the QR Code to access Semex's entire Polled listing and contact your EastGen rep about making EastGen **Your Choice for Polled Genetics!**

Exciting **NEW** **Genomax™**  
Leading Genetics

## Additions to EastGen's Holstein Line-Up

Progenesis **PROMISSORY** 3785 GPA LPI \$2781 Pro\$ **+10 CONF**  
aAa: 243615 Pazzle x Magnifique (at Westcoast Holsteins) x  
 VG-85-2YR Zazzle x 'Oscar Lucinda' VG-86 GMD DOM family (USA Milk Record Cow with over 67,000 lbs)

- ✓ **PROMISSORY**, who is **A2A2** and **Immunity+**, is an interesting outcross option from a family renowned for outstanding production. With +1075 for Milk, +112 Fat (+.59%), +60 Protein (+.19%), and +10 for Conformation, **Promissory** has a profile that should fit into every herd's breeding program.



Walnutlawn PG **BRANTLEY** 3664 GPA LPI \$2214 Pro\$ **+13 CONF**  
aAa: 234165 Havenofear x VG-2YR Ranger Brandy x VG-88 Alligator  
 Briar x EX-91-3E Abbott Breeze x Doorman Breanna VG-88 5\* x 9 gen. VG or EX from the "Barbie" family!

- ✓ **BRANTLEY** is an impressive and richly-bred Havenofear son who ticks all the boxes. With his solid Milk yields, high deviation Fat (+.40%), and off-the-charts type profile, the Robot Ready designated Brantley will join our **Breeder's Edge** line-up while hitting the mark for progressive & traditional breeders alike!



## NEW Day-To-Day Sexed Additions

Progenesis **POP ROCK**: This **A2A2**, Robot Ready, and Fertility First sire, is an identical genetic brother to the very popular **Popnlock**. While **Popnlock** has been flying off the shelf as a conventional semen sire, we know that **Poprock** will do the same as a **Day-To-Day Sexed** addition.



Progenesis **ANAHITA**: We have been able to secure enough inventory to allow us to add the ultra-popular **Breeder's Edge Anahita** to our **Day-To-Day Sexed** list. The **A2A2** and **Fertility First** designated **Anahita** has proven to be a phenomenal settler who offers solid milk yields with high deviations and exceptional type (+16 Conformation).



Progenesis **KENDRICK**: With **Kendrick**, we see the beautiful blend of production from his sire **Alcove** with the balanced type profile brought by his richly-bred dam **Dulet D-Lambda Katrina EX 1\***. With +2473 Milk, +100 Fat (+.01%), +84 Protein, +11 for type, and an impressive +63 for semen fertility, **Kendrick** is a phenomenal value-add sire.



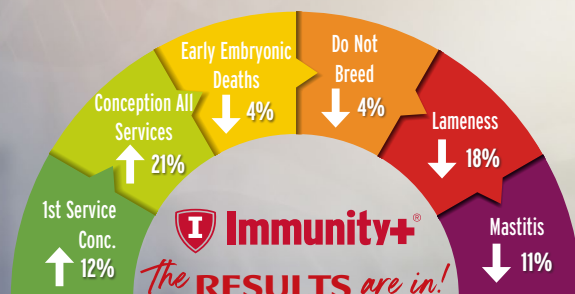
In addition to the above three new additions, as mentioned previously, **Jeanlu BRISK-PP VRED \*RC** is also newly available **Day-To-Day Sexed**. Ask your EastGen rep about our entire line-up of sexed sires available **Day-To-Day**!

**Immunity+**



## THERE'S ONLY ONE HEALTH INDEX THAT MATTERS.

The RESULTS are in! EastGen evaluated ~2,000 cows in 6 Ontario milk-recorded herds (320 cow/avg).



GLPI	PRO\$	FAT (KG)	CONFORMATION	IMMUNITY
Adaway Beyond <b>FAITHFUL</b> 3934	Adaway Beyond <b>FAITHFUL</b> 3340	Progenesis <b>MORNINGSTAR</b> 160	Comestar <b>LUXIOR</b> 16	Peak <b>HEADLINE</b> 115
T-Spruce <b>POLLUX</b> 3802	T-Spruce <b>POLLUX</b> 3121	Progenesis <b>POMODORO</b> 146	Claybrook <b>MILLSTONE</b> 15	3Star Oh <b>ROMANER RC</b> 115
Progenesis <b>PERKY</b> 3797	Higherransom <b>NAPOLI</b> 3008	Winstar Beyond <b>MARKET P</b> 146	Westcoast <b>BAZZAR</b> 13	T-Spruce <b>POLLUX</b> 114
Claybrook <b>ZARD RC</b> 3743	Progenesis <b>PERKY</b> 2982	Progenesis <b>PERKY</b> 140	Comestar <b>LARIZIO</b> 12	Bomaz <b>PRINGLE-RED</b> 114
3star Oh <b>ROMANER RC</b> 3743	Sandy-Valley <b>SUNDAY</b> 2851	Sandy-Valley <b>SUNDAY</b> 135	Walnutlawn PG <b>BRIGHTNEON</b> 12	NAF <b>someone RED</b> 114

Ask your EastGen rep about making the most with Immunity sires!

**EastGen**

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