



JULY  
2025

Update



# A Banner Year for Youth Events!

***“EastGen!” — A Name That Says It All | A Total of 502 Competitors in Four 2025 Events***

It's incredibly rewarding when youth, chaperones, and parents alike refer to our annual summer programs with a single word: “EastGen!” That kind of recognition speaks volumes about the impact these events have on the next generation of agricultural leaders.

This July, EastGen proudly hosted its 2025 youth events under the theme “Proud to Be Canadian and to Support Our Dairy Industry.” In a powerful visual show of national pride and industry passion, 502 show day participants donned logoed red shirts adorned with the maple leaf — a small gesture that reflected a big message.

Each year, EastGen organizes and solely sponsors a series of 2-day Challenges and Showcases across our Ontario service region, held in Spencerville, Woodstock, and Markham. These events are tailored for 4-H dairy youth aged 14–21. This year, a remarkable 347 Ontario participants took part, exceeding last year's impressive turnout of young competitors.

Out east, our EastGen Atlantic Showcase brought together dairy and beef youth aged 13–21 for a 3-day intensive program in Truro, NS. With support from sponsors John Deere/Green Diamond Equipment, Nova Scotia Animal Breeders, and others, this year's event drew a record-breaking 155 participants from New Brunswick, Prince Edward Island, and Nova Scotia — the highest attendance in the event's 35-year history!

Throughout these programs, participants engage in educational workshops, team-building activities, and hands-on learning. The highlight for many is the opportunity to step into the show ring, demonstrating their skills in both showmanship and conformation evaluations. EastGen's youth events remain a cornerstone of our annual calendar, proudly showcasing our ongoing investment in the future of agriculture.

“We take great pride in working with our young agriculturalists to inspire them to learn and grow,” says Brian O'Connor, EastGen General Manager. “These events give them the opportunity to build friendships and networks that will last a lifetime.”

For more photos, updates, and results, visit EastGen's website and follow us on Facebook and Instagram. Competition results are available at [www.assistexpo.ca/results/eastgen](http://www.assistexpo.ca/results/eastgen).



**EastGen Atlantic Showcase 2025** Left: Beef Grand Champion - Parker Smith, PEI; Reserve - Walker Brake, NB. Right: Dairy Grand Champion - Lauchie MacPhie, NS; Reserve - Jillian Wood, NS. Pictured with EastGen Atlantic Sales Manager Dale MacPhee.



**EastGen Showcase (Spencerville) 2025:** Overall Grand Champion - Ericka Mathers, Dundas. Pictured with EastGen President Amanda Jeffs and EastGen Director Lee Grant.



**EastGen Challenge West (Woodstock) 2025** - Left: Overall Grand Champion Competitor: Kyla Lewis, Middlesex, with EastGen Directors Rob Bumstead and Chris McLaren. **EastGen Challenge East (Markham) 2025** - Right: Overall Grand Champion Competitor: Mason Buckley, Kawartha Lakes, with EastGen Director John den Haan, EastGen General Manager Brian O'Connor, and EastGen Director Glenn Barkey.





# Brian Betts Scholarship Winners



EastGen is proud to join Gay Lea and The Ontario Dairy Youth Trust Fund to celebrate the 2025 winners of the **Brian Betts Memorial Scholarship**.

The awards recognize an accomplished dairy producer and exceptional leader in agriculture both locally and nationally. Brian Betts helped drive producer run organizations to collaborate more fully and reduce duplication, which led to greater efficiency and ensured greater sustainability for producer-owned companies.

The two \$1500 scholarships were awarded to individuals who demonstrate leadership and selfless service for the betterment of their community. Congratulations to 2025 winners **Ian Egger, Gads Hill, ON** and **Katrina Gubelmann, Walton, ON**. The scholarships were announced at EastGen's recent Challenge West show, with members of the Betts family and company/organization representatives on hand for the presentations.

## Kevin Allen Memorial Award



**Jess Young, Russell County**, was chosen to receive the 2025 **Kevin Allen Memorial Award** honouring an EastGen Delegate, former EBI Board Director, dairy farmer, and life-long supporter of 4-H and his local agriculture community. From left: EastGen Regional Sales Manager Craig LeRoy, members of the Allen family with the winner, and EastGen Genetic Advisor Kris MacLeod at the Spencerville show.

## AUGUST IS PROOF MONTH

Watch for highlights via EastGen's social media channels, and your new proof sheet in the mail following the August 12th Genetic Evaluation Release



# Dr. Tim Henshaw Award of Excellence

## EastGen Showcase (Spencerville)

### Winner:

*Sarah Campbell, Frontenac County, with EastGen President Amanda Jeffs, and EastGen Director Lee Grant.*



## EastGen Challenge (Woodstock)

### Winner:

*Rhett Terpstra, Perth County, with EastGen's Rob Bumstead, Curtis McNeil, Chris McLaren, and Brian O'Connor.*

## EastGen Challenge (Markham)

**Winner:** Hunter Maisonneuve, Grey County, with EastGen's Brian O'Connor, Jane Henshaw, and judging panel reps Joanne Leighton and Christa Ormiston.



# Andrea Crowe Award Winner



Andrea Crowe Inspirational Award winner at EastGen Atlantic Showcase, Owen Fraser of NS, with Anne Crowe and EastGen Regional Sales Manager Dale MacPhee.

# Special

Until August 31st

# EastGen

Agri Inc.

# Heat Wave

## Plus

Health Canada Approved!

## BENEFITS

- Made from Japanese mint oil
- Contains tea tree oil
- Helps to increase blood circulation
- Helps to reduce udder edema in fresh animals
- Helps to improve skin texture & Udder Health
- One of the most powerful blends of essential oils on the market today

SALES

Heat Wave *Plus* 500 ml Cream

Agri0761

\$27

Heat Wave *Plus* 2500 ml Cream

Agri0762

\$120

Heat Wave *Plus* Spray 2500 ml

Agri0764

\$145



www.eastgen.ca  
**Online Store**  
<https://store.eastgen.ca>



PROGENESIS



# Monteverdi

ZAZZLE x POSITIVE x MAGNUS

Photo: Holly McFarlane

Photo: Holly McFarlane

GLPI	+3750
Milk	+1014
Fat	+96 +.46%
Prot.	+61 +.20%
Conf.	+6
Calv. Ability	111
Milk. Speed	105
Semen Fert.	64

GEBV 25%APR

Dau.: PROGENESIS MONTEVERDI HOTTIE P VG-85-2YR-CAN

LET'S GO FURTHER,  
**FASTER.**

*A balanced, all-in-one proven sire  
that delivers across the board!*

Dau.: CLEAR-ECHO MONTVRDI 5621 EX-90-USA

© Lea Jordan  
Light Pictures Photography

EastGen



www.eastgen.ca  
P: 1-888-821-2150