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Update



Beef Producer Brings High-Tech Monitoring to the Pasture

Will and Nancy Briscoe operate a 160-acre beef cow/calf operation overlooking the Bonnechere River Valley near Renfrew, ON. While beef producers aren't always early adopters of herd monitoring technology, this couple is proving that innovation doesn't belong solely to the dairy industry.

Coming from agricultural backgrounds—Will from a mixed farm in Renfrew and Nancy from a beef and cream-producing farm at Winchester—they've carried forward generations of passion and care for cattle. Their current herd continues a family tradition of raising beef cattle on their farm since 1981.

After 15 years of researching herd monitoring systems, Will and Nancy chose to install **SenseHub®**, **supplied by EastGen**. Their motivation? Eliminate the need for a herd bull and improve heat detection and overall reproductive management. "With the cost of bulls today, it really penciled out for us to sell the herd bull and go straight AI," says Will. "SenseHub gives us better data to make targeted mating decisions, especially with corrective matings and embryo transfers."

While many may think technology like SenseHub is reserved for larger or dairy herds, **this beef operation highlights how the system brings value in smaller-scale, hands-on settings.** "We didn't keep backup bulls, and working off-farm made it harder to monitor heats and due dates. SenseHub solved that," explains Will who is busy as Holstein Canada Field Service Business Partner for Eastern Ontario.

The couple also opted for the rumination feature, which has already proven useful. "It actually flagged a cow with pneumonia that I probably would have missed with just regular checks."

Now fully committed to partnering with technology, Will and Nancy use SenseHub to manage their breeding program with precision. "It helped us catch peak heat for an embryo implant



Will and Nancy Briscoe with their children Lillian and Anthony.

—everything lined up perfectly thanks to the data. And it's great to book insemination service with EastGen right after confirming timing."

Although they are early in their SenseHub journey, they are already seeing the benefits and would recommend the system to other beef cow/calf producers. "It's easy to use and the app works great," says Will. "And EastGen's Mike Wannamaker has been amazing—he's always quick to help and answer our questions."

The Briscoe family is showing that with the right tools and support, even smaller beef farms can run smarter and more efficiently. For them, SenseHub isn't just a piece of technology—it's a new way of managing herd health and performance, powered by data and backed by EastGen support.

For more information on SenseHub® and how this monitoring technology could work for your operation, contact ai24@eastgen.ca.

Rebrand Launch & Daughter Display at Canada's Outdoor Farm Show

Visit EastGen at the Dairy Innovation Centre during Canada's Outdoor Farm Show in Woodstock, ON, Sept. 9–11th. See our newly rebranded look and get a first-hand look at our vision for the future.

We'll showcase live cattle (daughters of sires TBA)

and the latest in science-based breeding tools—designed to help producers raise efficient, low-methane, disease-resistant cows. Our expert team will be there to answer your questions.

See you there in September!





What makes EastGen different? Our people.

The power of our people was overwhelmingly clear on July 15th as 102 of our teammates met in Guelph for EastGen's **3C Staff Day**. We set out to create an engaging learning day where we could focus on building **connections**, creating **commitment**, and fostering our **culture** - the result was more than we could have imagined! Thank you to our customers for supporting our commitment to investing in our people.

Ready to take control of your herd's reproductive success?

Join **EastGen AI School** — a hands-on training experience led by expert reproductive specialists. Space is limited — visit www.eastgen.ca to learn more and register. For more info contact aitraining@eastgen.ca.

Upcoming dates:

Mount Forest - Sept. 16-18

Aylmer - Oct. 8-10

Kemptville - Oct. 21-22

Mount Forest - Nov. 26-28

Aylmer - Dec. 10-12

Mount Forest - Jan. 6-8

New Staff Announcements - Western Region



Tonia Palermo



Bronwyn Twolan

EastGen is excited to welcome **Tonia Palermo** to our Western Region field team. Tonia will be covering a 6-month leave in Districts 1 and 6 as a **Contract AI Technician**.

Tonia holds a Bachelor of Science in Animal Biology from the University of Guelph and brings a solid background in animal care and agriculture. Her experience includes roles such as: Foal Watch Attendant – Ontario Veterinary College; Veterinary Assistant – Guelph Street Animal Hospital; Sales Associate – NextgenRX; Bovine Care Specialist – Semex (Summer 2022, pictured here with Monteverdi).

She's passionate about animal health, reproduction, and herd management, and is eager to build strong relationships with our clients while supporting their success.

Tonia officially joined EastGen on July 17, and we're thrilled to have her on board.

We're pleased to introduce **Bronwyn Twolan** as the newest member of our Western Region field team. Bronwyn joins us as a **Part-time AI Technician**, supporting multiple districts throughout the region.

A recent Bachelor of Science graduate from Trent University, Bronwyn brings a strong foundation in animal care and agriculture. She grew up in a rural community near Princeton, ON, and has hands-on experience working in farm labour roles. Her work with large animals includes time in Florida supporting the Canadian Olympic Team's horses—a unique experience that highlights her dedication and skill.

Bronwyn has a strong passion for animal care and genetics, and she's especially enthusiastic about the opportunity to grow her skills in the reproductive and genetics side of agriculture. She values building strong, trusted relationships with clients and enjoys being part of their herd's progress. Bronwyn finds it incredibly rewarding to witness the long-term impact of breeding decisions and how they contribute to both herd development and genetic improvement over time.

Though new to the dairy industry, Bronwyn's enthusiasm, experience, and commitment to learning make her a great addition to our team.



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