



EastGen

PRESS RELEASE

FOR IMMEDIATE RELEASE
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EastGen Evolving Together-Customer Appreciation Lunch at Canada's Outdoor Farm Show 2025

GUELPH, ON – EastGen is proud to be a featured exhibitor in the Dairy Innovation Centre at Canada's Outdoor Farm Show (COFS) 2025, where it will officially unveil its refreshed brand identity. This milestone reflects EastGen's continued evolution as a progressive partner delivering to livestock producers across their service area.

As part of this celebration, the company will host the *Evolving Together-EastGen Customer Appreciation Lunch* on Thursday, September 11 from noon to 1:00 p.m., featuring a complimentary serving of milk and beef on a bun—in honour of the farmers who proudly produce these cornerstone agricultural goods.

"We're evolving to meet the future head-on, with a focus on delivering innovation, partnership, and sustainable productivity," said Brian O'Connor, General Manager of EastGen who will speak briefly at 12:30 p.m. on Sept. 11 during the lunch (day 3 of COFS). "Our new look represents the same trusted commitment with renewed energy for what's ahead."

A Glimpse into the Future of Dairy

The EastGen exhibit will also feature daughters of some of Semex's most progressive sires, offering a compelling look into future-forward breeding strategies. This will be of particular interest to forward-thinking dairy producers looking to optimize herd genetics.

In addition, EastGen's expanded product lineup, including recently introduced items available through local field staff or direct delivery, will be on display.

More Than Just Cows

At its core, EastGen is built on people and partnerships. Throughout the week, EastGen's experienced team will be on hand to share insights into the science-backed genetic tools that help producers breed dairy cattle that are more efficient, longer lasting, lower methane emitters, and naturally more disease-resistant.

Visit EastGen at the Dairy Innovation Centre and see how innovation and service come together to drive the future of agriculture. Canada's Outdoor Farm Show runs September 9–11, 2025 at Woodstock, ON. Learn more at outdoorfarmshow.com.

About EastGen

EastGen delivers comprehensive dairy, beef, and goat genetics solutions, along with advanced reproductive technologies, to over 8,500 producers across Ontario, New Brunswick, Prince Edward Island, and Newfoundland & Labrador.

Proudly Canadian and producer-owned for more than 75 years, EastGen is committed to the Betterment of Agriculture. With unmatched expertise, leading-edge innovation, and a farmer-first approach, EastGen helps producers achieve genetic and reproductive success—today and for the future.

Learn more at www.eastgen.ca

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