

EastGen delivers.

August Proof Delivers Exciting Sire Developments

The second proof round of the year delivers exciting developments for all of our Holstein breeders. No matter your herd goals, our new extensive line-up of elite sires and tailored services is designed to support the success of your operation.

Our proof highlights start with the 'Value-Add Specialist' **Progenesis Monteverdi**. He has more than doubled the number of evaluated daughters this round, resulting in his third consecutive increase in GLPI—now reaching an impressive +3873! This achievement places **Monteverdi** as the #4 GLPI sire in Canada, driven by exceptional gains in Fat (+104 kg, +0.55%), Protein (+62 kg, +0.23%), and Conformation (+8). He continued to make progress across all major type traits and has established himself as a reliable choice for settling cows, thanks to his strong Semen Fertility rating (64). As if that weren't enough, **Monteverdi** is **Robot Ready™**, **A2A2**, **Calving Ease**, **Fertility First®**, and an ideal choice for producers focused on improving overall herd health.

The exceptional **MB-Luckylady Bullseye** joins our proven line-up this proof round, having firmly established himself as one of the most exciting sires in the genetics industry today. **Bullseye** solidifies his status as the premier type sire, debuting with a Conformation rating of +13! As we await his first production proof in December, excitement continues to build, with daughters around the world already showcasing the true magnitude of his genetic potential. Whether you're aiming to top sales, win in the show ring, improve calving ease, or settle cows with his strong 63 Semen Fertility rating, **Bullseye** delivers unmatched versatility. Available in both conventional and sexed semen, he's the kind of generational game-changer that can and should be a part of every breeding program.

There was also some promising preliminary news on **Kings-Ransom Dropbox** who debuts with an American proof that sees him as the #2 sire for type over 2950 TPI with 2.53 PTAT. Very encouraging field reports from around the world have been flowing in as early daughters continue to impress. **Dropbox** is a well-bred Highjump from the renowned brood cow Kings-Ransom Casp Daze EX-95-2E (EX-97 MS). Daze is a 4th generation EX and completes 14 generations VG or EX. This is a maternal line that can perform in any ring or



environment with the very best of them. **Dropbox** is an A2A2 carrier who consistently sires daughters with exceptional udders, long frames, strong loins, and ideal sloping rumps. Daughters in Canada are starting to create a similar buzz and we are hopeful to have a Canadian proof in December. For a limited time, **Dropbox** is part of our 30 for \$30 Introductory Special. It's an excellent opportunity to add this promising sire to your lineup. Don't miss out!

Call for Director Nominations

EastGen members in the following zones are invited to submit nominations for Directors for a three-year term. Early nomination forms will be mailed and posted at www.eastgen.ca this fall. All nominations must be submitted prior to Friday, October 31, 2025, at 5:00 p.m.

Zone 2 — Glengarry, Prescott, Russell

Zone 5 — Hastings, Lennox & Addington, Northumberland, Prince Edward

Zone 8 — Dufferin, Bruce, Grey

Zone 11 — Perth

Please note we will be conducting the Delegate and Alternate Delegate nominations / elections for the above Zones (Sub-Zones) via the mail as well.

Other Proven Sire Highlights: **Claynook Mayfair** who was introduced in April held with a pleasing +11 for Conformation while adding enough milking daughters to gain an official proof for production. He debuts with +955 for Milk, +80 Fat (+.35%), +39 Protein (+.05%) and +3476 GLPI. **Mayfair**, who is A2A2, is a proven settler (+64 Semen Fertility).

Also new in April was the **Immunity+®**, **A2A2**, **Calving Ease**, and **Fertility First®** designated **Fly-Higher Sugarhigh**. **Sugarhigh** continues to add daughters to his proof resulting in big leaps in his Milk rating (+1739), CFP (+176), and overall ranking +3707 GLPI. Breeders can expect profitable and healthy trouble-free cows (109 Immunity) that are made to last (106 HL). **Sugarhigh** is available for a limited-time on special at \$47 and also in our Pre-Purchase Sexed 30 for \$50 Special.



JERSEY

Lothmann Phantom leads the way as the first of our exciting newsires. He is a Unique Ghost son from a deep and impressive maternal line. His dam is a VG-86-2YR **Maverick** daughter of the renowned **Swissbell Chrome Ozone EX-93-2E 2*** — a Silver Award and two-time Gold Award winner who was also Nominated 2021 All Ontario Jr. 3-YR. **Ozone** is backed by a strong pedigree, including a VG-88 5* **Blackstone**, a VG-86, and two additional generations of EX dams. **Phantom**, bred in EastGen's area, offers a unique outcross pedigree and a very balanced profile with +574 Milk, +40 Fat (+.14%), +27 Protein (+.06%), and +12 Conformation. Expect daughters with shallow, silky udders (4S Udder Depth, +10 Texture, +10 Fore Attachment), outstanding F&L's (+10), and capacious open frames (+11 Dairy Strength).

Insemination Fee Increase

Effective September 1st, fees related to EastGen's technician service were increased by \$0.75 due to increasing costs. The insemination fee increase reflects associated costs with providing service to our customers so that EastGen can continue to provide a sustainable, affordable arm service into the future. EastGen is committed to reduce costs wherever possible and continues to make changes to its business to maximize efficiency while maintaining a high level of service to its customers.

The next-level full brothers **Dulet Samba** and **Simba** are our next two additions. Sired by the elite type sire **Goldorak**. Their dam is a VG-87-1YR **Boomerang**, backed by an EX-91 two-time Gold Medal Chief, followed by seven more VG or EX dams. They are the highest sires in the breed in Canada for type with positive Milk, Fat, and Protein ratings!

AYRSHIRE

Four new Ayrshire additions this proof round including the #2 GPA LPI and #1 Pro\$ sire **La Croisee Monaco**. By Magellan, Monaco's dam, **La Croisee Toronto Kanata VG-1YR ELITE**, is the #2 ranked cow for Pro\$. **Monaco** debuts with +3323 GPA LPI, +1011 Milk, +51Fat (+.11%), +49 Protein (+.16%), and +9 for Conformation. Exciting early field reports about milking daughters of **Des Mesanges Dalton** have earned him a place in our line-up. The **Immunity+** designated **Dalton** is a Diesel from VG-2YR **Amazing** from a VG-2YR **Bigstar** and is also the sire of **Laroc Crispers**. Expected to receive his official proof in December, we're receiving consistent positive feedback on the productivity and classification scores of his daughters. **Roi Magellan Maverick** (Magellan x VG-87 Halogen) is our third addition debuting with +3098 GPA LPI, +836 Milk, +24 Fat, +34 Protein, and +13 for Conformation. **Maverick** is a true type specialist. Our final addition, **Tilecroft Sombbrero**, is a maternal brother to **Siesta** by Waterloo. He debuts with +3066 GPA LPI, +1218 Milk, +50 Fat, +48 Protein, and a solid +5 for Conformation.

BROWN SWISS

There is one new addition this proof round for our Brown Swiss enthusiasts starting - **Sandmatthof Bs Guy Magnum**. Sired by Guy, **Magnum** is from a VG-86 Canyon and then a VG Blooming. He can be used to give a solid boost to Milk yields (+814), ideal Mammary Systems (+13), and correct F&L's (+10). We are also excited to be able to soon offer the Rastaroket maternal brother to **Nashville, Hilltop Acres Rokat Nitro**. The #3 GPA LPI sire, **Nitro** offers solid Milk (+568), high components (+.25% Fat, +.32% Protein), and is the #2 sire for Conformation with a phenomenal +17!

Feeding the Human Spirit Celebrating the Legacy of Dr. Tim Henshaw



2025 Nomination Deadline:
Wednesday, October, 1st

Nomination Link:
(also on website & social media)



For further info: 226-332-2264
or tara.reynolds@eastgen.ca

Brian O'Connor Announces Upcoming Retirement Date

It is with mixed emotions that we announce **Brian O'Connor, General Manager, will be retiring from EastGen effective April 15, 2026.**

Brian has been a part of EastGen and legacy companies since 1984. Following the completion of his Bachelor of Science in Agriculture at the University of Guelph, Brian began his career in the A.I. industry as a Dairy Sire Analyst with Eastern Breeders. In that role, he had the opportunity to travel across Canada and the U.S. as a bull buyer and bought Skychief, Lincoln and Prelude to name a few. Brian continued to grow his leadership abilities in 1988, when he became Director of Marketing for Eastern Breeders. In 1995, he became the Manager of the Marketing Division with the newly formed company, Gencor. In this role, he was responsible for the Field, Marketing, Sire Analysts, Genetic Support, Vet's and E.T. In 1999, he became the General Manager for Gencor, and then EastGen in 2011 following the merger of EBI and Gencor.

Brian is known for his leadership and collaboration within our industry. He has participated at Semex Board meetings since 1999, and has been the Chairman of several industry marketing committees over the years and has given numerous presentations both in Canada and Internationally.

In his retirement, Brian is looking forward to enjoying time with his family, and embarking on some new cycling adventures. He will miss the people, both staff and producers, as

well as the challenges of a dynamic industry. We will remember Brian as a coach, mentor, eternal optimist - and of course a diehard Senators fan! Brian is a man of passion and care – for his family, our staff, and our industry – this is evident in the culture at EastGen and will remain his legacy for years to follow. After 41 years of dedicated service to EastGen and its legacy companies, we are grateful to Brian for the dedication and enthusiasm he has shown us. We wish him a long, healthy and happy retirement!



GM Brian O'Connor
to retire April 2026

EastGen's Board of Directors has begun the work required to find Brian's successor, by forming a search committee and selecting a search consultant to assist us in our mandate. We are pleased to confirm we have retained the services of Bedford Consulting Group to partner with us. They bring extensive experience in executive search with a successful track record, and work closely with HR consulting firm, Teal and Co. Inc., to ensure a comprehensive assessment of potential candidates. We are confident we will be well served and that they will represent the best interests of EastGen in a successful search. More information will be shared when the search is formally launched.

Special
Sept. 1 - Oct. 31



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EXCELmin is our full line-up of essential chelated trace mineral supplements.

Take your herd to the next level with Excel Rush, Excel Calf & Excel Force 5.



PROGENESIS

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MONTEVERDI

ZAZZLE x POSITIVE x MAGNUS



CALVING EASE



ROBOT READY



A2A2



FERTILITY FIRST

**East
Gen**

Monteverdi delivers

Maximize your milk cheque with Monteverdi who delivers high fat & protein. With proven success in robotic milking systems, his daughters deliver added profitability through high fertility, easy calving, low mastitis and trouble free feet & legs leading to longer living cows.

More on
Monteverdi



Photo: Holly McFarlane

Dau.: Westcoast Mntvrdi Abyss 14595
VG-85-2YR-CAN
Westcoast Holsteins, Chilliwack, BC



Daughter: Clear-Echo Montvrdi 5621 EX-90

Photo: Carl Saucier

GLPI	+3873
Milk	+927 kg
Fat	+104 kg (+.55%)
Protein	+62 kg (+.23%)
Conformation:	+8
Calving Ability:	+111
Milking Speed:	+106
Semen Fertility:	+64

Let's achieve more together**1-888-821-2150****eastgen.ca**