

**Update**  
OCTOBER 2025

**East  
Gen**

*EastGen delivers.*

## A Fresh Look and Future Focus

EastGen General Manager Brian O'Connor expressed his gratitude and shared the company's renewed vision for the future during the **EastGen Evolving Together – Customer Appreciation Lunch**, held in the Dairy Innovation Centre at Canada's Outdoor Farm Show in September at Woodstock, ON.

The event was a celebration of EastGen's proud history and its continued evolution since its founding in 2011. A key highlight was the **unveiling of a refreshed brand identity**, reflecting a forward-looking approach and a deep commitment to the producers it serves.

"We have a continued commitment to working with producers to achieve their goals, with a renewed energy for what's ahead," said O'Connor.

At the heart of the brand refresh is a new tagline: "**EastGen Delivers.**" Simple and powerful, it speaks to the company's role in providing the tools, products, and expertise that help producers overcome challenges, optimize their genetics, and meet their operational goals.

"We're the same company, grounded in the same core values of passion, teamwork, leadership, innovation, accountability, and trust," O'Connor emphasized. "It's the people who make the difference."

He also reaffirmed that EastGen is **100% Canadian farmer-owned**, and proudly evolving its network to better serve customers across the four provinces covered. With a clear focus on the **Betterment of Agriculture**, the company continues to invest in the next generation—developing youth and supporting the future of the industry.

"We look forward to delivering to the producers of tomorrow," said O'Connor.



# Director and Delegate Nominations

EastGen members in the following zones are invited to submit nominations for Directors and Delegates for a three-year term. Early nomination forms have been mailed and have been posted at [www.eastgen.ca](http://www.eastgen.ca). All nominations must be submitted prior to **Friday, October 31, 2025, at 5:00 p.m.**

**Zone 2 – Glengarry, Prescott, Russell**

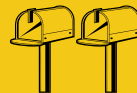
**Zone 5 – Hastings, Lennox & Addington, Northumberland, Prince Edward**

**Zone 8 – Dufferin, Bruce, Grey**

**Zone 11 – Perth**

*Please note Virtual Zone Meetings will be held for EastGen's entire service area. Please watch your November Update for more information on these meetings.*

## How the Canada Post Service Disruption Could Impact You



*Now may be a great time to explore online payment options.*

If you receive your EastGen statement by mail, our Customer Service Team recommends that you make other arrangements to keep your account current. We offer the following options:

### 1. Receive your statement by email

EastGen is offering a \$10 credit to be applied to your account for customers that sign up to receive their statement by email for the next six months.

Please respond to [ar.admin@eastgen.ca](mailto:ar.admin@eastgen.ca) if you wish to enroll for email statements.

### 2. Pre-authorized debit

EastGen is offering a \$25 credit to be applied to your account if you sign up to pay by pre-authorized debit. If this option does not work for you, we also accept internet payments (as a bill payment through your online banking). Please call 1-888-821-2150 and ask for Dianne Wilson, ext. 204, to be enrolled on pre-authorized debit.

### 3. Field collection of cheques

We continue to offer the option for customers to hand a cheque to their genetic advisor or technician. The EastGen employee will forward your cheque to head office for processing.

Thank you for your cooperation.

## Holiday Card Contest

For youth up to 13 years of age.  
Cash prizes for 1st to 3rd.

Entries due  
Nov. 14th

See EastGen social media posts or email  
[tara.reynolds@eastgen.ca](mailto:tara.reynolds@eastgen.ca) for entry details.

# Special

Until December 31, 2025



## ai24 delivers.

Find more freedom in a flexible monitoring solution that will reveal insights and opportunities to help advance the efficiency and productivity of your farm—from calf to cow.

powered by



## Promotion Options

### Option 1:

15% off on all SenseHub systems  
(Controller and tags)

### Option 2:

Trade in your Green Box and receive  
free install + 15% off on all SenseHub  
systems (Controller and tags)

### Option 3:

#### **TRY BEFORE YOU BUY**

SenseHub YoungStock System (90 day  
trial) + 15% off (Controller and ear tags).

\*25 ear tag minimum \*\$500 install fee applies

Let's achieve more together

1-888-821-2150

[eastgen.ca](http://eastgen.ca)



# Special

Until Nov. 30, 2025 \*while supplies last



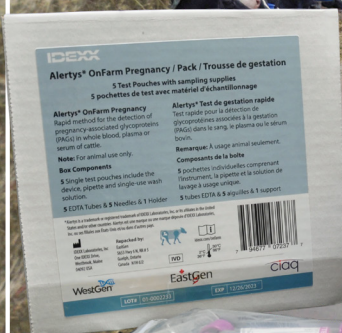
## Alertys Pregnancy Test

Offers the farmer the flexibility, accuracy, and early reliable results in minutes.

## Dosto Caps

Natural, safe, and effective supplement to raise healthier, faster-growing calves with fewer health issues.

Code	Product	Sale Price	Size
FP929	Alertys Preg Kits	75. <sup>00</sup>	5-pkg
Agri0502	Dosto Caps	150. <sup>00</sup>	50-pkg
Agri0504	Dosto Caps	35. <sup>00</sup>	10-pkg



[www.eastgen.ca](https://store.eastgen.ca)  
Online Store  
<https://store.eastgen.ca>

# Special

Until Oct. 31, 2025

# EXCEL MIN

Built to work as hard as you do.



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.





KINGS-RANSOM 0200HO12399

# DROPBOX



HIGHJUMP x CASPER x DELTA



## Dropbox delivers.

Dropbox is the buzz of the industry. #1 PTAT proven sire with positive milk — and his daughters are turning heads for their long frames, performance, and ideal udders.



More on  
Dropbox



Dau.: MS Duckett Dropbox Josie  
VG-86-2YR-CAN  
*Samantha Kennedy*



Photo: Carl Saucier

Daughter: Cookiecutter DBOX Lyndee VG-87-2YR-USA

GMACE LPI	+3339
Milk	+285 kg
Fat	+69 kg (+.51%)
Protein	+53 kg (+.37%)
Conformation	+8
PTAT	+2.53
Udder Composite	+2.08
Feet & Legs Composite	+0.83

**Let's achieve more together**

**1-888-821-2150**

**eastgen.ca**