

JAN.
2026

Zone Meetings

**Virtual Format
for 2026**



English Virtual Zone Meetings

Tues., January 20, 2026

7:00 p.m. EST via Microsoft Teams

Wed., January 21, 2026

11:00 a.m. EST via Microsoft Teams

Virtual zone meetings will be held (English-only) for EastGen's entire service area.

Agenda

EastGen Update - Business Updates from Brian O'Connor &

Jamie Howard, and Sire Update by Andrew den Haan.

Semex Update - Brad Sayles, Semex Chief Operating Officer

Keynote Speaker - Todd Holm

Pre-registration is required to participate.

If you have questions or registration issues please contact:

tara.reynolds@eastgen.ca or 226-332-2264

Register now at www.eastgen.ca

(Click on January events)

or use a QR code below.

Upon registration, you will receive a Teams webinar link via email (check your junk or spam folder if necessary).

Jan. 20th registration:



Jan. 21st registration:



www.eastgen.ca



SPECIAL KEYNOTE SPEAKER:

TODD HOLM

**HOLMDALE FARMS LIMITED
ELMWOOD, ON**

Holmdale Farms is a family operation spanning 1,500 acres, milking 180 Holsteins in a modern, compost-bedded pack barn equipped with four milking robots. The herd averages 40 litres of milk per day, with 4.55% fat and 3.5% protein. Official milk recording and type classification are key tools in tracking progress and maintaining high performance.

A major focus at Holmdale is strategic investment aimed at long-term herd improvement and profitability. 2025 marked the addition of two new facilities for animals under 12 months of age aiming to increase health, space and growth to bolster first lactation performance. By incorporating Semex embryos, the Holmdale team has built a genetics program targeting gains in Lifetime Production Index (LPI) and Robot Ready™ traits, while maintaining a strong emphasis on conformation. The farm's top-performing calves are flushed with sexed semen, resulting in impressive outcomes.

Holmdale Holsteins maintains a strong partnership with Semex and EastGen, fully utilizing programs such as Elevate® genomic testing, OptiMate™ breeding tools, E&P benchmarking, and personalized consultative services. Looking to the future, Holmdale's goal is to achieve quota with fewer cows by focusing on high-performing, low-maintenance animals.

"We're aiming for cows that produce milk efficiently, with high fat content, and require less management," Todd says.