



EastGen Appoints New Chief Executive Officer

On behalf of the EastGen Board of Directors, President Amanda Jeffs is pleased to announce the appointment of **Amanda Stokes** to the role of **Chief Executive Officer**, effective **April 1, 2026**.

Amanda joined EastGen early in 2024 as the Human Resources Director and quickly earned the trust and respect of the team by immersing herself in the culture and the business. She joined EastGen from Syngenta where she had worked since 2016. Through her tenure at Syngenta, Amanda acted as a strategic partner to Ag business leaders, led innovative projects, and collaborated with front-line staff to support producers across Canada. Earlier in her career, she also held leadership roles at Starbucks and Target.

Growing up in the rural community of Kawartha Lakes, Amanda was surrounded by agriculture from a young age and is proud to have been a part of the industry for the last 10 years. She has further contributed through teaching in the agriculture programs at both University of Guelph and Conestoga College, and through serving on the Board of her professional association.

A progressive and strategic business leader, Amanda brings a strong track record of placing people, purpose, and performance at the center of business strategy. She holds a Master of Business Administration, backed up by practical operational and financial experience throughout her career.



Amanda Stokes

“After a thoughtful and comprehensive search, the Board is confident that Amanda brings the strategic vision, leadership experience, and values needed to guide EastGen into its next chapter,” said Amanda Jeffs, EastGen President.

Commenting on the appointment, Amanda said, “I am honoured and excited to step into this role. EastGen has a strong foundation, a clear opportunity ahead, and a team that genuinely cares about the work they do. I’m looking forward to listening, learning, and working together to shape what comes next.”

Amanda will replace EastGen General Manager Brian O’Connor who retires April 15, 2026.

Pending discussion and ratification at the EastGen Annual General Meeting on March 31st, the transition would expect to begin June 1st, 2026.

Amanda Jeffs, President of EastGen, shared, “All producers in Atlantic Canada would have direct delegate and director input into the genetics company supplying their needs. This move allows the Atlantic region to be served more efficiently through the coordination of talent and a unified strategic vision.”



Nova Scotia Animal Breeders Set to Join EastGen

The Board of Directors of the Nova Scotia Animal Breeders (NSAB) Co-operative recently announced a historic transition for its membership. On January 29th, NSAB members voted with an overwhelming 98% majority to become members in EastGen, and by extension, the Semex Alliance.



SenseHub®
DAIRY

“Confidence in Calf Health—From Day One”

SenseHub® Dairy Youngstock Option User Spotlight: Curtis McNeil

- Heather Holme Farms, Goderich, ON
- Milking 85 Holsteins in a parlour/freestall setup
- 4x Master Breeder Herd
- SenseHub® Dairy Youngstock Option installed one year ago

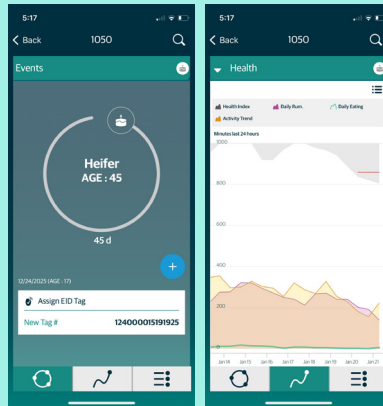
“We used **SenseHub® Dairy** for calves as a trial, and I wasn’t sure what the results would be, but it has exceeded any expectations that I have—especially the fact that it will pick up a calf that is not feeling well before the calf shows any visual signs or any reduced intake on milk or feed. The system will send an alert to your phone, and then you can treat the calf accordingly,” says **Curtis McNeil** of **Heather Holme Farms**.

As **Pete Kaufman**, **EastGen Dairy Solutions Specialist**, explains, “Producers find that they really enjoy the comfort and confidence in knowing that health events are getting picked up the same way each time, consistently throughout, regardless of who’s feeding the calves.”

“The most important part of a calf’s life is the first 30 days,” Curtis emphasizes. “The fact that you can put the tag in the day it’s born and get how it’s feeling and all the health information for the first 30 days and beyond—that is one of the major benefits of it for improving the calf’s future life.”

SenseHub Dairy Youngstock Option is a unique 24/7 behaviour monitoring solution that delivers real-time, actionable insights—helping you stay closely connected to your calves and detect potential issues promptly and confidently.

Speak with your EastGen rep about installing SenseHub for your operation, or email ai24@eastgen.ca.



Real-world example from Curtis McNeil using SenseHub® calf tags (shown above):

- Calf #1050, 45 days old, triggered a system phone alert
- The calf drank its full 4L bottle of milk a couple hours before the alert without displaying any visible signs of being unwell
- Calf was treated for the symptoms as presented and responded well with no more alerts, reduced milk intake or digestive issues



Virtual Zone Meetings
January 2026

EastGen connected with members through two Virtual Zone Meetings (Jan. 20 & 21), featuring 2025 business highlights, a sire presentation, a Semex update, guest speaker Todd Holm, and an interactive Q&A session.



2026 Beef Catalogue and Day-to-Day Availability Sheet

Beef Producers:

Watch your mailbox in early February for your copy of EastGen’s 2026 sire catalogue featuring Semex’s line-up across all breeds, and our sheet highlighting beef sires available on a day-to-day basis from your technician.



Notice of Annual General Meeting of Members of EastGen Incorporated

Notice is hereby given the Annual General Meeting of the members of EastGen will be at The GrandWay Events Centre, Elora, ON on the **31st day of March 2026**, at the hour of 10:00 a.m. in the forenoon to:

- a) Receive the financial statements of EastGen for the period ending December 31, 2025
- b) Appoint auditors and authorize the directors to fix the remuneration of the auditors

c) Transact such further and other business as may properly be brought before the meeting or any adjournment thereof.

By order of the Board of Directors, Brian O'Connor, Secretary

Tuesday, March 31, 2026
10:00 a.m. – 1:30 p.m.
Registration: 9:30 a.m.
Meeting 10:00 a.m. SHARP

2026 EastGen Youth Show Dates

EastGen Showcase
July 2-3, Spencerville, ON

EastGen Atlantic Showcase
July 6-8, Truro, NS

EastGen Challenge West
July 13-14, Woodstock, ON

EastGen Challenge East
July 16-17, Markham, ON

These events are open to 4-H dairy club members aged 14-21 (13-21 for the Atlantic event, which includes 4-H beef members) as of January 1st. Like and follow EastGen on Facebook and Instagram, and watch our website for more details. Links and details will be available when entries officially open on AssistExpo in early May.



EastGen is proud to carry on this tradition of organizing and funding these educational events to foster youth interested in agriculture.

Special
Until February 28th

Code	Product	Sale Price	Size
FP800 - FP804	Black Nitrile Gloves	12. ⁰⁰	100/pkg
FP968 - FP972	Bio-Degradable Nitrile Gloves	13. ⁰⁰	100/pkg



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



SenseHub®
DAIRY
Youngstock Option



ai24®



SenseHub Dairy delivers.

Monitor calf health from day one to catch issues early, minimize setbacks, and reduce health-related losses from **Calf** to **Cow**.



“The most important part of a calf’s life is the first 30 days. And the fact that you can put the tag in the day it’s born and you can get all the health information for the first 30 days and beyond—that is one of the major benefits of it for improving the calf’s future life.”

- Curtis McNeil

Heather Holme Farms, Goderich, ON

Let's achieve more together

1-888-821-2150

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