A Legacy in Agriculture: Brian O'Connor Receives Hall of Fame Honour

We're incredibly proud to share that our very own **Brian O'Connor, EastGen Chief Executive Officer**, has been named one of five 2026 inductees into the **Ontario Agricultural Hall of Fame**.

Selected by the Ontario Agricultural Hall of Fame Association, this year's inductees are recognized for their lifelong dedication and transformative contributions to Ontario's agri-food sector. Their leadership, innovation, and unwavering commitment have helped shape agriculture in the province for generations.

Over the course of 42 years in the industry, Brian has exemplified the very qualities this honour represents. In recognition of his outstanding career and enduring impact, the EastGen Board of Directors proudly put forward his nomination.

THE ONTARIO AGRICULTURAL HALL OF FAME ASSOCIATION

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

Help Us Celebrate An Extra Special Retirement

Join us as we celebrate Brian O'Connor's retirement and an incredible 42-year industry career filled with dedication, leadership, and impact.

- Tuesday, March 31 | 6:15 p.m.
  The GrandWay Events Centre,
  7445 Wellington County Rd 21, Elora, ON
- Friday, April 24 | 6:15 p.m.
  North Grenville Municipal Centre,
  285 County Road 44, Kemptville, ON

We hope you can join us to toast Brian and wish him all the best in this exciting next chapter!

Please RSVP by following the QR code at right or link on EastGen's Facebook page.

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An excerpt from Brian's Hall of Fame nomination reads:
"Brian O'Connor's contributions have left a tangible, measurable, and enduring legacy in Ontario agriculture and far beyond. His leadership has shaped the very structure of how cattle genetics are delivered in Ontario and Canada, secured critical infrastructure for producers, and created opportunities for generations of young people in agriculture. Without Brian's influence, many of the programs, partnerships, and protections that exist today would either not exist—or would look very different."

The 2026 inductees to the Hall of Fame are:
- The Honourable Robert Black
- Dr. Helen Fisher (Posthumous)
- Scott Graham
- Percy Hodgetts (Posthumous)
- Brian O'Connor

Congratulations to Brian and all 2026 inductees on this well-deserved honour. Your leadership continues to strengthen Ontario agriculture for generations to come.

Induction Ceremony: Sunday, June 14
Location: The GrandWay Events Centre, Elora
Registration/Tickets: www.oahf.on.ca

ODYTF Supports 2026 Youth Events

EastGen is pleased to share that the Ontario Dairy Youth Trust Fund (ODYTF) will subsidize $45 per registrant for participants in its three Ontario youth events in 2026—EastGen Showcase (Spencerville), EastGen Challenge West (Woodstock) and EastGen Challenge East (Markham). The commitment is in place for three years, subject to annual review.

"The EastGen events strongly align with our mandate to support education and hands-on learning opportunities for dairy youth," said ODYTF Chairman Ken Empey. "By investing in these initiatives, we are helping create meaningful experiences that inspire growth, confidence and leadership."

EastGen CEO Brian O'Connor thanked the ODYTF trustees, noting that the support will help keep entry fees affordable for 4-H families as event costs continue to rise—costs that have traditionally been covered by EastGen. "The ODYTF has an outstanding reputation for contributing to the development of youth. We are so pleased they will support the Ontario participants as they learn and grow at our events."

EastGen Showcase
July 2-3, Spencerville, ON

EastGen Challenge West
July 13-14, Woodstock, ON

EastGen Challenge East
July 16-17, Markham, ON

Thanks to the ODYTF, the Ontario entry fee will be lowered to $45 per participant this year (half price). Registration opens on AssistExpo in late April and closes June 1. Information will be shared through EastGen social media and 4-H Ontario.

The EastGen Atlantic Showcase for dairy and beef participants will be held July 6-8 in Truro, NS.

CDX Cattle Display to Include Sale Consignments – Don't Miss It!

EastGen's display at the **Canadian Dairy XPO (CDX)**, April 1-2 in Stratford, ON will feature impressive milking daughters of some of the hottest new Semex sires in our lineup.

The **Calves for a Cause Sale**, will be held in the Cow Coliseum during CDX on Wednesday, April 1, beginning at 7:00 p.m. Be sure to visit our staff in the nearby EastGen booth (7CC) to learn more about our products and services.

CALVES FOR A CAUSE

PROUDLY HOSTED BY

The Calves for a Cause Sale has proudly raised significant funds benefiting children's health care in Western Ontario.

Watch EastGen's social media channels for featured consignments, promotions, and catalogue details.

Code	Product	Sale Price	Size
FP829	BactZyme Premium Block	600.00	pail
FP704	Magnet Super	5.00	each

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More on Larson

Photo: Sheila Sundborg

Mystique Larson Antipode VG-85-2YR-CAN
1-10 292 9,133M 468F 5.1% 333P 3.7% kg (248-344-283 BCA)

Photo: Holly McFarlane

Progenesis Larson Kelley VG-87-3YR-CAN
2-0 305 12,247M 550F 4.5% 433P 3.5% kg
(305-367-336 BCA)

GLPI	+3774
Pro$	+2767
Milk	+1561 kg
Fat	+114 kg (+.42%)
Protein	+69 kg (+.12%)
Conformation	+6
Calving Ability	+106
Mastitis Resistance	+106
Semen Fertility	+62

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