



EastGen delivers.

Governed by Farmers. For Farmers.



EastGen Board of Directors 2026-27

Front Row (L-R): Glenn Barkey (Blackstock, ON), Executive Member; Robert Bumstead (Owen Sound, ON), President; Tom Pasco (Williamstown, ON), Vice President; Curtis McNeil (Goderich, ON), Executive Member.

Back Row (L-R): John den Haan (Loretto, ON), Director; Lee Grant (Elgin, ON), Director; Chris McLaren (Drumbo, ON), Director; Amanda Jeffs (Stirling, ON), Past President; John Schenkels (Whitney, NB), Director; Chris Uhr (Crysler, ON), Director; Stefan Mueller (Milverton, ON), Director; Steve Fraser (Fergus, ON), Director; and Reginald Dillman (Middle Musquodoboit, NS), Director.



On July 1, EastGen proudly celebrated our 15th anniversary. While EastGen was established in 2011, our roots run much deeper, built on the legacy of 21 farmer-owned organizations united by a shared commitment to serving farmers and strengthening our industry.

As we celebrate this milestone, we want to extend our sincere thanks to our customers. Your trust, loyalty, and partnership over the past 15 years have been an important part of our success, and we're grateful to be part of your operations.

To mark the occasion, our team is celebrating with an Employee Photo Contest throughout July, with winning entries to be shared on our social media channels.

Thank you to our customers for being part of our journey. Here's to the next chapter together!

The current EastGen Board of Directors recently gathered at our Head Office in Guelph, ON, for their official Board photo.

Following the EastGen Annual General Meeting on March 31, 2026, the EastGen Board of Directors ratified the election of the 2026 Board Executive:

- President:** Robert Bumstead
- Vice President:** Tom Pasco
- Executive Members:** Curtis McNeil & Glenn Barkey

In addition, Amanda Jeffs and Tom Pasco continue to serve as EastGen representatives on the Semex Board for two-year terms, while Curtis McNeil and Steve Fraser remain on the Semex Board for one-year terms.

The Board also appointed Amanda Stokes as Board Secretary and Victoria Southwell as Board Treasurer.

Thank You to ODYTF!

We're excited to share that EastGen's three annual Ontario youth events have been selected to receive support from the Ontario Dairy Youth Trust Fund (ODYTF)!

Thanks to this generous investment, the Ontario entry fee for our 2026 youth shows was reduced by 50% to just \$45 per participant. Nearly 400 young exhibitors participating in our July events have already benefited from this support.

The ODYTF has committed to supporting these events for the next three years, subject to annual review, helping make valuable learning and leadership opportunities more accessible to Ontario youth.

"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 Amanda Stokes added, "The ODYTF has an outstanding reputation for contributing to youth development. We are pleased they are supporting Ontario participants as they learn and grow through our events."

Established in 1994, the Ontario Dairy Youth Trust Fund is a registered charity dedicated to developing future leaders in the dairy industry. Over the past 32 years, the Trust Fund has extended support of more than \$1.2 million in youth development initiatives.

Thank you, ODYTF, for investing in the future of Ontario's dairy youth!

NSAB Legacy Fund Supports Atlantic Youth Event



EastGen is grateful for support pledged by the NSAB Legacy Fund towards the 2026 EastGen Atlantic Showcase which was moved to Windsor, NS this year and had 138 dairy and beef entrants.

animal functions. Anne Crowe and Reginald Dillman will be signing authorities, joined by trustees Harry VanderLinden, Dean Cole, and Bob Wilson.

"We will be donating \$10,000 this year and in future years at the discretion of the five trustees," said Anne Crowe. "It (Atlantic Showcase) certainly is the best function to hit both dairy and beef kids."

"We're grateful to the NSAB Legacy Fund for their generosity and support of the Atlantic Showcase," said EastGen CEO Amanda Stokes. "This contribution will help create a memorable experience for 2026 participants."

The Community Foundation of Nova Scotia will be managing this fund to support youth from Nova Scotia to pursue education and/or participation in ruminant

AUGUST IS PROOF MONTH

Watch for highlights via EastGen's social media channels, website, and your new proof sheet following the August 11th Dairy Genetic Evaluation Release.

Welcome to the Team!

We are excited to share that Andy McKay joined the EastGen team as a part-time AI Technician in Western Ontario reporting to Andrew den Haan. He began with the team on June 8th.

Andy grew up on a dairy farm and has been around cows his whole life. A few years ago, he started working as a hoof trimmer and loves being around the farm. In his spare time, he enjoys spending time with his wife and kids, being outdoors, hunting, fishing, and camping.

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EastGen Special Promotion
- Ends July 31st

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(Act now while they're available)

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- Elite Biopsy embryos available as high +4000 GLPI, +3675 PRO\$ +3460 GTPI, +1090 NM, +19 CONF!
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- Immunity Plus, A2A2, Recumbency Free Available!

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for a total of 10.

Free embryo must be of equal or lesser value to the 9 embryos purchased
Orders cannot be combined to equal the quantity.

This promotion only includes Holstein sexed female embryos and biopsy embryos.

For more info:

Drew Tyler 519-535-4348

Matt Forestell 613-391-9211

Kris MacLeod 613-297-4621



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Photo: Sam Buschbeck

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