



EastGen delivers.

Phil MacLean: Atlantic Agricultural Hall of Fame Inductee

EastGen congratulates **Phil MacLean**, past EastGen Director and past President of Semex, on being named the **2026 Atlantic Agricultural Hall of Fame inductee for Newfoundland and Labrador**. The honour recognizes MacLean's decades of leadership, innovation and service to Atlantic Canadian agriculture, from building Headline Holsteins into a progressive dairy operation to advancing dairy genetics and producer interests through industry leadership.

MacLean and his wife, Pauline Duivenvoorden, established Headline Holsteins in 1987 after moving to Newfoundland. Over the following decades, they grew the farm through investments in modern infrastructure, animal care, technology, forage and feed production, including robotic milking and precision nutrient management.

MacLean brought this practical farm experience to EastGen, serving as a Director from 2016 to 2025, Vice President from 2019 to 2021, and to Semex, where he served on the Board from 2018 to 2024 and as President from 2021 to 2024. He also continues to contribute to Atlantic agriculture through service with dairy organizations and community initiatives.

"Phil's impact reaches far beyond his own farm," said Amanda Stokes, CEO of EastGen. "He has been a tremendous advocate for Atlantic dairy farmers and a dedicated leader within the cooperative genetics industry." His career reflects a longstanding commitment to strengthening Atlantic agriculture and the voice of its producers nationally and internationally. EastGen extends its sincere congratulations to Phil on this well-deserved recognition.



Phil MacLean

The 2026 Atlantic Agricultural Hall of Fame induction ceremony for MacLean and three fellow inductees from Nova Scotia, New Brunswick and Prince Edward Island will take place October 15th at the Dalhousie Agricultural Campus in Truro, Nova Scotia.

Call for 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 posted at www.eastgen.ca.

All nominations must be received prior to **Friday, October 30, 2026, at 5:00 p.m.**

Please note virtual zone meetings will be held for EastGen's entire service area. Watch your November Update for more information on these meetings.



- **Zone 3** - City of Ottawa (Carleton), Dundas, Stormont
- **Zone 6** - City of Kawartha Lakes (Victoria), Durham Region A (Ontario County and Ramara Township), Durham Region B (Durham County excluding Cavan Township), Peterborough (including Cavan Township), York, Halton, Peel
- **Zone 9** - Wellington, Waterloo
- **Zone 12** - Huron, Middlesex, Elgin, Essex-Kent, Lambton

Manure Agitation & Slatted Floor Safety

Customer notification is required: If you are agitating, pumping, moving, or emptying manure tanks when technician service is needed, please **notify EastGen dispatch when booking technician service.** This allows our field staff to plan safely. Visits will be rescheduled later that day or breeding will be moved to another day if the hazard is still present.

● STOP & CHECK

If you see or suspect manure agitation:

- **Stay away from the area.**
- Ask the customer if manure is being agitated or pumped.
- Follow the farm's safety procedures.
- **Never enter a manure storage area.**
- Never rely on smell to determine whether toxic gas is present.

⚠ Know the Hazards

Manure agitation can rapidly release dangerous gases, especially in poorly ventilated barns and enclosed areas:

- **Hydrogen sulfide:** Can cause dizziness, unconsciousness, respiratory failure, and death. The “rotten egg” smell is **not a reliable warning** because high concentrations can quickly deaden your sense of smell.
- **Methane:** Highly flammable/explosive and can displace oxygen.
- **Ammonia:** Can irritate the eyes and respiratory system.

⚠ Be Extra Alert

Exercise caution whenever manure is being pumped or moved, especially during **spring and fall** manure application.

Watch for:

- Agitators, pumps, PTO equipment, or hoses in operation
- Open tank covers or openings
- Bubbling, churning, or visible manure movement
- Work areas or barns near manure storage
- Poor ventilation or closed doors/windows

If you experience headache, dizziness, nausea, eye irritation, breathing difficulty, or notice unusual conditions, leave the area and follow the farm's emergency procedures.

Thank you for helping us maintain a strong safety culture and protect our technicians, your employees, and everyone working on your farm.



Celebrating 46+ Years of Randy Seguin!

After more than 46 years with EastGen, longtime AI Technician **Randy Seguin** retired on September 30th. Since starting as a summer student in 1980, Randy has served generations of farmers across Eastern Ontario,

building lasting relationships and working with one farm family for an incredible **five generations!** Known for his positive attitude, creative thinking and great sense of humour, Randy has also been a valued mentor to new technicians and a dedicated supporter of community initiatives, including the EastGen Showcase, 4-H Golf Tournament and EBI customer hockey tournaments.

As Randy begins this next chapter, he's looking forward to more time with his sheep, 4-H, home projects and, most importantly, family.

Congratulations, Randy, and thank you for 46+ years of dedication, mentorship, friendship and laughs!

For Robotic Herd Owners in Western Ontario

A PROFIT+ HUB Event

Driving Profit with ROBOTS

Insights, Innovation & Producer Networking

Learn more about Robot Profit-Focused Insights and Strategies

Gain a competitive advantage with an exclusive look at the innovations and technologies shaping the future of robot dairy farming.

EastGen will be partnering with Robotic Milker suppliers to host 5 meetings in November in Western Ontario.

For more details, contact your local EastGen representative.

Any general inquiries, please reach out to
Tara Reynolds: Tara.Reynolds@eastgen.ca or
(519) 821-2150 ext. 252



Field Staff News

We are excited to share that **Pedro Vanegas** joined the EastGen team on August 31st as a **Part-Time AI Technician in Western Ontario** reporting to Andrew den Haan, Regional Sales Manager.

Pedro is a professional in Animal Science with a postgraduate degree in Business Management. For the past 20 years, he combined working on his family's livestock farm with roles as a professional advisor and coordinator of public-private projects in his home country. Over the past 4.5 years, he has worked at a large-scale hog farm in Ontario as a Swine Technician and Breeding Supervisor.



Grant MacDonald, AI Technician in EastGen's PEI district, is moving to Eastern Ontario and will be joining Craig LeRoy's team in October. **Colby MacQuarrie**, who has been supporting the PEI team on a casual basis, joined Marcelo Martinez in September to cover the Technician services on PEI.

DIAKUR® PLUS

EastGen delivers.

NEW



- ✓ **Rapid Relief & Rehydration.**
- ✓ **Support when it matters most.**
- ✓ **Effective Electrolyte Balance.**

Holiday Card Contest

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

See EastGen social media posts or email tara.reynolds@eastgen.ca for entry details.

Entries due Nov. 13th



East Gen

BactZyme Premium Blocks

Makes lagoon management easier with less odour and fewer plugging problems.

Special

Ends October 31st

Code	Product	Sale Price	Size
FP829	BactZyme Premium Block	615. ⁰⁰	pail
FP835	LED 9.5 Bulb - Warm	8. ⁰⁰	each
FP841	Light Bulb - Canarm LED 75 Watt	10. ⁰⁰	each



LED Light Bulb

Offers energy savings, increased lifespan, and much brighter better-quality light.



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Online Store
<https://store.eastgen.ca>



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Limited-Time Offer & Bonus!**

Stock up on elite genetics from some of our most sought-after dairy and beef sires and earn an exclusive EastGen windbreaker while you do!

Until December 31, 2026

1-888-821-2150 eastgen.ca

