

Skip Generations. Accelerate Your Genetics

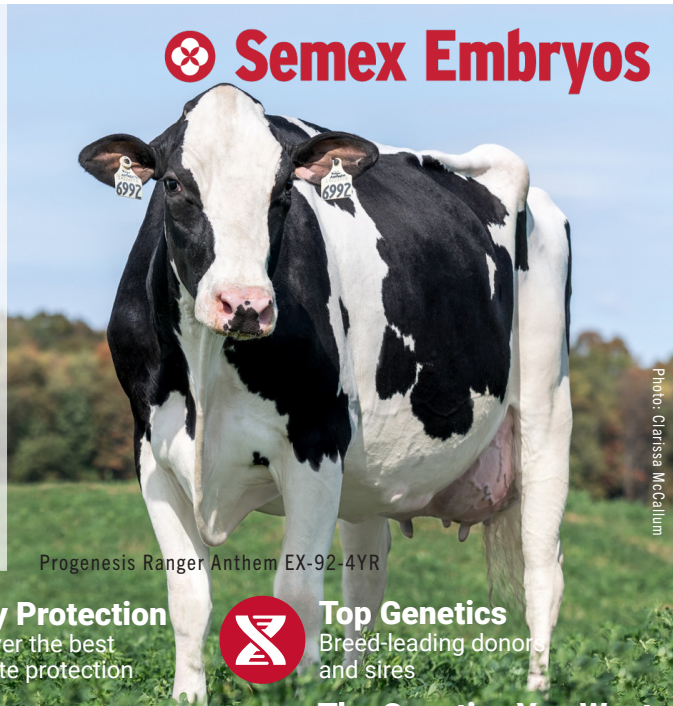
Don't wait for the next generation. Build it.

Semex Embryos is the fastest way to accelerate your herd's genetics today. The **Semex Online Embryo Sale**, being held this month at Royal Winter Fair time, is an exclusive event featuring embryos from the bull mothers and families that helped make the Semex lineup a global leader - including Anis, Briar, Hi-Lighted, Katrina, Leader, and more!

With more than 90 sexed-female embryos available, this opportunity showcases a way to accelerate genetic progress in your herd! Bidding opens November 9 and closes at Noon EST November 14 on www.cowbuyer.com

Beyond this exciting event, there will be purchasing opportunities available. Talk to your EastGen rep. or contact drew.tyler@eastgen.ca | 519-535-4348 for assistance with future inventory to suit your specific interest for your herd's progress.

Semex Embryos



Progenesis Ranger Anthem EX-92-4YR

Photo: Clarissa McCallum

Heat Stress
Most impactful from Day 1-5

Pregnancy Protection
Embryos deliver the best conception rate protection

Top Genetics
Breed-leading donors and sires

Bypass Heat Stress
Implanting a Day 7 embryo bypasses heat stress

Highest Quality Embryos
Made by Boviteq

The Genetics You Want, the Options You Need
Sexed female, beef & biopsied embryos available



DECEMBER IS PROOF MONTH

Watch for highlights via EastGen's social media, website, and your new proof sheet after the December 1st Dairy Genetic Evaluation Release.

Director Election Results

We are pleased to announce the results of the recent **EastGen Director Elections for Zone 3, 6, 9, 12.**

The following Directors have been acclaimed in their respective zones.

Zone 3 – Chris Uhr
Zone 6 – Glenn Barkey
Zone 9 – Steven Fraser
Zone 12 – Curtis McNeil

Staff Announcements



Belle Carter



Karen Mansfield

Welcome to two new staff members who became part of the EastGen team last month.

Belle Carter came on board with EastGen on October 14 as the **Liquid Nitrogen Specialist** servicing **Nova Scotia and Newfoundland**.

Agriculture has always been a big part of Belle's life. Growing up on a family farm, working on cattle farms, and gaining experience as a veterinary assistant have given her a strong foundation in animal care and livestock management.

A dedicated 4-H member for 15 years, Belle showed both waterfowl and beef cattle while building lasting connections within the agricultural community. Through her involvement in numerous EastGen Youth Showcases, she has continued to learn, grow, and connect with others who share her passion for agriculture.

Outside of work, Belle enjoys spending time on her own farm, where she's currently building a commercial cattle herd. We're thrilled to have her bring her experience, enthusiasm, and passion for the industry to EastGen!

Karen Mansfield joined the EastGen team on October 29 as our new **Scheduling & Inventory Operations Specialist**.

With a strong background in agriculture and operations, Karen brings a wealth of industry experience to the role. She holds a Diploma in Agriculture from the University of Guelph and is a graduate of the Advanced Agricultural Leadership Program (AALP). Her career has included several years with GenerVations Inc. and, most recently, working with Dairy Farmers of Ontario while jointly owning and operating Majestic Farm near Orton, Ont.

We're delighted to have Karen on board and look forward to the experience and expertise she'll bring to the EastGen team.



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.

Watch social media for more on speakers, topics and panel discussions.

For more details, contact your local EastGen or Robotic supplier representative.

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

EastGen



EastGen Virtual Zone Meetings

7:00 p.m. - Wed., January 20, 2027
11:00 a.m. - Thurs., Jan. 21, 2027

Guest Speaker: Chris McLaren, Larenwood Farms, Drumbo, ON

Watch the December Update, future social media and e-blasts for sign-up details.



East Gen

Special

Ends December 31st

Calf Blankets

Warmer calves result in better health, faster growth, less disease, & more efficient use of energy.

Dosto® Caps

Natural, safe, and effective supplement to raise healther, faster-growing calves with fewer health issues.

Code	Product	Sale Price	Size
FP715	Calf Blanket Small	37.00	each
FP757	Calf Blanket Large	37.00	each
Agri0501	Dosto Caps	110.00	25/pkg

www.eastgen.ca
Online Store
https://store.eastgen.ca



PROGENESIS 0200HO12726

ANAHITA

SEXXED GENOMAX ROBOT+ A2A2

ALCOVE x LAMBDA x EXTREME

East Gen

Anahita delivers.

Production, durability, and maternal power. Anahita offers the rare balance that separates good sires from truly exceptional ones.

Generations of excellence. One exceptional sire.

Highest Quality Embryos
Made by Boviteq

Top Genetics
Breed-leading donors and sires

The Genetics You Want, the Options You Need
Sexed female, beef and biopsied embryos available

Photo: Jenna Jongenotter

Daughter: Prinse Anahita Roxette
VG-86-2YR-CAN

More on Anahita



Exceptional sires are built on exceptional foundations. Progenesis Anahita combines the tremendous production and strength of Westcoast Alcove with the unmatched maternal power of Mystique Lambda Anis EX-93-2E 10*. Rooted in the same family as Canadian Cow of the Year Mystique Extreme Abricot EX-94-6E CAN 11*, **Anahita is ready to take center stage with his first official proof on December 1!**

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