



The Total Package!

This proof round kicks off the year, delivering meaningful genetic progress across our Holstein lineup. With a balanced mix of high-impact new releases and dependable proven sires, our lineup continues to make progress where it counts most for profit and herd performance. No matter your breeding strategy, you'll find sires that bring dependability, consistent outcomes, and reliable results to your operation.

This proof round comes with two notable developments that set the stage for this proof round. Firstly, the Canadian LPI and Pro\$ formulas have undergone their annual genetic base adjustments. For LPI, Holsteins experienced an adjustment of 82 kg Milk, 7 kg Fat, 5 kg Protein, and 0.59 for Conformation. More importantly, the LPI formula was updated to reflect the increasing global demand for protein. This demand has influenced how milk is paid to farmers, and accordingly, the adjustment of genetic strategies. As part of the Production Index component of the LPI formula, the Fat:Protein ratio, which was 60:40, is now 40:60 which raises the relative importance of Protein in the overall sire, cow, and heifer LPI rankings.

Mr Ernestanthony Havenofear is built for today's protein-driven market and delivers where it counts. He stood firm through the Conformation rollback, holding an impressive +12, while launching his first official production proof in style—gaining over 500 kg of Milk to +1434! With a focus on Protein (+0.11%) over Fat (-0.27%), his components profile fits the demands of today's progressive herds. He stamps consistently exceptional udders (+10), problem-free feet (+12 Heel Depth), well-structured rumps (+6 Loin, +5 Rump Angle), and open, dairy frames (+10 Dairy Strength, +9 Rib). Add in proven **Calving Ease** (104) and elite Semen Fertility (64), and **Havenofear stands out as a true, no-compromise difference maker.**

Kings-Ransom Dropbox has officially earned proven status in Canada with +3448 GLPI, but his reputation extends far beyond—he's an elite sire with international recognition, as field reports from around the globe highlight his early daughters' impressive performance. In the U.S. for example, **Dropbox** has over 1700 milking daughters resulting in a proof with +526 Milk, 2.68 SCS, +.08% Protein and 2.72 PTAT! The well-bred Highjump son stems

from the legendary **Kings-Ransom Casp Daze EX-95-2E (EX-97 MS)** who is a 4th generation EX and completes 14 generations of VG or EX dams. **Dropbox** is A2A2 and BB and consistently sires daughters with exceptional udders (6S Udder Depth), long open frames, perfectly sloping rumps (Rump Angle 3L), and is a standout for Mastitis Resistance and Lactation Persistence (105 each). Rapidly emerging as the **go-to cross on today's prevalent Lambda bloodlines**, **Dropbox** daughters will mature beautifully and go on to become cornerstone brood cows — not just in top herds around the world, but in your herd too. **Dropbox** is the kind of bull that fits — anywhere, and everywhere!

Cookiecutter Larson has quickly become a top choice, a highly reliable modern sire built for today's progressive operations. He delivers a strong production profile with +1434 Milk, +99 Fat (+.34%), and +58 Protein (+.07%). With more than double the daughters in his Conformation proof, he jumped 2 points to a solid +8! **Larson**, who is an A2A2 carrier, brings the complete package — **Calving Ease**, **Fertility First®**, **Robot Ready™**, and **A2A2** — making him a smart, profitable, well-balanced choice for breeders. **Larson** will be available conventionally or on a **Pre-Purchase Sexed** basis.



Progenesis Larson Kelley VG-88-3YR-CAN
Dam of Progenis Klein and Progenis Kenzo

Claynook Cracker (Mezzoforte x Renegade x Outlast) doesn't disappoint, earning his first official proof with a standout, profitable production profile. **Cracker** looks to be a production powerhouse with +3732 GLPI, +756 Milk, +122 Fat (+.75%), and +59 Protein (+.25%) with solid type of +5. **Cracker** will deliver daughters built for profit, with exceptional F&L's (+10) and the **Calving Ease**, **Fertility First®**, and **Robot Ready™** designations that today's breeders demand.

Other Proven Sire Highlights: **Progenesis Monteverdi** keeps hitting it out of the park with a rare combination of high production yields, strong component deviations, balanced type, and standout Health & Fertility ratings. **Progenesis Pattern** anchors our **Profit Plu\$** lineup as Canada's #1 proven Pro\$ sire, delivering an exceptional \$2974 Pro\$! **Mattenhof Harris** continues as Canada's #1 Conformation sire with a remarkable +18! Unfortunately there is only a small quantity of **Harris** semen in Hungary where he was housed that is presently unavailable due to a change in the country's health status. **Immunity+®**, **A2A2**, **Calving Ease**, and **Fertility First®** designated **Fly-Higher Sugarhigh** remains our top proven Immunity sire with 107 for both Immunity indexes. **Sugarhigh** is available **Day-to-Day Sexed** and in our **Pre-Purchase Sexed 30 for \$50 Special**. The proven profit driver **Progenesis Pragmatic** enjoyed gains for both GLPI and Pro\$, is in the top 1% for Production Index, and the top 6% for Longevity & Type Index. **Pragmatic** is available **Day-to-Day** and in our **Pre-Purchase 30 for \$30 Special**.

NEW

Day-To-Day Sexed Additions

Three exciting new **Day-To-Day Sexed** sires this round including a homozygous polled option and two **Breeder's Edge** sires both stemming from iconic Canadian herds and cow families!

Drewholme SPARE TIME PP



+3729 GPA LPI +533 Milk +.53% Fat +.27% Prot +12 CONF Spare Time PP is a **Robot Ready** and **A2A2** designated Logic PP son from a VG-2YR Conway maternal sister to the immensely popular **Drewholme Leyhigh PP**. Spare Time PP will make a welcome addition as an impressive production sire with double-digit Conformation highlighted with a +10 for both Feet & Legs and Rump.

Walnutlawn PG LOVESTORY



+3674 GPA LPI +843 Milk +17 CONF +13 MS +15 F&L Lovestory, an A2A2 Anahita son from a VG-2YR Destination, traces back through 11 consecutive generations of VG or EX dams with 127 Stars from the renowned '**Laurie Sheik**' family! Lovestory will drive meaningful gains in Milk while siring standout individuals that will elevate your herd for years to come.

Comestar LARIZIO



+3654 GPA LPI +342 Milk +.50% Fat +.26% Prot +12 CONF LARIZIO is an **Immunity+**, **Robot Ready** and **A2A2 Dropbox** son from the amazing '**Lamadona**' & '**Laurie Sheik**' family! Impeccably bred, breeders can expect high components and some fancy ones that'll really catch your eye!

NEW

High Conformation Sires

*Pre-Purchase Only

OCD MANNY: Manny is a Riverdance x Monteverdi x Parfect cross with an unheard of +4000 GPA LPI and +15 for Conformation. Combine this with his 111 HL and Mastitis Resistance and 106 Calving Ability, he's simply too strong to ignore.



Jacobs BLURRY-P: This is a truly exciting Leyhigh-PP son from a VG-1YR daughter of '**Lambda Briar**' brood cow extraordinaire from the breeding juggernaut **Ferme Jacobs!** With Blurry-P you'll be introducing some elite-type Polled genes into your herd.



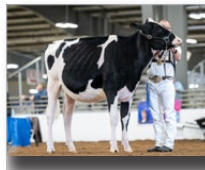
2nd Dam - 'Lambda Briar'

Comestar HONORIS: This **Robot Ready** and **A2A2** Poprock son is from an EX-91 Alligator that stems from a different branch of the '**Laurie Sheik**' family which includes the well-respected '**Horizon Jasper**'. Another Comestar sire made to deliver balanced breeding at its best!



Dam - Comestar Hope Alligator EX-91

Jacobs BRUINS: The electrifying **Breeder's Edge** Lambda son from one of the world's most amazing and reliable brood cows, '**High Octane Babe**'. His progeny are already making waves in herds and turning heads in the show ring — his impact is only getting started.



Jr. Ch. '26 NE Spring National Holstein Show

Exciting **NEW** Genomax[®] Addition to EastGen's Holstein Lineup

Progenesis **KENZO** 3770 GPA LPI \$2092 Pro\$ **+14 CONF**

aAa: 432516 Anahita x 'Larson Kelley VG-88' x 'Lambda Katrina' EX 6* x EX-5E 10* x VG-88 17* x VG-87 14* x VG 16*



✓ **KENZO** brings together iconic breeding, tracing to a tremendous young Larson daughter from the renowned **Lambda Katrina**. An A2A2 carrier, Kenzo blends dependable production with +1070 Milk, outstanding Conformation, and shallow udders built for a lifetime of problem-free production.



Progenesis **PIMENTO** 3699 GPA LPI \$1744 Pro\$ **+12 CONF**

aAa: 243165 Havenofear x VG-88 Royalflush x 'Zazzle Paprika' EX-93-2E 2* x EX-2E 5* x VG 4* x 'Lou Etta' family



✓ **PIMENTO** represents an early and exciting **Havenofear** son from a VG-88 maternal sister to the immensely popular **Poplock** and **Poprock**. Pimento represents the next wave of this fast-rising family. With high Milk (+1191), +144 CFP, and +12 for Conformation, this stylish A2A2 carrier is a beautifully balanced, all-around package packed with value.



NEW

PROFIT+ SIRES

2 New Additions

Your source for trouble-free, productive, long-living & profitable cows.

Available Pre-Purchase Only

Beyond **HONDO** Nitrous x Powerstar x AOT Deluxe Hi-Lighted

\$3725 Pro\$ **+1104 Milk +227 CFP 109 HL 107 IMM +924 NM\$**

Hondo brings an unreal opportunity to drive profit with his amazing production potential and extreme components. The high Immunity Hondo is also off-the-charts for his Health & Fertility traits and projected lifetime profitability. (*Muscle Weakness Carrier: will be handled by EastGen's OptiMate)

Progenesis **VINCENZO** Perky x Powerbuck x Plinko

\$3540 Pro\$ **+864 Milk +185 CFP 112 HL 111 IMM +894 NM\$**

Vincenzo is amongst the very best in the world for Immunity+. He is also ranked in the top 92 percentile or higher in the breed for Production, Longevity & Type, Health & Welfare, and Reproduction Indexes!

Take a step towards **Profitable Production** with EastGen's **PROFIT+ SIRES**.



NEW



Sexed Pre-Purchase Only Section

✓ **H-Bridge SERENGETI-P-RED:**



An exciting outcross heterozygous Polled RED Zard son with IMM+, A2A2, +608M, +.37% F, +.11%P, and +12 Conformation.