



Update

APRIL 2026

EastGen delivers.

AGM News: NSAB Officially Joins EastGen

The 2025 EastGen Annual General Meeting, held on March 31 at The GrandWay Events Centre in Elora, ON, marked a historic day for the company, bringing members together for a full day of updates, insights, financial reports, and important decisions. Attendees heard engaging presentations from industry leaders, making the event both informative and memorable.

- Dr. Shari van de Pol (CATTLEytics) – The impacts of the approved payment policy to increase protein production
- Brad Sayles (COO, Semex Alliance) – An update on Semex operations
- Dennis Serhienko (Semex Beef Sire Analyst) – Taking the guesswork out of beef-on-dairy operations

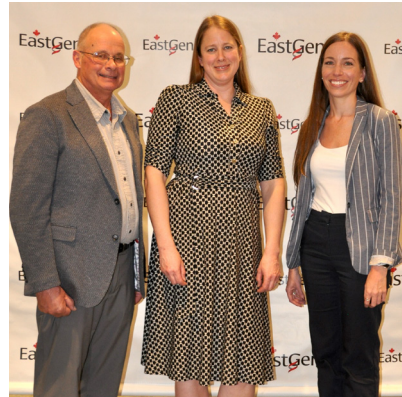
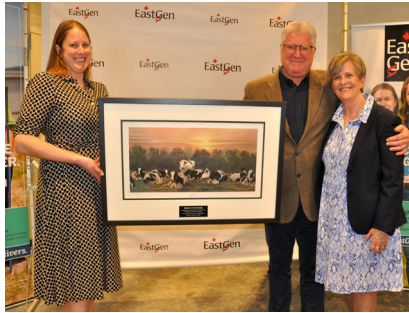
The EastGen AGM featured a milestone unanimous vote by delegates to officially welcome Nova Scotia Animal Breeders (NSAB) members, cementing a stronger partnership among Atlantic producers within the Semex Alliance.

Effective June 1st, NSAB will transition its historical ties of its 80 year old Co-operative to integrate fully into EastGen. This shift ensures continuity for Nova Scotia producers regarding product procurement and service while streamlining regional operations.

“EastGen members are thrilled to welcome Nova Scotia producers as equal stakeholders,” stated EastGen President Amanda Jeffs. “Atlantic Canada producers will now possess direct delegate and director influence over their genetics provider. This integration fosters a unified strategic vision and better serves the region through coordinated talent and resources.”



History made. From left: Amanda Stokes, new EastGen CEO; Rob Bumstead, incoming EastGen President; Dale MacPhee, EastGen Atlantic Sales Manager; Amanda Jeffs, outgoing EastGen President; Reg Dillman, NSAB Chairman; Anne Crowe, NSAB Vice Chairman; Jean-François Morin, CIAQ President; and Brian O'Connor, retiring EastGen CEO.



Centre, from left: Amanda Jeffs, outgoing EastGen President; presenting a retirement gift on behalf of the Board to Brian & Sheli O'Connor. Above: Rob Bumstead, incoming EastGen President; Amanda Jeffs, outgoing EastGen President; and Amanda Stokes, new EastGen CEO.

Genetic Base Updated

Due to growing demands for protein and evolving milk pricing, effective with April proofs, adjustments were made to the relative emphasis on Fat Yield and Protein Yield within the Production subindex of the Lifetime Performance Index (LPI).

- Holstein: 40F:60P
- Jersey: 33F:67P
- Ayrshire: 50F:50P

In April 2026, the genetic base used to express genetic evaluations in Canada was updated in conjunction with the first official release of the year. The Holstein base change for Milk was 82 kg, 7 kg for Fat, 5 kg for Protein, and 0.59 for Conformation. The Pro\$ formula was updated as well to incorporate revenue assumptions based on upcoming average 2026 milk payments. For more detailed Canadian genetic evaluation reports, go to: <https://lactanet.ca/en/genetics/genetic-evaluations/>.

Watch for April proof highlights in the next EastGen Update.

New Hires, Continued Excellence at EastGen



Sheila Thomson

We are pleased to announce that **Sheila Thomson** has joined EastGen as our new **Human Resources (HR) Director**, effective March 19.

Sheila brings over 15 years of progressive human resources leadership experience across diverse sectors, including high-growth technology startups and global engineering organizations. She is recognized for combining a people-centered mindset with strategic insight to advance talent development, elevate the employee experience, and lead meaningful organizational transformation. Her approach focuses on translating people strategies into measurable business outcomes.

She holds a Bachelor of Commerce with a concentration in Human Resources and Organizational Dynamics from the University of Calgary.

We're excited to share that **Lydia Auger** has joined EastGen as a **Genetic Advisor in New Brunswick**, reporting to Dale MacPhee, Regional Sales Manager. Lydia steps into this role as we begin the transition toward **Alain Blanchette's** well-earned retirement, and we're thrilled to have her on board during this important time.

With a strong background that blends hands-on farm experience and research in the agro-environment sector, Lydia brings valuable insight to our team. She holds diplomas in Animal Production and Naturopathy, and most recently worked as an Agriculture Technician at a leading agro-environment



Lydia Auger

research institute in Quebec. Over the years, she has also contributed to research roles while staying closely connected to farm operations since 2008.

Lydia officially joined us on March 16th, and we're confident her knowledge, experience, and passion for agriculture will make a meaningful impact for our customers and our organization.

Iain MacLellan has been welcomed back to the EastGen family as our new **Genetic Advisor for Nova Scotia**.

Iain officially stepped into the role on March 10th as we began our transition from Nova Scotia Animal Breeders Co-operative in the province. With Jeff Scothorn retiring this spring, Iain will gradually take on responsibility for the full Nova Scotia territory—continuing to deliver the top-tier service our producers know and trust.

Originally from Antigonish, Iain holds a Bachelor of Business Administration (Management) from St. Francis Xavier University (St. FX), earned in 2020. Since then, he has built valuable experience across the dairy nutrition and dairy technology sectors, most recently working with the Nova Scotia Department of Agriculture.

Iain is no stranger to EastGen, having previously interned with our marketing team. Combined with his strong industry knowledge and passion for genetic solutions, he's well positioned to support the success of our members across the region.



Iain MacLellan EastGen

EastGen Launches Initiative to Strengthen the Future of Agriculture in Canada



EastGen proudly launched **AgForward – Here for Good.**, a new initiative that reinforces the organization’s enduring commitment to the betterment of agriculture—at the recent Canadian Dairy XPO (CDX).

Through strategic investment of time, resources, and expertise, AgForward is designed to strengthen rural communities today while building a more resilient and prosperous agricultural industry for generations to come.

AgForward represents a unified and visible commitment to supporting the evolving needs of the agriculture sector. As the industry continues to adapt to new challenges and opportunities, EastGen is positioning AgForward as a cornerstone of its community engagement efforts—bringing together programs, partnerships, and initiatives under one recognizable banner.

“AgForward – Here for Good. reflects our deep commitment to the people and communities that drive agriculture forward every day. By investing in youth, education, and industry advancement, we are not only supporting today’s needs but helping build a stronger, more sustainable future for agriculture across our region,” said EastGen President Amanda Jeffs.

“AgForward – Here for Good. has a double meaning to us. It means we’re here to do good things, but also here for a good long time,” said EastGen CEO Amanda Stokes during a video shoot at CDX. “We show up for our ag communities in terms of sponsorship, partnership, and one of our favourite ways is through the youth events we put on every summer in Ontario and the Atlantic provinces. For us, this is a great way to educate and celebrate our youth, and get them excited about the agriculture industry.”

These efforts are structured around three key pillars:

- **Community Support** – Strengthening the rural communities that form the backbone of agriculture
- **Youth & Education** – Empowering the next generation of agricultural leaders through learning and opportunity
- **Industry Advancement** – Supporting innovation, collaboration, and progress across the sector

This initiative reflects a growing recognition of the importance of investing in people, knowledge, and community to ensure agriculture remains strong and sustainable in the years ahead.

AgForward is grounded in a simple but powerful message: **Here for Good.**

Our commitment to the betterment of agriculture—investing our time, resources, and expertise to strengthen communities today to grow a stronger agriculture for generations to come.

CDX 2026 Highlights



Poplarvale Havenofear Ever VG-85-2YR
& Catidid Delight Larson VG-85-2YR

Cherissa McCallum

EastGen’s display at the 2026 Canadian Dairy XPO (CDX), April 1-2, was graced by impressive milking daughters of Dropbox, Cracker, Havenofear, and Larson. The latter two were consigned by their owners to the Calves for a Cause fundraising sale.



Amanda Stokes,
EastGen CEO

PROVEN PROTEIN POWER

Larson



EastGen delivers PROVEN PROTEIN POWER

Turn component pricing into an advantage with our **Proven Protein Power** sires. Make protein your profit driver.

MORE PROVEN PROTEIN POWER SIRES:

ALCOVE	+74 kg +.06%
CRACKER	+59 kg +.25%
DROPBOX	+53 kg +.30%
HAVENOFEAR	+64 kg +.11%
LARSON	+58 kg +.07%
MONTEVERDI	+57 kg +.24%
PATTERN	+71 kg +.23%
PRAGMATIC	+85 kg +.08%
SUGARHIGH	+74 kg +.19%

Lactanet 26*APR

Dau.: PROGENESIS LARSON KELLEY
VG-88-3YR-CAN
Character Holsteins, Mildmay, ON

Photo: Clarissa McCallum

More on
Larson



Let's achieve more together

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