

### EastGen's Role and Responsibility Navigating Through COVID-19

Our top priority is the health and well-being of our customers and staff as well as their families and employees. We will continue servicing producers as an essential service to ensure Canada's food supply is not compromised. We take the role of an essential service very seriously and are implementing extra precautions and additional measures to keep everyone safe. The following are the steps we are taking to meet government guidelines aimed at securing a healthy workplace for you and our staff:

#### 1) We will let you know we're coming

All of our service representatives will be required to give you advance notice of their arrival on your farm with an approximate time. This will also give you an opportunity to communicate any concerns you may have to your service representative.

*(It is required that you advise our staff if you or other individuals on-farm have travelled.)*

#### 2) We would appreciate some space

We ask that you cooperate with our need to limit face-to-face contact; if face-to-face is needed, we request that you adhere to a minimum personal distancing of 2 meters.

#### 3) We will wash up after every stop

All EastGen representatives will wash and sanitize their hands in addition to regular bio-security practices, at each farm stop.

We are working to ensure there is little to no disruption of services to our clients. We are closely monitoring any changes and will continue to make decisions with vigilance and guidance from health officials and government leaders. If you have any concerns, we ask you to reach out to your service representative. Thank you for your patience and understanding as we navigate through these unprecedented times.

*The EastGen Team*



### Impact on Phone Services

We are currently experiencing inconsistent quality in our telephone services. All dispatch lines are working at this time. If you try to call and cannot reach our dispatchers, please continue to try. We ask for your patience with any call quality issues.

Please be advised that all telecom carriers in Canada are experiencing challenges due to the COVID-19 situation. There is unprecedented call volume across all regions and systems as people are employing work from home strategies, calling their loved ones, and trying to contact both provincial and federal health departments.

### *We need your help!*

Do we have your most recent contact information? We are updating our files to better communicate with you! Simply fill out the information form located on page 3 and help us keep you up to date as we navigate through COVID-19.

# Semex Solutions

Elevate® tips that will take your herd to the next level

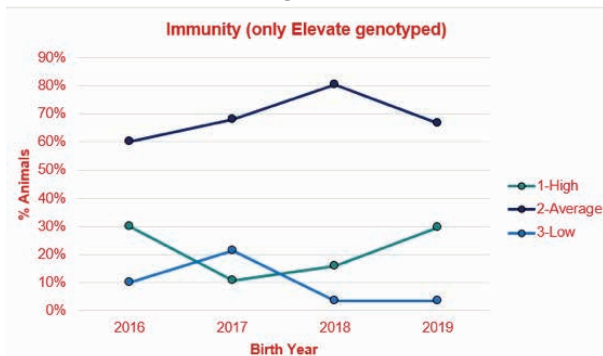
## TIP 3: Monitoring and Leveraging Immunity+ Genomic Results Mark Carson, Semex Genetic Solutions Manager

Our exclusive Immunity+ genomic results, and Elevate® makes it easy to view individual animal results, as well as herd trends in the Elevate spreadsheet. Many of you are under pressure to reduce drug use, and using the Immunity+ genomic results can become a critical tool to support this. Elevate data gives the ability to review Immunity+ genomic trends over time, bringing you a whole new level of health management.

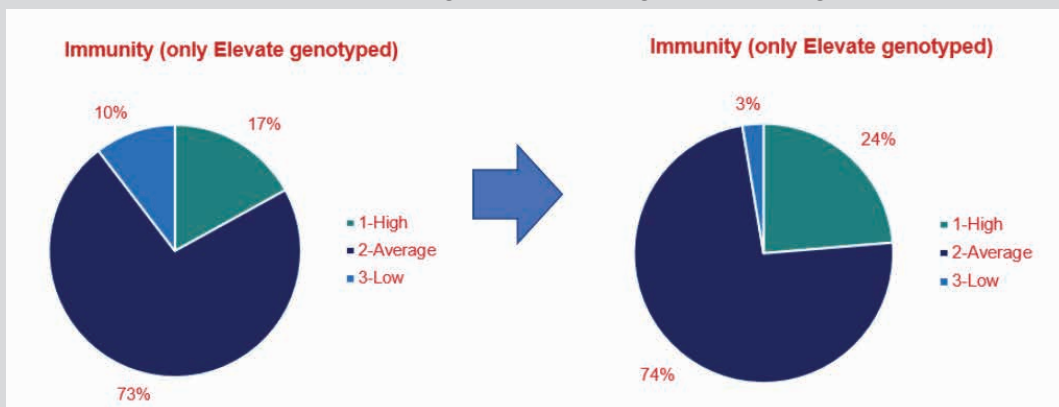
Combining Immunity+ genomic results from Elevate, breeding strategies from Semex's mating program OptiMate® and specific sire selection through SemexWorks™ will lead to more high responders, and less low immune responders.

This means you are building a herd that is stronger because of Immunity+ genomics, reducing drug use and saving money!

### Percentage of low, average & high Immunity+ Genomics by birth year tested through Semex Elevate



### October 2018 Immunity Results vs January 2020 Immunity For a herd utilizing an Immunity+ genomic strategy



Contact your EastGen Representative for more information on how to utilize Semex Solutions in your herd.



Antibiotics are used to treat, not solve, herd health problems. And, they're putting you under increased scrutiny. Now, crushing disease is not only possible, it's natural! 20 years ago, we began working on a genetic solution and Immunity+® was born. Combine Immunity+® sires with our female genomic test, Elevate®, and you'll be crushing disease by increasing your herd's immunity with genetics.

High immune response daughters have 30% less disease than their average or low responding herdmates, building a healthier herd from the inside out!



## Help us update our records...

Do we have your most recent contact information?

Over the last few weeks we have used email to communicate COVID-19 procedures to our customers.

Simply check off all the information you would like to receive and help us update your file!

Name: \_\_\_\_\_

EastGen Account #: \_\_\_\_\_

Email: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> New Release Sires    | <input type="checkbox"/> Premier Program Sires | <input type="checkbox"/> Events/Meeting Notices/Company Notices |
| <input type="checkbox"/> Proof Updates        | <input type="checkbox"/> Farm Products         | <input type="checkbox"/> Component Sires: (Breeds) _____        |
| <input type="checkbox"/> New Fast Start Sires | <input type="checkbox"/> EastGen Youth Events  | <input type="checkbox"/> Beef Sires: (Breeds) _____             |
| <input type="checkbox"/> Sales/Promotions     | <input type="checkbox"/> Jersey Sire Updates   | <input type="checkbox"/> Career Postings                        |

Please return this with your payment envelope or email the information to: [christa.ormiston@eastgen.ca](mailto:christa.ormiston@eastgen.ca)

# Porter delivers healthy long living cows!



Photos: Vriesdale Porter Lonely VG-85-2YR-CAN, Vriesdale Holsteins, Mountain, ON | Germec Liasse Porter VG-85-2YR-CAN, Ferme Germec, Inc, Herouxville, QC | Wardway Porter Alika VG-85-1YR-CAN, Wardway Farms Ltd, Woodstock, ON

## SILVERSTREAM PORTER

0200H010532

BOMBERO X MOGUL X IOTA

**+3383** LPI

**47** kg Protein **+12%**

**\$2183** PRO\$

**+11** Conformation

**89** kg Fat **+.45%**

**+12** Feet & Legs

GEBV 19'DEC



CALVING EASE

- excels in health traits
- outstanding component deviations
- strong feet & legs and one of the breed's best for hoof health (109)