

MARCH
2023

Update

**EastGen**

Alligator Supports Causes, Sons Create Interest

An alligator leather handbag by high-end luxury brand Hermès is guaranteed to draw top dollar at any charity auction attended by the rich and famous, but at a recent dairy industry event it was a different kind of beast that drew bidder attention. There, in the midst of our nation's capital city, it was a white Holstein bull named Alligator who captured the spotlight.

Thank you to Velthuis Farms Ltd., Osgoode, ON who purchased EastGen's five-dose donation of sexed Stantons Alligator semen for \$2450 per dose at an auction held February 21st during the Ontario Holstein Convention in Ottawa, ON. All proceeds go to the Ontario Dairy Youth Trust Fund.

Steve Velthuis cast the top bid with Monica Kagi of Redlodge Farms Inc., Finch, ON as runner-up. "Unfortunately my pockets were not as deep as Steve's," said Kagi who was happy to support the cause as contending bidder.



Paul and Steve Velthuis of Velthuis Farms Ltd. Behind them is herd favourite Kingsway Alligator A Twix, fresh just a few days and exhibiting beautiful udder promise. Photo by Kyleigh Jampen.



"It's a gift that keeps giving," explains Steve Velthuis who handled bidding for the 2000 acre Velthuis family dairy operation which is home to their two-time Master Breeder Herd. "It's something I can work with and use, and as far as the charity goes it is for a nice cause. It really gives the youth fund a big boost. For us to sell embryos to countries like Japan, all the embryo sales today require us to have sexed female semen. It does create opportunity for us. The semen donation also created a great opportunity for EastGen to do good in the community and it created an awesome opportunity for Velthuis Farms, my brother Paul and I, to do some good for charity."

"The demand for Alligator is huge globally. At the end of the day it helps us in our marketing of genetics," continues Velthuis who has a special connection to the bull through one of his best-known daughters.

Continued on pg. 2

Dairy Genetic Evaluation Release Set For April 4th

Watch for highlights on EastGen's dairy sire line-up in your mailbox, and in the next issue of EastGen Update. Better yet, follow us on social media for breaking news. Also, be sure to visit our booth in the

Cow Coliseum at Canadian Dairy XPO (CDX) in Stratford, ON on April 5th & 6th to view the four cows we'll have on display. Chat with our friendly EastGen reps on hand at CDX for all the new proof scoop!



Kingsway Alligator A Twix, owned by Velthuis Farms, is a two-time Royal Winter Fair, once World Dairy Expo junior champion, and one of five 2022 All-Canadian nominees sired by Alligator. "She just calved out a week ago and she looks very promising. Once Alligator got his proof we started using him, and for flushes and selling embryos he's an obvious choice," said Velthuis. "We'll probably end up with 20 or 30 offspring from Twix so we'll have Alligator blood in a lot of pedigrees going forward."

Continuing to support important causes, EastGen donated another five sexed doses to the March 10th College Classic Heifer Sale with proceeds going to 'In the Know' - a mental health literacy program for farmers and the agricultural community. The final opportunity to "catch a 'gator" is **April 5th** at the **Calves for a Cause** auction being held at the Canadian Dairy XPO in Stratford, ON. Proceeds for this event will go to the London Children's Health Foundation.

Popular as a young sire, Alligator rose to prominence after obtaining his Canadian progeny proof in August 2019. Alligator has taken the world by storm thanks to his ability to sire productive daughters appreciated in any dairy operation, as well as the ultra-stylish kind able to grace the show ring.

From one of the top cow families in the breed (from 14 VG or EX dams with 122*), Alligator is a maternal brother to Adorable and Adagio - a line proven successful at Semex. He has 20 Excellent daughters in Canada to date and continues to create excitement as his second-crop daughters freshen. The Semex line-up of Alligator sons is unparalleled and gaining momentum. Three of his sons, Bosdale Pathway, Cherryhill Actionman and Toc-Farm Ashton have already been admitted to EastGen's coveted Breeder's Edge program.

Alligator himself is currently available conventionally but in short supply, while his sons with sexed semen are extremely popular. Talk to your EastGen representative today!

Exciting Alligator Sons



Bosdale Pathway
GPA LPI +3374 • Conf. +14



Cherryhill Actionman
GPA LPI +3291 • Conf. +15



Claynook Matchless
GPA LPI +3457 • Conf. +11



HAH Allgand
GPA LPI +3412 • Conf. +13



New! *Westcoast Bazzar*
GPA LPI +3440 • Conf. +13

Notice of Annual General Meeting of Members of EastGen Incorporated



Notice is hereby given that the Annual Meeting of the Members of EastGen will be at The GrandWay, Elora, ON with a Link Meeting for Eastern Ontario members at The McIntosh Country Inn & Conference Centre, Morrisburg, ON on the 30th day of March 2023, at the hour of 10:00 a.m. in the forenoon to:

- Receive the financial statements of EastGen for the period ending December 31, 2022
- Appoint auditors and authorize the directors to fix the remuneration of the auditors

c) Transact such further and other business as may properly be brought before the meeting or any adjournment thereof.

By order of the Board of Directors, Brian O'Connor, Secretary

Thursday, March 30, 2023
10:00 a.m. – 12:30 p.m.
Registration: 9:30 a.m.
Meeting 10:00 a.m. SHARP

Special

Until April 30th



Heat Wave

EastGen Agri Inc.

Plus

Health Canada
Approved!

	Reg.\$	SALE\$
Heat Wave <i>Plus</i> 500 ml	\$32	\$27
Heat Wave <i>Plus</i> 2500 ml	\$130	\$115
Heat Wave <i>Plus</i> Spray 500 ml	\$37	\$32
Heat Wave <i>Plus</i> Spray 2500 ml	\$160	\$145

BENEFITS

- Made from Japanese mint oil
- Contains tea tree oil
- Helps to increase blood circulation
- Helps to reduce udder edema in fresh animals
- Helps to improve skin texture & Udder Health
- One of the most powerful blends of essential oils on the market today

Super Magnets

	Reg.\$	SALE\$
Super Magnets	\$6	\$4.50 ea

BENEFITS

- For assistance in the prevention of hardware
- Coincide the insertion of a Super Magnet when a heifer is first bred to help prevent problems



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



www.eastgen.ca

The Complete Package!



Progenesis Pursuit Dieties
VG-86-2YR-CAN
Ferme Du Fjord Inc.,
La Baie, QC

Carl Sancier

PINE-TREE-I Pursuit



0777HO11186 Imax x Profit

+3649 GLPI (+2906 TPI)
\$3173 PRO\$ (950 NM\$)
+1427 MILK
+105 FAT +.41%
+71 PROTEIN +.18%
+8 CONF. (1.66 PTAT)
+106 IMMUNITY
+102 CALF IMMUNITY
+105 HERD LIFE (6.6 PL)
+63 SEMEN FERTILITY

- In December, Pursuit was our #1 selling sire!
- From 11 generations of VG or EX dams tracing back to the universally renowned Rudy Missy family
- Calving Ease, Robot Ready™, and Immunity+® designated
- Available Day-to-Day Sexed

Whatever goals you are pursuing,
Pursuit will check all the boxes!

GEBV 22* DEC

SEMEX 1-888-821-2150

EastGen



www.eastgen.ca