

JUNE  
2024

Update

EastGen

# Semex Marks 50 Years



*EastGen's international partner  
celebrates a half century  
of worldwide success*



GLOBAL LEGENDS  
STARBUCK AEROSTAR INSPIRATION LEADER GOLDWYN  
SEMEX 50<sup>TH</sup> ANNIVERSARY  
1974-2024

Semex recently marked their 50th Anniversary with a series of live events including a gathering of representatives from around the world, past and present board members, retired employees and industry guests. Highlights included a walking display of current sires, tributes to recently retired Chief Executive Officer Paul Larmer, and an ode to industry advancements and the many people that shaped Semex's success. EastGen is proud to congratulate our international partner on this occasion!

*The Bullvine* captured the essence of Semex's first 50 years in these words. "What sets Semex apart in a competition market? Its unique practices and commitment to exemplary service. Since its inception, Semex has defied traditional dairy and beef genetics

## It's Youth Show Season

More than 400 participants are entered for EastGen's four 2024 youth shows, and we want to see you there cheering them on during these show days:

**EastGen Atlantic Showcase** – July 4, Truro, NS

**EastGen Showcase** – July 4, Spencerville, ON

**EastGen Challenge West** – July 9, Woodstock, ON

**EastGen Challenge East** – July 12, Markham, ON

through innovative strategies. Technological advancements such as the launch of their genomic testing service, Elevate™, have set new industry standards. These examples of Semex's innovative practices demonstrate their relentless focus and determination."

The above image, unveiled at Semex's Guelph, ON headquarters portrays how artist Gary Sauder captured and honoured these foundational sires in his painting, "Semex Global Legends". These legendary giants are, from left:

### **Hanoverhill Starbuck EX EXTRA**

• From CIAQ, *The Most Influential Sire In History*

### **Madawaska Aerostar EX GM EXTRA**

• From BCAI, *One Of Starbuck's First Proven & Only Millionaire Son*

### **Hanover-Hill Inspiration EX EXTRA**

• From WOBI, *Semex's First Millionaire Sire*

### **Comestar Leader EX EXTRA**

• From Gencor, *A True Dairyman's Bull & One of Four Comestar Millionaire Sires*

### **Braedale Goldwyn GM EXTRA**

• From Eastern Breeders Inc, *The Undeniable King Of The Ring*

**-- These Semex Global Legends did not just leave their foot-prints. They laid our foundation.**

Cont. from pg. 1

This year's theme is "Youth Leading Our Future" and we're excited to present this opportunity for learning, along with fun and competition. Winners of the Brian Betts Memorial Scholarship and the Dr. Tim Henshaw Award of Excellence will also be announced during our Ontario events.

The winners, chosen among finalists participating at each of the three Ontario shows, will each receive a \$750 cash prize. In addition, the winner of the Andrea Crowe Award, part of EastGen's Atlantic event, will also receive an additional \$750 cash award.

Join us in July to witness the enthusiasm and determination of our young competitors - the future of our sector of the industry.

# EastGen Staff Announcement



Derek Lee

We are very pleased to announce that **Derek Lee** has accepted the position of **Nitrogen Delivery Specialist**, taking over for the retiring Dave deVries. Derek joined EastGen on April 29th and reports to Chris Peters, Logistics & Fleet Supervisor. Derek grew up on a dairy farm in Durham County and now lives in Brinston, ON. Prior to taking on his current position Derek worked in the Semex barns in Kemptville for 10 years, and previously worked in the bull barns in Guelph for almost two years. "I am looking forward to working at EastGen for the next stage of my career in the agriculture industry," states Derek. Welcome to EastGen, Derek!

## Non-Alliance Fee Change

Due to rising costs to provide AI technician service to customers, EastGen's Board of Directors approved an increase for breeding fees using non Semex Alliance semen, effective July 1st.

- \$5 for herds over 85% Semex semen usage on breedings
- \$10 for herds less than 85% Semex semen usage on breedings
- \$25 for herds using 0% Semex semen used on breedings

## Summer Interns Assisting in Field and Marketing



Introducing EastGen's Summer Interns for 2024. These talented ladies joined us May 6th. Please give them a warm welcome when you meet them on your farm or at events this summer!

From left: Delaney Hopkins, Andréa Geleynse, Morgan Clark, and Julie Nagelhout.

### Delaney Hopkins, Marketing Intern

Delaney is studying Neuroscience with a minor in Agriculture at the University of Guelph. She grew up on a sheep farm near Elmwood, ON, has worked on her uncle and aunt's dairy farm, and recently purchased a few purebred Shorthorn beef heifers. Her love for showing has led her to compete in many rings, including at the Royal Agricultural Winter Fair with sheep, beef, and dairy.

### Andréa Geleynse, AI Intern, East Region

Andréa and her dad bought their first two cow-calf pairs together in 2021 and have increased their small beef herd located near Kemptville, ON to around 25 animals since then. She has completed her first year of Political Science studies at Redeemer University. Her hobbies include old movies, country music, and classic literature.

### Morgan Clark, AI Intern, Central Region

Raised on the Bruce Peninsula, Morgan will return to University of Guelph this fall to complete her fourth year in the Science of Agriculture program. Her passion for the industry has strengthened since being at school where she joined different clubs and student executives. She enjoys being in the outdoors, hiking, boating, and fishing.

### Julie Nagelhout, AI Intern, West Region

Julie grew up and lives on a dairy farm at Springfield, ON where she has always been involved with daily farm chores. Julie has completed her first year of agricultural studies at the University of Guelph, Ridgetown Campus. She likes to play volleyball and hike, and is interested in all aspects of farming including the animals, field work and crops

PRODUCT SPECIAL

# Special

Until June 30<sup>th</sup>



## Estroprotect

- Estroprotect™ Heat Detectors are proven tools that help dairy & beef producers identify their animals for the maximum opportunity for pregnancy
- More than 25 million units used worldwide
- Supported by university research and over a decade in the marketplace
- Easy to use peel & stick
- No messy glue required

**Sale \$**

Estroprotect 50 / pkg	#868	<b>\$94 / pkg</b>
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## Kamar

- Valuable heat detection aid that helps in identifying cows ready for AI
- These pressure sensitive devices have a built-in timing mechanism designed to be activated by standing heat behaviour
- Glued onto the sacrum (tail head), pressure from the brisket of a mounting animal requires approximately 3 seconds to turn the detector from white to red

**Sale \$**

Kamar Kits 25 / pkg (glue included)	#701	<b>\$45 / pkg</b>
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## Mr Sticky

- Effectively catches, controls and eliminates flies
- Non-toxic, environmentally safe
- No insecticides or pheromones
- Constant cost-effective fly control

**Sale \$**

Mr. Sticky Roll 1000 ft / roll	#448	<b>\$53 / roll</b>
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## FliesBeGone Trap

- Effective for 4-6 weeks with a range of 50-100 yards ... That's powerful!
- No toxins! No poisons! No insecticides!
- Catches up to 20,000 flies and up to ten times faster than other traps.
- Maintenance free and completely disposable.
- Nothing to clean up!

**Sale \$**

FliesBeGone Fly Trap	#495	<b>\$23 / ea</b>
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# Our BEST Line-up of Sexed Sires YET!

MB-LUCKYLADY



# Bullseye

LAMBDA x UNIX x DOORMAN

Currently the #1 ranked Lambda son for type, **BULLSEYE** is from a performance-packed pedigree touted worldwide for uniquely producing many of the best-of-the-best brood cows of their day. From 8 generations of VG or EX from the remarkable **Blackrose family**, **MB-Luckylady Bullseye** is leaving his mark as his daughters become favourites in heifer pens and while a wave of Bullseye sons start to join the Semex line-up. **We have Bullseye sons coming as high as +19 Conformation with over 5 over +18 and up to +4.05 PTAT. Watch for them in 2024!!!**



GPA LPI	+3365
MILK	+452
FAT	+51 (+.28%)
CONF	+16
MS	+10
F&L	+11
DS	+14
RUMP	+9



*Extreme Fat*

0777HO12579



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PURSUIT



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ALCOVE



*Alligator Son*

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BRUINS



*Breeder's Edge*

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*Homozygous Polled*

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