

JULY
2024

Update EastGen

Canadian Partners Sales Conference

Hosted by EastGen



EastGen welcomed sales and solutions teams from our Semex partners Ciq and WestGen for the second **Canadian Partners Sales Conference**, held June 18-20th in the Guelph, ON area.

Building upon an outstanding conference that was hosted by Ciq and held in St-Hyacinthe, QC two years ago, that inaugural event set the pace with a roster of speakers who inspired thinking. The discussion and sharing of ideas among participants helped focus the entire team on continually challenging themselves to fully meet the needs of their customers. This year's event, involving more than 90 attendees, took up the challenge of continuing to grow and develop that initial event's result, and succeeded in doing so.

"The organizers selected an impressive group of speakers to further inspire our team and set up an agenda that will encourage exchange among colleagues with the goal to further strengthen our performance in the marketplace," said EastGen General Manager Brian O'Connor in his welcome message. "With the event in Guelph, we look forward to showing you the Semex Head Office and the investments that have been made to strengthen our competitiveness."

The event included powerful addresses delivered on Day 1 by Semex's Matt McCreedy, Jay Shannon, Mike Maciel, and Brad Gilchrist; and were joined on the program by Alain Beaudry.

Top: Conference attendees gathered at Larenwood Farms Ltd., Drumbo, ON. Middle: On tour at Hoenhorst Farms Ltd., Innerkip, ON. Bottom: MB-Luckylady Bullseye on parade at Semex.



Cont. from pg. 1

Day 2 consisted of farm tours and took the group through western Ontario to visit Gunn's Hill Cheese, Scherpenzeel Farms, Larwood Farms Ltd., and Hoehorst Farms Ltd.

Touring the Semex headquarters on Day 3 included presentations, office and distribution tours, and a parade of bulls outside the facility giving the audience a chance to see fan favourites on the move, including Melarry Fuel and MB-Luckylady Bullseye.

The event also included opportunities for teams from the three organizations to socialize, bond and share ideas. "I feel our goals were achieved," said EastGen Director of Sales Jamie Howard. "We wanted engagement with our presenters, farms, and colleagues that circled around our narrative, 'Building the Future.' Conversations around profitability and sustainability is key to the future of the dairy and beef business. Many topics were covered not the least of which was breeding animals with a high immune response with the exclusive trait through Semex sires, Immunity+®, and it's impact on the profitability of dairy herds. I am very proud of our team for hosting and the results of the conference."



Top: Holstein Canada Classifier Carolin Turner presenting to the group. Left: EastGen AI Trainer Sam Buschbeck introducing new technology. Bottom: EastGen's Drew Tyler presenting at Hoehorst.



Dairy Proof Updates

Look for highlights in EastGen's social media, and for your new proof sheet in the mail following the August 13th Genetic Evaluation Release.



Alisha Allen-Dawe

EastGen Staff Announcement

On June 10th we were pleased to welcome **Alisha Allen-Dawe** to EastGen in the position of part-time **Accounts Payable Coordinator**.

Alisha was most recently the office team lead of a Guelph dental practice. During her career she has worked in various positions such as receptionist, administration, Accounts Payable, Accounts Receivable, appointment coordinator, and assistant manager. Always wanting to learn new skills and develop her knowledge, she looks forward to the AP position at EastGen.

A resident of the Puslinch/Guelph area for 20 years, she continues to enjoy living in the region with her husband and two children.

Alisha will be reporting to Victoria Garvey, Accounting Manager.

DR. REGISTER

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July 1 - August 31, 2024



Calcium Bolus

- Two sources of Calcium (Calcium Chloride & Calcium Sulfate)
- Fast acting Calcium absorption and a slower absorption with Calcium Sulfate
- Vitamin D3 (Helps to increase the absorption of Calcium and other vitamins)
- B2, Grape Seed & Glycerin, helps to maintain the health of the cow

Sale \$

Calcium Bolus Agri0867	\$11.00	\$9.50
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Calcium tube & applicator

- Non burning in mouth
- Easy to administer
- Raise blood Calcium levels in 15 minutes
- Good source of Calcium, Magnesium, Potassium, Tricalcium Phosphate

Sale \$

Dr. Register Calcium Tubes Agri0654	\$16.00/tube	\$13.00 / tube
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NIA Energy Drench & applicator

- Provides vitamins to support and maintain the health of the animal
- Competitive pricing on a superior Glycerin product
- Faster and better absorption into cow's system
- Greater results from added ingredients; B vitamin, Niacinamide, Glycerin

Sale \$

Dr. Register Nia-Energy Drench Agri0959	\$95.00/gal	\$87.00 / gal
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NIA Energy Gel

- Provides vitamins to support and maintain the health of the animal
- Nia-Energy gel contains Glycerin and B3 vitamins, Niacin, Folic Acid, Riboflavin
- An oral Niacinamide supplement for dairy cows
- Administer one tube after calving, can be repeated in 12 hour intervals followed by one tube for 2-3 days post calving as needed

Sale \$

Dr. Register Nia-Energy Gel Tubes Agri0871	\$19.00/ tube	\$15.00 / tube
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 MS +9
 F&L +9

SEM FERT +63
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Daughter: **PREROSS KNOWHOW SÉMIRA**
 VG-86-3YR-CAN



Daughter: **RIVERDOWN KNOWHOW JIGGAFUN**
 VG-86-3YR-CAN



Daughters: (Left) **CAMPAGNA KNOWHOW RUBY**
 VG-87-3YR-CAN
 (Right) **CAMPAGNA KNOWHOW BARBARA**
 VG-85-2YR-CAN

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