

AUGUST
2024

Update



Youth Events Draw Enthusiastic Participants

The theme for EastGen's 2024 youth events was "Youth Leading Our Future." Keeping this in mind, participants sported lime green shirts on show day emblazoned with this slogan – a sign of achievements to come from youth in agriculture. Each year EastGen organizes and solely sponsors a series of Challenges and Showcases held across our service area, in Spencerville, Ont.; Woodstock, Ont.; Markham, Ont.; and Truro, NS, for 4-H youth aged 14-21 (Ontario) and 13-21 (Atlantic provinces). Participants spend time team building while learning at education sessions and then enter the ring with their calves for showmanship and conformation evaluations. This year 300 Ontario 4-H dairy members and 138 dairy and beef club members from New Brunswick, Prince Edward Island and Nova Scotia participated.

EastGen's youth events are a yearly highlight for staff and directors demonstrating the company's unparalleled commitment to youth. "The EastGen Challenge and Showcase events have become a very strong brand among 4-Hers and events that they circle on their calendars. We take great pride in working with our young agriculturalists to inspire them to learn, grow and develop friendships that will last throughout their lives," said Brian O'Connor, EastGen General Manager.

See more photos and results on EastGen's website, Facebook and Instagram pages, and full results at www.assistexpo.ca/results/eastgen.



Spencerville Showcase Grand Champion Overall: Will Vander Meulen, Northumberland; presented by EastGen President Amanda Jeffs.



Left: Markham Challenge Grand Champion Overall: Emi Lange, North Simcoe; EastGen Director John den Haan.

Right: Woodstock Challenge Grand Champion Overall: EastGen Director Stefan Mueller; Morgan Howard, Brant.



Truro Showcase Dairy Grand Champion Overall: Grand - Sarah Versteeg, PEI; Reserve - Alena Moxsom, NS; and Dale MacPhee, EastGen.



Truro Showcase Beef Grand Champion Overall: Grand - Madiya Patriquin, NS; Reserve - Leah Brunt, NS; and Dale MacPhee, EastGen.

*Congratulations
to all 2024
Competitors!*



Brian Betts Scholarship Winners

EastGen is proud to join Gay Lea and The Ontario Dairy Youth Trust Fund to celebrate the 2024 winners of the **Brian Betts Memorial Scholarship**.

Brian Betts of Flesherton, ON was an accomplished dairy producer and exceptional leader in agriculture both locally and nationally. He helped drive producer run organizations to collaborate more fully and reduce duplication, which led to greater efficiency and ensured greater sustainability for producer-owned companies.

The two \$1500 scholarships were awarded to individuals who demonstrate leadership and selfless service for the betterment of their community. Congratulations this year's scholarship winners **Ethan Ringelberg, Wentworth County** and **Cheyenne Leifso, Bruce County**. The scholarships were announced at EastGen's recent Challenge West show, with members of the Betts family and company/organization representatives on hand for the presentations.



Kevin Allen Memorial Award

Courtney Orser of Frontenac County was chosen to receive the 2024 **Kevin Allen Memorial Award** honouring and remembering an EastGen Delegate, former EBI Board of Directors member, dairy farmer and life-long supporter of 4-H along with his local agriculture community. This award was presented at the recent EastGen Showcase in Spencerville, Ont.

Andrea Crowe Award Winner



Above: Andrea Crowe Award winner at EastGen Atlantic Showcase, Nicholas Bourque of NB with Anne Crowe and EastGen's Dale MacPhee.



September 10-12th
Woodstock, ON
 8:30 a.m. - 5:00 p.m. daily

Reminder - EastGen customers can TEXT breeding requests/orders to our Dispatch Team!

- Same information needed as if you were leaving a voice-mail message: text your name, district number, address, and sire of choice.

REGIONS EAST - text to 1-226-887-1979
REGIONS WEST - text to 1-226-887-1980



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

Dr. Tim Henshaw Award of Excellence Winners



Above: Ethan Ringelberg, Wentworth County, EastGen Challenge West winner, with EastGen General Manager Brian O'Connor and EastGen Director Stefan Mueller.

A memorial award established by EastGen last year, the Dr. Tim Henshaw Awards of Excellence were presented to nominees at each Ontario event who reflected and effectively communicated Dr. Henshaw's qualities of enthusiasm, encouragement, leadership, and devotion to serving others.



Above: Kyle Meek, Durham East, EastGen Challenge East winner, with EastGen General Manager Brian O'Connor and Jane and Norah Henshaw.



Right: Alexa Prinzen, Prince Edward County, EastGen Showcase winner, with EastGen President Amanda Jeffs and EastGen General Manager Brian O'Connor.

*Congratulations!
2024 winners!*

Special
Ends August 31st

EastGen
Agri Inc.

Calcium Bolus

Sale \$

Calcium Bolus Agri0867	\$11.00	\$9.50
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NIA Energy **Drench & applicator**

Sale \$

Dr. Register Nia-Energy Drench Agri0959	\$95.00/gal	\$87.00 / gal
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Calcium tube & applicator

Sale \$

Dr. Register Calcium Tubes Agri0654	\$16.00/tube	\$13.00 / tube
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NIA Energy **Gel**

Sale \$

Dr. Register Nia-Energy Gel Tubes Agri0871	\$19.00/ tube	\$15.00 / tube
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DR. REGISTER





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- Includes A2A2 & Kappa-Casein results

*Elevate results are Official CDN or CDCB results



Active cows Genomic Results

GPA	
LPI	+3576
Pro\$	+2913
IMMUNITY	109
CALF	111

CLARIFIDE® Plus Wellness traits are not included in the Immunity indexes for females.

PRODUCTION (kg)	
Milk	+1300
Fat	+100
% Fat	+0.42
Protein	+57
%Protein	+0.11
Methane Efficiency	107
Feed Efficiency	105
BMR	102

HEALTH & REPRODUCTION	
Herd Life	109
Somatic Cell Score	108
Daughter Fertility	103
Body Condition Score	101
Mastitis Resistance	105
Calving Ability	102
Daughter Calving Ability	104
Milking Speed	100
Milking Temperament	100
Lactation Persistence	99
Metabolic Disease Resistance	102
Hoof Health Index	99



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