

SEPTEMBER
2024

Update

EastGen

Genetic Opportunities in All Dairy Breeds



Cedarwal ENJOY-PP

0200H012671
Remover-PP x
Limelight-P x
Bight-P

*Homozygous
Polled*

The August 2024 proof round brought lots of exciting news for our Holstein breeders. Amongst the highlights, EastGen made 18 new additions to our elite sire line-up which will add tremendous value to anyone's breeding program regardless of their herd goals.

To start, we have added two exciting new homozygous polled sires to strengthen our growing line-up of polled sires. Being homozygous for the polled gene means that 100% of their progeny will be polled. The first, **Cedarwal Enjoy-PP**, is a Remover-PP son from a VG-86 Limelight-P from five generations of VG or EX Star Brood cows. With +3624 GPA LPI, +2004 Milk, +99 Fat (+.16%), +82 Protein (+.11%) and a pleasing +7 for Conformation. Breeders can expect productive, high deviation cows, with shallow udders (5S). They will have great feet (+8 Heel Depth) and Dairy Strength (+8) making Enjoy-PP a very intriguing option for those looking to increase the prevalence of polled in their herd. **Progenesis Energetic-PP**, also by Remover-PP, stems from a VG Montblanc from 7 more generations of VG or EX dams. Energetic-PP debuts with +3516 GPA LPI, +1221 Milk, an amazing +113 Fat (+.53%), +59 Protein (+.12%), and a solid +8 for Conformation. Expect Energetic-PP to sire genetically superior polled daughters made to thrive in any management system. Both will be available Day-To-Day while Energetic-PP will be available in our **30 for \$25 Special** and Enjoy-PP will be available in our **30 for \$20 Special**. Now that's value!

In addition to being the sire of Energetic-PP's dam, the previously mentioned **Progenesis Montblanc**, has also joined our proven sire line-up. Montblanc debuts with +3322 GLPI, a solid +1461 Milk, +110 Fat (+.42%), +69 Protein (+.14%) and +9 for Conformation. Montblanc will make a great addition for breeders looking to enhance their SNF/Fat ratio from cows with hard tops (+10 Loin) and capacious frames (+8 Dairy Strength). He is also unique in that he is a Calving Ease specialist (106) that

will sire daughters that calve easily themselves (106 Daughter Calving Ability) and the icing on the cake is that Montblanc is available as part of our **30 for \$20 Special!** **Progenesis Monteverdi** also joins our proven lineup debuting with a GMACE LPI of +3696, +937 Milk, +112 Fat (+.62%), +62 Protein (+.26) and +7 for Conformation. Monteverdi is a Zazzle son who has generated a lot of buzz in the U.S. where he currently ranks #13 GTPI. Expect his daughters to have shallow, well-attached udders (5S), ideal Feet & Legs for any barn environment (+10 Overall) and he will be available Day-To-Day on our **30 for \$25 Special**.

We have made a conscious decision to broaden our line-up of uniquely bred, exciting new sires. We want our breeders to be able to take advantage of our newest genetics as soon as possible. Here are some highlights of our seven additions to our Short Supply sire list this round that all are amazing in their own right:

Progenesis LOVER (Bullseye x VG-88 Highjump)

Early Bullseye from Highjump Leader with a perfect balance of production & type.

Fepro LAMBORGHINI (Angle x VG-86-2YR Parfect)

Immaculately bred Angle from 10 generations of VG or EX dams.

Siemens HANIEL-P (Dropbox x EX-90-4YR-USA Luster-P)

Polled Dropbox from 12 gen. VG or EX from the amazing Dellias!

Jacobs BREAKUP (Matchless x Jacobs Lambda Briar)

Arguably the most ideally bred sire from Ferme Jacobs offered to date.

Cont. on pg. 2

Call for Director Nominations

EastGen members in the following zones are invited to submit nominations for Directors for a three-year term. Early nomination forms will be mailed and posted at www.eastgen.ca this fall. All nominations must be submitted prior to **Friday, October 25, 2024, at 5:00 p.m.**

Zone 1 – Newfoundland – Labrador, P.E.I., New Brunswick

Zone 4 – Frontenac, Grenville, Lanark, Leeds, Renfrew

Zone 7 – Simcoe, Northern Ontario – (Districts of Thunder Bay, Sudbury, Manitoulin, Algoma, Nipissing, Parry Sound and Temiskaming)

Zone 10 – Oxford, Niagara, Brant, Haldimand, Norfolk, Wentworth

Please note we will be conducting the Delegate and Alternate Delegate nominations / elections for the above Zones (Sub-Zones) via the mail as well.

AYRSHIRE

Three new Ayrshire additions this proof round starting with the Dalton son **Marilie Merino**. Merino is from a VG Amaretto from the ultra-dairy Marilie Reality Mellie, 1st Sr. 2-YR-Old 2016 Trois Rivières Expo. Merino's second dam is also the maternal sister to the #1 Conformation sire in the breed Mélios. Merino, who is an A2A2 carrier, debuts with +3101 GPA LPI, +1206 Milk, +53 Fat (+.04%), +42 Protein (+.00%), and +10 for Conformation. **Laroc Crispers**, also by Dalton, is from a VG Mohawk, VG-86 Visserdale Shining, VG-87 Romancer, EX-91 Predator, from an EX-3E Normandin. Similar to Merino, Crispers offers a tremendous balanced breeding profile that will work for most Ayrshire breeders. Crispers debuts with +3061 GPA LPI, +680 Milk, +47 Fat (+.23%), +37 Protein (+.16%), and a solid +10 for Conformation. **Marilie Rolex** joins our line-up as Canada's #1 type sire! Rolex was destined to be a type superstar. His sire is the #1 proven type sire Mélios and his dam, Belleroute Tuxedo Rihana EX-92, was Nominated All-Canadian in 2019 while her mother was the renowned 3X All-Canadian De La Plaine Prime Rocky EX-4E 95. Rolex starts his career with +2962 GPA LPI, +325 Milk, +20 Fat (+.09%), +10 Protein (-.02%), and an amazing +14 for Conformation. With double digits for Mammary (+12), F&Ls (+11), Dairy Strength (+12), and a +13 for Texture & RLRV, and a +10 for Rib Structure, breeders wanting to breed a special one will want to use Rolex in their breeding program.

BROWN SWISS

Two new additions this proof round for our Brown Swiss

Feeding the Human Spirit

*Celebrating the Legacy
of Dr. Tim Henshaw*

2024 Nomination Deadline:
Tuesday, October, 1st

For further info: 226-332-2264
or tara.reynolds@eastgen.ca

Nomination Submission Link:

(can also be found on EastGen website & social media)

https://docs.google.com/forms/d/e/1FAIpQL5cu4aN7pAB7EA4NkvM_CCN4jz10UJ943B3kWiCRfuaYt1QihA/viewform?usp=sf_link



Staff Announcement

EastGen is very pleased to announce that **Simon Restrepo** has accepted the role of **Nitrogen Delivery Specialist**. Simon joined EastGen on July 29th and reports to Chris Peters, Logistics & Fleet Supervisor. Simon is from Colombia where his family owns a small dairy farm and likes to exhibit their cattle at shows. While gaining work experience on farms in New Zealand and Israel, Simon always strived to get the best for the cows in each of those challenging environments. He has an appreciation for "good" cows and efficient farms with excellent animal comfort. He has lived in Canada for four years, and in early 2024 Simon and his wife moved to Fergus, ON.

Hobbies and interests for Simon are to watch MotoGP, hiking trails and enjoying the landscapes of Ontario. Simon is presently in training to take over the area serviced by Dean Stanley who plans to retire in September. Welcome to EastGen, Simon!

enthusiasts starting with **Hilltop Acres Playmaker**. Playmaker is sired by the high type Jonmar son Nashville. His EX-91 mother is the #7 PPR cow in the US currently and is maternal sister to the dam of our top sire Titos. Both go back to the matriarch of the family Hilltop Acres Cad Paula VG-87 arguably one the best transmitting cows in the industry. Playmaker debuts with +2174 GPA LPI, +831 Milk, +52 Fat (+.17%), +50 Protein (+.19%) and a pleasing +11 for Conformation. **Gubelman Kachow** is a Kingsley son from Gubelman Cadence Kasandra VG-86-2YR who has a five year average of an amazing 360-364-372 BCA with 4.1% Fat and 3.7% Protein. She's backed by a VG Simboy daughter of the spectacular Gubelman Brookings Katie EX-3E 94 who had a four lactation average of 347-355-361 BCA with 4.2% Fat and 4.1% Protein! Kachow debuts with +2058 GPA LPI, +889 Milk, +33 Fat (-.07%), +37 Protein (+.00%), & a solid +8 for Conformation.

JERSEY

Lots of news for our Jersey breeders this round starting with **Allstar Manchester** Canada's #3 GPA LPI ranked sire. Manchester is an early son of the popular Lencrest Tobefamous. Manchester's dam, Caberoy Vivaldi Macarena VG-87-3YR, has a two lactation average total of 17,137 kg with an amazing 6.95% Fat and 4.57% Protein earning a Silver Award and leading to her ranking as #4 in Canada for GLPI. She is backed by a VG Balin Silver Award winner from a VG-87 2* Silver Award winner and a VG-86 2* three time Silver Award winner. Manchester will be a source of solid Milk (+305 kg), extreme component deviations (+.69% Fat, +.26% Protein), and +12 for Conformation. Of added note, Manchester is strong for all Health & Fertility traits making him an ideal addition for any modern breeding program. Manchester is a FastStart sire so breeders will need a signed contract to get access (ask your EastGen rep for details). (110 Immunity, 108 Calf Immunity).

GUERNSEY

Coulee Crest Carver remains our top ranked Guernsey with +1238 GPA LPI followed closely by **Coulee Crest Tsunami** at +1045 GPA LPI.

MILKING SHORTHORN

Proven sire **Oceanbrae Foster** gained for LPI leapfrogging him into the #3 ranked sire position just over **Oceanbrae Royal Bentley**. Both **Kuszmar Mercury Stargazer** and **Top Shelf Royal Laser** remain available sexed on a Pre-Order Only basis.



Simon Restrepo
Nitrogen Delivery
Specialist

PRODUCT SPECIAL

Special

September 1 - October 31, 2024

Heat Wave

Health Canada Approved!

Plus

- 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

Sale \$

Heat Wave <i>Plus</i> 500 ml Cream #Agri0761	\$32.00/ each	\$27.00/ each
Heat Wave <i>Plus</i> 2500 ml Cream #Agri0762	\$130.00/ each	\$115.00/ each
Heat Wave <i>Plus</i> Spray 2500 ml #Agri0764	\$160.00/ each	\$140.00/ each

Talk to your EastGen rep. for more details!



Online Store

<https://store.eastgen.ca>

www.eastgen.ca

EastGen
Agri Inc.

BactZyme

Premium Blocks

- BactZyme accelerates digestion & will liquify solid material so that it's easier to agitate, pump & irrigate
- A treated lagoon can be pumped lower with fewer plugging problems
- Reduces bad odours from forming in the manure
- Aids in meeting regulatory nutrient limits

Sale \$

BactZyme Premium Block (50 Pack) #FP829	\$625.00/pail	\$595.00/pail
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IDEXX Alertys™ OnFarm Pregnancy Test

- Our pregnancy tests are based on the detection of a panel of pregnancy-associated glycoproteins (PAGs), which are only produced with the presence of an embryo or fetus
- Alertys cowside blood-based tests offer flexible testing options with results as early as 28 days postbreeding for when you need to know the pregnancy status before the next vet check-up
- Cost effective and easy to use

Sale \$

Alertys Pregnancy Kit (5 Pack) # FP929	\$82.50/box	\$75.00/box
Alertys Pregnancy Kit (25 Pack) # FP926	\$375.00/box	\$350.00/box

ENTER TO WIN!

Fill in your name, EastGen account number, and then give this flyer to your EastGen rep. They will do all of the rest to automatically enter you in our

EastGen Product Special Draw. It's that easy!

Name: _____

EastGen Acct #: _____

EastGen Rep Name: _____

EastGen Rep #: _____

Fall Special

Until December 31, 2024

Immunity+



HEALTHY HERD, INCREASED PROFITS



THERE'S ONLY ONE HEALTH INDEX THAT MATTERS.

Immunity+® gives you what you've been looking for - A genetic solution to herd health.



Immunity+®

Fall Special

Until December 31, 2024



Immunity+®

GIVES YOU

- A robust health index with CDCB, Lactanet, Zoetis¹, Semex data, and the bull's response to bacteria & viruses
- IM+ cows have 30% less mastitis than herd mates
- High-reliability, permanent genetic solution
- Cumulates like milk, fat & other traits with each generation
- Female genomic results & herd rankings with Elevate®
- A decade of proven on-farm results

¹ Zoetis information is male only

Ask your EastGen rep about our full list of high Immunity sires and how you can take advantage of our Immunity+ Fall Special!



www.eastgen.ca / 1-888-821-2150
7660 Mill Road, Guelph, ON N1H 6J1