

Immunity+® - THE RESULTS ARE RIGHT HERE!

Looking for proof that Immunity+® is **the only health index that matters**? Keep reading!

EastGen Dairy Solutions Specialist Pete Kaufman recently analyzed six herds in Ontario with ~2,000 milking cows (320 cows/average). All six herds were on milk recording. Over 97% of the cows were evaluated on Elevate®.

Elevate®, genomic testing available exclusively from EastGen, automatically updates your herd data every proof round and it is the only program that provides female immunity results for your cows and heifers.

number of health issues. The results were even more compelling. We saw drops across the board for health issues for IMM+ cows. **Early Embryonic Deaths** were 2% lower in 1st lactation IMM+ cows and 4% lower in IMM+ cows in 3rd+ lactation. Similar results were found in the category **Do Not Breed** for percentages of IMM+ animals in both 1st and 3rd+ lactations which meant less 'broken-down cows' were found in these herds. Even more compelling were the **Lameness** stats which we observed. As expected, we saw relatively low incidence of lameness in 1st lactation animals in both the IMM+ and Non-IMM groups. The difference in 3rd+ lactations was glaring though with only 1%

Lactation	Conception (%)						Health Issues (%)							
	1st Service Conception		Conception All Services		Early Embryonic Deaths		Cystic Ovaries		Do Not Breed		Lameness		Mastitis	
	1st	3rd+	1st	3rd+	1st	3rd+	1st	3rd+	1st	3rd+	1st	3rd+	1st	3rd+
IMM+	51 ↓	43 ↓	54 ↓	56 ↓	3 ↓	1 ↓	4 ↓	13 ↓	3 ↓	2 ↓	3 ↓	1 ↓	3 ↓	1 ↓
Non IMM	44	31	48	35	5	5	17	41	4	6	4	19	5	12

Understanding that immunity results are based on a scale from 85 to 115 with a mean of 100, he evaluated groups of animals based on lactation and immunity levels. Cows with immunity of ≥105 were considered Immunity+® (IMM+) animals while animals ≤104 were considered non-immunity (Non-IMM) animals.

The results were clear.

“We saw that the IMM+ group were productive, profitable and not surprisingly, they exhibited considerable advantages for conception, and health issues for first lactation animals and third and later lactation animals,” Pete explains. “After seeing the data I think it’s simple...high immune cows just make you more.”

While we found that these farms hadn’t sacrificed anything on production and arguably, they were doing as well or better for production with their IMM+ genetics, they had gained a hands-down advantage for conception rates. We saw a significant advantage for **1st Service Conception** and **Conception over All Services** in 1st lactation (7% and 6% advantage respectively). By the time the cows in these herds got to their 3rd+ lactations, this advantage had ballooned to a whopping 12% increase for IMM+ cows for 1st Service Conception and an amazing 21% for Conception All Services! In addition to production and conception results, we analyzed a

of the IMM+ cows showing signs of lameness and an unacceptable 19% of the Non-IMM cows being designated as having had lameness issues. We saw similar results with the issues associated with **Mastitis**. By the time we got to 3rd+ lactation, IMM+ cows had an 11% advantage over the Non-IMM cows for reported mastitis issues! One subset of the data that was analyzed requires further investigation and that was associated with cystic ovaries. At least in these herds, there were far less issues with cystic ovaries in 1st lactation IMM+ cows relative to Non-IMM cows (4% vs 17%), and by 3rd+ lactation this advantage had increased considerably (13% IMM+ vs 41% Non-IMM).

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EastGen Director Election Results

We are pleased to announce results of Director Elections in four Zones and welcome three new Directors (watch for future introductions). A special thank you to our outgoing Directors: Phil MacLean (Zone 1), Mel McLean (Zone 4), and Gerrit Wensink (Zone 10), for their many years of service and contributions to EastGen.

- Zone 1 John Schenkels (*new*)
- Zone 7 John den Haan (*acclaimed*)
- Zone 4 Lee Grant (*new*)
- Zone 10 Chris McLaren (*new*)

EastGen Virtual Zone Meetings

KEYNOTE SPEAKER: Cox Wensink
Hoenhorst Farms Ltd.
Innerkip, ON

Tues., January 21, 2025 7:00 p.m. EST
Wed., January 22, 2025 11:00 a.m. EST
Virtual zone meetings will be held (English-only) for EastGen's entire service area.

Cox Wensink is the owner and manager of Hoenhorst Farms Ltd., near Innerkip, ON. The farm currently milks 500 cows using 10 Lely robots, and crops 725 acres. A team of nine great employees help ensure the farm runs smoothly.

Using her background in engineering and management consulting, Cox focuses on gaining efficiency through continuous improvement, using predictability and simplicity as the driving factors.

For its genetics, Hoenhorst Farms Ltd. has worked closely with Semex and EastGen for many years. Taking advantage of a range of their products, including Semex Works™, OptiMate™ and Elevate® genomic testing, has helped the farm reach efficiency goals.

Cox completed CTEAM, was an honorary board member of DHI (now Lactanet) and a member of the Oxford Milk Producer Committee.

When she's not farming, Cox can be found biking and hiking with her husband Mariano and their two sons, Elias and Max.



Cox Wensink, Hoenhorst Farms Ltd.

PHOTO: People Management Group

Watch for registration details in the December Update, website and social media.

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When it comes to health issues, there are so many associated costs which can arise and ultimately, we can often end up with involuntary culling. Aside from that, we have the energy and time associated with remedying health problems. Full stop, health events cost you money, time, and profitability so we looked at the actual number of health events in these six herds and the difference was shocking. There were 29 IMM+ cows (or 11%) in 1st lactation which experienced a health event. With Non-IMM cows, we saw 65 total health events which represented 16% of these first calvers (5% higher). As expected, when we looked at 3rd+ lactation cows, we found that there were much greater

differences in the group with 6 IMM+ cow events vs 193 in Non-IMM cows. On a percentage basis in 3rd+ lactations, 5% of the IMM+ cows were reported as having a health event compared to a very much higher 32% in Non-IMM group. That's 27% less health events in IMM+ cows! **With IMMUNITY+, we found less mastitis, less lameness, less disease, and far less health events. The Results are in! LESS is MORE with IMMUNITY+!** "At EastGen we are focused on our producer's profitability. Nothing excites me more than the profitable performance of Immunity+ genetics in our herds," exclaims EastGen Director of Sales Jamie Howard. "The results of proper sire selection with Immunity+ sires is astounding. Making money with higher fertility, lower illness and disease events, along with valuable time saved, is a common goal of all dairy producers."

To sum it all up, IMMUNITY+ gives you what you've been looking for - **A genetic solution to herd health!**

Ask your EastGen representative about making the most with Immunity+ sires.

Holiday Card Contest

For youth up to 13 years of age.

Cash prizes for 1st to 3rd.
See EastGen social media posts
or email tara.reynolds@eastgen.ca
for entry details.

Entries due
Nov. 15th

**EastGen customers can now
TEXT breeding requests/orders
to our Dispatch Team!**

- Same information needed as if you were leaving a voicemail 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

FALL PRODUCT SPECIAL

Special
Nov. 1st - Dec. 31st, 2024

FIRST START
MADE WITH TRUE BOVINE COLOSTRUM
A BASE DE COLOSTRUM BOVIN

Colostrum

- Made with true bovine colostrum
- Provides immune & nutritional support for both dairy and beef calves
- Used to increase passive transfer of IgG, reducing the risk of calfhood diseases
- CFIA approved

Sale \$

FIRST START 50 FP842	\$24 /350 grams	\$21 /350 grams
FIRST START 100 FP843	\$41 /500 grams	\$36 /500 grams

EastGen

Calf Blanket

- Protects calves during changing weather conditions
- Allows calves to reach full growth potential
- Helps calves retain body heat in cold environments
- Machine washable
- Made with water resistant material
- Locally made

Sale \$

Calf Blanket (sm) FP715	\$40 /ea	\$35 /ea
Calf Blanket (lrg) FP757	\$40 /ea	\$35 /ea



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 #: _____

*Must purchase a product from the special to be eligible to win



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

www.eastgen.ca



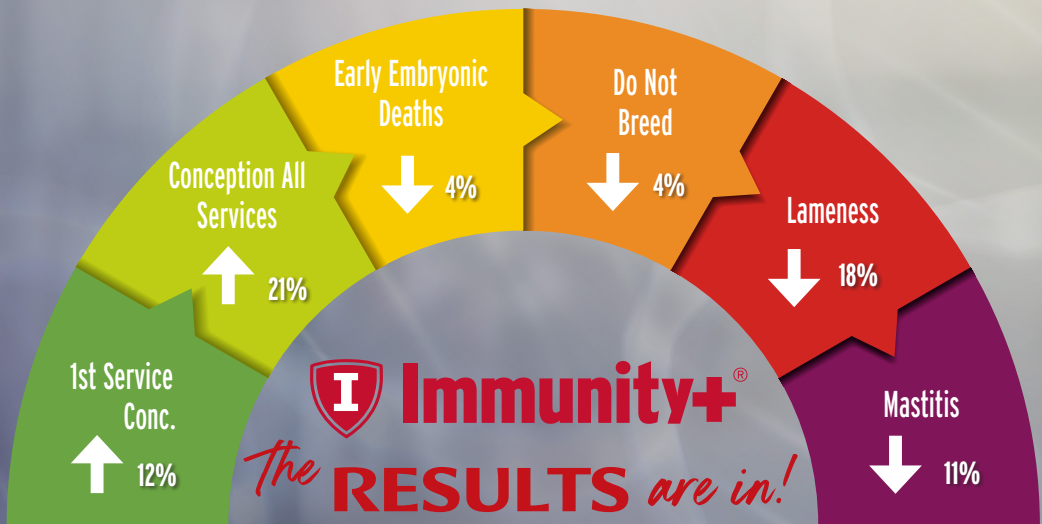
Immunity+

THERE'S ONLY ONE HEALTH INDEX THAT MATTERS.

The RESULTS are in! EastGen evaluated ~2,000 cows in 6 Ontario milk-recorded herds (320 cow/avg).

High Immunity cows were very productive, bred back more quickly, & had less health events across the board. By 3RD lactation, we saw over 25% less health events! With IMMUNITY+, you'll see less mastitis, less lameness, less disease, and far less health events. LESS is MORE with IMMUNITY+®!

IMMUNITY+ gives you what you've been looking for - **A genetic solution to herd health!**



Immunity+
The RESULTS are in!

Ask your EastGen rep about making the most with Immunity sires!

EastGen



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