

MARCH
2025

Update

EastGen

EXCELmin Products - An Aid to Keep Cattle on Track

Dairy producers are praising the EXCELmin line of essential trace mineral supplements to help aid the health and productivity of their calves and cows. Stressful periods, which can cause cattle to lose appetite and reduce rumination—leading to health and productivity setbacks—can be aided with these affordable products. In addition to being cost-effective, they're easy to administer. The EXCEL Calf, EXCEL Rush, and EXCEL Force 5 products, now available from EastGen, come in a highly digestible liquid form that contains vital antioxidants. These antioxidants are essential for supporting immunity, reproductive performance, and higher production. Suitable for both everyday and periodic use, these products benefit calves, heifers, and milking or dry cows.

"Now we're proactive instead of reactive with EXCEL Calf," remarks Fraser Doan of Doanlea Holsteins, Norwich, ON, who raises all calves born in his 80-head milking Master Breeder herd in hutches. The Doans began using the product late last fall during variable weather conditions. "We would just feed a calf with it when we noticed it didn't finish a bottle, had some scours and was a bit off. Then we realized, 'wow, this stuff is working.'" He now uses EXCEL Calf daily in the milk replacer fed to all calves. "Now we just set our dispenser, for example I have 25 calves on milk now, so literally it's just squirts into the milk replacer. We started with the heifer calves, but now the bull calves are worth so much, so everybody gets it. It works out to 10 cents per calf per day. We use it as blanket insurance, and it's easy to use." "We used to use it as a catch up for an off-feed calf when you'd squirt 20 ml into the calf's mouth once a day for a couple days to try to



Fraser Doan, Doanlea Holsteins, Norwich, ON

help the calf, along with antibiotics." "When I read about products, I always think, 'how would this work in my operation?' A lot of times if it's simple to use and cost effective then I'll think 'could I do that?' Well absolutely anyone can do this," says Fraser, speaking about EXCEL Calf. "Everyone has calves, and we all must deal with this up and down weather."

Glen Sim, and son Jack of Glenbert Holsteins, Embro, ON, use EXCEL Rush on all their older fresh cows. "This product is simple, easy to give, and you see a quick response from it," says Glen who milks 85 head of Holsteins and a few Brown Swiss in a tie-stall facility. "It's our procedure that all the older cows get a couple treatments of it to keep them pushing forward. We start on day one of freshening and repeat for the



Jack & Glen Sim, Glenbert Holsteins, Embro, ON

EXCELmin

New!



TAKE YOUR HERD TO THE NEXT LEVEL
CRUSH KETOSIS WITH RUSH

"I give Excel Rush to my fresh heifers to give them that extra boost because there's a lot of changes for them in the first week or two after calving. It keeps them ruminating and eating."

David Johnson
Nuview Farms Ltd.
Thorndale, ON
Milking 75 head

- A source of trace minerals, glycol & energy to maintain health after calving.
- Since it is molasses-based, cows like the taste. There is less difficulty drenching the animal.
- The 5 trace minerals boost the immune system, stimulate appetite & liver function, & lower the incidence of repeat treatments.
- Usually drenched but can be top dressed or added to a fresh cow TMR mix.

NOTE: EXCEL Rush will not freeze because of the glycol in it.



EXCEL RUSH

is part of our full line-up of EXCELmin products with essential trace mineral supplements formulated to take your herd to the next level.

Ask your EastGen rep how you can
Crush Ketosis with EXCEL RUSH!

EastGen



www.eastgen.ca

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100,000
First Services
Milestone

Mario Delorme

EastGen

EastGen is thrilled to celebrate a remarkable milestone achieved by A.I. technician **Mario Delorme**, who has joined the prestigious “100,000 First Services Club”! Mario continues to add to his impressive total each week.

This achievement was celebrated last month at Wilkridge Farms Inc. in Fournier, ON, where Mario has served Ken Wilkes’ (pictured) herd since the start of his 45-year career in Eastern Ontario. EastGen’s Regional Sales Manager, Craig LeRoy, captured photos and brought a cake to mark the occasion. Likes and congratulatory messages have poured in on EastGen’s social media, with customers and colleagues praising Mario’s positivity and expertise. “One of the happiest, cheeriest guys,” said one commenter, while another added, “We value your experience,” and “Congratulations, ‘Super Mario!’”

EastGen is proud to recognize Mario’s rare and outstanding achievement, and we are excited to welcome him into the elite “100,000 First Services Club,” joining fellow members Dennis Horton (2010), Henry van der Byl (honourary member with 98,774 in 2021) and Brian Cummings (2022).



Photo: Holly McFarlane

Sarah Hunter

We are excited that **Sarah Hunter** has accepted the position of **AI Technician, Vacation**, in the West Region of Ontario. Sarah comes to EastGen from Semex where she spent the past 3.5 years working in the bull barns as an Animal Care Specialist. Previously she has worked on farms in roles such as Herdsperson, Dairy Technician, and Calf Manager since 2017. Sarah grew up in Bruce County and graduated from the University of Guelph in 2020 with a Bachelor’s in Agriculture Science, majoring in Animal Science. She also continues to milk for Bri-Lin Jerseys part-time. Passionate about both the dairy and beef industries, Sarah joined EastGen on February 18th and will report to Andrew den Haan, Regional Sales Manager. Welcome to the team, Sarah!

Mark Your Calendars:
April Brings a Buzz of Dairy Events!

After a long winter and a busy March of industry meetings and trade shows, April offers a much-needed spring tonic with dairy events across EastGen’s region. The first **Dairy Genetic Evaluation Release** of 2025 is set for April 1st—follow us on social media for updates!

Join us at the **Canadian Dairy XPO (CDX)** in Stratford, ON, on April 2-3, where our team will be on hand with the latest info on the new proof run. Don’t miss the four milking daughters of sires like Alcove and Mayfair at our display in the Cow Coliseum.

In Halifax, NS, **Dairy Focus Atlantic** (April 1-3) and the **Holstein Canada National Convention** (April 2-5) will be major highlights. EastGen is proud to co-sponsor the *East Coast Kitchen Party* with NSAB and sponsor major awards at the Holstein show.

The month continues with Ontario trade shows in **Drayton** (April 9-10), **Thunder Bay** (April 9-10), and **Earlton** (April 11-12), wrapping up with the Jersey and Holstein shows at **Ontario Spring Discovery** (April 23-24) in Ancaster. EastGen is proud to sponsor these events, and our reps will be available to discuss new sires, breeding strategies, and your product and management needs.

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first couple days. It just keeps them moving forward with extra energy, and with the molasses they like the taste. It’s easier to maintain them right from calving time. Giving Rush over a couple days is cheap insurance to keep them eating,” he concludes.

David Johnson of Nuview Farms Ltd. in Thornloe, ON, uses **EXCEL Rush** on his 75 cows, which are milked by robots in a freestall facility. “I give **EXCEL Rush** to my fresh heifers to give them an extra boost during the first couple of weeks after calving, when they’re going through a lot of changes. It helps keep them ruminating and eating,” he explains.

For more information on how to “take your herd to the next level” with the full **EXCELmin** product line, contact your EastGen representative or place an order online at <https://store.eastgen.ca>.



David Johnson,
Nuview Farms Ltd.,
Thornloe, ON

Notice of Annual General Meeting of Members of EastGen Incorporated

Notice is hereby given the **Annual General Meeting** of the members of EastGen will be at The GrandWay Events Centre, Elora, ON on the 8th day of April 2025, at the hour of 10:00 a.m. in the forenoon to:

- a) Receive the financial statements of EastGen for the period ending December 31, 2024
- b) Appoint auditors and authorize the directors to fix the remuneration of the auditors

c) Transact such further and other business as may properly be brought before the meeting or any adjournment thereof.

By order of the Board of Directors, *Brian O’Connor, Secretary*

Tuesday, April 8, 2025
10:00 a.m. – 1:30 p.m.
Registration: 9:30 a.m.
Meeting 10:00 a.m. SHARP

PRODUCT SPECIAL

March 1st-April 30th, 2025

Apex Smart Warmer -
ET/AI Gun Warmer

Runs off a power bank (5V 3A - 10000mAh) with no ties to the end user.

Independent free from expensive and specific battery packs and chargers.

- Temperature control: 20°C - 45°C
- Accuracy: 0.5°C
- Outer Protection case for the warmer
- 2 Sanitary inner sleeves
- 4 cm of insulation
- Timer: 5/10/15/20 min
- Power bank is included



Special
Apex Thaw Unit 110V/12V



Features:

- 110V or 12V
- Factory Temp Setting of 36°C
- Pressure Tight Lid
- Straw lifter
- 4-Slot
- LED Display
- Control Panel

		Sale \$
Apex Smart Warmer	#FP516	\$580 / each

		Sale \$
Apex Thaw Unit 110V/12V	#FP505	\$375 / each

EastGen

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

