

LET'S GO FURTHER,

FASTER.

LIMITED TIME SPECIAL

\$5 OFF

Effective until April 1, 2025

Proven Sire



FERTILITY FIRST



CALVING EASE



ROBOTREADY



A2A2

PROGENESIS

Monteverdi

ZAZZLE x POSITIVE x MAGNUS

GMACE LPI +3628
Milk +930
Fat +98 +.51%
Protein +62 +.25%
Conformation +8*
Mammary System +5*
Feet & Legs +10*
Rump +7*
Calving Ability 111*
Milking Speed 103*
Semen Fertility 63*

* - Official GEBV 24*Dec

Photo: Carl Saucier

Daughters:

Left: DUBENOIT MONTEVERDI EVELY GP-81-2YR

Right: DUBENOIT MONTEVERDI EVELYNE GP-83-2YR



Photo: Holly McFarlane



Don't miss out on the bull everyone is talking about!

EastGen



www.eastgen.ca

7660 Mill Road, Guelph, ON N1H 6J1
P: 1-888-821-2150

FEBRUARY
2025

Update



Teaching AI Skills and Reproduction Knowledge

Since 2023, **EastGen's AI School** has been expertly led by **Sam Buschbeck, EastGen AI Trainer**. Sam brings years of hands-on experience, having instructed students from Thunder Bay to Newfoundland, and regularly teaching at Ridgetown College, MacDonald College, and the University of Guelph's pre-veterinary students. Before stepping into this role, Sam spent eight years as an AI technician, making him uniquely qualified to lead a comprehensive and practical curriculum on herd reproduction. Sam follows in the footsteps of our previous AI trainers who've successfully taught the necessary skills to many farmers over the years.

In 2024 EastGen expanded its offerings to include AI courses in Spanish, skillfully taught by Luis Velazquez. This allows even more individuals to gain the skills necessary for effective herd management and reproduction, no matter their language preference.

Our courses cover a broad range of reproductive management topics, with a strong emphasis on both classroom learning and hands-on experience. With a focus on personalized attention, class sizes are kept to a maximum of five students, allowing ample time for observation and in-depth discussions as students begin to apply their new skills.

What You'll Learn at EastGen's AI School:

- AI techniques and best practices
- Semen handling and storage
- Heat detection and estrus cycles
- Identifying and managing reproductive disorders
- Real-world practice with reproductive organs
- Training with Breed'n Betsy, our artificial insemination simulator
- In-cow practice on farms

Students also receive a comprehensive EastGen AI Manual, ensuring they have the tools and knowledge to continue refining their skills long after the course ends.



*EastGen AI Trainer Sam Buschbeck observes a student during the classroom segment of the course.
Photo: MacDonald College*

Courses are listed at www.eastgen.ca, where you can view details and register via EventBrite. Space is limited.

Currently offering:

March 17, Hunter River, PEI	April 30-May 1, Kemptville, ON
March 20, Petitcodiac, NB	May 7-8, Aylmer, ON
March 26-27, Conn, ON	May 20, Conn, ON
March 28 & April 2, Conn, ON	August 6-7, Kemptville, ON

Join us at EastGen AI School for an intensive, hands-on experience that will take your herd reproduction expertise to the next level!

For further information contact: aitraining@eastgen.ca

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:

- Receive the financial statements of EastGen for the period ending December 31, 2024
- 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

February Feedback Your Opinion Is Important to Us!



Scan Here



At EastGen, we strive to consistently provide the best genetics, products, and services to our customers. That's why surveys were circulated early this month by email and directly to customers, asking for feedback.

If you received a survey and haven't already done so, we encourage you to take a few minutes to participate by filling it in and returning the survey to us as indicated by the end of February.

Your feedback will help us understand where we are performing well and identify the areas in which we can serve you better. Feedback is important to us and our employees. When answering this question, "Tell us about an interaction you have had with our employees that was exceptional or could have been better," please include the employee's name, where possible, so that we may share this feedback for recognition and development purposes.

Thank you.

PRODUCT SPECIAL

Jan. 1st - Feb. 28th

Dosto® Caps EastGen

EastGen Agri Inc.

...Effects in Calves

Supports digestive and intestinal health and helps maintain appetite in calves!

- Improves growth performance & feed efficiency
- Supports immune function
- Reduces incidences of scouring
- Helps to maintain high growth rates
- No withdrawal period
- 100% natural product
- Made from Oregano oil



Sale \$

Dosto Caps & Applicator 10/pkg	#Agri0504	\$40/pkg
Dosto Caps 50/pkg	#Agri0502	\$155/pkg

Light Bulbs Canarm LED Bulbs

- Cool white 5000K (replace up to a 100 watt Bulb)
- Soft white 3000K (replace up to a 60 watt Bulb)
- Energy Star rated
- Dimmable
- Ideal for damp or humid environments
- Shatterproof rated



Bulb sale pricing extended to March 31st

View EastGen's Online Store



Sale \$

Canarm LED 75 Watt Cool white 5000K	15,000 hrs	\$10/ea
LED 9.5 Watt Warm Soft white 3000K	25,000 hrs	\$10/ea



Henry Te Grotenhuis

EastGen Staff Announcement

We are pleased to announce that **Henry Te Grotenhuis** has joined EastGen as our new **Nitrogen Delivery Specialist** for Eastern Ontario. Henry is a native of Spencerville, ON, where he was raised on a chicken farm. Over the past 30 years, he has gained extensive experience driving a big rig across Eastern North America, delivering agricultural equipment to dealers on both sides of the border.

Henry continues to live in the rural Spencerville area with his wife, Francisca. Together, they have four sons and two granddaughters. Outside of work, Henry enjoys spending time with his family and helping on his son's beef farm. He is also a dedicated Green Bay Packers fan and loves watching them play (and win!).

Henry officially joined EastGen on January 2nd and will be reporting to Chris Peters, Logistics & Fleet Supervisor. We are happy to have Henry on board and look forward to the experience he brings to the role.

Don't Let Safety

Prevent slips, trips and falls at work



Take steps to prevent

- Wear proper footwear with good treads.
- Fix loose or curled carpet, mats, & floor tiles
- Make sure lighting is bright enough to see properly.
- Mark walkway slopes and changes of levels.
- Secure trailing cables.



Keep it clean and clear

- Keep floors clean and dry.
- Wipe up spills quickly.
- Keep aisles and walkways clear of clutter and obstacles.

Watch out

- Watch for holes, cracks, or uneven, rough areas on walkways.
- Take extra care on steps or painted wood or concrete surfaces that could be slippery.
- Be aware of icy and snowy conditions.
- Clear snow and ice from walkways.



SEMEX EMBRYOS



EMBRYO PROMOTION FEMALE GENOTYPED EMBRYOS

FEMALE GENOTYPED EMBRYOS

PURCHASE 9 EMBRYOS AND GET ONE FREE

HOLSTEIN EMBRYOS • MIX & MATCH

A2A2 | IMMUNITY+® | ROBOT READY™
FEBRUARY 3 TO MARCH 31, 2025

*FREE EMBRYO MUST BE EQUAL VALUE TO THE 9 EMBRYOS PURCHASED

ORDERS CANNOT BE COMBINED TO EQUAL THE QUANTITY. HOLSTEIN FEMALE EMBRYOS ARE ONLY INCLUDED IN THIS PROMOTION.

FOR MORE INFORMATION, CONTACT YOUR LOCAL EASTGEN REPRESENTATIVE.