

### 2012 Advanced Business Management Workshop

Organized by Progressive Dairy Operators & sponsored by CIBC & EastGen  
 March 21-23, 2012 • Nottawasaga Inn, Alliston, ON • Geared to dairy farmers aged 35+ who wish to learn more  
 about debt management, developing & utilizing proper detailed business plans, human resource management, the art of negotiation & investing profits in non-farm ventures.  
 Class size is limited to 26, so register soon at: [www.pdo-ontario.ca](http://www.pdo-ontario.ca) or call 519-846-8756.



Interested in  
 learning how to breed  
 your own cows?

### EastGen A.I. School & Reproductive Training

- Anatomy & Physiology
- Semen Handling
- Heat Detection & Tools
- Estrus Cycle & A.I. Equipment
- Hands-On Insemination Techniques
- 2-day program with follow-up support
- Cost based on group size

Fees Include:

- A.I. Manual
- DVD
- Professional In-Cow Training

For further details  
 contact:  
 Karen Flewelling  
 1-888-821-2150

# EastGen Update

Manure digester & solar panels at Terryland Farms Inc.



From EastGen's new testimonial  
 ad series...



### Heatime 2™ is Our Herd Manager

Tech savvy dairymen Terry & George Heinzle of Terryland Farms Inc., St. Eugene, ON, installed the Heatime 2™ system in July 2011 for use in their 140-cow milking herd.

"Heatime 2™ helps us do a better job of herd management. It is simple, easy to understand, and straight forward. In the past we

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experienced the service of professional heat detection and tail chalking done by another company. Now, with Heatime 2™ installed in the barn, we are more efficient in the area of reproduction. We save time, money and use less semen and hormones. On top of it, we detect metabolic disorders faster than before."

For information on how Heatime 2™ can work for you, contact your EastGen rep.

### Upcoming Events

**Next Proof Day**  
 Dairy Genetic Evaluation  
 release - April 3, 2012

**EastGen Annual  
 General Meeting**  
 April 4, 2012 at Holiday  
 Inn, Cambridge, ON

**EastGen Challenges &  
 Showcases**  
 Details on page 4

### EastGen

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# Reproduction & Breeding



## Reproduction Highlights from 2011

**Mark Carson**  
EastGen Reproductive Specialist

CanWest DHI stats for 2011 on the reproductive performance of the Ontario herd have been released. The average pregnancy rate for cows in 2011 was 14%, showing that there is still a lot of room to improve reproductively. The goal is to have a pregnancy rate above 20%.

Pregnancy rate essentially measures the speed in which cows eligible to become pregnant actually became

pregnant over a given time frame. The normal time frame is 21 days - the length of one estrus cycle. With the insemination and conception rates both considered in this number, all attempts to improve the herd's reproductive performance are considered in this statistic.

The take home message from this is that pregnancy rate answers two important questions: are your cows getting bred, and are they getting pregnant from those breedings? Basically, having a pregnancy rate of 20% means that 20% of your open cows are getting pregnant every 21 days.

If you want to know how well your herd is doing reproductively, please contact your EastGen representative.

## EastGen Annual County Zone Meetings

Meetings, which began in late November, are being held in traditional areas within all zones. Consult *EastGen's* website, or watch for a flyer distributed by your local EastGen representative for further details.



### ZONE 1 -

#### New Brunswick

March 19, 10:00 a.m.  
March 20, 10:00 a.m.

*The Riverside Resort & Conference Centre, Fredericton, NB.  
Fairway Inn, Sussex, NB.*

#### Prince Edward Island

March 21, 10:00 a.m.

*Howard Johnson Dutch Inn, Cornwall, PEI.*

## Farm Product Special

**On sale** March 1st to May 1st:

Dairy Prep Wipes 900/Roll    \$37.00 each (reg. \$42.00)  
Dairy Prep Wipes 1100/Roll    \$50.00 each (reg. \$55.00)

Order from your EastGen rep or call 1-800-265-4058.

## Colossal Numbers... ...Famous Cow Family



### Mr Chassity Coloss-ET

0200HO02759 USAM141007935 Observer x Shottle  
GPA LPI +3046 GPA Conformation +12  
GTPI +2346 Net Merit \$750



*"Coloss is an Observer son from arguably the greatest brood cow on the planet at the current time. His dam is the famous Chassity cow who is from the heart of the great Barbie cow family from Regancrest and completes 6 generations of Ex cows. He has great numbers in both Canada and the USA and will be a very popular mating sire in the months ahead!"*

— Brian Carscadden, Semex Sire Analyst



### Dam of Coloss:

Regancrest S  
Chassity-ET  
(EX-92)

0200HO03591

EXTRA

## Beaver Ray MURAL

Toystory x EX-94 Titanic x VG-87 7\* Outside

Photos by Vicki Fletcher, Frank Robinson



Designer Series

repremax

Robot READY

\*Locally bred!

**L-R Selexie Many Mural** VG-85-2YR-CAN Michel Larrivee, Ham Nord, PQ  
**Retour Lyne** VG-85-2YR-CAN Tony Van Garderen, Fermes Beaudry Inc., Granby, PQ

*Built for Profit!*

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