



Canadian Jerseys
Efficiency • Profitability • Opportunity

2014 Annual Report



Our Vision

Canadian Jerseys

Efficiency • Profitability • Opportunity

Our Mission

To develop the Jersey breed in Canada by maintaining the integrity of the herdbook and providing tools to increase profitability.

Table of Contents

- 3 President's Message
- 4 General Manager's Report
- 6 Marketing & Publications Committee Report
- 7 Youth & Next Generation Committee Report
- 8 Genetic Improvement Committee Report
- 9 Show Committee Report
- 10 Strategic Plan - Jersey Impact: 2014-2016
- 12 Awards & Scholarships
- 13 Financial Report



Jersey Canada Board of Directors



Top Left Circle: Mathieu Larose, Jersey Canada President

Back Row: John Vander Wielen, David Morey, Jimmy Kohler, Patrick MacDougall, Tim Sargent

Front Row: Mark Anderson (2nd Vice President), Brian Raymer (1st Vice President), Matthew Graye (Past President), Joanne Edwards

Jersey Canada, 350 Speedvale Avenue West, Unit 9 Guelph, Ontario N1H 7M7

Phone: (519) 821-1020 Fax: (519) 821-2723

www.jerseycanada.com

Front Cover: *Rosalea latolas Elsie* by Holly McFarlane Photography (hollymcfarlane@live.ca)

President's Message

Mathieu Larose



The Jersey Canada Board of Directors, together with the Board of Directors of Jersey Quebec, would like to welcome those of you who are able to attend the Jersey Canada Annual General Meeting in St-Jean-Sur-Richelieu, Quebec. If you were not able to join us in person, we hope that you enjoy our Annual Report, which is distributed to all of our members and the dairy sector at large.

This was truly another busy year for the association! I believe that one of the defining moments of the year was when Jersey Canada co-hosted the Canadian Dairy Network (CDN) Industry Forum and AGM in Alliston, Ontario. It was during this event that we made public the results of the *'Economic Analysis of Dairy Breeds'* research study, conducted by Professor Elliott Currie. We then published brochures highlighting the results of the study in the *Milk Producer* and *Producteur du lait Quebecois*. Further progress was made as Jersey Canada provided its support for the development of a new profit index created by CDN - one more tool for herd improvement!

The Board has updated its 2014-2016 strategic plan with a positive vision of the future for Jersey Canada. It is important to note that many goals have already been achieved, and many others are in progress.

The year 2014 was also a year of change in the Jersey Canada office, and now we have the pleasure of having Ruth McAlister in the registrar position. *Welcome, Ruth!*

I am rather down-to-earth, and would like to be frank with you: we will have many challenges ahead of us. Canadian dairy producers question the way they do business. The registration and classification of animals are amongst the practices that are under review. It will be important to constantly remind our members and clients that these services should be viewed as a useful investment – not just an expense.

It has been an honour to serve on the Jersey Canada Board since 2009. So many things have changed! During my tenure, I married my wife Nancy and we welcomed our two sons, Maverick and Elliott, into our lives. I also became the co-owner of the family farm.

Thank you to all of my colleagues on the Board of Directors (2009 to 2015) with whom I have had the chance to exchange ideas on the development of our association and the Jersey breed.

Finally, it is very important for me to thank our entire team: Kathryn, Phyllis, Shawna, Ruth, and Jean-Marc. Thanks to you, my job as President was made much easier!

Respectfully submitted,

Mathieu Larose

Read it.

Discuss it.

Dig deeper.

☆ <http://www.jerseycanada.com/pages/economic-analysis-of-dairy-breeds.html>

☆ http://issuu.com/canadianjerseybreeder/docs/2014_research_brochure_for_issuu/0



The Economic Analysis of Dairy Breeds



Thank you to our partners:

American Jersey Cattle Association
Canadian Dairy Network
CanWest DHI
Holstein Canada
RLB
Chartered Accountants
Valacta



General Manager's Report

Kathryn Kyle

Operations Committee

Brian Raymer (Chair)
Mark Anderson
Matthew Graye
Mathieu Larose

Countries Importing
Canadian Jerseys in 2014:
Colombia
USA

Countries Importing
Canadian Embryos in 2014:
Australia
Austria
Brazil
Finland
France
Korea
New Zealand
Switzerland
USA
Uruguay

Jersey Canada has completed year one of our current three-year strategic plan: *Jersey Impact 2014-2016*. In our strategic plan, we outline five key values that Jersey Canada works hard to uphold in everything we do: accountability, accuracy, growth, leadership, and service.

Accountability

At Jersey Canada, accountability means ensuring the reliability and transparency of all information provided by the association. We are accountable to you, our membership, and we want to ensure that we communicate openly with you. Summaries of board meetings are posted on the Jersey Canada website, to ensure that all members have access to the same accurate information relating to board activities, regardless of location. To find the summaries on www.jerseycanada.com, go to the 'About Us' tab, and click on 'Board Activities'.

Accuracy

We take our responsibility to oversee the absolute integrity of the Canadian Jersey herdbook very seriously. During 2014, a total of 1620 DNA tests were requested. These tests included random spot tests, parentage verifications, and embryo donor requests. Jersey Canada employees also work with our members and clients to confirm breeding dates, birthdates, proper ownership, and animal identification. The integrity of the Canadian herdbook depends on the accuracy of the information we receive and enter.

Growth

Jersey Canada provides tools for continuous breed development to meet the demands of a changing dairy industry. In 2014, a total of 8831 Jerseys were registered in Canada. Although this represents a 4% decrease from 2013 (*we suspect due, at least in part, to strong cull cow prices throughout the year*), it should be noted that Jersey registrations have increased by 33% over the past 10 years, and 37% over the past 20 years.

Registry Activities

	1994	2004	2014
Registrations	6444	6592	8831
Transfers	3190	2146	2285

The National Production Average for the Jersey breed has developed in a positive way over the past two decades as well. The National Average (*as reported by the Canadian Dairy Commission every June of the following year*) for our breed shows an 18% increase in total solids since 1994.

REGISTRATIONS

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Alberta	287	268	290	391	407	393	421	393	405	427
British Columbia	473	492	544	547	599	716	673	643	719	649
Manitoba	214	247	195	207	290	218	228	247	237	166
New Brunswick	183	203	151	195	146	191	160	199	218	193
Newfoundland	0	0	0	0	0	0	0	0	1	98
Nova Scotia	44	74	55	98	100	86	99	82	98	98
Ontario	3994	3834	3921	3703	3861	4011	4044	4245	4265	3945
Prince Edward Island	30	26	34	37	10	35	26	18	38	20
Quebec	1332	1613	1744	2011	2394	2622	2733	3106	3161	3190
Saskatchewan	66	72	80	116	93	83	56	64	67	34
Foreign	7	12	12	3	2	1	0	3	48	11
Total	6630	6841	7026	7308	7902	8356	8440	9000	9257	8831

Jersey National Production Average

	Milk kg	Fat kg	Fat %	Protein kg	Protein %	BCA Milk	BCA Fat	BCA Protein	Total Records
1994	5501	272	4.97	217	3.94	182	167	190	10661
2004	6291	303	4.85	236	3.77	210	188	208	8804
2013	6659	328	4.95	252	3.79	223	203	222	10653

Leadership

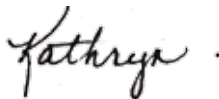
Jersey Canada strongly believes it is our responsibility to shape the dairy industry through education and member involvement. In October 2014, the Jersey Canada Board of Directors participated in a Governance Training program, presented by Rob Black of the Rural Ontario Institute. The training session included discussions about board structure, roles and responsibilities of directors, risk management, and ways to improve the efficiency and effectiveness of board meetings. This session was very informative and helpful, and the Jersey Canada board plans to continue with formal governance training sessions every 4-5 years.

Service

Jersey Canada holds very high standards for delivering excellent customer service to all members and clients, regardless of location, language, or media preference. Jean Marc Pellerin delivers a remarkably well-received Extension Program. During 2014, Jean Marc completed 345 herd visits (*he completed 337 visits in 2013 and 319 visits in 2012*). Jersey Canada's Extension Program focusses intently on supporting and connecting with new owners of Jerseys, and new members to our association.

The Jersey Canada office staff also strives to deliver excellent customer service. We are a comparatively small team, with one part-time, one seasonal, and three full-time employees. As a team, we strive to ensure that Jersey Canada's core values of accountability, accuracy, growth, leadership, and service are held to the highest standards, as it is these values that ensure the efficiency, profitability, and opportunity of Canadian Jerseys.

Respectfully submitted,



"Canadian Jerseys have made great strides over the past 10, 50 and 100 years.

This progress is entirely the result of the dedication and support of Jersey Canada members, committees, board of directors, and employees. Thank you for sharing your passion and enthusiasm for the breed; many great opportunities await in 2015!"

TRANSFERS

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Alberta	86	121	172	100	82	47	75	46	52	43
British Columbia	62	191	209	178	146	91	92	162	44	72
Manitoba	33	67	37	7	216	26	3	22	14	7
New Brunswick	18	72	23	4	2	30	16	16	18	15
Newfoundland	0	0	0	0	0	0	0	0		1
Nova Scotia	9	9	7	18	20	27	16		1	8
Ontario	1545	1608	1766	830	1020	1177	1038	1046	1139	1050
Prince Edward Island	23	13	4	13	95	10	6	3	5	0
Quebec	602	674	705	936	835	844	1025	1332	899	980
Saskatchewan	66	22	47	224	79	21	25	13	1	13
Foreign	24	37	44	756	165	159	58	61	74	96
Total	2468	2814	3014	3066	2660	2432	2354	2701	2247	2285

Marketing & Publications Committee Report

John Vander Wielen (Chair)
Tony Forrester
Kristie Gilchrist (Resource)
Jimmy Kohler
Mathieu Larose
Patrick MacDougall
Anita Norrish
Jean-Marc Pellerin (Resource)
Caroline Pelletier
Brian Raymer
Andrew Vander Meulen

Our Reach for 2014

Email:

- distribution  35% with 15% more eBlasts

Facebook:

- likes  42% with over 430 posts

Twitter:

- followers  47%

Website:

- over 11,350 page visits/month
- featured over 20 different digital advertising banners

Jersey Breeder:

- continued to improve bilingual content
- launched FREE on-line edition through ISSUU.com
- distributed to over 1450 members & subscribers in over 20 countries
- supported with 170 AD's
- 59% of advertisers save money with an annual contract

It is my pleasure to present the annual report for the Marketing and Publications Committee.

First I would like to thank all of the committee members for their time and dedication to this committee and to the Jersey breed. I would also like to give a big thank you to Shawna Berry, our Communication Specialist for the excellent job she did this past year.

In 2014 we published five issues of the Jersey Breeder magazine. Thank you to those who continue to advertise and support the magazine. We were also very active on social media with updates on Facebook as well as our website.

Jersey Canada was present at the Canadian Dairy Expo (CDX) which had over 12,000 visitors. We also again held the Cow of the Year competition.

The major focus last year was on the production of a brochure highlighting the *Economic Analysis of Dairy Breeds* study. The brochure was inserted in the *Milk Producer* and *Les Producteurs de lait du Quebec* in co-operation with our regional associations, so that essentially every dairy producer in Canada received a copy. We also had advertisements in *Cultivating Business* and *Progressive Dairyman* magazines.

From an individual producer's perspective, the research study gives us the opportunity, regardless of the breed, the chance to compare our own operation to the industry or individual breed averages.

In closing, I would once again like to thank Shawna for her time and commitment. We will continue to promote the Canadian Jersey cow in this country and around the world.

Respectfully submitted,

John Vander Wielen



www.jerseycanada.com



Member Recognition Program



Jersey Breed Marketing Campaigns



Jersey Canada 2014 Annual Report

Youth & Next Generation Committee Report

Over the past year the Youth and Next Generation Committee has been busy planning and realizing many excellent programs. Before I get to the activities of 2014, I would first like to take this opportunity to thank the members of the committee, as well as Kathryn and Phyllis, for all their hard work, which made all of the activities possible.

The first event of the year was the *Next Generation program*, which took place during the *National Jersey Convention* in Winnipeg, MB. Members who were present enjoyed presentations from Henry Holtmann on *Dairy Management through Teamwork*; Paul Kraft on *Succession Planning*; and Dr. Melodie Chan on *Genotyping and the Zoetis CLARIFIDE Program*. Travel bursaries were awarded to two applicants, enabling them to attend the convention, and Casey Morey was presented with the Youth of Distinction Award.

This year marked our second *Facebook Photo Contest*. 23 entries were submitted and over 12,800 votes were cast! The enthusiasm for this contest has been truly remarkable and it is a great way to showcase our talented young photographers and Jersey cattle. Prizes were awarded to the top three photographs with the most votes.

Later in the year, the *Rapid Bay Photo Judging Contest* was held. I would like to thank our sponsor Rapid Bay for their support and for providing the photographs, and Jennifer Peart for proving the official placings. This contest would not be possible without you.

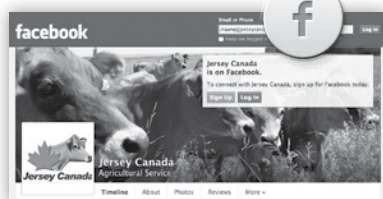
The Royal Agricultural Winter Fair is a busy time for the Youth Committee with four programs taking place over the week: Explore the Royal, Royal Jersey Ambassador, the presentation of two Jersey Canada Youth Scholarships, as well as the Royal Showmanship Classes. The Royal Showmanship saw 32 participants compete for top honours in front of Markus Hehli, the official judge. The high caliber of young Jersey enthusiasts was not limited to the show ring, all of the youth committee programs witnessed a strong number of well qualified applicants.

It has been a pleasure getting to know the participants of the various programs. I have gained a better appreciation for the hard-working, dedicated youth that are involved with the breed today. It is important that we continue to provide excellent programming, scholarships, awards and opportunities for these young ambassadors. The Earl Vander Meulen Memorial Award has been instrumental in funding many of the youth programs year after year. We greatly appreciate this support and the generosity of our members and hope that we provide future opportunities for Jersey youth across the country.

Patrick MacDougall (Chair)
Lauren Benoit
Brianna Brown
Jessica Burgess
Reg Dillman
Joanne Edwards
Frances Freeze
Linda Horner
Jimmy Kohler
Casey Morey
Andrea Nixon
Sean Smith

Respectfully submitted,

Patrick MacDougall



Facebook Photo Contest

Genetic Improvement Committee Report

Tim Sargent (Chair)

John Brand Jr

Gary Bowers

Kerry Fraser

Russell Gammon (Industry)

Mathieu Larose

Callum McKinven

David Morey

Richard Osborne

Brian Raymer

Bruce Sayles

John Vander Wielen

Over the past year, Jersey Canada's Genetic Improvement (GI) Committee members have attended six Canadian Dairy Network (CDN) meetings with respect to the implementation of a new Profit Index. This index will be based on factors and weighting solely considering the 'Accumulated Profit to 6 Years of Age'. The focus will be on achieving appropriate selection response for Daughter Fertility and Mastitis Resistance, as well as a better balance between Fat and Protein yields. This new index should be available in August of 2015 and for more information please follow the CDN pages in the Jersey Breeder publication or the CDN website.

One of the main goals for the GI Committee outlined in our strategic plan is to increase the number of genomically tested animals. In 2012 there were 3607 animals tested, followed by 6046 tested in 2013 and 9907 animals tested in 2014. It was very encouraging to see how the reliability levels of the tested animals has increased over a three year span. The Average LPI Reliability in August 2012 for '50K young bulls and heifers with proven sires' was 49%. Adding more tested animals in December of 2014 resulted in the Average Reliability increasing to 57%.

The GI Committee encourages you to test animals in your herd to help continue the growth in the reliability levels of this ever-evolving genetic frontier. For those using polled semen, all offspring of polled animals must be genomically tested to have their individual polled status included on their registration papers. As well, JH1 status for tested animals will be displayed in the header of the official pedigrees.

If you have not previously genomically tested any offspring from your farm please refer to the information on the Jersey Canada website (<http://www.jerseycanada.com/pages/genetic-testing.html>) and/or contact Holstein Canada regarding the process for submitting tail hair or nasal swabs.

Every farmer appreciates a good selection of tools to help day to day jobs go more smoothly. With increased identification of genomically tested offspring your genetic tool box will help make breeding decisions that much more effective.

Genomics are here to stay! It is up to our breeders to make them as accurate and reliable as possible and this can only be done with more testing.

Respectfully submitted,

Tim Sargent

JH1 Haplotype

a marker for infertility in the Jersey breed

Through research, scientists have discovered a specific haplotype (DNA sequence inherited from both parents) associated with infertility in Jerseys called JH1. Fortunately, the JH1 haplotype can be detected through genetic testing. An embryo that inherits this sequence from both its sire and dam is not able to complete development but instead dies at some point in gestation.

The discovery of haplotypes impacting fertility is not cause for alarm, rather it is advancement in information. In today's world of genomic research, it is expected that cattle follow a pattern much like humans, where each individual possesses a gene or haplotype that could result in an undesirable genetic condition if mated to another with the same haplotype. Now armed with more information, we can use it to our advantage to assess the risk of potential matings.

One haplotype is found in the Ayrshire breed, five haplotypes for the Brown Swiss breed, 14 haplotypes are found in the Holstein breed, and two haplotypes have been identified in the Jersey breed.

Show Committee Report

Overall, this has been another successful year of Jersey shows across Canada. Numbers across the country may have fluctuated, however many of the regional shows reported increased participation. On a positive note was the newly formed Supreme Dairy Show in Quebec. This show garnered support locally of 104 head of Jerseys.

The exceptional quality of the 216 Jerseys that participated at the Royal Agricultural Winter Fair was outstanding. Once again, the Royal was well organized and a successful international marketing venue for Canadian genetics.

The Show Committee is continually trying to find ways to streamline the All Canadian competition. The committee also reviews judging lists and considers modifications. As always, the committee is open to any suggestions or comments to help improve Jersey show presence across Canada.

A warm thank you and sincere appreciation goes out to all of the individuals that volunteer their time to help organize the various Canadian shows. Your efforts put the Jersey breed at the forefront. On behalf of Jersey Canada I would also like to thank the judges for their time and utmost effort to access cattle from coast to coast and allow breeders an avenue to showcase and market their genetics.

I would like to personally thank the members of the Show Committee for their time, effort, and in particular, their passion - toward not only the Jersey breed, but to cattle shows in general. Of course my report would not be complete without acknowledging the incredible staff at Jersey Canada, who go above and beyond promoting and supporting the Jersey breed.

Respectfully submitted,

David Morey

David Morey (Chair)
Melissa Bowers
Remi Guay
Bobby Jarrell
Jon Kingdon
Richard Osborne
Tim Sargent
Peter Stern
Jennifer Vander Meulen
Lexi Wright

RAWF

Representatives

Richard Osborne
Tim Sargent
Jennifer Vander Meulen



STRATEGIC PLAN

Our Vision:

Canadian Jerseys

Efficiency · Profitability · Opportunity

Our Mission:

To develop the Jersey breed in Canada by maintaining the integrity of the herdbook and providing tools to increase profitability.

Our Key Priorities:

- 1 Education
- 2 Genetic Improvement
- 3 Marketing
- 4 Partnerships
- 5 Research
- 6 Youth

Priority #1: Education

Strategic Objectives:

1. To have the "Economic Analysis of Dairy Breeds" research study included in economics curricula at Agriculture colleges and universities.

Complete by 2016.

2. To provide breed-specific research to lenders and decision makers at financial institutions, and to have a presence at national lenders conferences.

Partially completed.

3. To provide breed-specific nutrition and health information to agriculture colleges and universities, in order to help students understand the unique requirements of Jerseys.

Complete by 2016.

4. To promote the Jersey's limited environmental impact to farm managers and industry partners, as a means of improving nutrient management and efficiency of resources.

Completed & ongoing.

Priority #1 Accountability: Board; Marketing & Publications Committee; Staff.

Priority #2: Genetic Improvement

Strategic Objectives:

1. To increase the number of genotyped Jerseys in Canada by promoting the advantages of this technology as a management tool.

Completed & ongoing.

2. To have more sexed semen available for a greater number of genomic young sires and top proven bulls by working with A.I. companies, and promoting the benefits of sexed semen to Jersey breeders.

Complete by 2014.

3. To offer more tailored advice from the Jersey Canada National Fieldman by budgeting for more herd visits throughout the year.

Partially completed & ongoing.

4. To improve the Jersey breed's feed efficiency and productivity by working with A.I. companies and researchers to identify efficient and productive bloodlines, and creating a feed efficiency rating.

Complete by 2016.

Priority #2 Accountability: Board; Genetic Improvement Committee; Staff.

Priority #3: Marketing

Strategic Objectives:

1. To promote Jersey Canada membership and to create an appealing member-exclusive benefit package.

Partially completed & ongoing.

2. To market the Canadian Jersey brand through a multi-media campaign.

Partially completed & ongoing.

3. To create consumer demand for Jersey products by developing Jersey beef and Jersey milk product brands.

Complete by 2016.

4. To improve Jersey presence at farm tradeshow and industry meetings by sponsoring seminars and presentations.

Completed.

Priority #3 Accountability: Board; Marketing & Publications Committee; Staff.

Jersey Impact: 2014-2016

Our Values:

Accountability: Ensuring the reliability and transparency of all information provided by the association.

Accuracy: Overseeing the absolute integrity of the Canadian Jersey herdbook.

Growth: Providing tools for continuous breed development to meet the demands of a changing dairy industry.

Leadership: Shaping the dairy industry through education and member involvement.

Service: Delivering excellent customer service to all members and clients, regardless of location, language, or media preference.

Priority #4: Partnerships

Strategic Objectives:

1. To partner with milk recording agencies to find unregistered Jerseys through mass-mailings, envelope inserts, and sharing herd information.

Complete by 2014.

2. To partner with milk recording agencies to develop a Jersey-specific "Return-Over-Feed" calculator.

Complete by 2014.

3. To build new export markets by establishing commercial relationships with developing markets, and having a prominent presence at international events.

Complete by 2016.

Accountability for above 3 objectives:
Board; Marketing & Publications Committee; Staff.

4. To collaborate with Regional Jersey Associations by hosting annual joint meetings, sharing meeting summaries, and joint governance training.

Completed & ongoing.

Accountability: Board; Regional Jersey Associations; Staff.

5. To research the benefits and drawbacks of participating in a multi-breed herdbook.

Partially completed & ongoing.

Accountability: Board; Staff.

Jersey Canada 2014 Annual Report

Priority #5: Research

Strategic Objectives:

1. To increase Jersey representation in research facilities by lobbying Agriculture universities and Agriculture & Agri-Food Canada to include Jerseys in their herds.

Complete by 2015.

2. To research why somatic cell counts tend to be higher for Jerseys than for other breeds, in order to improve milk quality.

Complete by 2014.

3. To approach Agriculture & Agri-Food Canada to research rumen function in Jerseys and why Jerseys produce 55% less phosphorus than other breeds.

Complete by 2016.

4. To encourage milk marketing boards to research milk composition by breed, including A1/A2 Casein, and to lobby for changes to how Jersey milk is priced.

Complete by 2016.

Priority #5 Accountability: Board; Staff.

Priority #6: Youth

Strategic Objectives:

1. To host four "Jersey: The Next Generation" programs across Canada, in conjunction with regional dairy events.

Complete by 2015.

2. To engage agriculture students by visiting agriculture colleges and universities to discuss Jersey research.

Completed & ongoing.

3. To increase the value of Junior Membership by increasing age limits and offering special program discounts.

Complete by 2014.

Priority #6 Accountability: Board; Youth & Next Generation Committee; Staff.

Awards & Scholarship Programs

Presented Throughout the Year

Jersey Canada
Youth Scholarships

Jenna Elliot
Corunna, ON

Sarah Mason
Woodstock, ON

Explore the Royal Experience

Béatrice Deltell
Québec City, QC

Royal Jersey Ambassador

Melyssa Sargent
Enniskillen, ON

Nola Brown Continuous
Achievement Award

Lee Morey
Rochester, AB

Earl Vander Meulen
Memorial Award

Michael Bols
Russell, ON

Production Awards

Platinum, Gold and Silver
production award certificates
and Star Brood Cow awards
are available upon request
throughout the year.

INDIVIDUAL AWARDS

Youth of Distinction

This award is presented to youth 18 to 25 years of age who are involved with the Jersey breed in Canada.

Charles Parent
St-Honoré-de-Shenley, QC

Jersey Young Achievers

This award recognizes the accomplishments of Jersey breeders under the age of 40.

Chris & Brianne Brown (*Beslea*)
Yarker, ON

Kevin Elshof (*Therihof*)
Berwick, ON

Jennifer Fraser (*Gleneil*)
Dalkeith, ON

Frédéric St-Laurent (*St-Lo*)
Mont-Joli, QC

Daniel Poulin & Jacinthe Bilodeau (*Jada*)
St Anne du Lac, QC

Sylvain Houle (*Yamach*)
Yamachiche, QC

Distinguished Service Award

This award recognizes a long-term commitment to the betterment of the Jersey cow in the areas of leadership, promotion, genetic improvement and marketing. This is the highest honour recognized by Jersey Canada.

Gary Bowers (*Lencrest*)
Coaticook, QC

Honourary Life Member

This award recognizes long-term leadership contributions to the Jersey breed.

Hugh MacDonald
Canton de Hatley, QC

Ralph J. Barichello Memorial Award

This award recognizes an outstanding long-term contribution to the agricultural industry in Canada with particular emphasis on accomplishments made in the year prior to selection.

Bill Vanderkooi
Bakerview EcoDairy, BC

MASTER & CONSTRUCTIVE BREEDERS

The Master and Constructive Breeder Awards are based on a points system for production, classification, sires, and Star Brood cows.

Master Breeder

Recognizing long-term excellence in breeding Jersey cows.

Hollylane Jerseys (Hollylane) - Corbyville, ON

Constructive Breeders

Recognizing herds which excel in Jersey breeding over a shorter time frame.

Category 1 (5-9 registrations/year)

Caroline Pelletier & Paulin Bard (Missiska) - Saint Armand, QC

Category 2 (10-24 registrations/year)

Tyler & Debbie Brander (Branderlea) - Rockwood, ON

Category 3 (25+ registrations/year)

Rapid Bay Jersey Farm Inc. (Rapid Bay) - Ormstown, QC

PERFORMANCE AWARDS

Presidents Cup

Presented to the cow with the leading living lifetime milk, fat and protein production record.

Award for Butterfat

PLEASANT NOOK D C MYSTERY (10204951)

5261 Kilograms Fat

Owners: *Pleasant Nook Jerseys* - Ayr, ON

Award for Protein

VALTALLINA DUNC FLICK (10204240)

4729 Kilograms Protein

Owners: *Valtallina Jerseys* - Aldergrove, BC

Hall of Fame Trophy

Honouring the Hall of Fame Cow with the highest composite BCA for protein and butterfat.

MARSEAU SENIOR MIRAMAS (105792019)

4-1 12,619M, 630F @ 4.99%, 520P @ 4.12%

BCA: 420-380-456

Composite BCA's – Fat & Protein: 836

Owners: *Ferme Marseau Senc* - Portneuf, QC

2014 was a challenging fiscal year for Jersey Canada. Overall, a shortfall of -\$24,590 was realized. Efforts were made by the Jersey Canada Board of Directors and staff to reign-in growing accounts receivables, and as a result, nearly \$22,000 in receivables was written off as bad debt, and \$12,000 in interest was reversed on said accounts.

At the time of the *Mid-Year Board Meeting*, the Jersey Canada Board of Directors implemented an *Overdue Accounts Policy* in response to the need for consistent and clear boundaries in dealing with clients (*both members and non-members*) who fall behind on payment of outstanding charges.

The following are line items which showed notable changes in 2014 compared with 2013:

Market Development

- Revenue \$3,359 in 2014 vs \$10,149 in 2013
- Expenses \$19,736 in 2014 vs \$8,318 in 2013

Market Development comprises promotional items, sponsorships, and special marketing initiatives. The sale of several model cow statues bolstered Market Development revenues in 2013, while in 2014 more 'typical' sales of promotional items were realized. Market Development expenses for 2014 included the printing and distribution of promotional brochures in the *Milk Producer* and *Producteur du Lait Québécois* publications.

Interest on Overdue Accounts

- Revenue \$8,814 in 2014 vs. \$19,762 in 2013

2014 Interest on Overdue Accounts showed a decrease in 2014, as a number of long overdue accounts were written off as bad debt in 2014 and therefore did not generate interest revenue for Jersey Canada.

Investment Income

- Revenue \$8,626 in 2014 vs \$267 in 2013

Thanks to market recovery and adjustments to investment principle, 2014 was a remarkably better year for generating interest on Jersey Canada investments than 2013. In the fall of 2014, \$15,000 was withdrawn from investment principle to address a cash flow shortfall.

Registrations, Transfers and Memberships

- Revenue \$318,633 in 2014 vs \$335,399 in 2013

Registrations received and processed in 2014 decreased by 4.8% from 2013, possibly due in part to strong cull cow prices throughout the year. Fewer overall registrations in combination with proportionately more '0-3 Month' registrations resulted in a 5% decrease in registry revenues for the association.

Magazine/Publications Revenues

- Revenue \$153,479 in 2014 vs \$128,095 in 2013

The Jersey Breeder publication has gratefully received financial support of the Government of Canada through the Canadian Periodical Fund. The federal government funding programs operate on an April-March cycle. As a result, two part-years of grant funding are present in the 2014 Magazine/Publications Revenues.

Government Grant – Amortized Capital Purchases

- Revenue \$326 in 2014 vs \$5,529 in 2013

This line item represents amortized grant funds originally obtained in 2008 for the purchase of the upgraded ILR2 database system.

Administration

- Expense \$118,786 in 2014 vs \$92,743 in 2013

The increase in Administration expenses is the result of \$21,817 in bad debt and the associated \$12,144 in reversed interest from a number of long overdue accounts which were written off. Additional training expenses were also realized in 2014, as the board participated in a governance training program in the fall of 2014.

RAWF Activities

- Expense \$13,304 in 2014 vs \$10,636 in 2013

Jersey Canada received a 2013 sponsorship invoice from the Royal Agricultural Winter Fair in February 2014. As a result of timing, that 2013 invoice was allocated to 2014 RAWF expenses.

Salaries and Benefits

- Expense \$142,659 in 2014 vs \$151,738 in 2013

The Jersey Canada Registrar position was vacant for several months during 2014, and when filled, this position was changed to a permanent part-time position.

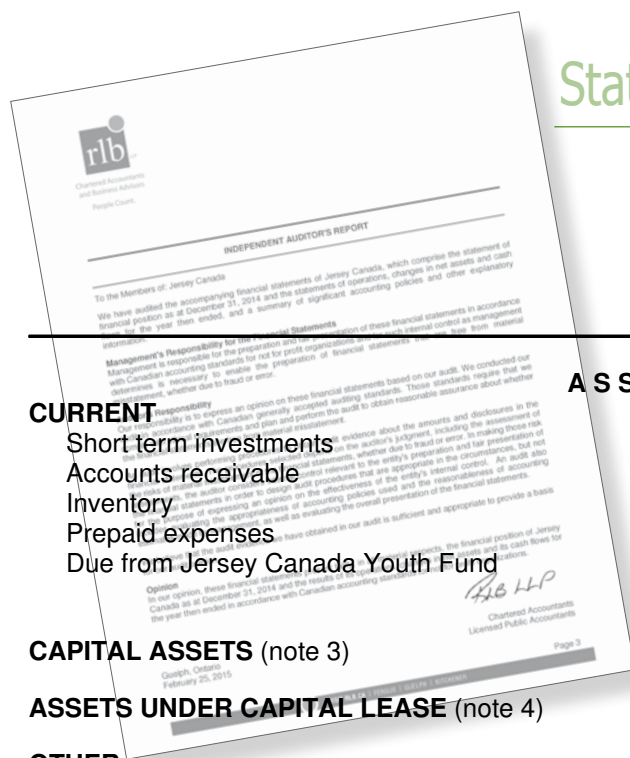
CDN Contributions

- Expense \$3,500 in 2014 vs \$1,400 in 2013

Jersey Canada was pleased to co-host the Canadian Dairy Network (CDN) Industry Forum in September 2014, and to provide a \$2,500 sponsorship of the event.

Statement of Financial Position

AS AT DECEMBER 31, 2014



	2014	2013
ASSETS		
CURRENT		
Short term investments	\$ 200,205	\$ 207,032
Accounts receivable	133,845	159,794
Inventory	7,323	8,928
Prepaid expenses	5,768	6,099
Due from Jersey Canada Youth Fund	3,991	2,345
	<u>351,132</u>	<u>384,198</u>
CAPITAL ASSETS (note 3)	<u>143,967</u>	<u>141,539</u>
ASSETS UNDER CAPITAL LEASE (note 4)	<u>9,117</u>	<u>15,195</u>
OTHER		
Registry system development cost	92,175	92,175
System enhancements	10,435	10,435
Less: accumulated amortization	<u>(102,610)</u>	<u>(102,610)</u>
	<u>0</u>	<u>0</u>
RESTRICTED JERSEY CANADA YOUTH FUND (note 5)		
Cash	4,570	4,543
Investments	39,546	36,670
Due to Jersey Canada General Fund	<u>(3,991)</u>	<u>(2,345)</u>
	<u>40,125</u>	<u>38,868</u>
	<u>\$ 544,341</u>	<u>\$ 579,800</u>
LIABILITIES		
CURRENT		
Bank overdraft (note 11)	\$ 20,284	\$ 18,499
Accounts payable and accrued liabilities	58,499	38,999
Government remittances payable	3,706	6,480
Prepaid subscription revenue (note 10)	5,875	13,451
Registry advances (note 10)	13,673	16,038
Deferred government grant (note 10)	8,269	22,250
Current portion of capital lease obligation (note 8)	<u>7,306</u>	<u>7,306</u>
	<u>117,612</u>	<u>123,023</u>
CAPITAL LEASE OBLIGATION (note 8)	<u>4,624</u>	<u>10,082</u>
	<u>122,236</u>	<u>133,105</u>
NET ASSETS		
Net assets invested in capital assets	135,696	139,346
Restricted for Jersey Canada Youth	40,125	38,868
Unrestricted net assets	<u>246,284</u>	<u>268,481</u>
	<u>422,105</u>	<u>446,695</u>
	<u>\$ 544,341</u>	<u>\$ 579,800</u>

Statement of Operations

FOR THE YEAR ENDED DECEMBER 31, 2014

	2014 BUDGET (note 7)	2014 ACTUAL	2013 ACTUAL
REVENUES			
D.N.A. testing	\$ 18,000	\$ 17,045	\$ 17,770
Market development	4,000	3,359	10,149
Commission	0	0	170
Interest on overdue accounts	13,000	8,814	19,762
Investment income (note 9)	3,000	8,626	267
Pedigrees / catalogues / reports	9,000	6,098	7,500
Registrations, transfers and memberships	347,000	318,633	335,399
Rental	2,400	2,372	2,372
Magazine / publications revenues (schedule 2)	130,500	153,479	128,095
Government grant - amortized capital purchases	0	326	5,529
Other	<u>100</u>	<u>193</u>	<u>405</u>
	<u>527,000</u>	<u>518,945</u>	<u>527,418</u>
EXPENSES			
Administration (schedule 1)	102,004	118,786	92,743
D.N.A. testing	15,000	15,281	16,483
RAWF activities	9,000	13,304	10,636
Building (schedule 1)	30,420	30,475	29,739
Magazine / publications expenses (schedule 2)	99,000	102,804	107,793
Meetings (schedule 1)	25,000	31,864	24,886
Pedigrees / catalogues / reports	100	17	42
Salaries and benefits (schedule 1)	157,000	142,659	151,738
National extension program	45,000	43,636	44,677
Staff travel	14,000	9,174	9,720
Special grants and memberships	2,500	1,673	1,552
CDN contributions	3,500	3,500	1,400
Market development	<u>20,000</u>	<u>19,736</u>	<u>8,318</u>
	<u>522,524</u>	<u>532,909</u>	<u>499,727</u>
SURPLUS (SHORTFALL) before the following:	<u>4,476</u>	<u>(13,964)</u>	<u>27,691</u>
Amortization (schedule 1)	(11,400)	(12,625)	(14,082)
Gain on foreign exchange	<u>500</u>	<u>742</u>	<u>287</u>
	<u>(10,900)</u>	<u>(11,883)</u>	<u>(13,795)</u>
(SHORTFALL) SURPLUS from operations for the year	(6,424)	(25,847)	13,896
JERSEY CANADA YOUTH FUND SURPLUS			
(note 5)	<u>0</u>	<u>1,257</u>	<u>801</u>
(SHORTFALL) SURPLUS for the year	<u>\$ (6,424)</u>	<u>\$ (24,590)</u>	<u>\$ 14,697</u>

To obtain a full copy of the complete audited financial statements:

1] Visit our website: www.jerseycanada.com/pages/annual-report.html

2] Contact our office: phyllis@jerseycanada.com or call (519) 821-1020

JERSEY CANADA MASTER BREEDERS

SINCE 1969

1969 Pierre Veillon, Wendybrook, QC
1970 Gilbert Robison, Campburn, NB
1971 Norman Bagg, Edgelea, ON
1972 R.T. Sayles, Spruce Avenue, ON
1973 Cecil Mortson, Mordale, ON
1974 John Batty, Crescent, ON
1975 Redelmeier Family, Don Head, ON
1976 Maurice Beatty, Lindale, ON
1977 R.T. Stenger & Son, Enniskillen, ON
1978 Featherstone Brothers, Avonlea, ON
1979 John S. Adamson, Dalcraig, NS
1980 D.H. McCaig & Son, Norval Acres, QC
1981 Rock Ella Jersey Farm, Rock Ella, ON
1982 Llolyn Farms Ltd., Llolyn, ON
1983 John White, Valleystream, ON
1984 Grant Butcher, Granclare, ON
1985 Floyd Dingwall, Spruce Vine, ON
1986 Brian Sayles, Bridon, ON
1987 William Fletcher, Pleasant Nook, ON
1988 Robert Anderlini, Valtallina, BC
1989 Albert Taylor, Pine Grove, ON
1990 Ralph Quadling, Longacres, BC
1991 Barry G Little, Meadow Lawn, ON
1992 Karl & Isolde Koeppe, Franken, ON

1993 Robert & Bruce Mellow, Glenholme, ON
1994 George Brown, Brownlane, NB
1995 Albert Boswell, Marshfield, PEI
1996 Roger E Ray & Diane Jarrell-Ray, Hollylane, ON
1997 John & Helen Sheardown, Rexlea, ON
1998 Sean McMahon, Shamrock, ON
1999 Lionel McKeown, Glenamore, ON
2000 Fred & Ruth Armstrong, Huronia, ON
2001 Dean Sayles, Spruce Avenue, ON
2002 James D Livock, Avonlea, ON
2003 Joan & Henry Westwick, Handen Farm, BC
2004 Chris & Valerie Richardson, Rich Valley, ON
2005 Leonard & Greg Mortson, Mordale, ON
2006 Brian & Linda Raymer, Bri-Lin, ON
2007 Dave & Anne Honderich, Willow Creek, ON
2008 Robert & April Jarrell, RJF, ON
Stephen Borland, Rapid Bay, QC
2009 Don & Evon Hendrickson, Gaymar, BC
2010 Paul & Lorraine Franken, Paullor, ON
2011 The Sayles Family, Bridon, ON
2012 Michael Stern, Potwell, Paris, ON
2013 Eric Thompson, Pine Haven, NS
2014 Lorne Ella, Rock Ella, ON
2015 Hollylane Jerseys, Corbyville, ON



*Courtney Ray of Hollylane Jerseys
with her Jersey calf Huronia RBR
Cherish 18Y at the 2012 Royal
Agricultural Winter Fair*

HOLLYLANE JERSEYS

Roger Ray, Diane Jarrell-Ray
& Courtney Ray

*2015 Master Breeder
for long-term excellence in
breeding Jersey cattle*



Printed on Rolland Envir100 which contains 100% post-consumer fiber, is EcoLogo, Processed Chlorine Free and FSC certified and is manufactured using renewable biogas energy.

