



2015 Annual Report

Canadian Jerseys
Efficiency • Profitability • Opportunity



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.

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Jersey Canada Board of Directors



Top Row: Tim Sargent (2nd Vice President), Patrick MacDougall, Joanne Edwards, John Vander Wielen, David Morey, Guillaume Dumais.
Bottom Row: Mathieu Larose (Past President), Brian Raymer (Jersey Canada President).
Missing: Mark Anderson (1st Vice President), Joshawa Barter.

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Front Cover: Enniskillen Vincent Suzy I ET

Suzy had a busy season with her 4-H partner John Whitebread where she made it to the final cut to attend the Royal Winter Fair with her big sister Enniskillen BV Suzy EX-93. Her dam is Enniskillen Respect Suzy EX 95-3 E. Photo by Bruce Sargent.

President's Message

Brian Raymer



On behalf of the Jersey Canada Board of Directors, along with the Oxford Jersey Club, I would like to welcome you to Ingersoll, Ontario for the Jersey Canada AGM. If your schedules didn't allow you to attend, thank you for taking the time to read our Annual Report, which is distributed through the Jersey Breeder magazine. This report gives us a chance to recap 2015 with all of our members and industry partners. It is an opportunity to share our progress and financial position as an association, as well as recognize the people and Jersey animals that are making an impact amongst our breed in Canada.

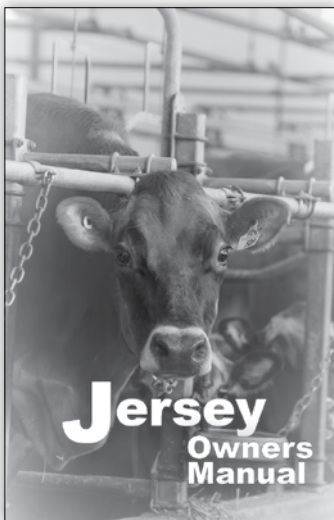
It has been a very busy and productive year for the association. Following the launch of the 'Economic Analysis of Dairy Breeds' research study in 2014, registrations and transfers increased by 2.4% and 3.4% respectively, along with 113 new prefixes within our membership. Jersey organizations elsewhere are also reporting record-level registrations as more dairy producers recognize the profitable nature of the Jersey cow and are adding Jerseys to their herd. I believe these are all true indicators of the continued growth we can expect in the future – and we need to keep making those heifer calves!

In the reports following, you will see that we have focused on telling you about many efficiencies that we have realized at Jersey Canada. It is important to evolve without sacrificing the excellent customer service or financial health of the association that currently exists. Although each individual within our small team has a wide range of responsibilities, it is also an advantage as they have more personal contact with our clients.

I would like to take this opportunity to thank the Board of Directors for their support. I appreciate all of the ideas you bring to the table for the betterment of the association and the Jersey breed, and it has been a privilege to serve as president for 2015. The board's role is also made much easier by each staff member at Jersey Canada. I would like to thank Kathryn, Phyllis, Shawna and Ruth in the office, and Jean Marc in the field, for their diligence, dedication and excellence that they bring to their job.

Respectfully submitted,

Brian Raymer



The Jersey Owners Manual is a 78-page booklet that is sent to all new members as part of their new member information kit. It is also available to existing members who want an updated copy, and to prospective members who are interested in the Jersey breed. A digital version is also posted on our website.

What's inside:

- Jersey History
- About Jersey Canada
- Registry Services
- Herd Improvement
- Jersey Canada Programs
- Managing Jerseys

"We know that everyone makes more money with registered Jerseys and hope that many of you will take advantage of the newly launched 'Fresh Start Program'. This initiative is ideal if you have fallen behind in recording your animals."

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 Roxburgh

Managing Your Association as Efficiently as Possible

Throughout 2015, media outlets were buzzing about ongoing Trans-Pacific Partnership (TPP) negotiations, and speculating about what impact the largest trade deal in history would have on Canada's dairy industry. Producers became very vocal in their support of supply management, while at the same time looking for ways to improve the efficiency of their respective operations, should negotiations not work out in favour of our industry.

Not only was improving efficiencies a priority for dairy producers in 2015, but also a priority for your National Breed Association. Throughout 2015, Jersey Canada employees found ways to make the administration of your Association's services, programs, and publications even more cost-effective.

Perhaps the greatest challenge for the year was addressing overdue and bad debt accounts, and finding ways to improve cash flows. Through the implementation of an Overdue Accounts Policy endorsed by the Board of Directors, we were able to bring receivables down to a more manageable level. In fact, receivables decreased by 75%, which, along with cautious management of association payables, ensured that Jersey Canada did not have to rely on a line of credit, even during the typically "expense-heavy" fall. Reducing the association's receivables was an especially challenging task, requiring a lot of effort, persistency, and calculated management decisions.

Jersey Canada services and programs were made more efficient in several ways. In an effort to reduce the number of follow-up phone calls to clients re-

REGISTRATIONS

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Alberta	268	290	391	407	393	421	393	405	427	446
British Columbia	492	544	547	599	716	673	643	719	649	723
Manitoba	247	195	207	290	218	228	247	237	166	154
New Brunswick	203	151	195	146	191	160	199	218	193	194
Newfoundland	0	0	0	0	0	0	0	1	98	1
Nova Scotia	74	55	98	100	86	99	82	98	98	104
Ontario	3834	3921	3703	3861	4011	4044	4245	4265	3945	4001
Prince Edward Island	26	34	37	10	35	26	18	38	20	12
Quebec	1613	1744	2011	2394	2622	2733	3106	3161	3190	3344
Saskatchewan	72	80	116	93	83	56	64	67	34	63
Foreign	12	12	3	2	1	0	3	48	11	3
Total	6841	7026	7308	7902	8356	8440	9000	9257	8831	9045

TRANSFERS


	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Alberta	121	172	100	82	47	75	46	52	43	135
British Columbia	191	209	178	146	91	92	162	44	72	92
Manitoba	67	37	7	216	26	3	22	14	7	9
New Brunswick	72	23	4	2	30	16	16	18	15	17
Newfoundland	0	0	0	0	0	0	0		1	
Nova Scotia	9	7	18	20	27	16		1	8	12
Ontario	1608	1766	830	1020	1177	1038	1046	1139	1050	1052
Prince Edward Island	13	4	13	95	10	6	3	5	0	4
Quebec	674	705	936	835	844	1025	1332	899	980	953
Saskatchewan	22	47	224	79	21	25	13	1	13	6
Foreign	37	44	756	165	159	58	61	74	96	83
Total	2814	3014	3066	2660	2432	2354	2701	2247	2285	2363

garding incomplete registration applications, the manual registration form was re-designed, and the Jersey Owner's Manual was revised. Minimum criteria for Production Awards was raised to recognize the most elite Jerseys in Canada, and encourage further breed development. In 2015, the Jersey Canada Board of Directors set a new production goal, that by the year 2020 the national average for Jerseys in Canada will be 8500 kg of milk at 5.0% fat and 4.0% protein.

While working hard to ensure Jersey Canada services and programs were successful and cost-effective, registry activity in Canada was on the rebound. In 2015, transfers of ownership increased 3.4% over 2014, to 2,363 transfers. A total of 9,045 Jersey registrations were processed during the year, which represents a 2.4% increase over 2014. This was the third time in four years that 9,000 or more Jerseys were registered in Canada. We have not seen this level of registry activity in the Jersey breed for nearly half a century!

We are very encouraged by these strong registry statistics for 2015. The numbers confirm that demand for Jerseys continues to grow, as producers across the country focus intently on improving herd efficiencies and overall profitability. 2015 was a year for efficient management of your association, robust registry activity, and challenging goal setting. The Jersey breed continues to gain popularity as breed performance shatters expectations. We look forward to continued growth and development of the Jersey breed as we launch into 2016.

Respectfully submitted,



Over 10 Years ...

- ▲ 19% Increase in Memberships
- ▲ 24% Increase in Registrations
- ▼ 16% Decrease in Transfers

MEMBERSHIPS

	2006	2008	2010	2012	2014	2015
Alberta	30	29	36	37	37	40
British Columbia	37	37	53	61	62	72
Manitoba	27	26	26	28	29	24
New Brunswick	24	23	22	22	23	22
Newfoundland	1	0	0	0	0	1
Nova Scotia	20	22	24	25	15	21
Ontario	423	391	404	382	376	418
Prince Edward Island	9	7	14	9	8	9
Quebec	294	367	428	475	456	477
Saskatchewan	17	16	14	12	10	11
Foreign	7	6	6	6	4	2
Total	889	924	1027	1057	1020	1097

“Individual management decisions, specific to each farm and each cow, will lead to a national breed average of 8500 kg of milk at 5.0% fat and 4.0% protein. Quality management decisions are most effective when farm managers understand the pedigree behind a specific animal. For that reason, we will continue to insist that every Jersey sold in Canada is transferred, and that every Jersey heifer born is registered in the Canadian herd book!”

Countries Importing Canadian Jerseys in 2015:
Colombia
USA

Countries Importing Canadian Embryos in 2015:
Argentina
Australia
Austria
Brazil
Finland
Germany
India
Republic of Korea
Netherlands
Switzerland
United Kingdom

Marketing & Publications Committee Report

John Vander Wielen (Chair)

Joshawa Barter

Rhonda Hulan

Bobby Jarrell

Karen Kingdon

Mathieu Larose

Jean-Marc Pellerin (Resource)

Caroline Pelletier

Brian Raymer

“Marketing the Jersey breed and engaging with our members is important to the overall success of the association. It’s essential to evaluate the progress of our work and determine the programs and services that our members value through surveys and conversations.”



The Marketing and Publications Committee has had a very productive 2015! I would like to personally thank each committee member for their time and dedication. A very special thank-you to Shawna Berry, our Communication Specialist, for doing all that she does for this committee!

We once again published five issues of the Canadian Jersey Breeder magazine and celebrated its 70th anniversary. This is an incredible milestone for our niche publication, and to those who contribute material, subscribe and/or continue to advertise - thank-you. 'The Breeder' was fortunate again to receive financial support from the Canadian Periodical Fund of the Department of Canadian Heritage.

This past year, we conducted a survey of Jersey Canada's publications and various communication vehicles. Surveys are just one method of listening, learning, and responding to our entire membership. The results from the readership component conclude that 90% of people continue to see excellent value in our magazine and it meets and/or exceeds their expectations. In fact, 81% of respondents agree that 'The Breeder' strengthens their personal connection to Jersey Canada. We greatly appreciate the feedback from everyone who participated in the survey.

Jersey Canada continues to be progressive through its digital platforms. Facebook engagement increased 29% reaching close to 5500 'Likes'. Our email database grew by 8% to over 1200 recipients with *click-through-rates* tripling on eblasts. Our website continues to be strong with 130,000 page visits and it is constantly evolving to be fresh and up-to-date. Perhaps this is the reason for a 17% increase in the on-line directory listing and a 90% sell-out on web banner advertisements.

Jersey Canada had presence at both CDX in Stratford and at Canada's Outdoor Farm Show in Woodstock. We were also able to launch an updated Jersey Owners Manual in the fall. This committee is also responsible for the Cow of the Year program, which had three exceptional animals nominated: Fermar Paramount Joy, Lone Pine Giller Donna and Roslea Jed's Cybil. Although there can only be one winner, it was a very exciting race that experienced a 43% increase in voting over the previous year! Congrats to Cybil for being the lead competitor and the 2015 Cow of the Year.

Last, but not least, we responded to another priority on the strategic plan, which was to "create consumer demand for Jersey products". For this initiative we focused on an awareness campaign using bilingual postcards geared towards the general public. The postcard titled, "You don't have to be big to be great" featured a Jersey calf with the benefits of Jersey milk on the reverse side. They were handed out at trade shows, barn meetings and open houses.

In closing, we look forward to another very exciting year ahead as we strive to offer value, practice sustainability, and keep the best interests of our members at heart.



Respectfully submitted,

John Vander Wielen

Youth & Next Generation Committee Report

The Youth and Next Generation Committee had another busy year in 2015. Participation in the various activities was strong and some important changes were made to better connect with Jersey youth across the Country. I would like to take the time to thank the committee members and the Jersey Canada staff for all their hard work in realizing these activities.

The Annual General Meeting held last year in St-Jean-sur-Richelieu, hosted the presentation of the Next Generation Program. The two guest speakers were Elliott Currie, Associate Professor at the University of Guelph, who spoke on the '*Economic Analysis of Dairy Breeds*', and François Vincent and Mélanie Sicard who delivered an educational discussion on '*Non-Traditional Farm Transfers*'. Three *Next Generation Travel Bursaries* were awarded to Joey Burnley, Kevin Elshof, and Eric Baumann.

The Facebook Photo Contest had another great edition with 20 submissions and 1529 votes cast. Melyssa Sargent, Amy Dafoe and Rosalie Gilbert won first, second and third respectively.

2015 was the first year where regional Jersey associations were eligible to receive financial support of \$1,000 from the Youth Fund to facilitate youth activities in their region. Activities were held by Jersey West and Jersey Québec.

The quality of applicants for Jersey Canada's Youth Scholarship program continues to increase year after year with 11 applications submitted in 2015. We were fortunate to have the support of the Earl Vander Meulen Memorial Award Committee to make a third scholarship possible. Scholarship recipients were Jocelyn Sayles, Caleigh Van Kampen and Lee Morey.

The Royal Agricultural Winter Fair held the Jersey Youth Showmanship Competition with 35 participants. The competition was judged by Kerry Fraser. This year Monica Parnell was selected as our Royal Jersey Ambassador.

It has been a pleasure to chair the Youth and Next Generation Committee for another year and work with some of the most enthusiastic Jersey people in the country.

Respectfully submitted,

Patrick MacDougall



*Summer Sunset, by Melyssa Sargent
@ 430 Likes*



Jersey Canada's Facebook Photo Contest



*Selfies with Rose, by Amy Dafoe
@ 278 Likes*

Patrick MacDougall (Chair)
Béatrice Deltell
Guillaume Dumais
Kevin Elshof
Frances Freeze
Casey Morey
Andrea Nixon
Sean Smith



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or email
shawna@jersecanada.com

Genetic Improvement Committee Report

Tim Sargent (Chair)
Gary Bowers
Joanne Edwards
Kerry Fraser
Mathieu Larose
Callum McKinven
Richard Osborne
Brian Raymer
John Vander Wielen

Are you breeding your Jersey's or inseminating them? There is a difference. In 1963 Jersey Canada registered over 15,000 offspring. Then came supply management and by 1974 the Jersey offspring registry fell to 5000 head annually. WHY? Because milk producers were under the opinion that volume paid bills and not components.

Over the next 30 years the Jersey loyalists persevered and developed their little brown cow to be even more efficient and long lasting. In the past 3 years Jersey Canada has registered just over 9000 offspring a year which we admit is not at 1963 levels, but it is definitely heading in the right direction - thanks to the efforts of all Jersey Canada members.

In 2015 the Jersey uptake for domestic and foreign markets has been unprecedented. Now is the time for those of us who do not feel comfortable in their mating selections to open their tool box and take advantage of genomics (GLPI, PRO\$), classification, sexed semen and sire mating programs offered by your semen company. More than ever before we need to be making informed decisions when matings are occurring to maximize our farm income through the production of quality saleable livestock. Take advantage of club meetings, barn tours, local shows, and sales, to see firsthand what matings have occurred that could help improve your herd and its bottom line.

2015 has been a very active year for the Genetic improvement committee as it has completed the production stage of our hoof care video. Thanks to Holstein Canada, Semex, Dairy Farmers of Canada and Kiyoshi Kamei for partnering with Jersey Canada to produce the series of proper hoof care videos which are featured on the Jersey Canada website.

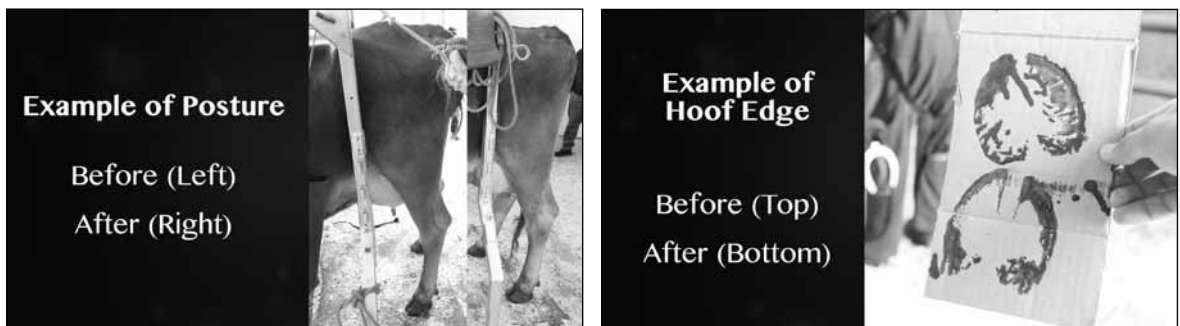
In February of 2016 the Genetic Improvement Committee met in Eastern Ontario with Holstein Canada's head classifiers, Carolin Turner and Bruno Jubinville, to review and consider possible classification scorecard updates. The outcome of this meeting will be made available at the Jersey Canada Annual General Meeting in Ingersoll on March 19, 2016.

The Jersey breed is growing all around the world. Be passionate, be informed, and get involved with your breed and its programs. The future is yours!

Thank you to the members of the Genetic Improvement Committee for their time and effort in the continued development of the Jersey breed.

Respectfully submitted,

Tim Sargent



Show Committee Report

2015 saw another year of very positive showing activity and enthusiasm. Our Show Committee consists of nine members with representation from across the country.

A successful National Jersey Show was held at the Royal Agricultural Winter Fair with highlights including: 228 head shown (115 heifers and 113 cows) under the assessing eye of Judge Nathan Thomas from North Lewisburg, OH and Associate Chip Savage of Union Bridge, MD. Supreme Champion was Musqie lotola Martha ET, owned by Milk Source Genetics and bred by Musqie Valley Farms Ltd. of Nova Scotia.

One change made at the Royal this year was an effort to provide improved recognition to 4-H project exhibitors.

The All Canadian Competition saw some small changes this year and 167 entries were received for the 2015 competition.

The Show Committee requested an updated 'Official Judges' list from each of the regional associations.

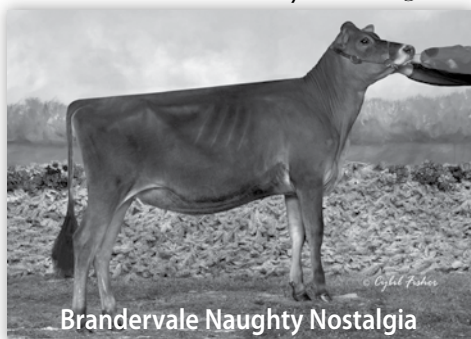
Again, I am encouraged by the continuous interest in showing of this great breed as well as the ongoing injection of youth being a part of this exciting process of showcasing the Jersey cow.

Respectfully submitted,

David Morey

David Morey (Chair)
Melissa Bowers
Remi Guay
Sylvain Houle
Bobby Jarrell
Jon Kingdon
Richard Osborne
Tim Sargent
Peter Stern

All Canadian Champion Heifer



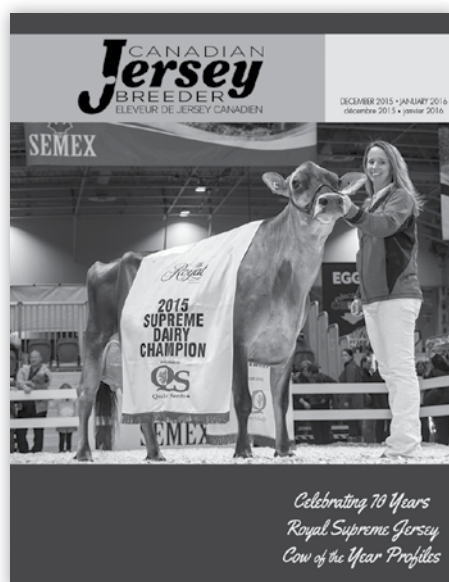
All Canadian Champion Cow



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.

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.

Completed & ongoing.

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

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.

Partially completed.

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 2015 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.

Partially completed.

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.

Partially completed.

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**

Lee Morey
Rochester, AB

Jocelyn Sayles
Paris, ON

Caleigh Van Kampen
Amaranth, ON

Royal Jersey Ambassador

Monica Parnell
Sherbrooke, QC

**Nola Brown Continuous
Achievement Award**

Caleigh Van Kampen
Amaranth, ON

**Earl Vander Meulen
Memorial Award**

Don Hendrickson
Enderby, BC

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.

Sean Smith
Clanwilliam, MB

Jersey Young Achievers

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

Marc & Craig Dalton (JMC)
Chilliwack, BC

Jenny Butcher & Wes Kuntz (Tanbark)
Mount Pleasant, ON

Jon & Sandy Kingdon (Charlyn)
Warwick Twp, ON

Honourary Life Member

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

Chris & Valerie Richardson (Rich Valley)
Caledonia, ON

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.

Matthew Graye (Graylane)
St-Pierre-Jolys, MB

Ralph J. Barichello Memorial Award

This award recognizes an outstanding long-term contribution to the agricultural industry in Canada.

Tom Byers - Elmira, ON

✧ 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.

Rexlea Jerseys (Rexlea) - Schomberg, ON
Larry & Sue Sheardown and John & Helen Sheardown

Constructive Breeders

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

Category 1 (5-9 registrations/year)

Ferme Bona 2012 Inc. (Bona) - St-Bonaventure, QC
Guy & Alexandre Lavoie

Category 2 (10-24 registrations/year)

Ferme Scottière Enr. (Scottiere) - St Paul d'Abbotsford, QC
Marcelin Scott & Céline Bernard

Category 3 (25+ registrations/year)

Lone Pine Jerseys Ltd. (Lone Pine) - Didsbury, AB
Adrian & Vreni Haeni

✧ PERFORMANCE AWARDS ✧

Presidents Cup

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

Award for Butterfat & Protein

RJF REMAKE BECKY (110205395)
5382 Kilograms Fat & 4590 Kilograms Protein
Owners: Robert Jarrell - Corbyville, ON

Hall of Fame Trophy

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

GARHAVEN COUNTRY DETOUR (7916449)
5-10 21,667M, 909F @ 4.2%, 711P @ 3.28%
BCA: 605-473-523
Composite BCA – Fat & Protein: 996
Owners: Hollylane Jerseys - Corbyville, ON

The Jersey Canada Operations Committee is pleased to present the 2015 Financial Report. The primary financial goal for 2015 was to address cash flow challenges and continue to concentrate on reducing long overdue receivables. As described in the Statement of Operations, Jersey Canada realized similar revenues to 2014, while experiencing a small increase in expenses.

The following are details about line items which showed notable changes in 2015 compared with 2014.

Administration

- Expense \$145,021 in 2015 vs \$118,786 in 2014

Exceptionally long overdue receivables were written off as Bad Debt in early 2015, and those accounts were then forwarded to a Collection Agency in an effort to recover a portion of lost income for the Association. As of December 31, 2015, a total of \$48,071 was recorded as Bad Debt accounting for the increase in Administration expense for Jersey Canada.

Interest on Overdue Accounts

- Revenue \$4,434 in 2015 vs \$8,814 in 2014

As a result of several long overdue accounts being written off as Bad Debt, Interest on Overdue Accounts decreased as said accounts no longer generate interest.

DNA Testing

- Revenue \$20,650 in 2015 vs \$17,045 in 2014
- Expense \$14,477 in 2015 vs \$15,281 in 2014

There was an increase in the volume of DNA Microsatellite and SNP Genomic tests processed in 2015. Of particular note is the rise in the number of SNP Genomic tests processed, resulting in an increase in the number of SNP Test Results Administration Fees invoiced during the year.

Registrations, Transfers and Memberships

- Revenue \$332,759 in 2015 vs \$318,633 in 2014

The volume of Registrations and Transfers processed in 2015 increased over the previous year, resulting in a 3.7% increase in registry work revenues. In addition, there was a 7.9% increase in Membership revenues, as over 60 new memberships were sold during the year.

Magazine/Publications

- Revenue \$136,778 in 2015 vs \$153,479 in 2014
- Expense \$102,126 in 2015 vs \$102,804 in 2014

The Jersey Breeder magazine gratefully acknowledges the financial support of the Government of Canada through the Canadian Periodical Fund of the Department of Canadian Heritage. As a result of the program schedule associated with this grant, a difference of \$8,500 is reflected in the Magazine Revenues. In addition, advertising revenues slipped by 15% in 2015, as advertisers purchased fewer, and smaller ad spaces during the year. Subscription revenues also decreased, as many subscribers purchased two-year subscriptions in 2014, which will be renewed in 2016. Magazine/Publication expenses were carefully managed very closely to budget, ensuring that a net surplus of \$34,650 was realized for Jersey Canada.

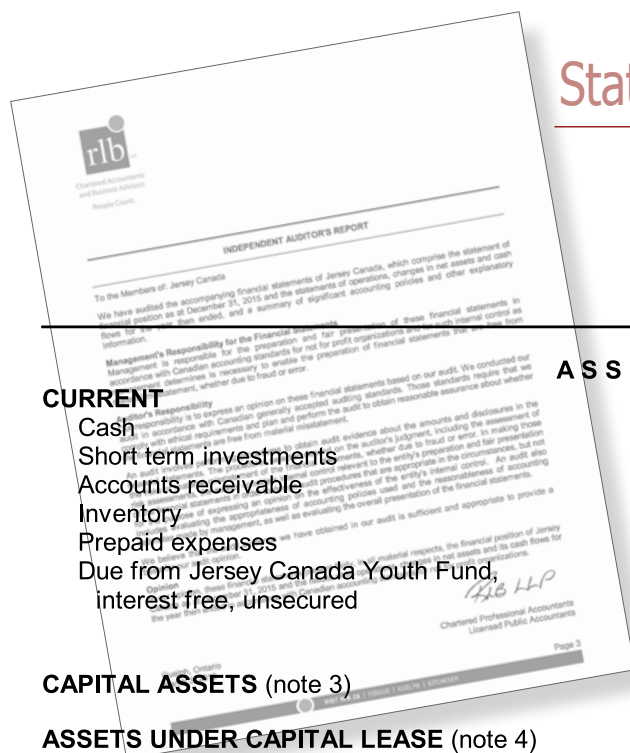
Building

- Expense \$34,702 in 2015 vs \$30,476 in 2014

Several unanticipated maintenance expenses were incurred during 2015, including repairs to the building roof and skylight, replacing the heat exchanger, and repairs to the water heater.

Statement of Financial Position

AS AT DECEMBER 31, 2015



2015 2014

ASSETS

CURRENT

Cash	\$ 5,009	\$ 0
Short term investments	207,395	200,205
Accounts receivable	72,348	133,845
Inventory	6,245	7,323
Prepaid expenses	8,524	5,768
Due from Jersey Canada Youth Fund, interest free, unsecured	6,361	3,991
	<u>305,882</u>	<u>351,132</u>

CAPITAL ASSETS (note 3)

137,860 143,967

ASSETS UNDER CAPITAL LEASE (note 4)

3,038 9,117

OTHER

Registry system development cost	92,175	92,175
System enhancements	10,435	10,435
Less: accumulated amortization	(102,610)	(102,610)
	<u>0</u>	<u>0</u>

RESTRICTED JERSEY CANADA YOUTH FUND (note 5)

Cash	0	4,570
Investments	43,402	39,546
Due from Jersey Canada Youth Fund, interest free, unsecured	(6,361)	(3,991)
	<u>37,041</u>	<u>40,125</u>

\$ 483,821 \$ 544,341

LIABILITIES

CURRENT

Bank overdraft (note 11)	\$ 0	\$ 20,284
Accounts payable and accrued liabilities	47,122	57,879
Government remittances payable	9,629	4,326
Prepaid subscription revenue (note 10)	8,285	8,269
Registry advances (note 10)	38,605	13,673
Deferred government grant (note 10)	782	5,875
Current portion of capital lease obligation (note 8)	5,757	7,306
	<u>110,180</u>	<u>117,612</u>

CAPITAL LEASE OBLIGATION (note 8)

0 4,624
110,180 122,236

NET ASSETS

Net assets invested in capital assets	134,359	135,279
Restricted for Jersey Canada Youth	37,041	40,125
Unrestricted net assets	<u>202,241</u>	<u>246,701</u>
	<u>373,641</u>	<u>422,105</u>
	<u>\$ 483,821</u>	<u>\$ 544,341</u>

Statement of Operations

FOR THE YEAR ENDED DECEMBER 31, 2015

	2015 BUDGET (note 7)	2015 ACTUAL	2014 ACTUAL
REVENUES			
D.N.A. testing	\$ 17,000	\$ 20,650	\$ 17,045
Market development	4,118	4,627	3,359
Commission	0	642	0
Interest on overdue accounts	8,000	4,434	8,814
Investment income (note 9)	8,500	7,763	8,626
Pedigrees / catalogues / reports	6,000	5,664	6,098
Registrations, transfers and memberships	320,000	332,759	318,633
Rental	2,372	2,372	2,372
Magazine / publications revenues (schedule 2)	118,157	136,778	153,479
Government grant - amortized capital purchases	0	236	326
Other	100	217	193
	<u>484,247</u>	<u>516,142</u>	<u>518,945</u>
EXPENSES			
Administration (schedule 1)	92,900	145,021	118,786
D.N.A. testing	14,000	14,477	15,281
RAWF activities	9,500	10,520	13,304
Building (schedule 1)	30,820	34,702	30,475
Magazine / publications expenses (schedule 2)	103,200	102,126	102,804
Meetings (schedule 1)	21,200	33,254	31,864
Pedigrees / catalogues / reports	25	63	17
Salaries and benefits (schedule 1)	145,500	142,257	142,659
National extension program	45,000	43,318	43,636
Staff travel	11,000	6,537	9,174
Special grants and memberships	2,000	1,804	1,673
CDN contributions	1,000	1,000	3,500
Market development	13,100	16,660	19,736
	<u>489,245</u>	<u>551,739</u>	<u>532,909</u>
SHORTFALL before the following:	<u>(4,998)</u>	<u>(35,597)</u>	<u>(13,964)</u>
Amortization (schedule 1)	(12,000)	(12,185)	(12,625)
Gain on foreign exchange	500	2,402	742
	<u>(11,500)</u>	<u>(9,783)</u>	<u>(11,883)</u>
SHORTFALL from operations for the year	(16,498)	(45,380)	(25,847)
JERSEY CANADA YOUTH FUND (SHORTFALL) SURPLUS (note 5)			
	<u>0</u>	<u>(3,084)</u>	<u>1,257</u>
SHORTFALL for the year	<u>\$ (16,498)</u>	<u>\$ (48,464)</u>	<u>\$ (24,590)</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
2016 Rexlea Jerseys, Schomberg, ON

2016 MASTER BREEDER

FOR LONG-TERM EXCELLENCE IN BREEDING JERSEY CATTLE

Congratulations

**REXLEA
JERSEYS**

Larry & Sue
Sheardown
and
John & Helen
Sheardown

