



Jersey

Owners
Manual



Table of Contents

Jersey History and Jersey Canada

General History	4
Canadian Jersey History	5
World Jersey Cattle Bureau	6
Jersey Canada	7
Vision, Mission & Values	10
Jersey Canada Committees	11
Jersey Canada Staff Contacts	13
Regional / Provincial Jersey Organizations	15
Marketing and Communications	17

Registry Services

How to Register Online	20
Manual Registration Forms	23
Selecting a Herd Name (Prefix) & Naming Animals	26
Proper NLID Tagging and Tattooing	27
Tattoo Identification	28
Rules of Eligibility for Registration	29
Registration	29
Rules of DNA Identification	30
Transfer and Duplicate Certificates	31
Private Breeding Records	32
Importing American Animals	32
Schedule of Fees	34

Herd Improvement

Milk Recording / Dairy Herd Management	36
Benefits to Involvement in Milk Recording	39
Conformation Assessment (Classification)	40
Young Sire Sampling Program Incentives	45

Jersey Canada Programs

Youth and Young Adult Programs	48
Jersey Performance Awards	50
Jersey Canada Individual Awards	54
Competitions: All Canadian & Cow of the Year	55

Management Articles from a Jersey Point of View

The Jersey Advantage	58
Feeding Jerseys: Helpful Hints	62
Feeding Jersey Heifers	63
Disease Prevention	69

Jersey Shows in Canada

Typical Championship and Regional Show Dates	74
Canadian Dairy Breeds Code of Ethics for Dairy Shows	75

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

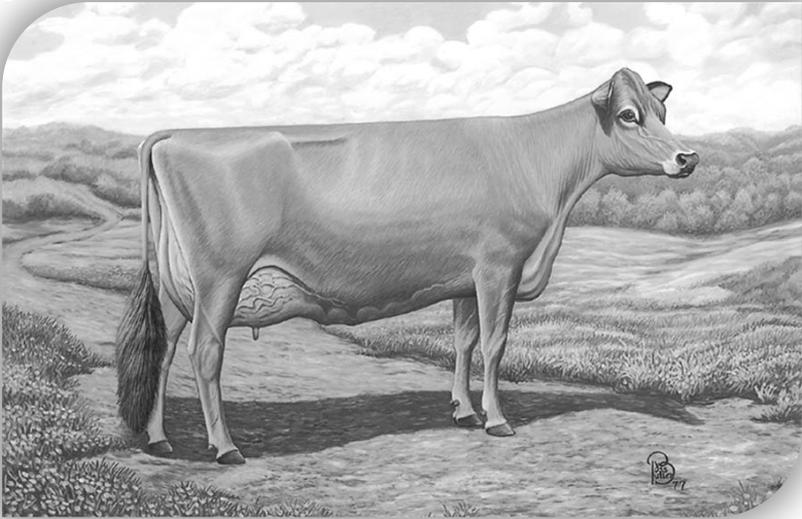
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On the Cover

Rosalea Iatolas Elsie by Holly McFarlane Photography (hollymcfarlane@live.ca)

JERSEY HISTORY & JERSEY CANADA



General History

The Jersey breed was developed on Jersey Island, one of a series of small Channel Islands in the channel between England and France, just off the coast of Normandy, France. Jersey Island is about forty five square miles and is renowned as a tourism and banking center, for its remarkable Jersey Royal potatoes and, of course, for the Jersey cow. Sixty years ago there were over 1,000 properties on this small island where at least a couple of Jersey cows would be kept. Today there are less than 30 functioning farms some of which are quite large and modern.

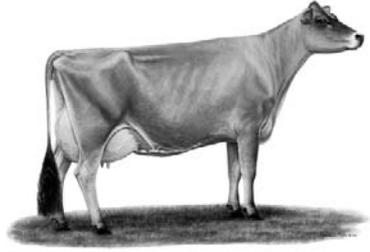
It is theorized that some of the foundation genetics for the Jersey breed came from Africa. This would explain why the breed exhibits strong tolerance to heat and high humidity conditions. For over 200 years the importation of any live bovines, semen or embryos has been restricted on Jersey. This could well explain why the breed is noted for its ability to “breed true” to type. In July 2008, the ban on semen imports to Jersey Island was lifted.

On Jersey Island the dairy rations were primarily forage-based, thus requiring a cow that could efficiently convert grasses and legumes into milk and milk solids. Jersey owners placed emphasis on developing a breed of cows with very high solids levels in her milk. This selection over generations has created a cow with extraordinary levels of butterfat relative to the other common breeds of dairy cattle today.

For much of the first six decades of the 20th century, Jersey Island was the source of breeding stock to start Jersey populations all over the globe. The breed has been particularly noteworthy in New Zealand, Australia, Denmark, the United States, South Africa, Great Britain and Canada. In more recent times these countries have been the source of seed stock for national Jersey herds in the Central and South American countries of Brazil, Guatemala, Argentina, Peru, Uruguay, Colombia, Venezuela and Costa Rica. Mexico has become a prominent importer and breeder of Jerseys as well. Populations of Jerseys are growing in France, Japan, Germany, Italy, the Netherlands, Switzerland and Kenya.

Canadian Jersey History

Jerseys first came to Canada in 1868 to the province of Quebec. The American Jersey Cattle Club provided registry services to Jersey owners and breeders in Canada until the Canadian Jersey Cattle Club (established in 1901), began its own herd book in 1905.



The breed has known periods of growth, expansion and retreat over the past century. Markets for All-Jersey milk were created and caused a great burst of interest in the breed in the late 1950's and early 1960s. When pooling of milk was introduced in the 1960's the breed went through a period of decline in activity with the loss of specialized markets for milk. Many dedicated Jersey owners maintained their interest in the breed and kept profitable animals during this "low time" for the breed. In the 1980's a push for greater productivity began and the fortunes of the breed turned around. Higher production coupled with the introduction of Multiple Component Pricing has led to an ever-increasing level of demand for Jerseys. Over the past two decades scores of records for high production and sale ring prices have been set and re-set with breathtaking regularity.

Jerseys from Canada have always been in strong demand. The breed is versatile and responsive and thus is well able to keep up with changing times and requirements. In recent years, there has been a renewed domestic market for Jerseys, due partially to changes in milk pricing across Canada to favour production of butterfat, along with the many other production efficiencies that the breed possesses.

Jersey Canada has seen a dramatic increase in the number of new members of the association, with substantial increases in the percentage of Canadian dairy herds having at least some Jerseys. Membership is at the highest levels since the late 1960s, and registration numbers are also trending upward. This is no doubt due in part to a sizeable increase in the number of Jerseys in embryo collection and transfer programs.

World Jersey Cattle Bureau

The World Bureau was established in 1951. One of the very first world conferences sponsored by the Bureau was held in Canada in 1954.



The purposes of the Bureau are to be a global source of information on the breed and research involving the breed; to disseminate new information on the breed to member associations and to develop programs that will promote and improve the Jersey breed. An example of the Bureau's programs is the World Jersey Youth Exchange. Dozens of young people have traveled from their country to explore Jersey farming in other countries through practical, hands-on experience. Canada has both hosted exchanges and sent young people out to other countries through this highly successful program. The Bureau has also sponsored a program to bring uniformity to the collection of classification data around the world. This will result in the calculation of valid international sire proofs for type. The Bureau established a Jersey Education Travel Award (JETA) for younger dairy producers who have developed a track record in Jersey farming. The Bureau also initiated the first World Jersey Cheese Festival in May of 2008.

Bureau membership consists of 13 national associations - mostly in countries where the Jersey breed is well established, and 15 national associate members - mostly in countries where the breed is developing. There are over 600 individual life members.

The Bureau holds annual council meetings. These meetings are usually held in countries where the breed is newer and developing. Every three or four years, the Bureau and a host country sponsor a full-scale world conference. Canada had the honour of hosting in 2005 in Waterloo, Ontario, but with tours from Quebec to British Columbia. World conferences are normally held in countries where the breed is long established and there is a strong national association.

The Bureau's website can be accessed at www.wjcb.wildapricot.org. Information on becoming a life member of the Bureau can be obtained by contacting the Jersey Canada office.

Jersey Canada

Jersey Canada is the non-profit national association for owners and breeders of registered and recorded Jersey cattle.



The association is responsible for the management of the Jersey herdbook, and its role is to develop the Jersey breed in Canada. The herdbook is a register where an animal's permanent identification (i.e. tag number, tattoo), its ancestry, date-of-birth, ownership, and many other facts are officially recorded and it is governed by the Animal Pedigree Act, which supports breed improvement and protects individuals that raise and purchase animals.

Jersey animals that exhibit true characteristics of the breed provide breeders with a foundation to work toward purebred status. The herdbook's rules of eligibility ensure compliance with breed standards, and it can also recognize foreign registries.

In addition to managing the absolute integrity of the herdbook, Jersey Canada administers and protects the animals registered name and the breeder's prefix. Breeding and progeny records are linked, genetic markers are listed, and production data is imported from Canadian milk recording services for registered cows. Classification results are also merged into this database, which is an excellent resource for herd development and is often used to promote the value of top performing animals. Jersey Canada facilitates the transfer of ownership, posts winnings from select dairy shows, and lists production and performance awards. All of these services are important to supporting your profit model, managing the value of your herd, and assist greatly when buying and selling cattle.

The herdbook (which is sometimes referred to as the 'pedigree database') is conveniently available on-line. That means that all of the information mentioned above can be accessed from your fingertips. If you do not have an Internet connection or prefer 'paper' for your files, this is not a problem. Official Certificates of Registration and/or Recordation for each animal are always sent to the owners in the mail. Summaries of top producers, Star Broods, and cows scored 'Excellent' are printed in the Jersey Breeder publication. And award certificates (Production and Star Brood) are all available upon request.

What else does Jersey Canada do?

- ✓ Educates new and potential Jersey owners (give us a call!);
- ✓ Visits farms and communicates with dairy farmers;
- ✓ Facilitates genetic testing and promotes genetic improvement;
- ✓ Provides extended pedigrees of registered Canadian Jerseys;
- ✓ Researches and verifies if bulls from another country are considered purebred in Canada;
- ✓ Answers questions about key indicators of breed profitability;
- ✓ Represents the breed by attending sales and shows;
- ✓ Supports clients with animal registrations, recordation, transfers and technical issues;
- ✓ Coordinates farm tours;
- ✓ Distributes Jersey information kits;
- ✓ Hosts youth programs;
- ✓ Offers awards and scholarships;
- ✓ Recognizes top performing cows and successful breeding programs;
- ✓ Manages the All Canadian and Cow of the Year program;
- ✓ Offers marketing options that profile and highlight results;
- ✓ Promotes the breed with various marketing collateral;
- ✓ Acknowledges astute dairy management practices;
- ✓ Produces the Canadian Jersey Breeder publication globally (free to members in print and on-line);
- ✓ Distributes eNews and interacts on social media platforms;
- ✓ Maintains an up-to-date website;
- ✓ Partners with experts and leaders within the agricultural sector;
- ✓ Collaborates with regional Jersey associations;
- ✓ Serves internationally through the World Jersey Cattle Bureau;
- ✓ Brings the Jersey community together to learn, share, and network with 'like-minded' individuals.

Governance of the association is entrusted to a board of nine members representing Jersey owners in regions across the country. The immediate 'past president' also sits on the board for a one-year term as an un-elected board member. Board members serve for three-year terms.

As gatekeepers of Jersey data and providers of multiple tools and programs, Jersey Canada helps breeders make good decisions to be able to assess the breeding value of their animals, improve their stock, build on their investment, and develop the breed as a whole.

On a regional level, Jersey marketing is carried out by four groups: Jersey Atlantic, Jersey Ontario, Jersey Quebec, and Jersey West.

Jersey Canada Historic Timeline:

- Incorporated June 11, 1901 as the Canadian Jersey Cattle Breeders Association
- Jerseys born in Canada were registered with the American Jersey Cattle Association
- 1905: establishment of the Canadian Jersey herdbook
- 1945: 1st edition of the Canadian Jersey Breeder publication (December)
- 1950s: office located in Toronto, Ontario
- 1955: All Canadian contest initiated
- 1969: Master Breeder award launched
- 1973: office moves to Waterloo Ave., Guelph, ON
- 1988: name change to the Jersey Cattle Association of Canada
- 1990: office moves to Speedvale Ave, Guelph, ON (current location)
- 1994: name change to Jersey Canada
- 1999: registry system moves in-house with state of the art software and on-line registration/recording
- 2010: Canadian Jersey Cow of the Year program launched
- 2012: new website for Jersey Canada
- 2014: Economic Analysis of Dairy Breeds study released by the University of Guelph

Jersey Canada Animal Enquiry

[Home](#)
[Animal Enquiry](#)
[EBV Enquiry](#)
[Mating Predictor](#)
[Member Enquiry](#)
[Online Transactions](#)

Enter Selection Criteria Then Click Search

Name:	<small>Enter the start of an animal's name</small>
Herd Book #(s):	<small>Enter one or more Herd Book #'s separated by commas</small>
Born in Year(s):	<small>Enter one birth year (eg. 1997) or a range of years (eg. 1998-2000)</small>
Tattoo(s):	<small>Enter the start of an animal's tattoo</small>
Select if:	<input type="checkbox"/> <input type="checkbox"/>
Select if:	<input type="checkbox"/> <input type="checkbox"/>
Select if:	<input type="checkbox"/> <input type="checkbox"/>
Date Classified:	<input type="checkbox"/> <input type="checkbox"/>
Final Class:	<input type="checkbox"/> <input type="checkbox"/>
Lact. No.	<input type="checkbox"/> <input type="checkbox"/>
Breeder Located:	Anywhere <input type="checkbox"/>
Dam Name:	<small>Enter start of dam's name</small>
Sort By:	Animal Name <input type="checkbox"/> <input checked="" type="checkbox"/> Ascending <input type="checkbox"/> Descending



Jersey Canada



Our Vision

Canadian Jerseys: Efficiency. Profitability. Opportunity.



Mission Statement

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



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.



Jersey Canada Committees

Our Jersey Canada Board of Directors and Committee volunteers are leaders that share your passion. They have an extraordinary opportunity to make a difference and support the Jersey breed and its future.

Committee Structure

Each committee is chaired by a representative from the board, and comprised of volunteer members. Jersey Canada staff serve as secretary, and assist with agendas, minutes, and carrying out action items. Volunteer committee members implement Jersey Canada programs by working directly with Jersey Canada staff, and assist with developing policies for Jersey Canada by making recommendations to the Board of Directors.

The Process

The Operations Committee appoints individuals who have volunteered to each of the committees in March at the time of the Annual General Meeting. The committee rosters are then presented at the Incoming Board Meeting for approval, and successful nominees receive a letter of appointment.

The Commitment

Committee members typically attend two meetings a year, either in person or by teleconference. Each committee is a little different and involvement may include: discussions, information gathering, idea generation, coordination of a program, and/or participation at an event.

In an effort to respect the time and energy of committee members, individuals can serve on a committee up to six consecutive years. Following the sixth year, a two-year sabbatical is mandatory before being able to join another Jersey Canada committee.

If you would like to volunteer to serve on one of Jersey Canada's Committees, please contact the office!

The **Genetic Improvement Committee** works to influence the genetic improvement of the Jersey breed in Canada. This includes working with Dairy Herd Improvement (DHI) personnel, staff at the Canadian Dairy Network (CDN), and classification personnel at Holstein Canada to ensure that animals are evaluated accurately through milk recording, genetic evaluations, and classification. The Genetic Improvement Committee also works with partners in the AI industry to promote the use of young sires, identify genetic needs of the Jersey breed, and identify current genetics that should be emphasized in the future.

The **Marketing Committee** promotes the Jersey breed through various projects for domestic and international markets. Some of these initiatives include partnering with regional associations to deliver specific marketing needs, and developing print and digital materials for Jersey Canada. Specific committee projects include (but are not limited to) The Canadian Jersey Breeder publication, the Jersey Owners Manual, the www.jerseycanada.com website, and the Cow of the Year competition.

The **Show Committee** oversees issues relating to the Jersey shows in Canada, by maintaining the Official Judges List, presenting the All Canadian Contest, implementing the Canadian Dairy Breeds Code of Ethics for Dairy Exhibitors, and setting standards for show regulations.

The **Next Generation & Youth Committee** oversees programming specifically for individuals 35 years of age and younger. The committee coordinates and implements an annual “Next Generation” travel bursary program to encourage 18-35 year old Jersey enthusiasts to attend the Jersey Canada Annual General Meeting. The committee also administers a wide range of youth-oriented programs including: the Facebook Photo Contest, scholarship programs, RAWF Jersey Ambassador program, RAWF Youth Showmanship Competition, Explore the Royal program, and the Youth of Distinction Award.



Jersey Canada Staff

The staff at Jersey Canada work as a team but have individual responsibilities. Therefore we would like to guide you on where best to direct your inquiries to ensure the best possible service.

Jersey Canada: ☎ (519) 821-1020 ✉ info@jerseycanada.com

General Manager – Kathryn Roxburgh (☎ ext. 23)

✉ kathryn@jerseycanada.com

- Members link to the Board of Directors, regarding financial and business affairs
- Breed representative at industry events and board/committee meetings
- Breed promotion and market development at domestic and international levels
- Public relations - hosting and organizing farm and office visits and follow-up
- Networks with committees, provincial secretaries and members to develop and promote the breed
- Resource for Jersey breeders, industry partners and office staff
- Lead for delivery of communication related to the Strategic Plan

Administration - Phyllis Harrington (☎ ext. 21)

✉ phyllis@jerseycanada.com

- Financial affairs of the association
- Invoicing for memberships, subscriptions
- Maintain office supply inventories
- Minutes for board and committee meetings
- Booking events for Jersey Canada board functions
- Reporting and invoicing for Government grants
- Responsible for human resources for Jersey Canada
- Provide backup for registrars position in her absence
- Reception for the Jersey Office

Registrar - Ruth McAlister (☎ ext. 22)

✉ ruth@jerseycanada.com

- Registrations, transfers, DNA typing, reporting
- Importing and exporting data from/to industry sources
- Systems coordinator for the ABRI program
- Communications and reception
- Catalogues and pedigrees
- Technical support for online registration inquiries
- Customer and industry inquiries

Communications Specialist – Shawna Berry (☎ ext. 28)

✉ shawna@jerseycanada.com

- Oversees all aspects of the Canadian Jersey Breeder publication: production, layout, design, editorial, advertising, printing, schedules, themes, photography, finance and correspondence
- Produces promotional collateral for print and digital marketing campaigns such as advertising, catalogues, brochures, banners, and all Jersey Canada programs
- Coordinates special projects such as the Cow of the Year and All Canadian contest
- Controls advertising rates, contracts and subscriptions
- Maintains graphics software and computer functionality
- Manages the Jersey Canada website, eNews, and all social media networks

National Extension Agent - Jean-Marc Pellerin: (819) 621-7875

✉ jmp-jersey@hotmail.com

- Visits farms of new Jersey owners to provide education regarding Jersey Canada services and garner feedback
- Manages the Canadian Jersey Embryo Program
- Takes an active part in Jersey displays at domestic trade shows
- Attends key sales to connect with potential new Jersey owners
- Delivers mating program service under special arrangement with AI units
- Resolves registry challenges and ushers new members into the association
- French language resource for Jersey Canada

🌐 **Jersey Canada website:** www.jerseycanada.com



Canadian Jersey Breeder **on-line**

<http://issuu.com/canadianjerseybreeder>



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join us

on **linked-in:** www.linkedin.com/company/jersey-canada



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<https://confirmsubscription.com/h/t/2E34E46DBEF265D4>

Regional / Provincial Jersey Organizations

Throughout Canada, there are a number of provincial and regional Jersey organizations that help to promote the Jersey breed, offer service to members of Jersey Canada, and assist with providing social settings for Jersey breeders to meet. Ontario and Quebec both have Jersey organizations with paid employees to help accommodate their comparatively large membership and level of activity. Jersey Atlantic and Jersey West are umbrella organizations in the Atlantic and Western provinces to coordinate Jersey promotion and development in those regions.

Jersey Ontario has represented Jersey breeders in Ontario since 1946. At the time, its main purpose was to assist in marketing Jersey milk to processors. Today, its role is multi-faceted, including member support through fieldwork, breed promotion, selection/marketing of cattle and embryos, youth contests, calf rallies, cattle shows, youth seminars, assisting new breeders with their Jerseys, and being active in milk marketing circles. The activities are funded through voluntary member support. They also have 12 Parish clubs across the province.



Jersey Ontario: www.jerseyontario.ca
9-350 Speedvale Ave W., Guelph, ON, N1H 7M7
Tel: (519) 766-9980 Fax: (519) 766-9981
Email: ontario@jerseycanada.com

Jersey Quebec has been active in representing Jersey breeders in Quebec for many years and has seen a dramatic increase in the number of new breeders incorporating Jerseys into their operations. As a result, the activities of the association have also increased. They sponsor a spring and a fall sale, help co-ordinate other sales in the province, promote the breed in Quebec, host information days/barn meetings to inform new breeders on the benefits of Jerseys, and coordinate herd-visits.



Jersey Quebec : www.jerseyquebec.ca
3955 Boul. Laurier Ouest, St-Hyacinthe, QC, J2S 3T8
Tel: (450) 771-2227 Fax: (450) 778-9637
Email: info@jerseyquebec.ca

Jersey West (established in 2006) represents Jersey breeders in British Columbia, Alberta, Saskatchewan, and Manitoba. The executive represents each of the four provinces and has designated contacts in each province. They are involved in breed promotion through advertising, booth displays and barn meetings. Jersey West also works with the research herd at Lakeland College to promote Jersey specific research.



Jersey West: www.jerseycanada.com/jerseywest
Secretary: Adrian Haeni, Didsbury, Alberta
Tel: (403) 335-3028 Email: lonepine@ccewireless.ca

Jersey Atlantic (established in 2006) represents Jersey breeders in New Brunswick, Nova Scotia, Prince Edward Island, and Newfoundland. Their executive represents each of the four provinces. They are currently involved in regional promotion of the breed through publications, and sponsoring youth involved with showing Jerseys.



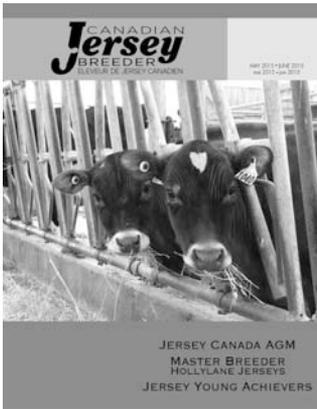
Jersey Atlantic: www.jerseycanada.com/jerseyatlantic
Secretary: Jennifer Dillman, Middle Musquodoboit, NS
Tel: (902) 209-0316 Email: jadillman@hotmail.com

Marketing & Communications

The **Canadian Jersey Breeder** is the official publication of Jersey Canada and the main voice for Jersey producers in Canada. Supporting the Jersey breed has been our purpose, promise and passion since 1945. The magazine is published five times per year and distributed to approximately 1400 subscribers with 20% being international. The magazine is also featured on-line at www.jerseycanada.com.



Jersey Canada members automatically receive 'The Breeder' as part of their membership (a \$35 value). Subscription packages are available for non-members.



'The Breeder', along with eNews, the website, blogs and social media, is a communication vehicle used to inform, educate, and interact with anyone connected to the dairy industry. It is also an excellent marketing resource to help breeders build their brand by promoting a great cow, a tremendous family, a productive herd, a successful farm or highlight stellar show results. Our in-house designer can work together to create a professional and effective message that supports client goals.

As a not-for-profit organization we are able to keep advertising rates low to ensure organizations and farms have marketing opportunities available at reasonable prices.



Internet Marketing Options

With over 65,000 visits and 138,000 page views annually, our website is a busy place. Jersey Canada members have the opportunity to extend their reach and enhance their ability to be noticed on the Internet.

On-Line Directory

This is by far the most economical form of advertising that we offer. The directory attracts over 3,000 visits annually and cost is \$60/year. This includes contact information and hotlinks to your website and/or social media platform.

www.jerseycanada.com/pages/breeder-directory.html



Web Banner

The Jersey Canada website hosts two locations for a limited number of banner advertisements. A hot-link is also included to a landing page of your choice. Your AD will appear on over a minimum of 11,000 page visits each month. Cost is \$60/week (*minimum bookings may apply*). This is an ideal option to advertise a major sale, show or animal.



Our **media kit** can be downloaded from the Jersey Canada website:
<http://www.jerseycanada.com/pages/jersey-breeder-advertising-subscriptions.html>



REGISTRY SERVICES



Why register your Jerseys?

Can anyone register their Jersey animals? **YES!** But becoming a Jersey Canada member saves you money with discounted rates. Plus there are numerous benefits and perks exclusive to members.

Over *60% of Canadian dairy cattle are registered, and with on-line registration, that number is increasing. Jersey Canada registers approximately *9,000 animals annually and more than *70% are registered electronically. Purity designations are based on the association's by-laws, herdbook regulations and government legislation.

The bottom line is that registered Jerseys bring in more profit, are renown in the Canadian market, and are highly regarded globally. Selling a properly identified animal with a full pedigree profile increases the value of the animal and gives buyers the confidence they need to make purchasing decisions. It also opens up AI incentives and export opportunities. **2014 Registration Statistics*

How to Register Online

SECTION 1 – Creating a New Batch of Registrations

1. To obtain the password for your online account at Jersey Canada contact the registrar, Ruth McAlister at ruth@jerseycanada.com or (519) 821-1020 (ext. 22). Your "Member I.D." is your account number with Jersey Canada.

2. On the homepage of the Jersey Canada website, click on the **quick link** for "ONLINE REGISTRATION."

Jersey Canada
Signon

Authorisation Required

Please provide a Member I.D. and Password. Fields marked with an asterisk(*) are required, others are optional

* Member I.D.:	<input type="text"/>
* Password:	<input type="password"/>
To change your password, enter your Member I.D. and current password above and your new password below.	
New Password:	<input type="password"/>
New Password Validation:	<input type="password"/>

3. At the "Sign on" screen enter your I.D. number, your assigned password, a new password, and then confirm your new password. Entering your new password twice verifies that it was typed correctly. Please record your new password for future reference. If you lose your password, contact the registrar to have a new one assigned.
4. Click the "Sign on" button and you are now logged into the Jersey Canada Online section!
5. To proceed to online registrations, click "Online Transactions" at the top of your screen, on the right side.
6. On the batch screen, all your batches will be listed that are either in progress or completed. To start a new batch of registrations, click on "Create a New Batch" located in the center of the screen.
7. If there are any special requests or notations to be made, enter them in the comments section. Examples would be a prematurely born calf, a late born calf, a possible freemartin, special ownership instructions or pedigree request.
8. When you are done with the comments section, click the "Create" button to proceed to the registrations.
9. On the next screen, click the "Add" button for the registration form.

SECTION 2. – Submitting Your Registrations

1. Enter the appropriate information as indicated on the form. If you are registering an ET calf, please enter the date of implantation as the AI/Mating date. When entering dates, be sure to include the forward slashes (" / / ").
2. Enter the Dam and Sire registration number in the "Dam ID" and "Sire ID" boxes, then re-enter their complete registration number i.e. JECANF10013706 or JEUSAM658836, do not use spaces in the number. For animals not from Canada or the United States, you will need to enter their full registration number in the right hand space (Full Ident):
Example: Fleurieu Nangkita - #493178
To enter this bull, you will use: JEAUSM493178
"JE" for Jersey, "AUS" for Australia, "M" for Male, and then the registration number.
3. After completing the registration application, select the option you would like at the bottom of the form. Preferably use the default of

"Validate and re-display form if any errors or warning exist", then click the "GO" button. If you would like to discard this application and start over, select the option "Delete this record" and click "GO" to start over.

4. If any errors or warnings exist, your application will be displayed with the problems highlighted in red. Please go back through and double check all the necessary information, then repeat step 2.

5. Once your application has been verified with no errors or warnings, your batch listing will be displayed. If you need to change any information on an application, click on "Edit" to go back to the application to make the necessary changes.

To continue with more applications, click on "Add" application for registration and repeat steps 1 through 4.

6. Once all of your applications have been completed, click on "View Batch Summary and Batch Submission Screen" on the Jersey Canada Records in Batch Screen in the top center of your screen.

7. This screen will display a summary of the applications you have submitted. If you would like to add more comments, click on "Edit Comments" in the "Batch Options" section, then "Update" in the comments screen.

Once you are satisfied with the applications, click on "Submit this batch to Jersey Canada" under "Batch Options"

8. The next screen will tell you if your registrations were successfully submitted. To view all the batches you have done, click on "List All My Batches". To create a new batch of registrations start the process over as outlined above from Section 1, Step 4.

9. When you are done with your registry applications, you can return to the homepage or continue browsing the Internet without having to log-out of Jersey Canada. If you leave the Online Transaction section, you will have to sign on again starting with Section 1, Step 4.

Manual Registration Forms

When using a manual (paper) registration form, be sure to fill out the owner's contact information and animal information as indicated below.

Starting from the top left:

Embryo Transfer	Check "Yes" if the calf is the result of an embryo transplant, "No" if he/she is the result of artificial insemination or natural breeding.
Frozen Embryo ID	Write the embryo number if the calf is the result of an embryo transfer (<i>this is the embryo number assigned by Jersey Canada at the time that the flush was registered, and can be found on the Jersey Canada Embryo Ownership Certificate or Embryo Flush Report</i>).
Recipient Dam ID	Indicate the registration number, management number, or name of the recipient dam, if the calf is the result of an embryo transfer.
Date of Transplant	Indicate the date that the embryo was implanted, if the calf is a result of an embryo transfer.
Artificial Insemination	Check "Yes" if the calf is the result of artificial insemination breeding.
Breeding Date	Indicate the date the breeding took place, if the calf is the result of artificial insemination.
Natural Breeding	Check "Yes" if the calf is the result of a natural breeding.
Date Exposed	Indicate the date the dam was exposed to the sire of the calf, if the calf is the result of a natural breeding.
Multiple Birth	Check "Yes" if the calf is a twin. Check "No" if the calf is a single.
Polled (naturally hornless)	Check "Yes" if the calf is genetically polled (naturally hornless), or "No" if it is horned. (<i>A small percentage of Jerseys are naturally hornless and therefore never grow horns; this is indicated by a "-P" at the end of the registered name</i>)
Date of Birth	Indicate the day, month, and year that the calf was born.
Sex	Indicate the sex of the calf being registered by checking either "Male" or "Female".
Calf NLID/ATQ Tag	Indicate the long tag number which has been assigned to the calf. The number will be 7 digits long for NLID tags, or 9 digits long for ATQ tags. You may attach the appropriate sticker in this box if you prefer.
Management #	Indicate the management number corresponding to the NLID/ATQ tag assigned to the calf. This is optional.
Tattoo (Right ear)	If the calf is tattooed, indicate the numbers and/or letters which appear in the calf's right ear.
Tattoo (Left ear)	If the calf is tattooed, indicate the numbers and/or letters which appear in the calf's left ear.
Name of Calf	In the maximum of 30 spaces provided, write the name of the calf being registered, starting with the prefix of the breeder.

	Usually the name (or short form) of the sire's name appears next. Finally, the name of the calf is written in. <i>Note: Blank spaces, "ET" suffixes, and "-P" suffixes all count in the maximum of 30 characters allowed.</i>
Sire Name	Write the full name of the sire of the calf being registered.
Registration Number (sire)	Write the <u>registration number</u> of the sire of the calf being registered (usually 6-8 digits, and is found on the breeding slip).
Dam Name	Write the full name of the dam of the calf being registered.
Registration Number (dam)	Write the <u>registration number</u> of the dam of the calf being registered.

Continue this process for two additional animals in the remaining space on the registration form. Remember to sign and date the application form, indicating that all information contained in the form is true.

To complete the process, either:

1. Take a photocopy of the form, and send the original in the mail to Jersey Canada;
2. Fax the form to Jersey Canada, and keep the original.

Note: Extended pedigrees are available upon request, at a fraction of the regular cost at the time of registration.

JERSEY CANADA
Administré sous le label PurSire, C.É. - Géré par le Comité de l'Élevage du Jersey, C.É. / Administré en vertu de la loi sur la Certification des Animaux, C.É. / Géré par le Comité de l'Élevage du Jersey, C.É. /

Certificate of Registration Certificat d'Enregistrement

PURESIRE

NAME-NOM: LENCREST I POD-ET -JECANM104390545- SEX-SEXE: Male

DC180009 EAR TATTOO: 14704046 DATE OF BIRTH: December 31, 2009
 ATQ: 104390545, M3AM 0545

ROCK ELLA PARAMOUNT ET -JECANM139475-

SIRE-PÈRE: SC GOLD DUST PARAMOUNT IATOLA-ET -JEUSAM112118277-
 [JEUSAM112118277] WILLIAMS IMPRESSIVE OGA-ET -JEUSAF110113067-
 [JEUSAF110113067] WISE ET - WISE ET -

DAM-MÈRE: BIV PARADE-ET -JEUSAM055185-
 LENCREST PARADING BELLE -ET -JECANF101083249-

PEDMONT DECOLO BELLE -JECANF10209243-
 [JECANF10209243]

BREEDER-ÉLEVEUR
 Gary & Maureen Bowers, Coatsook, QC. ID: 5109697

OWNERS-PROPRIÉTAIRES
 1. Gary & Maureen Bowers, Coatsook, QC. ID: 5109697, Dec. 31, 2009
 2. The Sames Atlanta, Gault, OH. ID: 5249603, Aug. 29, 2007

Type Classification Classification pour le type			
Class	Class	Date	Imp.
EX 90		14/10/2011	

SERVICES-SALLIES

JERSEY CANADA
100, RUE DE LA SAISON, COATSOOK, QUÉBEC, CANADA

Date of Issue: June 13, 2013

JERSEY CANADA
Administré sous le label PurSire, C.É. - Géré par le Comité de l'Élevage du Jersey, C.É. / Administré en vertu de la loi sur la Certification des Animaux, C.É. / Géré par le Comité de l'Élevage du Jersey, C.É. /

Certificate of Recordation Certificat d'inscription

This animal is not registered under the animal pedigree act 0% pure

NAME-NOM: JERSEY CANADA RECORDATION -JECANF100000000- SEX-SEXE: Female

EAR TATTOO: 14704046 DATE OF BIRTH: December 13, 1989
 ATQ: 100000000, M3AM 0000

SIRE-PÈRE: Jersey

DAM-MÈRE: Jersey

BREEDER-ÉLEVEUR
 Unknown or foreign breeder

OWNERS-PROPRIÉTAIRES
 T. Unknown or foreign breeder; Dec. 13, 1989

Type Classification Classification pour le type			
Class	Class	Date	Imp.

SERVICES-SALLIES

JERSEY CANADA
100, RUE DE LA SAISON, COATSOOK, QUÉBEC, CANADA

Date of Issue: June 13, 2013

Selecting a Herd Name (Prefix)

- Prefixes may be registered by contacting Jersey Canada.
- Fee to register a prefix is \$5.00 + tax.
- It is possible to use the same prefix that you use for another dairy breed if that prefix is not already registered to another Jersey breeder.
- Prefixes may be shared between family members and/or business partners.

Upon proper application and payment of the prescribed fee, the Association will allocate a name or combination of letters and/or numbers for the use of a breeder. The Association reserves the right not to allocate names that are identical or similar to names already allocated or that are misleading or inappropriate.

Owners of allocated names may authorize other members of their breeding enterprise to use their herd name.

When discontinuing their breeding enterprise, owners of registered names may transfer their registered name to another breeder.
(*Jersey Canada bylaw 16.3*)

Naming Animals

- Every animal must have a prefix.
- The prefix of the animal is that of the owner of the dam when she was bred.
- The full name of the animal can be a maximum of 30 characters, including spaces and suffixes (e.g. “ET” or “-P”).

The name of every animal must have as a prefix the registered herd name of its breeder. If the breeder of an animal does not have a registered herd name, the first owner’s herd name may be used. Breeders may choose not to have a registered herd name.

The identification number and year letter may be used as a suffix for each animal. Where an animal is the result of an embryo transplant, the letters ET must be used as a suffix. Registration Certificates and Pedigrees shall indicate the level of purity, as a percentage. This percentage shall appear as part of the animal’s name.

Names must not contain more than 30 letters, characters and/or spaces, including prefix and suffix.
(*Jersey Canada bylaw 16.4*)

Proper NLID Tagging and Tattooing

Proper identification is the backbone of having registered cows. Without it, the background of an animal is unknown and therefore the ability to predict that animal's genetic performance accurately is impossible.



Prior to registration and before reaching the age of six (6) months, each animal must be completely and permanently identified by tattoo markings. Alternatively, identification can be done by means of electronic identification devices (RFID) or NLID tags in both ears of the animal, whose use has been approved by the Board of Directors.

National Identification Dairy (NLID) or Agri-Traçabilité Québec (ATQ) tags should be used as the primary identification for registration purposes. Animals registered in this way must have one tag in each ear with the same number on them. The number inscribed on the tag will be that animal's registration number. It is not mandatory to tattoo when using NLID or ATQ tags as the primary identification method, in accordance with the by-laws of the Association. These tags are the same for all dairy breeds. Hence mixed herds do not require 2 or 3 different types of tags for each dairy breed.

▶ To order **NLID tags** phone 1-877-771-6543 (*English*) or 1-877-771-4625 (*French*), visit www.nlid.org or write to NLID, P.O. Box 2065, Brantford, ON, N3T 5W5.

▶ To order **ATQ tags** contact 1-866-270-4319 or visit the ATQ website at www.agri-tracabilite.qc.ca.

If an animal loses a tag, please contact NLID or ATQ to order a replacement. A replacement tag will be printed free of charge and sent to you. Replacement tags have the same number as the former (lost) tag.

To ensure the best retention of NLID tags:

1. Place panel or button tag in the centre of the ear, between the two ribs.
2. Place the metal tag on the upper flap of the ear, a short distance from the head, 90 degrees from the edge of the ear, with enough space left for the calf's ear to grow into it.

If tattoo markings are the identification tool used, the Association will allot to any owner of one or more Jersey females, a set of identification letters and/or numbers for his exclusive use at the prescribed fee. Only one such set may be issued to any one owner.

These identification letters are to be tattooed in the right ear of each animal born his property. In addition, each animal is to be identified by a tattoo in its left ear, consisting of a consecutive number (allocated by the owner at birth) followed by the unique year letter, allocated by the Association. An allowance for all tattoo markings to be placed in one ear is made in the case where NLID tags are also used. Once an animal has been identified, the same identification may not be used for any other animal of the same breed.

Tattoo Identification

Subject to approval of the Association, the same herd letters may be used for all animals, born in a breeding enterprise or transferred to another party on termination of a breeding enterprise.

Tattoo Letters (2016-2023)	
D for 2016	H for 2020
E for 2017	J for 2021
F for 2018	K for 2022
G for 2019	L for 2023

Note: The letters I, O, Q and V are not used as year designating letters. For more information, visit <http://www.clrc.ca/yearletters.shtml>.

In order to ensure a proper, legible tattoo, the following steps should be taken:

1. Place a halter on the head of the calf & tie securely.
2. Remove all dirt from ears with a clean rag & alcohol.
3. Ensure the tattoo pliers have the proper letter/number combination by testing them on a piece of paper.
4. Spread ink on the centre of the ear either between the two ribs or between the upper rib and the top of the ear. Note: Be sure to avoid major blood vessels.
5. Put some ink on tattoo pliers and apply pliers to the inked area of the ear.
6. Rub ink into tattoo holes with thumb or toothbrush.

Rules of Eligibility for Registration

- All animals must be sired by a Purebred Jersey sire in order to be registered in Canada.
- All imported animals, embryos, or semen are subject to Jersey Canada's rules for registration.

Jersey Canada recognizes other Jersey Breeder Associations in the following countries: United States of America, the Island of Jersey, Great Britain, Denmark, Australia, New Zealand, the Netherlands, Brazil, Argentina, Colombia, Mexico, and South Africa.

The Association recognizes a purebred Jersey as any animal that is at least 31/32 (96.87%) registered Jersey.

The following animals qualify for registration, by Jersey Canada, provided they are properly identified and documented:

1. Animals born in Canada whose sires and dams are registered in the Canadian Jersey Cattle register.
2. Imported animals registered in a herdbook recognized by Jersey Canada. All imported Jersey bulls must be purebred.
3. Animals born in Canada whose dam is registered in the Canadian Jersey Cattle Register and whose sire is purebred and registered in a herdbook recognized by Jersey Canada.
4. Animals imported into Canada as embryos, whose sire and dam are registered in a herdbook recognized by Jersey Canada. The sire of the embryo must be purebred.
5. All imported animals eligible for registration in Canada shall be subject to The Association's rules for registration as outlined in Article 20.

(Jersey Canada bylaw 19)

Registration

Properly identified females may be recorded as a base animal if they are of unknown parentage but exhibit characteristics of the Jersey breed or if they are sired by a purebred Jersey sire and are from a dam of unknown parentage or a dam of another breed.

Properly identified females sired by a registered purebred Jersey bull and from a percentage Jersey dam may be registered at the percent purity as indicated in the following:

1. When sired by a purebred Jersey male and from a base animal dam, the resulting female will be registered at the 50% pure level.

2. When sired by a purebred Jersey male and from a 50% Jersey dam, the resulting female will be registered at the 75% pure level.
3. When sired by a purebred Jersey male and from a 75% Jersey dam, the resulting female will be registered at the 87.5% pure level.
4. When sired by a purebred Jersey male and from an 87.5% Jersey dam, the resulting female will be registered at the 93.75% pure level.
5. When sired by a purebred Jersey male and from a 93.75% Jersey dam, the resulting female will be registered at the purebred level.

Properly identified Jersey males may be registered if they are considered purebred.

All males must have their parentage confirmed by a genetic test at the time of registration in order to be included in the Jersey Canada Herd Register.

(Jersey Canada bylaw 20)

Rules of DNA Identification

- One in 500 females are subject to a random DNA spot test.
- One in 25 ET females are subject to a random DNA spot test.
- Every ET donor dam must be DNA tested.
- Every male must be DNA tested.

Spot Tests

A minimum of one in every 500 animals registered through Jersey Canada must have their parentage identified through DNA in order to maintain the integrity of the Canadian Jersey herdbook. As well, one in 25 females born as a result of embryo transfer is also parentage identified by DNA. Envelopes in which to send the sample of 15-20 clean tail hairs (with root attached) for DNA testing are available from Jersey Canada.

Acceptable Test Types

A genomic SNP (low density) test will also qualify as parentage confirmation, and is available through Holstein Canada. DNA microsatellite and SNP genomic tests are used rather than Blood Typing because there are no courier costs involved, no sample vials to break, freeze or go bad, and no veterinarian costs to incur.

“Parentage confirmation” means that both the sire and dam are confirmed through the genetic test. The resulting certificate must clearly name both the sire and dam of the animal tested.

Mandatory DNA Tests

All bulls must have their parentage confirmed by a genetic test at the time of registration in order to be included in the Jersey Canada Herdbook.

- Properly identified Jersey males may be registered if they are considered purebred.
- Applications for registering males will be accepted temporarily for 120 days, pending a genetic test to confirm parentage.
- The genomic test will be accepted domestically for parentage verification.
- If, after 120 days, the parentage for the animal in question has not been confirmed by a genetic test (either genomic or microsatellite), the animal in question will be removed from the Jersey Canada herdbook with no refund of the registration fee.

In the case of embryo transplant calves, donor mothers must be identified through a genetic test before any of her embryo transplant daughters can be registered. Jersey Canada recommends going through the DNA process (either microsatellite or SNP genomic test) at the time of the flush in case of accidental death of the donor.

Transfer and Duplicate Certificates

- Transfers of ownership must be completed within sixty (60) days, or late fees apply.
- The original registration certificate must be signed and returned to Jersey Canada before the transfer can be completed.
- Duplicate registration certificates may be issued for lost or destroyed papers upon written request.

When an animal registered in the Canadian Jersey Cattle Register is sold, the seller is responsible for having its Registration Certificate transferred to the new owner’s name, in the books of the Association, within sixty (60) days following completion of the sale. Failure to do so may be dealt with by the Association, in the manner it deems appropriate.

Application for transfer must be made in the form approved by the Association. In case of bred females, the artificial insemination certificate must be furnished. In the case of naturally bred females the

owner of the female and the owner of the service sire must sign the application.

When the transferred certificate is returned to the seller, he/she shall forthwith furnish it to the buyer.

The owner may return a Registration Certificate to the Association for cancellation if the animal is sold as not a purebred or under any other circumstances.

When an animal is leased, the owner must return the Registration Certificate to the office for the registration of certificates, together with a properly completed application form and appropriate fees. The lease will then be endorsed on the Certificate, to be returned to the owner. The registration certificate must show the transaction.

A duplicate Registration Certificate may be issued upon presentation of satisfactory documentation that the original is lost or unobtainable. (*Jersey Canada bylaw 21*)

Private Breeding Records

- Breeding records must be kept on-farm for a minimum of ten (10) years.

Each breeder shall keep a private record which shall contain full particulars of his breeding operations, including name and number of sire and dam of each calf, date of service or exposure to service of each female animal on the farm, identification and date of birth of calf. Each breeder shall retain his breeding record for a minimum of ten (10) years. This record shall at all times be open to the inspection of officials of this Association and officials of Agriculture and Agri-Food Canada or their designate. The Association shall conduct an inspection of breeding records belonging to Jersey breeders, as necessary. If such inspection indicates errors, they will be dealt with according to 16.2.3

(*Jersey Canada bylaw 17*)

Importing American Animals

When transferring an **American Jersey** into **Canadian** ownership:

1. The animal must first be transferred with the American Jersey Cattle Association (AJCA).
2. Once the American herd book has been updated with the new Canadian owner, the AJCA will send the American registration paper to the Canadian buyer.

3. Send the American registration paper (now with the Canadian buyer listed as owner) to Jersey Canada. If the American animal has been assigned a Canadian NLID tag number, please supply that tag number to Jersey Canada as well.
4. Jersey Canada will add the animal to the Canadian herdbook, and return a Canadian registration paper to the Canadian buyer.

Please note that two transfer fees are required: the first to the American Jersey Cattle Association (AJCA), and the second to Jersey Canada.

To transfer a **Canadian Jersey** into **American** ownership:

1. Submit the registration paper to Jersey Canada to transfer the animal to the new American owner.
2. The Canadian registration paper (now with the American buyer listed as owner) must be sent to the AJCA. *This may be done by the seller or the new owner.*
3. The AJCA will add the animal to the American herdbook, and return an American registration paper to the American buyer.

Please note that two transfer fees are required: the first to Jersey Canada, and the second to the American Jersey Cattle Association (AJCA).

Research Pedigrees Before Importing Foreign Animals/Embryos

National breed associations in different countries have unique rules for registering animals. Animals may be recorded differently from one country to the next based on their officially recognized level of purity. The definition of the word “purebred” is likely to vary between countries as well.

When an animal is imported into the Jersey Canada herdbook, she is subject to Jersey Canada’s rules for registration and recordation. It is possible that a purebred Jersey in another country would be an 87.5% Jersey in Canada.

Before importing foreign animals or embryos into Canada, it is recommended that you contact the Jersey Canada office staff and request that the pedigrees for the animals in question be researched. Jersey Canada staff will inform you if the recognized purity for an animal is likely to change once she is added to the Canadian herdbook.

Schedule of Fees (as of April 2013)

(Fees below are subject to applicable provincial taxes.)



Annual Membership (includes Jersey Breeder Magazine)

Annual	\$100
New Annual Member	\$50 (1st time only)
Junior	\$25

Registrations

	Members	Non-Members
Animals 0-3 months, registered electronically	\$19.00	\$31.00
Animals 0-3 months	\$20.00	\$31.00
Animals 3-6 months	\$31.00	\$51.00
Animals 6-18 months	\$61.00	\$71.00
Animals 18 months +	\$76.00	\$86.00

Registration/Recordation Fees

	Members	Non-Members
Recorded 0%	\$9.00	\$9.00
Registered -for animals 50%, 75%, 87.5%, 93.7% pure	\$20.00	\$20.00
Purebreds from % dams	\$20.00	\$20.00

Transfer of Ownership

	Members	Non-Members
Within 60 days of sale	\$20.00	\$26.00
After 60 days of sale	\$26.00	\$30.00

- **Transfers of ownership within a family** or to wind up an estate or partnership, provided that all animals are being transferred to the same owner - \$50 for the complete herd. If updated certificates are required add \$7/head.
- **Bulk transfers:** One seller transferring 15 or more animals to one buyer within 60 days of sale - \$14/animal. Complete herd transfer fee (*one seller to one buyer*) - \$500.

Embryo Registry Work

Fee for registration of the entire embryo flush	\$10
Transfer of an individual embryo	\$10
Bulk transfer of embryos, one seller to one buyer	\$50

Prefix Registration	\$5.00	Registration of a Lease	\$6.00
Tattoo Registration	\$5.00	Rush Service Fee	\$10.00

Once-in-a-lifetime Moratorium

A once-in-a-lifetime Moratorium is available to help breeders catch up on over-aged registrations. Contact office for details.

Surcharges

Jersey Quebec adds a surcharge of \$1.00 to all registrations and transfers of animals in the province of Quebec. There is also a surcharge of \$10.00 added to memberships from the province of Quebec.

Jersey Ontario adds a market development surcharge of \$75.00 to memberships for individuals residing in the province of Ontario.

HERD IMPROVEMENT



Milk Recording / Dairy Herd Management

The world has confidence in Canadian genetics and the high quality of our animals in terms of production, conformation, longevity and other functional traits. An important part of the confidence stems from the high level of integrity associated with the information published for all dairy animals in Canada. There are two organizations in Canada that provide milk recording services, as well as various other herd management services. These organizations are:

CanWest DHI (covers ON, MB, SK, AB, and BC)

660 Speedvale Avenue West, Suite 101
Guelph, Ontario N1K 1E5

Toll-Free: 1-800-549-4373

Tel: 519-824-2320 Fax: 519-824-2434

Email: info@canwestdhi.com

www.canwestdhi.com



Valacta (covers QC, NB, NS, PE, and NL)

555 boul. des Anciens-Combattants
Ste-Anne-de-Bellevue, Québec H9X 3R4

Tel: 514-398-7880 Fax: 514-398-7963

Email: info@valacta.com

www.valacta.com



Dairy Herd Improvement (DHI) Options

Canadian producers have a wide spectrum of service levels made available to them when enrolled on milk recording. The goal of DHI services provided by CanWest DHI and Valacta is to provide valuable information for management decisions to maximize cow and herd profitability. The definition of “valuable” can vary from producer to producer and, therefore, so might the type of services they receive from their milk recording agency.

Producers may decide if they want monthly herd visits to achieve 12 tests per year or decrease the frequency to 10, 8 or even 6 times per year. At each visit, they can decide if they want to conduct a 24-hour test based on all milkings that day, or if they only want to take milk weights and samples for one milking, from which a 24-hour yield is estimated using national procedures applied consistently across the country. Over and above all these options, producers can also decide if they want to involve milk recording staff on test day to conduct supervised testing instead of the herd owner recording each cow’s milk production on test day and collecting milk samples for sending to the DHI laboratory for component and somatic cell count analyses.

Publishable Lactations

Depending on the milk recording services a herd receives, the lactations for each cow may be officially published by Canadian Dairy Network (CDN) for the world to see or they may only be reported back to the producer for management purposes only. Not every producer sees the value in having “publishable” lactations and they are therefore not prepared to pay for the higher level of milk recording services required to meet the standards for official publishability.

In Canada, there are approximately 960,000 dairy cows spread across 12,000 herds, which equates to an average of 80 cows per herd. Of these, 700,000 (73%) cows in 9,000 (75%) herds are voluntarily enrolled on some level of milk recording service. Based on the choices made by herd owners, 54% of the herds enrolled on DHI have decided to meet the national standards required for the official publication of lactations. These herds represent nearly 60% of the cows on milk recording. Publishable lactations are made public on the CDN website and distributed to the breed associations for public access on websites, official pedigrees, sale catalogues, etc. Publishable lactations are the basis for calculating official herd average production levels as well as for inclusion in the calculation of various awards including Master Breeder, Star Brood Cow points, Superior Production, Lifetime Production Certificates and other recognitions at the cow and herd levels.

In general, herds enrolled on DHI service levels that meet the requirements for publishable lactations will also end up with official genetic evaluations for production traits published by CDN. Classified cows with official production indexes will also receive official type indexes as well as an official LPI and they will also receive an official Pro\$ value, which is the new genetic selection index for the Holstein and Jersey breeds in Canada.

Official Publication Requires National Standards

Herd owners that opt to enroll on DHI at services levels that result in officially published lactations and genetic evaluations can benefit significantly from the world exposure this brings to their cows, herd and breeder’s prefix. The integrity of the data published is dependent upon the way that Canada ensures the national standards are met by all herd owners involved with supervised testing.

CanWest DHI and Valacta use various indicators to monitor milk recording data collected from herds involved with supervised testing and/or qualifying for genetic evaluations. Part of this data analysis involves identifying herds that have individual cows performing at very high levels and/or have very high herd average production levels. Checks are also done comparing milk

weights recorded on test day to the amount of milk shipped from the bulk tank. Any combination of these data indicators may trigger a mandatory retest of a herd, without prior notice, immediately following a regularly scheduled test day. On occasion, any herd may also be selected for conducting such a retest, simply to ensure the overall integrity of Canada's system for publishing official lactations.

All herd owners enrolled on milk recording services that involve supervised testing and/or qualify for inclusion in genetic evaluations, are subject to the terms, conditions and obligations of the Canadian service standards manual.

Herd owners must:

- Uniquely and accurately identify each cow in the herd,
- Test all milking cows in the herd on each test day,
- Maintain the same schedule of milking and animal milking order on test day as on other days,
- Maintain the same herd management practices on test day as on other days,
- Assure the accuracy and completeness of all information collected and recorded,
- Not engage in any activity that may mislead, impair or attempt to impair the reliability of any information about an animal or the herd,
- Use approved milk-metering devices and corresponding sampling devices,
- Accept any retest, without prior notice, at the time and date determined by the milk recording agency.

In the event that any of the above obligations are not fully respected by the herd owner, appropriate disciplinary actions have been established.

Freedom of Choice

For the most part, Canadian producers fully understand and respect the industry standards currently in place relative to the official publication of lactation records. For herd owners wishing to use lactation records only for internal herd management decisions, the same standards do not apply. It is a choice of each producer to decide if they want to receive publishable lactation records and official genetic evaluations for their cows. When electing to do so, however, they also become part of the national system for data verification to ensure the integrity of all lactations that become publicly accessible to the world. These lactations also form the basis of the major awards given to Canadian producers and breeders for the outstanding performance and genetic potential of their cattle and herds.

Benefits to Milk Recording

Direct Benefits

- Official production records for animal sales breed improvement and award recognition programs
- Production and component information for feed management
- SCC to help monitor udder health
- MUN to monitor rumen function and ration balance
- Disease testing, such as Johnes, Leukosis, BVD, and Contagious Mastitis as well as Pregnancy testing and Ketosis screening
- Examine & rank animals or groups
- Monitor the effect of management changes
- Information provided allows for better ability to make herd decisions such as culling
- Reports on reproductive performance
- Benchmarking of herd performance to establish strategic opportunities for improvement

Indirect Benefits

- Proving young sires - genetic improvement
- Incentives from AI programs
- Semen sales and exports (bringing \$\$ back to Canada)
- Improved products developed by agribusiness
- Data source and reference for dairy research & advancement

Herd Requirements

➤ Official Milk Recording (Publishable)

- Minimum 8 tests per year if 24 hour testing or 10 tests per year if AM/PM
- Minimum 80% of first lactation animals identified with breed association herdbook
- Use of approved milk meters and samplers, with annual verification
- Can be 24 hour supervised testing, AM/PM alternating supervised, or alternating supervised/unsupervised testing

➤ Management Service Milk Recording (Non-publishable)

- Minimum 6 tests required per year
- Can pick and choose the services that suit their herd for management purposes only. These records cannot be used for official purposes.

Conformation Assessment (Classification)

Canadian Jerseys are classified as part of the Multi-Breed Classification Program, administered by Holstein Canada. All breeds use the same traits and trait definitions, but each breed sets its own weightings according to breed standards and goals.

Herds will automatically be contacted for classification if they meet one of the following criteria:

- ✓ If the herd has classified in the past 36 months;
- ✓ If the client is on a classification program;
- ✓ If the client owns at least 2 animals that were born in the last 18 months.

If you have not been contacted for classification in the past, you can contact Holstein Canada: classification@holstein.ca, or call 1-855-756-8300 (ext. 244).

To see when the classifier is due in your area visit the classification schedule at www.jerseycanada.com/pages/classification.

Cost for classification service is a flat herd fee of \$75, plus \$11 per animal. Mid-round classification service is available for an additional \$100 per visit. Each round is completed in approximately seven (7) months, with mid-round classifications available in your area approximately halfway through the round. Please provide 30 days' notice for mid round subscriptions so that the classifier can carefully plan his herds.

VALUÉ DE LA CONF évaluation de la **CONF** RMATION assessme

PROFIT PER COW PAR VACHE

Gain in profitability are experienced by producers with consistent commitment to increasing conformation over generations of breeding, resulting from increased improvements in functional conformation and productivity.

Gain en rentabilité enregistrés par les producteurs qui s'engagent à faire une amélioration continue de la conformation de leur progéniture. L'abaissement, ainsi qu'il bénéficie d'une amélioration continue de la conformation fonctionnelle et de la productivité.

PROFIT PER HERD PAR TROUPEAU

Additional annual profit can be captured in herd 1 when 20% more of the herd is scored. The profit increase possible in Troisième 1 est de 20% des animaux sont classifiés 20 points de plus.

Additional annual profit can be captured in herd 1 in terms of average annual profit. Le profit annuel moyen du troupeau Troisième 1 est supérieur de 19 060 \$ à celui de Troisième 1.

JERSEY

Score

STRENGTH OF RELATIONSHIP TO LONGEVITY BY TRAIT CORRELATION ENTRE LES CARACTÈRES ET LA LONGEVITÉ

SCORE

\$124

Signing Up for the Mid-Round Service

You can call the Classification department at 1-855-756-8300 (ext. 244) or fill out the form from the Holstein Canada website:

https://www.holstein.ca/PublicContent/PDFS/EN/19_Mid-roundorder-writable.pdf

□



mid-round order form

RETURN TO HOLSTEIN CANADA BY FAX: 519-756-5878

over 25% of herds realize the benefits of this valuable service

The mid-round classification service is an opportunity for dairy producers to reduce the interval between classification visits from 7 to 3^{1/2} months. Due to extra travel cost, an additional \$100 herd fee is charged for the mid-round service. In order to qualify for the mid-round, a herd must classify during the prior regular round service.

LOGICAL CHOICE FOR MANY DAIRY PRODUCERS

With over 25% of herds choosing the mid-round option, many different types of operators have discovered a valid reason to consider the mid-round service.

- Large herds cite **convenience and efficiency** as the main factors for having their herds classified more often.
- Members interested in livestock value have sought the opportunity to have animals evaluated more often for a **greater chance to have animals viewed at their best**.
- Producers keen on herd improvement have realized more frequent classification translates to more timely genetic mating service - an added value providing them with ample reason to jump-on-board.

SIGNING UP FOR THE MID-ROUND SERVICE!

Simply return this order form to Holstein Canada by mail (P.O. Box 610, Brantford, ON N3T 5R4) or by fax at 519-756-5878 prior to the **'Submit date'** listed below. You can also call the Classification department at 519-756-8300 or submit an electronic form at www.holstein.ca. Orders must be received at Holstein Canada one month in advance of the scheduled date for the mid-round service in an area.

Client: _____ Submitted by: _____
Work Unit: _____ Phone: _____

YES, I WOULD LIKE TO RECEIVE THE MID-ROUND SERVICE:

Automatically every Mid-round OR Next Mid-round Only

HOLSTEIN CANADA, BOX 610, BRANTFORD, ONTARIO N3T 5R4
PHONE | 519-756-8300 FAX | 519-756-9982 WWW.HOLSTEIN.CA

Why Should You Classify?

Classifying is an inexpensive way to have your animals evaluated against breed standards - an for type characteristics by an outside party.

This important herd management service identifies strengths and opportunities for improvement, which can lead directly to accelerate genetic progress, profitability, and longevity, when used in combination with corrective mating strategies. Herd owners are provided with detailed visual reports for individual animals plus helpful herd summary and trend reports for benchmarking and goal setting.

The results benefit you in the following ways:

- Use of the animals strengths and weaknesses in breeding decisions
- Verifying genomic predictions for young sires – accuracy in genetic improvement
- Incentives for Young Sire Programs - marketing
- Increase in animal value
- Comparison to herd mates for culling decision making
- Insight to possible management changes

Eligibility for Classification:

- Animals must be registered in the Canadian herdbook
- All imported cattle must be transferred to the Canadian herdbook
- Females must have calved at least once
- To be classified ‘Excellent’, an animal must have had three natural calvings
- Males must be 15 months to be classified and 24 months to be classified ‘Excellent’
- Classification scores cannot be lowered
- All Animals must have NLID tag in ear, easy to read for classifier
- Animals presented to the classifier must be in a natural state, meaning that their conformation must not have been changed artificially. Preparation of the animal such as washing or clipping is permitted. Udders must not have been balanced artificially and the use of glue to set teats is forbidden.
- “Mandatory Revisits” are required for the following situations:
 - 88 point 1st lactation (2 classifiers must be present)
 - 89 point 1st lactation (3 classifiers must be present)
 - 89 point 2nd lactation (2 classifiers must be present)
 - 94 point 3rd lactation or higher (1 classifier present)
 - 95 point 3rd lactation or higher (2 classifiers must be present)
 - 96 point 4th lactation or higher (2 classifiers must be present)
 - 97 point 4th lactation or higher (3 classifiers must be present)

Final Score Categories:

Excellent	90 to 97 points A cow may gain multiple excellent status after each calving. A cow is denoted ‘Supreme Excellent’ if classified excellent after her 10th birthday.
Very Good	85-89 points The maximum classification category for first lactation animals.
Good Plus	80-84 points
Good	70-79 points
Fair	60-69 points

To arrive at a final score, each animal is evaluated for a series of traits and assigned a linear score corresponding to that trait. Some traits, such as stature, are directly measured, and that measurement will correspond to standards established by the breed in order to determine a linear score.

Other traits, such as bone quality, are not directly measured, but are evaluated based upon breed specifications. Linear scores are from 1 to 9. For some traits, 9 is the ideal score, while for other traits (i.e. udder depth), there is an intermediate optimum, meaning that 5 would be the ideal score. Evaluated traits fit into 4 categories, with the following traits and their relative weights evaluated under each category:

1. Rump (8% of final score)

- Rump Angle (34%)
- Pin Width (21%)
- Loin Strength (32%)
- Thurl Placement (13%)

2. Mammary System (48% of final score)

- Udder Depth (14%)
- Udder Texture (12%)
- Median Suspensory (16%)
- Fore Attachment (15%)
- Front Teat Placement (8%)
- Rear Attachment Height (16%)
- Rear Attachment Width (12%)
- Rear Teat Placement (5%)
- Teat Length (2%)

3. Dairy Strength (29% of final score)

- Stature (5%)
- Height at Front End (5%)
- Chest Width (20%)
- Body Depth (25%)
- Angularity (27%)
- Body Condition Score (3%)
- Udder Texture (5%)
- Loin Strength (10%)

4. Feet & Legs (15% of final score)

- Foot Angle (22%)
- Heel Depth (25%)
- Bone Quality (9%)
- Rear Legs Side View (15%)
- Rear Legs Rear View (29%)
- Locomotion (research only)

The Conformation Assessment program is continually evolving to meet the changing needs of producers and industry, to increase efficiency and to drive breed improvement.

Young Sire Sampling Program Incentives

Artificial Insemination units across the country provide a series of incentives for herd owners to use young sire semen in an effort to prove bulls in Canada. The following are AI units that prove young sires in Canada, and have incentives available for Jersey breeders.

Centre d'Insémination Artificielle de Québec (CIAQ)

-Young Sire Proving Program (PEP)



Eligibility:

- Register and raise heifers to calving
- Minimum of 80% first lactation females registered
- Milk meters checked once a year by Valacta with use of an approved brand
- Agree to have milk recording data available to us and supply at least 4 tests per year with components to a milk recording option certified for genetic evaluations
- Classification of two young sire daughters per year

Incentives:

- \$40 milk recording credit for first young sire daughter on test
- \$15 milk recording credit for each young sire daughter thereafter on test
- \$25 classification refund on herd visit fees when at least one young sire daughter is classified
- \$11 credit for each young sire daughter classified

Semex Premier

(Delivered by EastGen and WestGen)

Eligibility:

- Register all Jersey calves
- Classify on a regular basis
- Milk record, and supply SCS and Health & Fertility data regularly



EastGen Incentives:

- **Premier Elite** (20% or more Semex young sire usage) – Young Sire semen is discounted to \$8 per dose
- **Premier Partner** (less than 20% Semex young sire usage) – Young Sire semen discounted to \$10



WestGen's Partner Program:

Young sire semen is discounted to \$8 with payment of \$150 for the first 50 qualifying daughters (established by calving date) and \$100 for the remainder up to #115. All daughters must have three qualifying test dates and a classification score to generate payment.



Select Sires Canada

– Program for Genetic Advancement Canada (PGAC)

Eligibility:

- Register all Jersey calves
- Classify on a regular basis
- Milk record on a regular basis



Incentives:

For first 50 daughters included in a Young Sire's first two proofs:

- \$11 classification fee rebate for each Young Sire daughter classified
- 30% discount on proven semen at time of purchase

For 51 to 100 daughters:

- \$11 classification fee rebate for each Young Sire daughter classified
- 30% discount on proven semen at time of purchase

JERSEY CANADA PROGRAMS



Youth and Young Adult Programs

The following are some of the programs that Jersey Canada operates for Jersey Youth and Young Adults.



For more details:

☎ Contact Ruth McAlister, Youth Committee Secretary:
(519) 821-1020 (ext 22) or ruth@jerseycanada.com

🌐 Visit the Jersey Canada youth webpage for application and details:
www.jerseycanada.com/pages/awards---programs---youth-young-adult

🌀 Jersey Canada Youth Scholarships

Jersey Canada offers two scholarships of \$750 each to recognize outstanding interest, knowledge and achievement in the Jersey breed, as well as agriculture in general. The scholarships are available to all young Canadian Jersey enthusiasts enrolled in at least the second year of study at any post-secondary College or University. Candidates must not have previously been awarded the Jersey Canada Youth Scholarship.

Deadline: September

🌀 Youth of Distinction

This award is presented at the Jersey Canada Annual Meeting to youth 18 to 25 years of age who are involved with the Jersey breed in Canada. Eligibly-aged candidates with strong leadership and involvement in agriculture, the community, and the Jersey breed are encouraged to apply.

Deadline: January

🌀 RAWF Showmanship Competition

The Royal Agricultural Winter Fair (RAWF) Showman Competition is open to youth and young adults 10-21 years of age as of show day.



Deadline: to be announced on the Jersey Canada website

🌀 Royal Jersey Ambassador

The Royal Jersey Ambassador represents the Jersey breed at the Royal Agricultural Winter Fair in Toronto, Ontario. They will assist with presenting awards at the National Jersey Show, as well as meet the public and help at the Jersey booth. Applicants between the ages of 17-24 as of November 1st are encouraged to apply.

Deadline: September

☞ Nola Brown Continuous Achievement Award

In memory of Nola Brown, former Jersey Canada employee, this award will be presented annually at the Royal Agricultural Winter Fair. The value of the scholarship will be set according to earnings of the fund's investments.



Criteria for interested applicants:

- a student entering or continuing college or university (the post-secondary program does not need to be agriculture related);
- an individual who participates in activities in their home community, displays qualities of leadership and has a strong independent work ethic;
- a Canadian citizen who is connected to the Jersey business or interested and involved with the Jersey cow;
- a person who clearly demonstrates the ability to work with others in a cooperative and productive manner, has a keen interest and aptitude in some aspect of agriculture, a love of animals, contributes significantly through volunteer work and participates in extracurricular activities.

Applicants should send a résumé and cover letter outlining their achievements to the Jersey Canada office or email the Nola Brown Selection Committee: nolabrownaward@gmail.com.

Deadline: September *(date posted on the Jersey Canada website)*

Jersey Performance Awards

🌀 Annual Class Leader

This award recognizes the *highest records for milk, fat or protein* in each of the nine age classes in any given year. The award is based in kilograms of milk, fat or protein yield and recognizes production in 305 days.

🌀 All Time Class Leader

This award recognizes the *highest ever* records for milk, fat or protein, in each of nine age classes, and is reviewed annually. The awards are based on kilograms of milk, fat or protein yield and recognize production in 305 days.

🌀 Hall of Fame

This award recognizes cows that have produced *575 kg of fat or 460 kg of protein* or more in any single 305-day record. There are single and double awards based on how many of the standards the individual cow's production has exceeded.

🌀 Hall of Fame Trophy

This award recognizes the Hall of Fame cow with the highest composite BCA.

🌀 President's Cup

The President's Cup is presented to the cow with the *leading living lifetime* fat and protein production record. One award is presented for each trait - therefore there may be up to three different winners.

🌀 Production Awards

Animals must be registered at 75% purity or higher to be eligible for production awards.

- **Platinum** production award certificates are awarded to cows with a composite BCA for fat and protein greater than 700.
- **Gold** production award certificates are awarded to cows with a composite BCA for fat and protein greater than 625.
- **Silver** production award certificates are awarded to cows with a composite BCA for fat and protein greater than 550.

Production award certificates are available on request from Jersey Canada.

🐄 Master Breeder

The Master Breeder award recognizes long-term excellence in breeding Jersey cows and is based on a points system with the following criteria:

Production points for each cow are accumulated from either Composite BCA deviation from herd mates, Composite BCA deviation from national average or Lifetime Production totals according to the following table:

Level	Comp BCA Deviation from Herd mates		Comp BCA Deviation from National Average		Lifetime Production	Points
1	+30	or	+50	or	2000 kgs F & 1600 kgs P	1
2	+60	or	+75	or	2500 kgs F & 2000 kgs P	2
3	+90	or	+100	or	3000 kgs F & 2400 kgs P	3
4	+120	or	+125	or	3500 kgs F & 2800 kgs P	4
5	+150	or	+150	or	4000 kgs F & 3200 kgs P	5

Classification points for each cow are allocated from the following table:

Point Range	Master Breeder Points
GP 83-84	1
VG 85-86	2
VG 87-89	3
EX	4
EX 2E+	5

Cows classified Supreme Excellent would receive an extra point.

Sires contribute points by fitting one of the following three classes:

- **Superior Type** = 5 points
(defined as +6 Type upon reaching 85% reliability while having LPI => +700)
- **Superior Production** = 5 points
(defined as +70 F + P kgs upon reaching 85% reliability while having LPI => +700)
- **Superior Balance** = 15 points
(defined as qualifying for both Superior Type and Superior Production)

Star Brood Cows would contribute points in the following manner:

Number of Stars	Master Breeder Points
1	6
2	7
3	8
4	9
5 or more	10

Additional Master Breeder Qualifications and Rules:

1. Calculation of points will be automatic by Jersey Canada;
2. Herds will be ranked by average points per registered animal during an 18 year window, beginning 3 years before the year of calculation;
3. Herds would not be eligible to win the Master Breeder award again until 18 years after their previous award;
4. Herds awarded the Master Breeder award are not eligible for the Constructive Breeder for 5 years;
5. One Master Breeder will be awarded per year to the first eligible herd with the highest number of points per registration;
6. Only animals 75% purity or higher are eligible for inclusion;
7. A preliminary run will be done in October of each year to help identify herds in contention;
8. Exported animals will only be included in point calculations if the breeder facilitates the provision of relevant data to be inputted into the system;
9. Points will be accumulated by prefix;
10. A herd must have a minimum average of 5 registered animals with their prefix per year, with no years having 0 registrations to be eligible for a Master Breeder award.



∞ Constructive Breeder

This award recognizes herds that are excelling in Jersey breeding over a *shorter time frame* than the Master Breeder. Calculation of the Constructive Breeder Award follows the same method for point accumulation as the Master Breeder Award, except that it is based on a window of only 5 birth years, beginning 3 years before the award.

Three Constructive Breeders will be awarded per year to the three eligible herds with the highest average points per registration. Once a herd is named a Constructive Breeder or Master Breeder they cannot receive the Constructive Breeder Award again for 5 years.

Star Brood Cow

Recognizes outstanding brood cows, awarding stars by calculating production and conformation qualifications on progeny that are classified and have completed records. Points are accumulated in the same method as the Master Breeder and Constructive Breeder Awards for Production, Classification and Sires.

A cow is required to have 3 registered progeny to be named a Star Brood Cow and 2 of these progeny need to contribute both type and production points for the cow to qualify for a Star Brood Award. Additional progeny can contribute for type, production or both. Each star requires 8 points from progeny.

Star Brood Cow Awards are calculated automatically by Jersey Canada and **certificates are available upon request.**

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Jersey Canada Individual Awards

☞ Honorary Life Member

The Honorary Life Member award recognizes long-term leadership contributions to the Jersey breed. Nominations must be accompanied by a resume outlining the nominee's Jersey involvement through the years. All nominations should be received by January 15th of the current year.

☞ Jersey Young Achiever

This award recognizes the accomplishments of Jersey breeders under the age of 40. Nominations are to be received by January 15th. Nominations must be accompanied by a resume of accomplishments with Jerseys, the community and family. The Jersey Young Achiever Award is presented at the Jersey Canada Annual General Meeting.

☞ Certificate of Appreciation

A Certificate of Appreciation is awarded periodically to people within the agricultural industry who render a particular service above and beyond the call of duty to the goals and the objectives of the Association. Recipients have often been employees of industry partner companies. Selections are made by the executive committee of Jersey Canada.

☞ Distinguished Service Award

Periodically the Association will present a Distinguished Service Award. This award recognizes a unique long-term commitment to the betterment of the Jersey cow in the areas of leadership, promotion, genetic improvement, marketing - open to any member of the Jersey fraternity. Few such awards have been given in the history of the Association as this is the highest honour recognized by Jersey Canada and is therefore awarded when deemed appropriate. Selections are made by the executive committee of Jersey Canada.



Competitions

All Canadian Contest

The All Canadian contest is a Jersey Canada competition that recognizes top cows in the show circuit. Traditionally these cows enjoy the attention and prestige of being named an All Canadian. Along with their photo and qualifying show placing's, winning and nominated cows are showcased in the Canadian Jersey Breeder publication, listed on the Jersey Canada website, and announced through eNews and social media channels. For each Class, All Canadian winners are presented with awards at the Jersey Canada Annual General Meeting.

Application Deadline: November

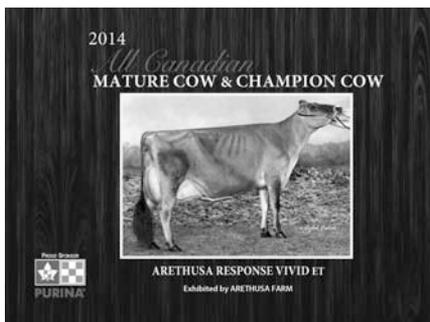
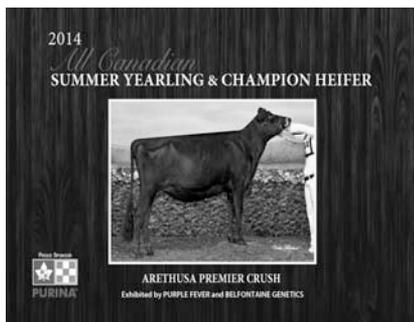
Six Nominees Selected for Each Class: December

Results Announced: January

Judges for the contest are those that have judged the designated All-Canadian qualifying shows (regional, provincial, or national). Judging results are submitted confidentially to determine the Champion All Canadian Cow, Champion All Canadian Heifer, and All Canadian, Reserve and Honourable Mention winners for each Class.

Eligible shows in Ontario and Quebec must have 55 head shown (all Jersey), and eligible shows in the Jersey West and Jersey Atlantic regions must have 40 head shown (all breeds) to be considered a qualifying show.

Rules, details and special 4-H criteria are listed on the All Canadian entry form which can be downloaded from the Jersey Canada website (or contact the office to obtain a copy). Professional digital cow photos are required.



Cow of the Year

The Jersey Canada Cow of the Year contest recognizes a cow that truly demonstrates outstanding qualities within a broad range of criteria. The cow is consistent, extraordinary and a legacy to her sons and daughters. The Cow of the Year award will be presented at the Jersey Canada Annual General Meeting.



Entry Deadline: September **Voting:** November to January

Cow Qualifications:

- The cow being entered does not need to be alive, but must have progeny born and registered in the calendar year of the contest.
- Cow must be purebred, registered and born in Canada.
- Cow must be classified VG-85 or higher, had at least one lactation with a minimum of 350 kgs of fat and 275 kgs of protein (approx. 7000 kgs at 5.0%F and 3.9%P).
- Entry must be accompanied by a digital professional photo. This photo does not have to be taken within the last year, but must depict the animal in milking form.

Details:

1. A one-page entry form must include the following:

Name of Cow	Registration #	Birthdate of Cow
Breeder	Current Owner	Name of Nominator
Classification	Production History: including best record	Star Brood Cow Status
Daughters: how many, classification, production	Sons: how many, GEBV	Show Ring Accomplishments

2. An anonymous selection committee will choose three nominees from the entries submitted.
3. Nominee's chosen will be announced and featured in the Jersey Breeder magazine. Owners of the three nominees are obligated to book a minimum ½ page ad.
4. Restrictions: Maximum one entry per herd. Cows can only win the Cow of the Year contest once but can be entered/nominated subsequent times if they have not previously won.
5. One vote per prefix/farm will be accepted via the on-line 'vote submission form', email voting or in person. Voting cards will be available at the Jersey Canada office and at the RAWF.

MANAGEMENT ARTICLES FROM A JERSEY POINT OF VIEW



The Jersey Advantage

You might be asking yourself if one dairy breed is much different from another. After all, they each have the capability to supply milk. The Canadian dairy sector is supported by supply management, and today's component pricing complements many advantages that Jersey animals naturally possess.

Biologically, the Jerseys body naturally produces 18% more protein, 29% more milkfat, and 20% more calcium when compared to 'average' pooled milk. Jersey milk is especially rich in vitamins, particularly high amounts of carotenoids, vitamin A, and has the highest concentration of riboflavin (B2) than other dairy breeds. This unique composition makes it more efficient for manufacturing cheese, butter and yogurt which will yield 22% more cheddar cheese, 20% more mozzarella cheese, 20% more Swiss cheese, 18% more cottage cheese and 31% more butter. Farmers do not require more Jersey cows to compensate for less fluid milk. It's simple 'food science' where the milk is so nutrient-rich that you just don't need as much to produce these products. *(Source: 1993 National All-Jersey Inc., by Calvin Covington)*

The Jerseys magical qualities don't stop there. Some people claim that products made from Jersey milk simply taste better and are easier to digest. Perhaps it's the premium quality, the vitamins and/or the A2 beta-casein protein that Jerseys are primarily associated with naturally.

Small Size = Big Benefits

The Jersey's success stems from a smaller body size. The breed is more efficient converting feed to milk, they calve younger and are making you money sooner. Jerseys are more fertile, need fewer inseminations, and have up to 1/3 less difficult births than larger dairy breeds in Canada. They require less veterinary attention and less labour to milk. With dairy farmers looking for efficiencies that help control expenses, Jersey cows have proven to be the choice breed.

Below are summary points from the "Economic Analysis of Dairy Breeds", a 2014 study conducted by a team of researchers at the University of Guelph.

Housing

When it comes to housing, smaller animals require less space. The study tells us that although you need 12.5% more Jerseys to fill 90 kgs of quota, the Jersey's compact body size still results in less total

square footage than larger breeds. Jerseys calve younger, therefore uncalved heifers also require less housing. Dairy facilities can be expensive and less space means less capital investment.

Manure Storage

Smaller animals have less manure output, thereby requiring reduced manure storage than larger breeds. The research data claims that Jerseys require 24% less manure storage capacity than Holsteins.

Efficient Feed Converters

Although you need 12.5% more Jerseys to fill 90 kgs of quota, this study, and other reports, indicate that Jerseys will still save 13-18% in total feed expense when compared to Holsteins. Feed costs can represent 55% of the input on a dairy operation, which significantly impacts your bottom line.

Comparing the investment per cow versus revenue per cow, Jerseys stack up the best:

Return on Investment (ROI)

- #1 @ 5.86% - Jersey
- #2 @ 5.00% - Canadienne
- #3 @ 4.98% - Holstein
- #4 @ 4.69% - Guernsey
- #5 @ 4.57% - Milking Shorthorn
- #6 @ 4.38% - Ayrshire
- #7 @ 3.71% - Brown Swiss

Breed Younger

Jerseys are bred at a younger age and milked 30 days sooner than Holsteins. There are farms successfully breeding Jerseys even earlier up to 60 days. Milking sooner simply translates into savvy cash flow, and the dairyness of the Jersey cow makes this possible.

Birthing Ease

Jerseys have 1/3 the number of difficult births as Holsteins, requiring less veterinary attention, and they are able to get back in-calf quickly. Jersey heifers hold an 81% unassisted calving rate while Jersey cows maintain the highest unassisted calving ability of all seven breeds at 88%.

Fertility

When it comes to breeding, Jerseys require fewer inseminations per pregnancy (1.47 inseminations per cow vs. 1.69 for Holsteins).

Lower Vet Bills

'Resilient' is a word often used to describe the Jersey animal, and the study confirms that the Jersey breed has 10% lower veterinary and pharmaceutical expenses than the Holstein breed.

Net Advantage

We know from the study that Jerseys require fewer resources to fill their quota and meet the needs of a dairy operation, compared to other breeds. We also know that Jerseys are the top net income generator of the group of seven. The experts conclude that Jerseys and Holsteins are the most profitable breeds, and Jerseys experienced a solid \$20,000 advantage in profit despite \$37,000 less revenue.

Economics is a significant factor when comparing the performance between breeds and when seeking financial investment in a dairy operation. The Jerseys were the only breed that came close to a profit after factoring in financing costs.

Considering the capital investment required to milk cows, Jerseys hold the #1 spot and require the lowest investment of all seven breeds.

- #1 - Jersey
- #2 - Holstein
- #3 - Ayrshire
- #4 - Canadienne
- #5 - Guernsey
- #6 - Brown Swiss
- #7 - Milking Shorthorn

□



Source: The Economic Analysis of Dairy Breeds (2014), University of Guelph. The research performed includes all seven dairy breeds in Canada. The project was led by Associate Professor, Elliott Currie, Department of Business. The team was made up of experts in Accounting, Finance, and Agricultural Economics. It is a Canadian study that measures Revenue, Operating Income and Return on Investment.

*An extended copy of the report and the supporting data is available at:
www.jerseycanada.com/pages/economic-analysis-of-dairy-breeds.html*

Other Benefits

Carbon Footprint

The Jersey's comparatively small body size combined with higher milk production per unit of body weight, results in about *55% less phosphorus per kilogram of manure than other dairy breeds. This represents an incredible opportunity for dairy producers everywhere to efficiently administer their nutrient management program while maximizing their herd size.

No matter what annual phosphorus limit your farm is working within, it would take twice as many Jerseys as other dairy breeds to meet that cap.

**Source : Gouvernement du Québec, Règlement sur les exploitations agricoles, Loi sur la qualité de l'environnement (chapitre Q-2, a. 31, 53.30, 70, 109.1 et 124.1) – Annexe VII*

Bring Your Herds SNF Ration Back In Line

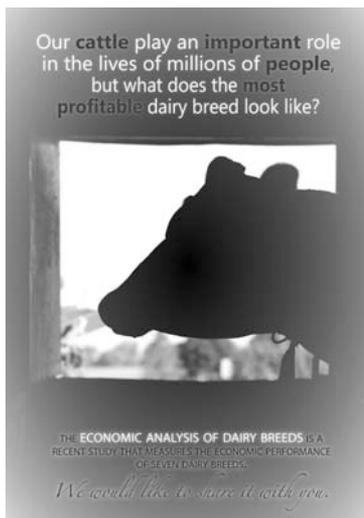
The Jersey breed squeezes maximum value out of each litre of milk that they give you. A low SNF:F can bring your herd's ratio back in line.

Source: 2011 National Breed Production Averages for Holsteins and Jerseys, using weighted averages assuming a ratio cap of 2.35 kg SNF per kg butterfat, and that all animals are producing at the 2011 national breed average - a mixed herd with as little as 10% Jerseys will fall below the SNF cap.

Fighting Foot Problems?

Foot problems cost money and result in lower milk production, premature culling, extra days open and health bills. The Jersey's hard black hooves make her less prone to foot infections such as hairy heel warts that can cost producers upwards of \$150/case. The Jersey's smaller body mass reduces lameness resulting from foot disease.

**Source: University of Iowa field study found that while 90% of the Holsteins examined in the trial showed evidence of foot lesions, only 19% of Jerseys had signs of foot problems.*



Feeding Jerseys: Helpful Hints

Jersey cows are fed in a similar way to all other breeds of dairy cattle. There are some things to bear in mind when balancing a ration for Jersey cows. Some factors to consider:

1. **Dry Matter Intake.** Jerseys have been documented to eat a greater percentage of dry matter (DM) in relation to their body weight (4.5%) than larger dairy breeds (4.0%).
2. **Energy levels** should be balanced, but given the Jersey's lower maintenance requirements, should not be of critical concern.
3. **Crude Fat levels** in a Jersey ration should often be at a lower level than in a Holstein ration, preferably 4.5% or less.
4. **Copper levels.** Keep copper at 20 ppm in a Jersey ration, less than for Holsteins.
5. **Do not over-feed any single feed source.** A balance of sources is preferred, as in any breed.
6. **Dry cow feeding regimen** is perhaps more important with Jerseys than with other breeds to minimize risk of metabolic disorders.
7. **Sharing one ration** between two or more breeds is very possible. Work with your nutritionist to find the balance. It may often mean optimizing the ration for the Jerseys, and allowing for the larger breed to simply eat more, taking advantage of their size.

Feeding Dry Jersey Cows:

A dry cow ration heavy in grass hay is preferred. No grain is fed to the dry cows until about 2 weeks prior to calving, when the milking ration can be gradually introduced. Be sure to maintain access to dry-cow oriented minerals and supplements.

Feeding Jersey Heifers

What is the difference between feeding Jersey heifers and heifers of larger breeds?



Typically, Jerseys mature more quickly than other breeds, and therefore can be at risk of becoming overweight if overfed. This may be an issue when they are mixed together with other breeds because the larger breeds need more energy in order to meet their genetic potential. Often, the high-energy ration fed to both breeds will result in the Jerseys becoming overweight, slowing down growth and making fat deposits in their udder; thereby reducing future milk production.

To avoid this problem, lots of hay should be fed along with moving the Jerseys into an older group as soon as they look like they have become too heavy. Competing with heifers 3 months older will help to reduce weight and should more closely match the feed the heifer requires at that age. Making sure that your heifers have lots of space to get exercise will also aid in keeping them at the proper body condition.

A common mistake is to group the heifers by size rather than age when growing Jerseys and larger breeds in the same pen. This increases the problem of letting the Jerseys get too much energy. In the situation where size is comparable, the much younger heifers of larger breeds could still be on calf starter while the Jersey should already be on a heifer ration and lots of hay. The result is accelerated weight gain, which will cause all of the problems described earlier. Either way, too high of energy intake is a major problem and needs to be monitored by simply taking time to look at the body condition of the heifers in each pen and act accordingly.

Newborns (first 3 days)

The first 12 hours is the most important. During this time, about 2 to 3L of colostrum must be fed in order for the calf to get all of the antibodies he/she will need to fight off disease.

Colostrum is usually continued for the first 3 days. Some breeders have found that they must add water to very high solids Jersey milk to reduce sugar levels of the milk. An article on care of newborn calves follows this section. Of the utmost importance is to get colostrum into the calf as soon as possible after birth. Use of a calf blanket could be helpful in cold weather.

0-3 Months of Age

Whole milk is fed to the calf for this period at a rate of 3 L/day. A third feeding could be included on days that are -25 degrees or colder if the calves are raised in hutches. The use of calf blankets could negate the need for extra milk on these cold days. Calves should be taken off whole milk as soon as they are eating 1 to 1.5 kg of calf starter per day. It is also important to have high quality hay available at this age, preferably a fine second or third cut hay.

4-9 Months of Age

At this time, grass hay is beginning to be fed and calf starter is increased to 2 kgs per day. The large amount of hay being fed ensures that the rumen is working well and that the heifers have a deep, open rib. The grain provides the energy needed to keep them growing.

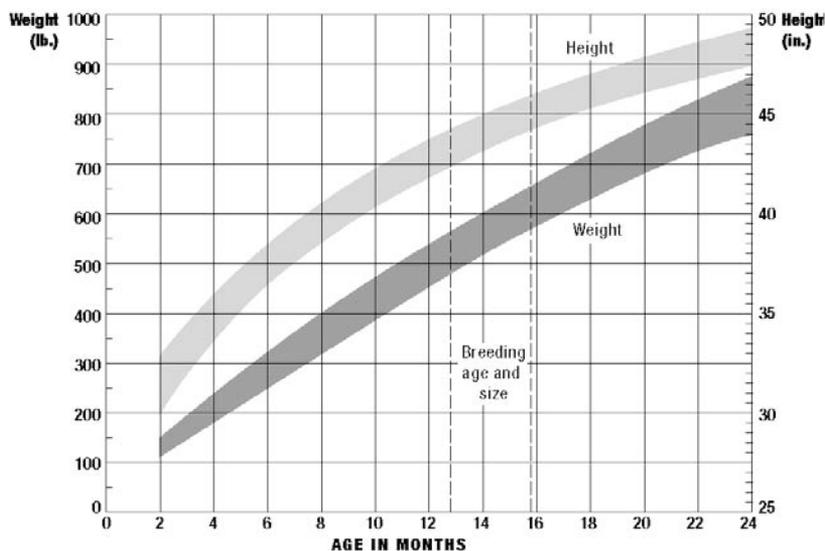
10-16 Months of Age

At this time, the heifers should be switched to a heifer ration. They should be fed 2 kgs of the ration along with grassy hay free choice until shortly before calving. During this period, you may find some of the heifers starting to get too heavy. If so, either reduce the amount of grain they are receiving or put them with a group that is older. If you don't, the fat heifers will not grow to their potential height and will begin to make fat deposits in their udder; therefore reducing future milk production and udder texture.

17-24 Months of Age

Maintenance is the key during this period. Hence a diet consisting of free choice hay or pasture along with enough energy in order to maintain reasonable body condition.

Calf and Heifer Growth Chart for Jerseys



(Source: Penn State College of Agricultural Sciences 2008)

The five “C’s” to effective disease prevention in calves are:

1. Colostrum

Adequate intake of colostrum is perhaps the single most important aspect of early calf care. While newborn calves are born with an active immune system, it has not developed sufficiently to fight off most infections. Therefore, it is essential that the newborn calf receive the antibodies it needs from another source - colostrum.

Conventional wisdom has been to ensure at least one feeding within the first 6 hours, and then supplement with another feeding after 12 hours. However, studies have highlighted the need to move this schedule up. As soon as the calf is born, the level of intestinal absorption of antibodies from colostrum starts to decline, with effectively no absorption after 24 hours. As a result, it is imperative to feed colostrum as soon as possible to ensure adequate absorption of antibodies. Preferably, a feeding within the first hour would be recommended, with another supplementary feeding within the first 4 to 6 hours. For Jerseys, at least 2 to 3 litres of colostrum should be fed in this time period, as opposed to Holsteins who require more (approx. 4 litres).

Suckling the cow, sucking a bottle, or oesophageal feeding are all effective methods to ensure adequate colostrum intake. If feeding by direct suckling of the cow, ensure the teats are clean, and the cow is negative for diseases under your herd health protocols.

If you are collecting colostrum to use for other calves, it should also be collected in the first six hours after calving, as the concentration of antibodies is highest. Store in 2 to 4 litre containers for effective cooling, with proper labelling of date and animal on the container. Fresh or refrigerated colostrum will have the highest level of nutrients and antibodies, but frozen colostrum can also be effective in meeting your herd health protocols, particular in preventing Johne's disease. If using frozen colostrum, do not thaw with a microwave or extremely hot water, as this will destroy the antibodies. Discard refrigerated colostrum if not used after 7 days.

The most common diseases relating to insufficient intake of colostrum are septicaemia (blood infection), enteritis (diarrhea), and pneumonia. All three can then lead to more complications and more severe diseases.

2. Comfort

Calf comfort is an often overlooked part of calf management. Ensure fresh, comfortable bedding at all times, as the key to calf housing is a dry environment. Calves can be housed in a variety of ways, but regardless of use of pens, loose housing, or



hutches, ensure adequate ventilation, and avoid extreme heat, extreme cold, and drafts. It is also important to avoid noxious gases (ammonia, etc.), dusts, and molds, as they are strong risk factors for pneumonia.

3. Cleanliness

Going hand in hand with calf comfort is the cleanliness of its surroundings. Proper disinfection of housing before introducing calves is key to preventing even the hardiest of pathogens. It is recommended to remove the calf from the birthing area within a few hours of birth, to avoid disease transmission from the mother or other cows due to calve.

As mentioned in calf comfort, ensuring a dry housing environment is key, as wet, humid environments are ideal for proliferation of pathogens, especially bacteria such as E. Coli and Salmonella. Separation from the birthing environment in a clean, sanitized pen is also key in stopping the spread of Johne's, which is primarily spread through contact with feces from other cattle.

Also part of cleanliness is proper cleaning of feeding equipment. All containers and feeding devices for colostrum should be thoroughly cleaned after each use with extremely hot water, adequate cleaning agents, and a device for scrubbing the containers.

4. Calories

Inadequate caloric intake is a major risk factor for infection, as the calf is not receiving enough energy to effectively fight infection and maintain immune function. Therefore, it is essential to ensure adequate intake of energy past the first few days, with no missed feedings. Be sure not to dilute milk or milk replacer too much, as the calf needs the calories as much or more as it needs water intake. Note that Jersey whole milk has approximately 50% more energy than 20-20 milk replacer.

Calves born in extreme heat or cold, calves born in difficult deliveries, and calves with abnormal gestation length may all have compromised abilities to absorb nutrients, so be sure to pay close attention to these calves.

5. Consistency

A calf with a minimal stress level will have a better chance to resist infections, so it is important to try and minimize anything that would cause stress in the newborn calf. The key is maintaining a consistent feeding schedule, with consistent amounts of feed and times of feeding. If changes are to be made to the feed, the amount of it, the dilution, or the method of feeding, implement these changes gradually.

After the first feeding of colostrum, begin adding milk or milk replacer to the diet almost immediately, so the calf gets used to it. Also, it is prudent to provide calf starter early, within the first week, to get the calf used to it almost immediately and providing an additional source of energy to the growing calf.

Finally, ensure that milk or milk replacer is provided at a constant temperature. During the next three months, whole milk or milk replacer can be fed in amounts of between 3 and 4 L per day, comple-

mented by introduction of a calf starter ration. Generally speaking, Jersey calves can be fed approximately half to two-thirds of the amount normally fed to Holstein calves.

For more information on early calf care, recommended websites are:

- www.calfnotes.com - a series of extension articles by Dr. Jim Quigley, many of which are Jersey specific.
- www.vetmed.wisc.edu/dms/fapm/forms_info.htm - documents by Dr. Sheila McGuirk from the University of Wisconsin-Madison on a variety of calf management issues.

Range of Recommended Jersey Heifer Weights & Heights



<i>Age (months)</i>	<i>Weight (pounds)</i>	<i>Height (inches)</i>
1	93-108	29-32
2	122-146	30-33
3	155-177	32-34
4	183-217	34-36
5	233-278	35-38
6	259-321	36-39
7	303-362	38-40
8	335-412	39-41
9	373-436	40-42
10	391-483	40-42
11	428-499	41-43
12	471-548	42-44
13	500-571	43-45
14	535-602	44-45
15	565-640	44-46
16	583-661	45-46
17	609-696	45-47
18	639-753	45-47
19	651-769	46-47
20	698-813	46-48
21	719-827	47-48
22	758-860	47-49
23	760-878	48-49
24	790-893	48-50

(Source: Penn State College of Agricultural Sciences 2008)

Disease Prevention

A topic on the minds of many dairy farmers these days is that of disease prevention. For many years, enzootic bovine leukosis (EBL) has been widely tested for, with many programs in place for disease prevention. Now, a disease of growing concern is Johne's disease, pronounced Yo-nees.

This article looks at what Johne's really is, how it can impact your dairy herd, how to test to see if it is present in your cows, and how to prevent disease transmission.

Johne's - The Facts

Johne's Disease is a contagious and chronic infection that primarily affects the small intestine of ruminants (*cattle, sheep, goats*). It is caused by the bacterium called *Mycobacterium paratuberculosis*. This is an extremely hardy bacteria species that is distantly related to bacteria causing both leprosy and Tuberculosis (TB).

The bacteria is contracted by ingestion of infected materials, where it then travels to the small intestine and multiplies. It causes clinical symptoms by causing thickening of the lining of the small intestine, specifically the ileum, which limits the animal's ability to absorb nutrients from digestion. This leads to noticeable weight loss and diarrhea despite normal appetite. After several weeks, a soft swelling may occur under the jaw (bottle jaw), which is due to loss of protein from the bloodstream.

At this point, the animal is not far away from the end of its life. Clinical symptoms of Johne's usually do not manifest for some time; indeed, the average incubation time for the bacteria is 5 years, with a range of 2 to 10 years. As mentioned, *Mycobacterium paratuberculosis* is a very hardy species of bacteria. It is exemplified by a very strong cell wall, which helps to make it very resistant to both environmental extremes and common disinfectants. This helps to explain why it will persist in the outside environment of a farm for quite an extended period of time. This also ensures that prevention, rather than clinical treatment, is the most effective way to prevent the impact of Johne's Disease.

Prevention Strategies

There are several reasons why a milk producer should resolve to restrict or eliminate Johne's infection in his/her herd. Reduced milk production, increased levels of involuntary culling, loss of heifer sales, and reduced production of beef from culled cows are all sources of

monetary loss. There is also some research to suggest the Johne's disease may be related to Crohn's Disease, an incurable intestinal disease in humans. Therefore, following some common sense prevention solutions may very well help to reduce or eliminate the prevalence of the bacteria in the herd, thereby saving the producer money and improving the health of his/her animals.

Infection most commonly occurs during the first year of life - animals are most susceptible to bacteria at a young age. Transmission is most often through ingestion of contaminated manure, but can also happen in utero or through infected colostrum. Therefore, many of the prevention guidelines apply to neo-natal care of calves, as well as heifer housing. Many of these prevention strategies should also help to curb infections from other common calf pathogens, such as Salmonella, calf scours, E. coli, and others.

Possible prevention methods could include:

- ✓ Ensure a clean birth environment. Dedicated maternity pens with heavy beddings and subsequent re-bedding between calvings with reduce contact with infected manure.
- ✓ Separation of the calf from adult animals to a separate area within a short time after birth also removes contact with potentially infected manure.
- ✓ Avoid natural nursing and raw milk use, to limit contact with manure on the udder or in the colostrum of an infected animal.
- ✓ Do not pool colostrum from untested cows.
- ✓ Maintain separate housing for heifers away from lactating animals.

It is also important to have Johne's prevention strategies for older animals as well. This can take the form of on-farm management decisions, as well as protocols when purchasing animals. Of course, a herd can limit exposure to the disease through having a closed herd, or no purchase of outside animals. However, if a herd wishes to purchase animals, some beneficial steps to limit exposure may include:

- Buy only from herds that test negative for Johne's;
- Pre-test any mature cows to be purchased;
- Pre-test 30 animals from the herd of origin (if currently untested) to estimate their infection status;
- Ensure all drinking sources are free from fecal contamination;
- Avoid manure contamination of feed by use of separate or regularly cleaned equipment for feed handling, as well as clean feed storages;
- Continual rejuvenation of standing pastures to break up manure deposits, through tillage or other pasture conditioning practices.

Source: Ontario Ministry of Agriculture and CanWest DHI, both based in Guelph, Ontario.

Testing - Many Useful Choices

The best way to limit the effect of Johne's on your herd is know the infection status of your herd, and to eliminate infected animals. Only 1 to 5% of infected animals will show clinical signs of infection at one time - the rest will appear healthy, but are expelling billions of bacteria into the herd environment. Therefore, herd-wide testing for infected animals is necessary to fully understand the infection level present in the herd.

Previous research has suggested that 15 to 30% of Ontario herds will contain at least one animal with Johne's infection, and these results should be applicable to Canada as a whole. In fact, CanWest DHI has found in their current testing that approximately 40% of herds have at least one animal test positive for the bacteria, while 28% of herds have 2 or more infected animals. It should be noted that infection is spread over many herds, but not in large numbers of cattle, as the same report from CanWest DHI found only 3.5% of 5000 tested animals to test positive for the disease.

This breeds optimism that the disease can be managed carefully through prevention and adequate testing procedures. There are currently three available tests for Johne's Disease. They are a fecal culture from fresh manure, a serum ELISA test using blood, and a milk ELISA test using milk samples, which is currently available in Ontario and the Western provinces.

Eliminating Johne's Disease is a long-term strategy in an infected herd, possibly taking 5 to 7 years to eradicate. However, through sound prevention techniques and adequate testing procedures, it is quite possible to limit the effect that Johne's can have on your herd. It is a complex disease, so producers should aim to work with their veterinarian to customize a prevention program specifically designed for your herd.

For more information: www.johnes.ca



**Johne's Education &
Management Assistance
Program**

JERSEY SHOWS IN CANADA



Typical Championship and Regional Show Dates

Western Canada

April: Dairy Classic Championship Show, Calgary, AB

July: Alberta Provincial 4-H Dairy Show, Olds, AB

August:

- Western Canadian Classic

(*Rotation: 2016 Manitoba; 2017 Saskatchewan; 2018 British Columbia*)

- Chilliwack Fair, BC

September: Interior Provincial Exhibition & Stampede, Armstrong, BC

October: Westerner Championship Dairy Showcase, Red Deer, AB

Ontario

April: Ontario Spring Discovery Show, Ancaster

July: Ontario Summer Show, Lindsay

August:

- Quinte Trent Parish Show, Campbellford

- Grey-Bruce Parish Show, Hanover

- Eastern ON/Western QC Championship Show, Navan

- Oxford Parish Show, Woodstock

- 400 Parish Show, Barrie

September:

- Quinte Championship Show, Belleville

- St. Lawrence Parish Show, Russell

- Brant Norfolk Parish Show, Paris

- Perth Huron Parish Show, Seaforth

- Stratford Championship Show, Stratford

October: Grand River Parish Show, Erin

November: Royal Agricultural Winter Fair, Toronto

Quebec

April: Quebec Spring Show, St-Hyacinthe

June:

- Expo Richelieu, Sorel-Tracy

- Expo D'ormstown, Ormstown

July:

- Expo BBQ Bellechasse, St-Anselme

- Expo Trois-Rivieres

- Expo St. Hyacinthe

- Expo Chicoutimi

- Expo Kamouraska/St-Pascal

August:

- Expo Rimouski

- Expo St. Agapit Lotbiniere

- Expo Beauce, St-Honore

- Expo Victoriaville

- Expo Quebec, Montmagny

- Ayer's Cliff Fair

September:

- Expo Brome

- Expo Richmond

November: Supreme Dairy Show, St-Hyacinthe

Atlantic Canada

August: Atlantic Summer Show – Charlottetown, PEI

Canadian Dairy Breeds Code of Ethics for Dairy Shows

“While presenting a positive image to spectators, the following is designed to support good animal husbandry both at home and at a show”



Part I

The following practices or procedures are considered unacceptable and defined as being unethical in the show ring of registered dairy cattle:

1. Misrepresenting the age of the animal for the class in which it is shown.
2. Balancing the udder by any means other than by leaving naturally produced milk in any or all quarters.
3. Treating the udder, internally or externally with an irritant, counter irritant, or any other substance to temporarily improve confirmation or produce unnatural animation.
4. Minimizing the effects of crampiness by feeding or injecting drugs.
5. Performing surgery of any kind to change the natural contour of appearance of the animal's body, hide or hair. Not included is the removal of warts, teats and horns, clipping and dressing of hair and trimming of hooves.
6. Inserting foreign material/articles under the skin, into the topline or on the feet.
7. Criticizing or interfering with the judge, show management or other exhibitors while in the show ring or other conduct detrimental to the breed or show tubing cattle.

Part II

The provisions of this part apply to entries of a breed regulated by a breed association which has adopted this part.

1. If intended for use in contravention of the Code of Ethics, no exhibitor and no agent, employee or other person acting on behalf of an exhibitor, shall have in his/her possession or control any hypodermic syringe, needle or other device, swabs, cloths, or other material, or any medicine, preparation or substance, whether in liquid or any other form.

2. Exhibitors will not be allowed to wrap hocks or drain fluid from hocks at a show.

3. All entries and the personal property of all exhibitors, their servants and agents and persons acting on behalf of the exhibitors, are subject to inspection by inspectors authorized by a show. All such persons shall co-operate with the inspectors and shall provide all such information in connection with such inspections and shall provide access to the animal and all information reasonably required by inspectors in connection with such inspections and shall provide, if so requested, samples of urine and blood suitable for analysis.

Exhibitors shall also remove any udder supports, blankets or other objects limiting the ability of the inspector to undertake a thorough inspection. In particular, the inspectors shall be informed, in advance, of the nature of any medicine, treatment or substance administered to any entry and the reasons therefore. Inspections under this paragraph may be carried out at any time while the animal is at the show and elsewhere in the period ending 30 days after the termination of the show between the hours of 6:00 a.m. and 8:00 p.m.

4. Any inspector may, at any time, require the delivery to him of any hypodermic syringe, needle or any other device, swabs, cloths or other material, or samples or any medicine, preparation or substance, whether in liquid or other form, in possession or control of the exhibitor, his servants, agents or persons acting on behalf of the exhibitor for the purposes of laboratory analysis.

5. (A) Subject to the provision of subparagraph (B), the following entries are disqualified and shall not participate further in the show which the entry is disqualified.

(i) Any animal determined by an inspector, who is also a veterinarian, to have an udder manifesting any of the following: localized swelling, oedema, erythema, sensitivity, reddening, firmness, warmth or exfoliation of the skin, but excluding general oedema associated with parturition or mastitis, or a sore in the area where the large blood vessels enter the udder.

(ii) Any animal entered by an exhibitor whose servants, agents or persons acting on his behalf, fails to co-operate in the inspection provided for under paragraphs 3 or 4.

(B) The inspector's determination pursuant to subparagraph (A)(i) is subject to an appeal by the exhibitor to the appeal committee appointed by the show for the purpose. Any such appeal must be made by notice in writing delivered to the show management within 1 hour of notification of the inspector's determination.

In keeping with the basic philosophy of the fair/exhibition/show committee, ethics are an individual responsibility. However, it should be understood that violators are subject to the disciplinary provisions of the Rules and Regulations.



Top 10 Reasons You Can Benefit from Membership



Annual Membership Types

- ① Regular & non resident – *enjoys all the benefits*
- ② Junior – *up to 21 years of age and enjoys all of the benefits except the right to vote*

1] Registration = Profit.

Registered Jerseys bring in more profit, dominate the Canadian market and are highly regarded globally. Selling an animal with proper identification and pedigree information gives buyers more confidence and increases the value of the animal – it also opens up A.I. incentives. For every animal registered you receive lower rates (*than non-members*) and after registering just a few animals your membership has paid for itself.

2] Data Integrity.

We are the gatekeepers of Jersey data - and good information helps you make good decisions. Whether it is pedigrees, classifications, production or show winnings, our data recording system is at your fingertips and can give you what you need to invest in resilient Jerseys. As reputable stewards of information, we are responsible and accountable to the herd book, our members and the breed.

3] Your Association.

Voting privileges ensure you have a voice, and ultimately your membership says you support the breed, care about its future and can make a difference.

4] Strength in Numbers.

We are a national association with deep roots in the dairy industry. Rules, regulations and requirements continue to change so we collaborate with experts, partner with leaders and participate in progressive programs to ensure a vital future for the breed.

5] Communication Hub.

We have something for everyone to keep you informed and educated all year long. Our renowned Canadian Jersey Breeder publication (*5 issues*) has a subscription value of over \$35 and is included with membership. Our website, eNews, blogs and social media vehicles allow us to interact with you digitally. Advertising options are available to help you market your assets.

6] Recognition.

Members are eligible for awards that acknowledge leadership, successful breeding programs, top performing cows and astute management practices. We encourage education and provide financial support for youth and young adults through scholarships.

7] True Competition.

We provide a virtual show ring for breeders to reveal the show results of top animals and compete for the prestigious All Canadian and Cow of the Year status. Respected industry accolades used to promote a cow, herd or family will build your brand/prefix.

8] Sharing.

Through events such as farm tours and our Annual General Meeting, we are here to bring the dairy community together and connect you with *'like-minded'* individuals to exchange ideas, celebrate, and have some fun. Our team has *'presence'* at various shows and sales to educate breeders on *'the Jersey advantage'*.

9] Insight and Advice.

Our staff is friendly and knowledgeable. We work closely with our members from coast to coast to help develop a thriving breed. From embryos and genetics to key indicators of profitability - we can answer your questions.

10] Leaders Share Your Passion.

Our Board and Committee volunteers are leaders and they have an extraordinary opportunity to influence our industry. They face present and future challenges and are focused on *'making things better'* for the next generation of Jersey farmers.

*Our motivation is simple, the Jersey breed, although small,
has proven to be important to the future of dairy.*



Jersey Canada

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