



2016 Annual Report



Canadian Jerseys
Efficiency • Profitability • Opportunity



Our Vision

Canadian Jerseys

Efficiency • Profitability • Opportunity

Our Mission

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

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Jersey Canada Board of Directors

Top to bottom:

Patrick MacDougall

Guillaume Dumais

Tim Sargent

(1st Vice President)

David Morey

(2nd Vice President)

John Vander Wielen

Joshawa Barter

Joanne Edwards

Mark Anderson

Brian Raymer

(Jersey Canada President)



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Front Cover: Lencrest SG Belle's Best ET VG-85

Photo by Luce Morin: <https://lucemorinsphotos.smugmug.com> & <https://www.facebook.com/luce.morin.54>

President's Message

Brian Raymer



On behalf of the Jersey Canada Board of Directors, welcome to Saint John, New Brunswick for the 2016 AGM. A big thank-you to Mark and Marjorie Anderson and Jersey Atlantic for hosting this year's meeting. As you read the annual report, I think you will find that 2016 has been an exciting and successful year at Jersey Canada.

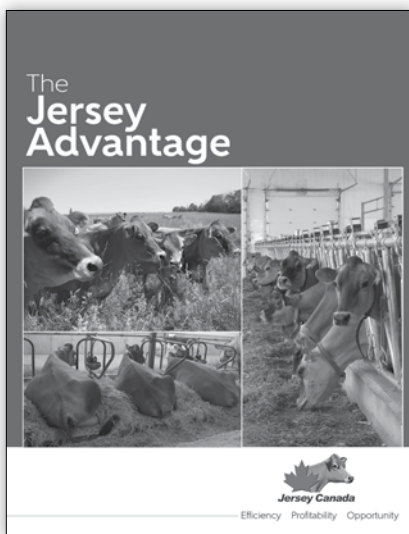
The board and staff have worked diligently on revising our strategic plan that is highlighted further into this report. The focus remains to grow the presence of Jerseys within the Canadian dairy population. The plan identifies seven priorities that will provide direction and help achieve our goals for the next three years, taking us to 2019. We would appreciate your feedback as you read through the plan.

As a board, we always have our eye on the future of our association, the Jersey breed and the dairy sector. This year is no exception. We have collaborated with industry partners to explore ways to streamline services, avoid duplication and find cost saving options for the producer. Our quest to become more efficient resulted in a very informative and productive meeting with Holstein Canada. Both parties mutually agreed that herdbook and member services were best left in our own offices at the current time. We will continue to work together with our partners and share information as we move forward.

Lastly, I would like to thank the members of the board for their support and commitment. It has been a pleasure working with all of you. I would like to thank Kathryn, Phyllis, Shawna and Ruth in the office, and Jean Marc in the field, for their exemplary service. We are indeed fortunate to have such a dedicated staff. It has been a privilege to serve Jersey Canada as President for 2016.

Respectfully submitted,

Brian Raymer



Thank You to Our Partners

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



General Manager's Report

Kathryn Roxburgh

Setting Goals

In the latter part of 2015, we set a goal: to focus more time and resources on tracking down missing transfers and unregistered animals in 2016. The first step to realizing this goal was the development of Jersey Canada's *Fresh Start* program. The *Fresh Start* program was designed as a special, once-in-a-lifetime initiative for owners of Jersey cattle who would like to begin or resume registering their animals. The program includes exclusive one-time-only discounts, which are applied to registrations and transfers of ownership as a group of Jerseys is entered into the Canadian herdbook.

As part of the *Fresh Start* program, a total of 352 Jerseys were registered in 2016, and 250 Jerseys were transferred. In other words, thanks to this new program, over 600 Jerseys that might otherwise not have been registered or transferred, were processed by Jersey Canada!

Another registry goal set for 2016 was to finally break the record number of Jerseys registered, which had been in place since 1967. I am very excited to report that, "*WE DID IT!*" In 2016, a total of 9905 Jerseys were registered, breaking the 49 year old record!

In 2016, a total of 9905 registrations were processed. This represents an impressive increase of 9.5% over 2015 (when 9045 registrations were processed), and the fourth time in five years that over 9000 Jerseys were registered. Also of important note is that 68% of the registrations processed in 2016 were for 0-3 month old females. It is wonderful to see our members and clients submitting their registrations in such a timely manner!

REGISTRATIONS

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Alberta	290	391	407	393	421	393	405	427	446	507
British Columbia	544	547	599	716	673	643	719	649	723	727
Manitoba	195	207	290	218	228	247	237	166	154	162
New Brunswick	151	195	146	191	160	199	218	193	194	206
Newfoundland	0	0	0	0	0	0	1	98	1	1
Nova Scotia	55	98	100	86	99	82	98	98	104	89
Ontario	3921	3703	3861	4011	4044	4245	4265	3945	4001	4342
Prince Edward Island	34	37	10	35	26	18	38	20	12	24
Quebec	1744	2011	2394	2622	2733	3106	3161	3190	3344	3664
Saskatchewan	80	116	93	83	56	64	67	34	63	178
Foreign	12	3	2	1	0	3	48	11	3	5
Total	7026	7308	7902	8356	8440	9000	9257	8831	9045	9905

TRANSFERS

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Alberta	172	100	82	47	75	46	52	43	135	135
British Columbia	209	178	146	91	92	162	44	72	92	117
Manitoba	37	7	216	26	3	22	14	7	9	46
New Brunswick	23	4	2	30	16	16	18	15	17	40
Newfoundland	0	0	0	0	0	0		1	0	0
Nova Scotia	7	18	20	27	16		1	8	12	35
Ontario	1766	830	1020	1177	1038	1046	1139	1050	1052	1533
Prince Edward Island	4	13	95	10	6	3	5	0	4	14
Quebec	705	936	835	844	1025	1332	899	980	953	1129
Saskatchewan	47	224	79	21	25	13	1	13	6	28
Foreign	44	756	165	159	58	61	74	96	83	81
Total	3014	3066	2660	2432	2354	2701	2247	2285	2363	3158

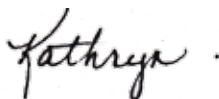
Transfers were strong for 2016 as well. A total of 3158 transfers were processed, representing a vigorous increase of 33.6% over 2015 (when 2363 transfers were processed). And of note again, 61% of transfers processed were received within 60-days of the date of sale. Timely submission of transfers of ownership ensures that we know where the Jerseys are in Canada, and increases the value of the animal to the new owner.

An increase in the volume of registrations also means an increase in accounts receivable for Jersey Canada. Two years ago, the goal was to significantly improve the association's cash flow through careful management of expenses, coupled with timely recovery of outstanding accounts. In April 2016, Jersey Canada began issuing monthly statements to account holders with an open balance. Response to the monthly statements has been very positive. Our members and clients appreciate that the statements help with their internal bookkeeping, and as a result submit payments in a timelier manner. Although issuing monthly account statements has increased the overall postage expense for Jersey Canada, we have benefitted from positive cash flow throughout the year. It means that we can remain on top of our accounts payable without incurring additional interest charges.

In 2016, Jersey Canada achieved many important goals, however, as American philosopher and psychologist John Dewey is quoted as saying, *"Arriving at one goal is the starting point to another."*

The Jersey Canada Board of Directors has put a lot of time and effort into developing the next chapter of our strategic plan, **Jersey Impact: 2017-2019**. The strong, measurable goals outlined in the plan each have clear directives and timelines to help further grow the Jersey breed in Canada.

Respectfully submitted,



Over 10 Years ...

- ↑ 20% Increase in Memberships
- ↑ 29% Increase in Registrations
- ↑ 5% Increase in Transfers

MEMBERSHIPS

	2000	2004	2008	2012	2016
Alberta	24	24	29	37	42
British Columbia	26	31	37	61	73
Manitoba	18	17	26	28	25
New Brunswick	14	20	23	22	28
Newfoundland		1	0	0	1
Nova Scotia	18	20	22	25	21
Ontario	344	425	391	382	437
Prince Edward Island	4	7	7	9	9
Quebec	88	174	367	475	479
Saskatchewan	10	18	16	12	13
Foreign	7	13	6	6	6
Total	553	750	924	1057	1134

*A summary of the strategic plan titled **Jersey Impact: 2017-2019** can be found on pages 10 and 11.*

Countries Importing Canadian Jerseys in 2016

Colombia
Mexico
USA

Countries Importing Canadian Embryos in 2016

Australia
Brazil
France
Korea
Netherlands
United Kingdom
USA



John Vander Wielen (Chair)

Mark Anderson

Joshawa Barter

Frances Freeze

Rhonda Hulan

Karen Kingdon

David Morey

Caroline Pelletier

Jean-Marc Pellerin (Resource)

Marketing & Publications Committee Report

The Marketing and Publications Committee has had a very productive 2016. I would personally like to thank each committee member for their time and dedication. A very special thank you to Shawna Berry, our Communications Specialist, for the excellent job she has done this past year.

The Jersey Breeder would not be possible without the support of our advertisers. Since it is our primary communication vehicle, we appreciate and thank each and every advertiser over the four issues published last year. We are grateful to once again receive financial support from the Canada Periodical Fund of the Department of Canadian Heritage.

One of our most prominent achievements this year was the development of the 8-page **Jersey Advantage** brochure in both French and English. In print, the brochure was distributed with the Jersey Breeder, at trade shows and industry events. We hope that our members had a chance to read it and pass it along to a friend or neighbour. It clearly explains how Jerseys have earned the reputation of being the 'profit cow' and why they work so well in many different situations. The Jersey Advantage was also well received internationally and has been picked up in Australia and Brazil. A digital version is available online and will be promoted throughout 2017.

Jersey Canada continues to progress through its digital platforms. In 2016, Facebook LIKES grew by 20% and Twitter followers increased by 25%. Our eNews continues to strengthen with new visually appealing templates and we work hard to build our database and expand our reach. In the spring of 2016, Instagram was added to our menu of social applications with instant engagement. Hootsuite was implemented to help efficiently manage and monitor our posts. Adobe Spark and Lightroom are two new applications that help curate and prepare our images that drive today's digital activity.

The Jersey Canada website houses all of our services, programs, and marketing pieces. It remains to be our foundation and whether it be on-line registrations, genetic testing, events, or feeding Jerseys, we reference it in everything that we do. It supports all of our marketing campaigns, such as the Hoof Care Video Series in 2016, and even hosts important documents such as this annual report. Keeping the site updated and fresh is a vital part of having information accessible to a great majority. Digital AD's continue to be as popular as ever with a 95% sell-out.

Last but not least, the Cow of the Year contest is gaining momentum and we are happy to see an increase in the number of nominated cows and members voting. Congrats to Avonlea Mischief's Magnolia ET – our 2016 Cow of the Year.

In closing, planning is underway to develop specific campaigns that support initiatives within the new strategic plan and we look forward to promoting the Jersey into the future.

Respectfully submitted,

John Vander Wielen



"Advertising in the Jersey Breeder for so many years has provided us with a friend in every community. Our credibility has been built on print marketing in a publication that directly speaks to our market. Breeders are very familiar with our farm and the quality of our animals. We are told by fellow dairymen that they like our AD's and enjoy seeing them in print when so many have gone digital. They also appreciate our support for the breed."

*~ Tim Sargent ~
Enniskillen Jerseys*

Youth Committee Report

It has been another exciting year for the Youth Committee. I'd like to thank the enthusiastic committee members and office staff that make everything possible.

The year started out with the presentation of the Youth of Distinction winner at the AGM in Ingersoll, ON. This award is offered to candidates with strong leadership and involvement in agriculture, the community, and the Jersey breed. I'd like to congratulate Sean Smith on having been the 2016 recipient.

The Facebook Photo Contest continues to be popular with 28 entries and 1515 votes cast. The winners of the contest were Taylor Flewwelling (*414 Likes*), Amy Dafoe (*338 Likes*) and Hannah Skinner (*152 Likes*). Thanks to Shawna for facilitating this contest.

The committee oversaw another great year for our scholarship program as we received six outstanding applications. With the support of the Earl Vander Meulen Memorial Fund we were able to award three bursaries, to Michael Haeni (*Didsbury, AB*), Katie Illick (*Amaranth, ON*) and Erica Sayles (*Paris, ON*). On behalf of the committee I'd like to encourage all eligible applicants to apply or re-apply for this opportunity.

New this year was the addition of a Champion Showmanship Class at the Jersey Youth Showmanship Competition held at the Royal. We'd like to extend our thanks to our new sponsor, Bruce Sargent of Farm Boy Productions, for his help in making this idea a reality. The first time winner of the Champion Showmanship Class was Caleigh Van Kampen. Caleigh also had the honour of representing Jersey Canada as our Royal Jersey Ambassador. The judge for the Youth Showmanship Competition was Joel LePage (*Amqui, QC*) who placed a total of 40 competitors (*10 novice, 12 junior, 18 senior*).

I look forward to working with the committee again in 2017 and to the possibility of being able to offer new youth and next generation programs in the near future.

Respectfully submitted,

Joshawa Barter



Joshawa Barter (Chair)
Kevin Elshof
Frances Freeze
Casey Morey
Andrea Nixon
Stephynie Sargent
Sean Smith



Jersey Canada's Facebook Photo Contest



*"Love at First Sight" by Taylor Flewwelling
@ 414 Likes*



*"Summer Picnic" by Amy Dafoe
@ 338 Likes*



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

Genetic Improvement Committee Report

How does one measure genetic improvement? Ultimately by registrations. Over the last five years Jersey Canada has registered an average of just over 9200 new animals per year. Years of genetic improvement, breeder persistence, and the increased awareness of multiple component pricing and feed efficiency have put the Jersey cow back in a favourable light for all dairy breeders.

But as usual our work is not complete. The future looks very positive for the Jersey cow and now we must focus on the next generation of breeders to help them breed even more profitable cows. Several things must be considered for the future with the implementation of new milk production standards. With the increased popularity of loose housing facilities, we must focus on our mating programs to ensure the animals housed in these facilities have sound feet and legs, well attached udders and have overall balance to handle the day-to-day challenges of more activity than is seen in a typical tie-stall operation. On the production side of our breeding programs, we must focus attention on increasing butterfat and protein yields, to keep our status as the number one component breed.

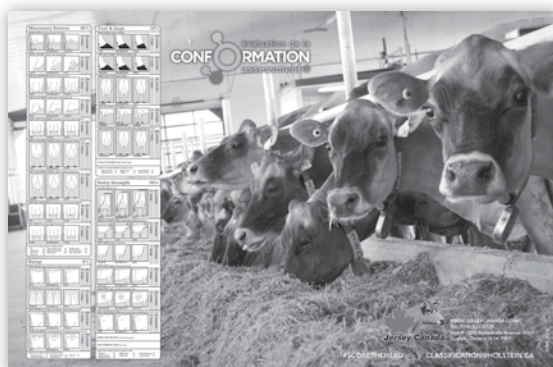
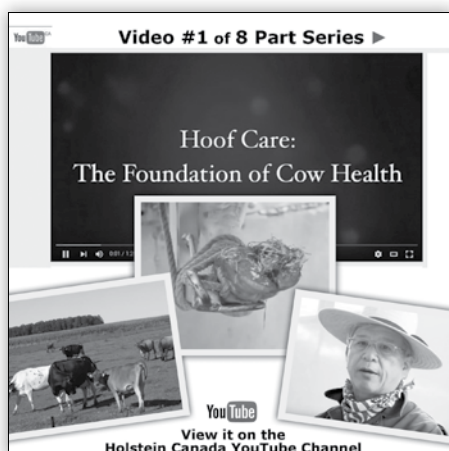
In the past several years there has been much publicity about A2-A2 milk and associated claims of health benefits. The Jersey breed is well positioned to take advantage of this niche milk market. Through genomic testing, the A2-A2 genotype has been identified in 65% of the animals tested. Thanks to AI industry partners, all A2-A2 bulls are identified on semen brochures as well as the Canadian Dairy Network website.

In February 2016, the Genetic Improvement Committee met with Holstein Canada's head classifiers Carolin Turner and Bruno Jubinville, to discuss points of concern in the area of classification. After a day of very productive discussions, the committee voted to remove three points from the dairy strength category of the classification score card, and add those three points to the feet and legs section. This adjustment is intended to help identify the sires that will improve the functional strength for the new era of milk production compliance. The weighting change was implemented in the summer of 2016 and the first official round using the revised scorecard will be completed in late March 2017.

The Jersey Breed is growing throughout the world. Be passionate, be informed and get involved with your breed and its programs. The future is yours! Thank you to members of the Genetic Improvement Committee for their time and effort in the continued development of the Jersey breed.

Respectfully submitted,

Tim Sargent



Show Committee Report

This has been another successful year for Jersey shows across the country with many reporting great numbers. Our national show at the Royal Agricultural Winter Fair (RAWF) garnered 247 head of exceptional Jerseys. With special mention to Musqie lotola Martha ET, again reigning Supreme Champion.

With a new rule added at the national level regarding excessive painting to alter the body colour of animals, it was nice to see the majority of exhibitors adhere to this change. With an increased interest of showcasing the efficiency and profitability of the Jersey breed, the Show Committee is currently working on adding a Lifetime Component Class for 2017 and a Milking Intermediate Yearling Class for 2018 to the Royal line-up.

In 2016, the All Canadian competition added two 4-H classes resulting in a total of 20 classes and 164 entries. By merging the entry forms for the All Canadian and All Ontario competitions, we were able to save many participants time and eliminate administration duplication for Jersey Ontario. The Show Committee and Jersey Canada staff continue to work on improving and streamlining the All Canadian program with a full understanding of its importance to our participants, not only nationally but internationally. Congratulations to the exhibitors and owners of this year's winning All Canadian nominations.

Lastly, I want to take this opportunity to thank Show Committee members, volunteers, staff and exhibitors for their extraordinary commitment to make Jersey shows thrive across the country. These shows add yet another venue for breeders to market their Canadian genetics. Social or business, everyone has their own special reason for showing, but the fact remains that it sparks the interest of young people. This is how many of our youth and next generation will become involved in the dairy industry. It all begins at the showmanship level where participants develop a great bond with the breed and gain the fundamental skills to handle, care and present themselves and the animals to the public.

On behalf of the Show Committee, I would like to wish organizers and show participants a positive and successful 2017 show season!

Respectfully submitted,

Joanne Edwards



*Thank you to Purina for
generously sponsoring the
All Canadian Contest.*

RAWF Representatives

Richard Osborne
Tim Sargent
Jennifer Vander Meulen



Joanne Edwards (Chair)
Melissa Bowers
Guillaume Dumais
Remi Guay
Sylvain Houle
Bobby Jarrell
Jon Kingdon
Tim Sargent
Peter Stern

All Canadian Champion Heifer



Brandervale Naughty Nostalgia

All Canadian Champion Cow



Musqie lotola Martha ET



Our Vision

CANADIAN JERSEYS

Efficiency
Profitability
Opportunity

Our Mission

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

Our Key Priorities

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

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.

STRATEGIC PLAN

Priority #1 Partnerships

Strategic Objectives

1. Keep AI Companies and Sire Analysts informed of Jersey Canada's genetic goals.

When? 2017

Who? Genetic Improvement Committee; General Manager

2. Explore partnership opportunities with AJCA and other national Jersey associations through meetings and networking.

When? 2018 - 2019

Who? Board; General Manager

3. Work with veterinarians and nutritionists to have a better understanding of the needs unique to the Jersey breed. Publish a series of articles on these needs.

When? 2017

Who? Board; Marketing Committee; Communications Specialist; General Manager

4. Continue to foster open communication with regional associations by sharing updates and seeking feedback. Support regional programs both financially and with skills/resources.

When? 2017 - 2018

Who? Board; General Manager; Communications Specialist

5. Continue to cultivate positive working relationships with industry partners through participation at events and one-on-one meetings.

When? 2017 - 2019

Who? Executive; General Manager

Priority #2 Education

Strategic Objectives

1. Educate membership on Jersey feed efficiency through fact sheets and articles. Distribute at trade shows and through all media channels.

When? 2017 - 2018

Who? Communications Specialist; General Manager

2. Promote attributes of the Jersey breed by delivering attractive presentations and handouts at regional AG schools.

When? 2018 - 2019

Who? Board; Regional Associations; Communications Specialist; Fieldman

3. Promote the advantages of Genomic Testing as a management tool through articles and at our AGM.

When? 2017 - 2018

Who? Board; Communications Specialist; General Manager

4. Develop specific marketing fact sheets and articles to promote the Jersey breed's high fertility and hoof health.

When? 2017 - 2018

Who? Communications Specialist; General Manager

5. Promote the benefits of belonging to Jersey Canada with the development of a 'Welcoming Kit'. Feature the advantages of joining a committee.

When? 2018

Who? Board; Communications Specialist; General Manager

Priority #3 Marketing

Strategic Objectives

1. Develop marketing campaigns titled: "The more efficient breed", and "Will they compete with larger breeds?". Feature economic comparisons and testimonials from multiple breed herd owners. Distribute through all media channels.

When? 2018

2. Develop fresh, new, aggressive monthly social media campaigns that cross reference information on the website or in the Jersey Breeder.

When? 2017

3. Target 4-H youth with a "Smaller Heifers for Showmanship" campaign. Distribute through all media channels.

When? 2018

4. Promote Canadian Jersey milk, cheese and meat products by compiling a list of processors. Feature "Jersey Processor of the Month" via digital media.

When? 2017 - 2018

Who? (above 4 objectives) Marketing & Communications Committee; Communications Specialist

5. Communicate Jersey Canada's success through monthly 'good news' eblasts about the association and its members.

When? 2017

Who? Communications Specialist; General Manager

Jersey Impact: 2017-2019

Priority #4 Youth

Strategic Objectives

1. Enhance the Jersey Canada Youth Scholarship program with sustainable options to offer more annual scholarships, as well as increasing the amount of the award.

When? 2018

Who? Youth Committee;
General Manager

2. Stimulate engagement using the appropriate social media applications for the 'under 25' market to promote Jersey programs and events across Canada.

When? 2017

Who? Communications Specialist;
Regional Associations

3. Investigate the development of an International Jersey Exchange/Travel Program. Explore insurance and liability obligations, source a national Jersey association partner, and develop the program along with selection criteria.

When? 2017

Who? Youth Committee; General Manager

Priority #5 Genetic Improvement

Strategic Objectives

1. Promote the 2020 National Production Goal: 8000 kg Milk at 5.5% Fat and 4.5% Protein. Develop a series of articles on this topic.

When? 2017

Who? Genetic Improvement Committee; Communications Specialist;
General Manager

2. Develop a campaign on "Breeding Jersey Heifers at 12-13 Months".

When? 2017

Who? Genetic Improvement Committee; Communications Specialist

3. Improve somatic cell count and fertility within the breed and reduce the prevalence of Jersey haplotypes. Provide articles, lists of known male haplotype carriers, and sponsor research trials.

When? 2017 - 2018

Who? Board; Marketing & Publications Committee; Genetic Improvement Committee; Communications Specialist

4. Promote the use of sexed semen as a way to satisfy market demand for heifers.

When? 2018

Who? Marketing & Publications Committee; Communications Specialist

5. Promote classification, milk recording, registration and genotyping services through various marketing initiatives.

When? 2018

Who? Communications Specialist;
General Manager

Priority #6 Management

Strategic Objectives

1. Arrange for follow-up visits to members who make use of the Fresh Start program.

When? 2017

Who? Registrar; Administrator;
Fieldman; General Manager

2. Work with ABRI to develop a secure application that can accept electronic transfers of ownership, improve the online registration system to be more intuitive, and explore a mobile application for registrations.

When? 2017 - 2019

Who? Board; General Manager

3. Analyze and identify optimal registry volumes to maintain competitive service fees. Report outcome to members annually.

When? 2018

Who? Board; General Manager

4. Work with ABRI to develop an on-line portal for members to update herd inventories in the herdbook. Educate members on the benefits of identifying active Jerseys and animals that have left the herd.

When? 2018 - 2019

Who? Board; General Manager

5. Increase the number of annual field visits by 50% in Atlantic and Western Canada, and 150% in Ontario.

When? 2017 - 2019

Who? Regional Associations;
Fieldman

Priority #7 Research

Strategic Objectives

1. Create a 'Research' page on the Jersey Canada website to include Jersey-specific global research. Include abstracts for each paper and links to published documents. Establish and contact international sources to solicit new research.

When? 2017 - 2019

Who? Marketing & Publications Committee; Communications Specialist

2. Conduct a study investigating the differences in building costs between housing Jerseys and housing larger dairy breeds. Publish articles comparing building quotes in the Jersey Breeder and on the website.

When? 2018 - 2019

Who? Marketing & Publications Committee; Communications Specialist

3. Follow up to ensure that research referenced in Jersey Canada's print and digital publications is relevant in today's market. Compile a list of sources quoted and contact authors to verify if information is current and relevant.

When? 2017 - 2018

Who? General Manager

Awards & Scholarship Programs

Presented Throughout the Year

Jersey Canada Youth Scholarships

Erica Sayles
Paris, ON

Katie Illick
Amaranth, ON

Michael Haeni
Didsbury, AB

Royal Jersey Ambassador

Caleigh Van Kampen
Amaranth, ON

Nola Brown Continuous Achievement Award

Michael Haeni
Didsbury, AB

Earl Vander Meulen Memorial Award

Dennis Werry
Oshawa, ON

Production Awards

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

✂ **INDIVIDUAL AWARDS** ✂

Youth of Distinction

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

Michael Haeni
Didsbury, AB

Jersey Young Achievers

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

Bobby & Jennifer Jarrell (RJF)
Corbyville, ON

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

Matt & Kerry Fraser (Maker)
Rockwood, ON

Honourary Life Member

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

Eric Thompson (Pine Haven), Oxford, NS
Fran Edwards (Bramville), Nokomis, SK
Wayne Boswell (Marshfield), Marshfield, PEI

Distinguished Service Award

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

Charlie Thomson (CBS)
Rosedale, BC

✂ **MASTER & CONSTRUCTIVE BREEDERS** ✂

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

Master Breeder

Recognizing long-term excellence in breeding Jersey cows.

Brent & Betty Butcher and Family (BRENBE) - *Ayr, ON*

Constructive Breeders

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

Category 1 (5-9 registrations/year)

Marbro Farms (MARBRO) - *Woodstock, ON*
Gordon and Ross Marshall

Category 2 (10-24 registrations/year)

Oscar & Lucinda Weber and Jesse & Ellen Weber (WEBERLEA) - *St. Clements, ON*

Category 3 (25+ registrations/year)

Creek Edge Farms Inc. (HIDDEN DREAM) - *Elora, ON*
Oscar & Shirley Martin, Terry & Sheryl Martin, Javan & Sheila Martin

✂ **2016 COW OF THE YEAR** ✂

Avonlea Mischief's Magnolia ET Sup-Ex 92-4E

Breeder: Avonlea Genetics Inc., Brighton, ON

Owner: Unique Stock Farm, Rochester, AB and Robert Jarrell, Corbyville, ON

✂ **PERFORMANCE AWARDS** ✂

Presidents Cup

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

Award for Butterfat & Protein

RJF REMAKE BECKY (110205395)

5382 Kilograms Fat & 4590 Kilograms Protein

Owner: Robert Jarrell - Corbyville, ON

Hall of Fame Trophy

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

MENARDISE VINNIE JESSICA (108443635)

1-11, 13031M, 744F @ 5.7%, 534P @ 4.1%

BCA: 503-539-545

Composite BCA – Fat & Protein: 1084

Owner: Guillaume Menard - Verchères, QC

The Jersey Canada Operations Committee is pleased to present the 2016 Financial Report. On the following pages, the Statement of Financial Position and the Statement of Operations report a 4% increase in revenues and, perhaps more noteworthy, an 11% decrease in expenses over 2015.

Jersey Canada's financial position for the year ended December 31, 2016 is a result of the overall increase in registry revenues, combined with the careful management of day-to-day operations.

The following notes highlight line items which showed notable changes in 2016 compared with 2015.

Registrations, Transfers and Memberships

- Revenue: \$349,797 in 2016 vs \$332,759 in 2015

A 9.5% increase in the number of registrations and a 33.6% increase in the number of transfers processed in 2016 resulted in an overall 5% increase in registry revenues. A significant portion of the registrations and transfers were processed at the lowest possible fee.

Market Development

- Revenue: \$12,081 in 2016 vs \$4,627 in 2015
- Expense: \$25,519 in 2016 vs \$16,660 in 2015

Market Development includes all special marketing projects for Jersey Canada. For 2016, this included the Hoof Care Management video series and new classification posters. Both of these projects were sponsored in part by industry partners (Holstein Canada, Dairy Farmers of Canada, and Semex), which is reflected in Market Development revenues.

Market Development also includes international travel expenses. In 2015 Jersey Canada had applied for LTIS funding to offset travel costs for the General Manager to attend the World Jersey Cattle Bureau (WJCB) meetings in Germany. Unfortunately, that funding fell through, and therefore the international travel expenses for both 2015 and 2016 WJCB meetings are reflected in the 2016 expense line. Also contributing to the increase in Market Development expense was the production of the 'Jersey Advantage' marketing brochure.

DNA Testing

- Revenue: \$21,895 in 2016 vs \$20,650 in 2015
- Expense: \$10,818 in 2016 vs \$14,477 in 2015

As the popularity of SNP genomic testing increases, fewer microsatellite DNA tests are requested. Jersey Canada incurs expenses for every microsatellite test processed, while Holstein Canada incurs the initial costs for all SNP genomic tests. Jersey Canada recovers administration costs for distributing all DNA test results, as reflected in the DNA Testing revenue line.

Administration

- Expense: \$102,848 in 2016 vs \$145,021 in 2015

The 29% decrease in Administration expense is largely attributed to a significant reduction in the amount of Bad Debt written off in 2016. There was however, an increase in postage, envelopes and paper purchased, due to increased registry work volumes and issuing monthly account statements.

Magazine/Publications

- Revenue: \$113,854 in 2016 vs \$136,778 in 2015
- Expense: \$81,818 in 2016 vs \$102,126 in 2015

In 2016, the Canadian Jersey Breeder magazine was reduced to four editions during the year. This change was made in response to members' decreased interest in advertising. At the same time, strategic changes were made to the paper size and the distribution of colour pages within the magazine, resulting in an overall 37% reduction in printing costs.

Chartered Professional Accountants

INDEPENDENT AUDITOR'S REPORT

To the Members of Jersey Canada

We have audited the accompanying financial statements of Jersey Canada, which comprise the statement of financial position as at December 31, 2016 and the statements of operations, changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations and for exercising internal control as management considers necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement. An audit also includes testing the evidence supporting the amounts and disclosures in the financial statements. An audit is not a guarantee of the accuracy of the financial statements, and it does not provide assurance that the financial statements are free from all misstatements. An audit also includes testing the internal control systems, where appropriate to the audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes testing the appropriateness of accounting policies used and the reasonableness of accounting estimates and disclosures, as well as evaluating the overall presentation of the financial statements.

Our audit procedures have obtained in our audit is sufficient and appropriate to provide a basis for our opinion. We have obtained in our audit is sufficient and appropriate to provide a basis for our opinion. We have obtained in our audit is sufficient and appropriate to provide a basis for our opinion.

**Chartered Professional Accountants
Licensed Public Accountants**

Guelph, Ontario
September 22, 2017

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10000 HWY 100, UNIT 100, GUELPH, ON, N1C 4W1 • TEL: 519-812-0045 • FAX: 519-812-0011 • jll.ca

2016 2015

CURRENT

ASSETS

CAPITAL ASSETS (note 3)**ASSETS UNDER CAPITAL LEASE** (note 4)

OTHER

Registry system development cost
System enhancements
Less: accumulated amortization

RESTRICTED JERSEY CANADA YOUTH FUND (note 5)

Investments	40,263	43,402
Due from Jersey Canada Youth Fund, interest free, unsecured	(7,613)	(6,361)

LIABILITIES

CURRENT

Accounts payable and accrued liabilities	\$ 34,431	\$ 47,122
Government remittances payable	7,087	9,629
Prepaid subscription revenue (note 9)	6,146	8,285
Registry advances (note 9)	34,205	38,605
Deferred government grant (note 9)	7,903	782
Current portion of capital lease obligation	<u>0</u>	<u>5,757</u>
	89,772	110,180

NET ASSETS

Net assets invested in capital assets	123,677	134,359
Restricted for Jersey Canada Youth	32,650	37,041
Unrestricted net assets	<u>236,033</u>	<u>202,241</u>
	<u>392,360</u>	<u>373,641</u>
	\$ 482,132	\$ 483,821

Statement of Operations

FOR THE YEAR ENDED DECEMBER 31, 2016

	2016 BUDGET (note 7)	2016 ACTUAL	2015 ACTUAL
REVENUES			
D.N.A. testing	\$ 20,000	\$ 21,895	\$ 20,650
Market development	4,000	12,081	4,627
Commission	500	0	642
Interest on overdue accounts	5,000	2,144	4,434
Investment income (note 8)	9,000	9,241	7,763
Pedigrees / catalogues / reports	6,000	5,709	5,664
Registrations, transfers and memberships	341,050	349,797	332,759
Rental	2,372	2,372	2,372
Magazine / publications revenues (schedule 2)	114,500	113,854	136,778
Government grant - amortized capital purchases	0	174	236
Other	100	1,074	217
	<u>502,522</u>	<u>518,341</u>	<u>516,142</u>
EXPENSES			
Administration (schedule 1)	97,778	102,848	145,021
D.N.A. testing	15,600	10,818	14,477
RAWF activities	13,000	12,584	10,520
Building (schedule 1)	33,673	32,262	34,702
Magazine / publications expenses (schedule 2)	92,779	81,813	102,126
Meetings (schedule 1)	28,230	24,236	33,254
Pedigrees / catalogues / reports	50	17	63
Salaries and benefits (schedule 1)	145,233	149,523	142,257
National extension program	45,000	41,577	43,318
Staff travel	8,050	3,130	6,537
Special grants and memberships	1,500	2,420	1,804
CDN contributions	1,000	1,000	1,000
Market development	17,650	25,519	16,660
	<u>499,543</u>	<u>487,747</u>	<u>551,739</u>
SURPLUS (SHORTFALL) before the following:	<u>2,979</u>	<u>30,594</u>	<u>(35,597)</u>
Amortization (schedule 1)	(8,428)	(9,318)	(12,185)
Gain on foreign exchange	1,000	1,834	2,402
	<u>(7,428)</u>	<u>(7,484)</u>	<u>(9,783)</u>
(SHORTFALL) SURPLUS from operations for the year	(4,449)	23,110	(45,380)
JERSEY CANADA YOUTH FUND SHORTFALL (note 5)	<u>0</u>	<u>(4,391)</u>	<u>(3,084)</u>
(SHORTFALL) SURPLUS for the year	<u>\$ (4,449)</u>	<u>\$ 18,719</u>	<u>\$ (48,464)</u>

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

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

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

JERSEY CANADA MASTER BREEDERS

SINCE 1969

1969 Pierre Veillon, Wendybrook, QC
1970 Gilbert Robison, Campburn, NB
1971 Norman Bagg, Edgelea, ON
1972 R.T. Sayles, Spruce Avenue, ON
1973 Cecil Mortson, Mordale, ON
1974 John Batty, Crescent, ON
1975 Redelmeier Family, Don Head, ON
1976 Maurice Beatty, Lindale, ON
1977 R.T. Stenger & Son, Enniskillen, ON
1978 Featherstone Brothers, Avonlea, ON
1979 John S. Adamson, Dalcraig, NS
1980 D.H. McCaig & Son, Norval Acres, QC
1981 Rock Ella Jersey Farm, Rock Ella, ON
1982 Llolyn Farms Ltd., Llolyn, ON
1983 John White, Valleystream, ON
1984 Grant Butcher, Granclare, ON
1985 Floyd Dingwall, Spruce Vine, ON
1986 Brian Sayles, Bridon, ON
1987 William Fletcher, Pleasant Nook, ON
1988 Robert Anderlini, Valtallina, BC
1989 Albert Taylor, Pine Grove, ON
1990 Ralph Quadling, Longacres, BC
1991 Barry G Little, Meadow Lawn, ON
1992 Karl & Isolde Koeppe, Franken, ON
1993 Robert & Bruce Mellow, Glenholme, ON

1994 George Brown, Brownlane, NB
1995 Albert Boswell, Marshfield, PEI
1996 Roger E Ray & Diane Jarrell-Ray, Hollylane, ON
1997 John & Helen Sheardown, Rexlea, ON
1998 Sean McMahon, Shamrock, ON
1999 Lionel McKeown, Glenamore, ON
2000 Fred & Ruth Armstrong, Huronia, ON
2001 Dean Sayles, Spruce Avenue, ON
2002 James D Livock, Avonlea, ON
2003 Joan & Henry Westwick, Handen Farm, BC
2004 Chris & Valerie Richardson, Rich Valley, ON
2005 Leonard & Greg Mortson, Mordale, ON
2006 Brian & Linda Raymer, Bri-Lin, ON
2007 Dave & Anne Honderich, Willow Creek, ON
2008 Robert & April Jarrell, RJF, ON
Stephen Borland, Rapid Bay, QC
2009 Don & Evon Hendrickson, Gaymar, BC
2010 Paul & Lorraine Franken, Paullor, ON
2011 The Sayles Family, Bridon, ON
2012 Michael Stern, Potwell, Paris, ON
2013 Eric Thompson, Pine Haven, NS
2014 Lorne Ella, Rock Ella, ON
2015 Hollylane Jerseys, Corbyville, ON
2016 Rexlea Jerseys, Schomberg, ON
2017 Brent & Betty Butcher and Family, Ayr, ON

2017 MASTER BREEDER

FOR LONG-TERM
EXCELLENCE
IN BREEDING
JERSEY CATTLE

Congratulations
Brent & Betty Butcher
BRENBE FARM

*Photo: June 2000 cover of the Canadian Jersey
Breeder. Brenbe Tex Zelda Ex 90-3E, 3-Star Brood
cow and daughter Brenbe Juno Zelia Ex 91-2E.*

