



# 2017 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.

## Table of Contents

- 3 President's Message
- 4 General Manager's Report
- 6 Marketing & Publications Committee Report
- 7 Youth Committee Report
- 8 Genetic Improvement Committee Report
- 9 Show Committee Report
- 10 Strategic Plan - Jersey Impact: 2017-2019
- 12 Awards & Scholarships
- 13 Financial Report

## Jersey Canada Board of Directors



*Left to right:*

John Vander Wielen,  
Guillaume Dumais, Patrick  
MacDougall (*2nd Vice  
President*), Tim Sargent  
(*Jersey Canada President*),  
David Morey (*1st Vice  
President*), Joanne Edwards,  
Joshawa Barter, George  
Van Kampen

*Above:* Rhonda Hulan



Jersey Canada, 350 Speedvale Avenue West, Unit 9 Guelph, Ontario N1H 7M7  
Phone: (519) 821-1020 Fax: (519) 821-2723 Email: [info@jerseycanada.com](mailto:info@jerseycanada.com)  
[www.jerseycanada.com](http://www.jerseycanada.com)



Front Cover: Enniskillen Jimperial Mamie 6P Sup-Ex 91-5E  
Photo by Bruce Sargent

# President's Message

Tim Sargent



Where does the time go? Many years ago, before Russell Gammon joined Semex, we had a long and deep discussion about the Jersey breed. The main point was whether Jerseys were a 'fad' or 'phenomenon'. Fast forward to the spring of 2018 where our thoughts and discussions of that period are a realized 'PHENOMENON'.

It is a great testament to the resilience of the Jersey cow and to the dedication of Jersey breeders, who have proven her valuable place in the dairy industry. The Jerseys natural biological ability to be very productive, while being feed efficient, consuming less water, requiring less veterinary attention, needing fewer AI services, less space for housing, fewer hoof care interventions and, not to forget, producing 55% less phosphorous in their manure, for those farms challenged with manure management caps. What else can the Jersey cow do for you? She can reduce the national Solids Not Fat (SNF) ratio. Data tell us that the Jersey breed average is slightly below the national SNF consumer requirement.

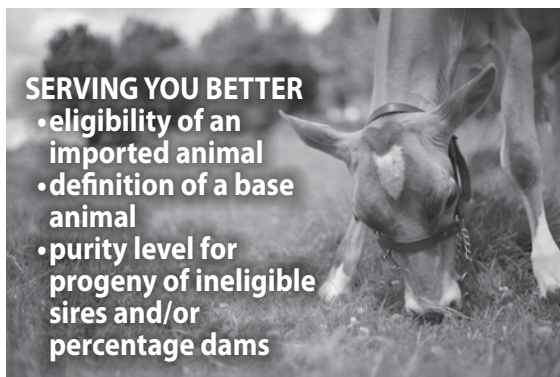
We would like to congratulate the P4: Western Milk Pool (BC, AB, SK, MB) on their milk price changes in the fall of 2017. These changes will help meet the growing domestic demand for butterfat and address the surplus of SNF stock in Western Canada. In turn, this has also raised the values of Jersey producer milk cheques by approximately seven cents/litre – this is outstanding! Subsequently, in the past six months the importation of Jerseys to the P4 from the U.S.A has reached over 1,000 animals and is still growing.

It is indeed a great time to be a Jersey breeder, to share our good news and experience with those who are adding Jerseys to their dairy program. When you're out visiting a neighbouring farm, let them know that Jersey Canada is here to help. In addition to managing the Jersey herd book, which serves to assess the breeding value of your animals, improve your herd, and build on your investment, the association strives to develop the breed as a whole. As gatekeepers of Jersey data and providers of multiple tools and programs that benefit owners and breeders, Jersey Canada helps producers make good decisions.

It is said that an organization is only as strong as its employees. This is very true of the staff at Jersey Canada. Kathryn, Phyllis, Shawna, Ruth, Jean Marc - and now Russell - have tackled many challenges. We have a great team and on behalf of the board I can honestly say we would be lost without them and we thank them for their relentless determination and commitment. *Bring on 2018!*

Respectfully submitted,

*Tim Sargent*



## Bylaw Amendments

In 2017, the Ministry of Agriculture and Agri-Food Canada approved two Jersey Canada Bylaw Amendments: Article 19 (Rules of Eligibility for Registration) and Article 20 (Registration).

The amendments address three key areas that will allow us to serve you better.

## Thank You to Our Partners

American Jersey Cattle Association  
Canadian Dairy Network  
CanWest DH1  
Holstein Canada  
RLB  
Chartered Accountants  
Valacta



### Operations Committee

Tim Sargent (Chair)  
Brian Raymer  
Patrick MacDougall  
David Morey

# Interim Manager's Report

Russell Gammon

## OVERFLOWING WITH LIFE

Jersey Canada was established 117 years ago. Today, the association is enjoying significant resurgence and this is evident in many key indicators of our organizations vibrancy and life:

- Registrations increased 7.4% over 2016;
- In 2017, we processed 45% more registrations than a decade ago;
- Registrations are at the highest level since 1965, fifty-two years earlier;
- 2017 memberships increased 9% over the previous year and are at their highest level since 1966;
- Memberships are currently 24% higher than they were a decade ago;
- Jersey classifications were 6.9% higher in 2017 than in 2016.

Let's also look at data beyond our organization:

- In the past 20 years there are 56% more milk recorded herds with Jerseys with a 28% increase since 2007;
- In the past 10 years, there are 35% more Jersey cows on milk recording.

When we talk about double digit increases it is very exciting! When a member and customer service organization is operating at its highest level in over half a century - that's overflow.

These results flow from hard and smart work, vision, belief, expectation and willingness to change. They are a testament to the fact that the Jersey cow delivers its promise of efficiency and adaptability!

We have lifted the roof by surpassing the 10,000 registrations mark for the first time in over five decades. The sky is the limit and momentum is our friend!

### REGISTRATIONS

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Alberta	391	407	393	421	393	405	427	446	507	618
British Columbia	547	599	716	673	643	719	649	723	727	886
Manitoba	207	290	218	228	247	237	166	154	162	166
New Brunswick	195	146	191	160	199	218	193	194	206	228
Newfoundland	0	0	0	0	0	1	98	1	1	0
Nova Scotia	98	100	86	99	82	98	98	104	89	121
Ontario	3703	3861	4011	4044	4245	4265	3945	4001	4342	4612
Prince Edward Island	37	10	35	26	18	38	20	12	24	26
Quebec	2011	2394	2622	2733	3106	3161	3190	3344	3664	3853
Saskatchewan	116	93	83	56	64	67	34	63	178	129
Foreign	3	2	1	0	3	48	11	3	5	3
<b>Total</b>	<b>7308</b>	<b>7902</b>	<b>8356</b>	<b>8440</b>	<b>9000</b>	<b>9257</b>	<b>8831</b>	<b>9045</b>	<b>9905</b>	<b>10642</b>

### TRANSFERS

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Alberta	100	82	47	75	46	52	43	135	135	154
British Columbia	178	146	91	92	162	44	72	92	117	139
Manitoba	7	216	26	3	22	14	7	9	46	11
New Brunswick	4	2	30	16	16	18	15	17	40	16
Newfoundland	0	0	0	0	0		1	0	0	0
Nova Scotia	18	20	27	16		1	8	12	35	37
Ontario	830	1020	1177	1038	1046	1139	1050	1052	1533	936
Prince Edward Island	13	95	10	6	3	5	0	4	14	7
Quebec	936	835	844	1025	1332	899	980	953	1129	1275
Saskatchewan	224	79	21	25	13	1	13	6	28	28
Foreign	756	165	159	58	61	74	96	83	81	43
<b>Total</b>	<b>3066</b>	<b>2660</b>	<b>2432</b>	<b>2354</b>	<b>2701</b>	<b>2247</b>	<b>2285</b>	<b>2363</b>	<b>3158</b>	<b>2646</b>

The best news of all is that with diligence, having an open mind, accepting constant change, and understanding that quality comes in many colours, we can support a very bright future. The growth of mixed herds proves that Jerseys can complement even the most traditional operation!

So, what's propelling us higher and higher and how do we tell our story about Jersey accomplishments?

- Strong social media presence on a range of key platforms allows us to interact with our fans;
- Sharing information on Jersey profit advantages - digitally, on paper and in person - increases our reach;
- Sterling youth programs encourage, educate and engage the rising generation;
- A highly respected breed publication which draws incredible interest from around the globe;
- A national extension program, now more than a decade old, that provides on-farm outreach to potential Jersey owners and those who have recently invested in Jersey cattle;
- Personal, prompt and complete customer service that builds lasting relationships;
- The renowned National Jersey Show at the Royal reflects passion by keen exhibitors who are our ambassadors for educating the general public and industry that Jerseys go beyond their incredible good looks;
- An awards program which recognizes breed-leading cows and members who have been integral forces in breed growth!

At annual meetings we celebrate past accomplishments. The most exciting part of these business gatherings is visioning where we are going! Let's ask ourselves:

1. How much breed growth will the recent changes in milk pricing in Western Canada stimulate?
2. Will evolving markets for A2 milk favourably impact the Jersey breed?
3. With 3,700 registered and recorded Jersey animals being searched monthly through our pedigree database, does production, lineage, classification, genetic evaluations, haplotypes and brood status, offer you and potential buyers the right information for herd improvement?
4. How many thousands of people will learn about Jersey milk from on-farm processing and marketing?
5. As we reach the targets in our strategic plan JERSEY IMPACT, what are the next steps to stimulate breed growth?
6. How much higher can we go?

Respectfully submitted,  
*Russell Gammon*

MEMBERSHIPS

	2000	2004	2008	2012	2017
Alberta	24	24	29	37	39
British Columbia	26	31	37	61	72
Manitoba	18	17	26	28	22
New Brunswick	14	20	23	22	28
Newfoundland		1	0	0	1
Nova Scotia	18	20	22	25	20
Ontario	344	425	391	382	425
Prince Edward Island	4	7	7	9	8
Quebec	88	174	367	475	512
Saskatchewan	10	18	16	12	15
Foreign	7	13	6	6	4
<b>Total</b>	<b>553</b>	<b>750</b>	<b>924</b>	<b>1057</b>	<b>1146</b>

*"Know someone who would benefit from knowing more about Jerseys?  
**Contact us.**  
We'll forward a free fact-filled information kit defining the value of today's Jersey and how we can help increase the value of their herd."*

## 2017

### Countries Importing Canadian Jerseys

Mexico  
USA

### Countries Importing Canadian Embryos

Australia  
Brazil  
France  
Korea  
New Zealand  
USA



# Marketing & Publications Committee Report

John Vander Wielen (Chair)

Mark Anderson

Joshawa Barter

Frances Freeze

Rhonda Hulan

Karen Kingdon

David Morey

George Van Kampen

Jean-Marc Pellerin (Resource)

*"We encourage everyone to take advantage of the marketing options that are available to you. Our on-line breeder directory is one of our top five web pages visited every year with over 200 visits per month.*

*Website banner advertising space is as popular as ever and always a sellout. Whether you want a listing or a full-page AD, the Jersey Breeder publication has AD space suited for any budget. And if you prefer sponsorship, Jersey Canada has a number of options there as well. Contact Shawna and she will take care of you."*

The Marketing and Publications Committee has had a very busy and productive 2017 and I would like to thank each committee member for their time and dedication. A very special thank you to Shawna Berry, our Communication Specialist, for the excellent job she has done this past year.

We once again published four incredible issues of the Canadian Jersey Breeder magazine. This would not be possible without the support of our advertisers, which saw an annual 8% increase. With *The Breeder* being our primary communication vehicle we are grateful to receive financial support from the Canada Periodical Fund of the Department of Canadian Heritage.

Although there were many significant marketing initiatives that took place, four that stand out include:

- a redesign of the Jersey Canada booth for the Royal;
- the launch of a new Jersey Canada logo;
- the development of fact sheets on Feed Efficiency, Hoof Health, and Fertility - along with a social media campaign that followed;
- pre-planning for the Canadian World Jersey Cattle Bureau tour in 2020.

The Jersey Advantage brochure continues to be a very strong marketing piece that is well received and files were recently sent to Japan. It's always nice to be able to share our materials internationally and educate producers on the advantages of the Jersey cow.

Jersey Canada continues to progress through its digital platforms. We experienced another year of very strong social media growth with a 20% increase in Facebook friends, a 25% increase in Twitter followers, a 72% increase on Instagram and a 44% increase on Linked In. We now have a new look and feel to our eNews communication with an 11% jump in subscribers.

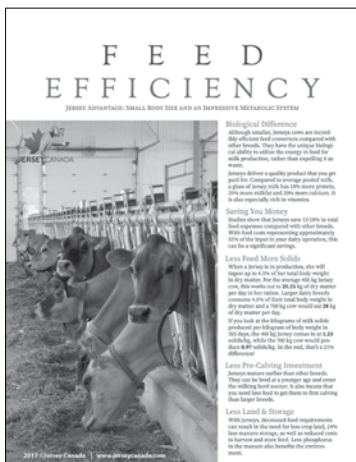
In 2017 we also began planning for a new Jersey Canada website to be released in 2018. The new site is currently under development and will provide improved navigation, be compliant with new accessibility guidelines and be mobile friendly. Modern technology will also eliminate the complexity of updating content on the back end.

We once again ran our interactive Cow of the Year competition where Charlyn Nevada Emma Ex 95-5E was voted in as the winning cow for 2017. Congratulations to Charlyn Farms!

In closing, planning is now underway to develop the next Jersey Canada strategic plan. Please don't hesitate to contact me with feedback and suggestions on existing programs and any new ideas that will benefit the Jersey breed, our members and the association.

Respectfully submitted,

*John Vander Wielen*



# Youth Committee Report

The year started out with the presentation of the Youth of Distinction winner at the AGM in St Johns, New Brunswick. This award is offered to a candidate with strong leadership and involvement in agriculture, the community, and the Jersey breed. I'd like to congratulate Michael Haeni on being the 2017 recipient. We were also able to award three travel bursaries to the following recipients who joined us at the AGM: Bobby Jarrell, Dave Bérubé and Naomi Fournier.

The Facebook Photo Contest saw another successful year with 1048 votes cast on 18 entries. The winners of the contest were Amy Defoe (*328 Likes*), Blaire French (*263 Likes*) and Matthew Roszell (*123 Likes*). I'd like to thank Shawna Berry for facilitating the contest.

The committee oversaw another great year for the scholarship program as we received five outstanding applications. With the support of the Earl Vander Meulen Memorial Fund we were able to award three bursaries to Elizabeth Diane Brown (*Vermilion, AB*), Alex Dolson (*Guelph, ON*) and Rosalea Dubois (*St-Flavien, QC*). On behalf of the committee I'd like to once again encourage all eligible applicants to apply or re-apply for this opportunity by the 2018 September 17th deadline.

In the fall, the committee selected Carolyn MacDonald as the judge for the Youth Showmanship Competition taking place at the Royal. We had 59 youth register for this event and Carolyn had the privilege of judging 46 participants. The winners by class were Alicia Bastiaansen (*Novice*), Dani Karn (*Junior*) and Micaela Hill (*Senior*). Dani Karn was named Champion Showman and received the trophy sponsored by Farm Boy Productions/Bruce Sargent. This year we encouraged eligible participants who did not have a calf to show to contact the Jersey Canada office where staff were able to find and connect 25 calves that participants could show. These candidates only had to contact the office in advance to make the request. It is this type of collaboration that make our youth programs strong and I would like to thank those who lent out animals. If anyone would like to do so in the future don't hesitate to contact myself or Phyllis at the Jersey Canada office.

In closing, a big thank goes out to the Youth Committee members for their time and dedication and I look forward to working on new initiatives in the year ahead.

Respectfully submitted,

*Joshawa Barter*

*Overall Showmanship Winners (left to right):  
Clarissa McCallum, Micaela Hill and Dani Karn  
with Bruce Sargent and Judge Carolyn MacDonald*



*Joshawa Barter (left) presenting travel bursaries to Naomi Fournier, Bobby Jarrell and Dave Bérubé*



*Patrick MacDougall (left) presenting Youth Scholarship to Alex Dolson*



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



Patrick MacDougall (Chair)

Gary Bowers

Joanne Edwards

Callum McKinven

Richard Osborne

Brian Raymer

Tim Sargent

John Eric Somerville

John Vander Wielen

## Genetic Improvement Committee Report

Growth, efficiency, progress - these words can be used to describe our association, our farms, our industry and the Jersey cow. Over the past year, we have surpassed the 10,000 registration mark, there are more than 20,000 Jersey cows in nearly 1,400 herds on milk recording, and there were over 9,350 Jerseys classified. Great accomplishments, but we can't stop there.

Changing market conditions have led to the rapid expansion of herds across the country to meet the demand for milk and especially butterfat. New facilities have been constructed and are being constructed across the country, and many of them built to house Jerseys. This, combined with the softening of the milk price has led to tighter margins and has forced us to be more efficient every day.

The past three rounds of classification have now been completed with the 2016 updated scorecard. Increased emphasis on Feet and Legs, and mobility continues to evaluate traits important to the modern cow. The male scorecard was updated in 2017 to complement the female scorecard with respect to Feet and Legs and Thurl Placement. The changes made to the scorecards have not impacted the final scores in a large way. Classification continues to be an important management tool for genetic evaluation as well as for the increased use of mating programs.

When we look to the Jersey Canada strategic plan, Jersey Impact: 2017-2019, we can identify two areas that need our attention. The first being the number of females genotyped. In 2017, there were fewer Jerseys genotyped compared to 2016. Genotyping is a useful management tool and with the recent decrease in the cost of genetic testing, the payback is greater than ever. Secondly, the production goals for 2020. The national average reported for 2016 was 6,883 kg of milk, 343 kg of butterfat and 262 kg of protein. The goal for 2020 is 8,000 kg of milk, 440 kg of butterfat and 360 kg of protein. The national average has been progressing over the years and if we want to attain the ambitious production goals we have set we need to accelerate the rate of gain. There are many things that we can do to accomplish this, such as: a clean comfortable environment, access to plenty of feed properly balanced by a nutritionist, a good dry cow/transition program, and emphasis on high production bulls in the mating program. The top GLPI and PRO\$ lists have high production bulls with conformation to match.

The reality of today's Canadian dairy industry acknowledges that the Jersey cow is well positioned to excel. For the continued growth of the breed the Jersey cow needs to be competitive in terms of kilograms of milk solids produced per day, and aiming for 2.5 kg of solids per day is doable.

In closing, I would like to thank the members of the Genetic Improvement Committee for their time and great input to advancing the Jersey cow.

Respectfully submitted,

*Patrick MacDougall*



**Bona Frontrunner Ricane ET ~ VG-85**  
2-8 305, 9560 M, 538 @ 5.6% F, 397 @ 4.2% P  
BCA: 337-349-371  
2nd Platinum Production Award  
#1 Senior Two Production Cow Dec'17

# Show Committee Report

While some regional shows struggled with numbers this past year, the National Jersey Show at the Royal Agricultural Winter Fair had a great showing of 249 head of exceptional Jerseys making the ring. The Lifetime Component Class made its debut at the Royal as well as in our All Canadian Contest, showcasing true Jersey profitability and longevity through these remarkable cows. Once again, hats off to the now household name, Musqie latola Martha on reigning Supreme Champion for the third consecutive year! Wow!

2017 was the launch of the new online All Canadian Competition. With it came an updated set of rules and regulations to closer represent the competition as it is today. With change there can be some growing pains. Though without change one cannot progress. I acknowledge we experienced some challenges on all sides of this launch, and that being said, the Show Committee, Jersey Canada board and staff will be working to alleviate these challenges in the future to make it an enjoyable experience for all involved. I encourage exhibitors to please read rules and regulations prior to entry.

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.

Lastly, with 2017 now in the books, it is time to look forward to another exciting show season for exhibitors.



Respectfully submitted,

*Joanne Edwards*



Joanne Edwards (Chair)  
Guillaume Dumais  
Remi Guay  
Sylvain Houle  
Bobby Jarrell  
Jon Kingdon  
Oliver Marquis  
Kirsty McAvoy  
Tim Sargent

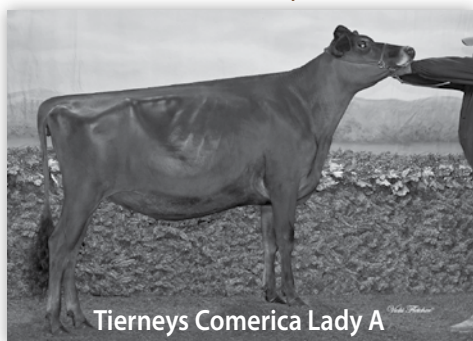


*Thank you to Purina for  
generously sponsoring the  
All Canadian Contest.*

## **RAWF Representatives**

Tim Sargent  
Jon Kingdon  
Jennifer Vander Meulen

## *All Canadian Champion Heifer*



## *All Canadian Champion Cow*





**JERSEYCANADA**

## 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? on-going*

*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? on-going*

*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? on-going*

*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? on-going*

*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? complete*

*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? on-going*

*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? complete*

*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? on-going*

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? 2018 - 2019*

*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? on-going*

*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? on-going*

*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? complete*

*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? 2018*

*Who? Genetic Improvement Committee; Communications Specialist; General Manager*

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

*When? complete*

*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? 2018-2019*

*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? on-going*

*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? on-going*

*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? 2018-2019*

*Who? Board; General Manager*

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

*When? on-going*

*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? on-going*

*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? complete*

*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? researched - no further action required*

*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? on-going*

*Who? General Manager*



# Awards & Scholarship Programs

*Presented  
Throughout  
the Year*

## **Jersey Canada Youth Scholarships**

**Elizabeth Diane Browne**  
Vermillion, AB

**Alex Dolson**  
Guelph, ON

**Rosalie Dubois**  
Saint-Flavien, QC

## **Earl Vander Meulen Memorial Award**

**Tim & Sharyn Sargent**  
Enniskillen, ON

## **Production Awards**

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

## ✧ INDIVIDUAL AWARDS ✧

### **Jersey Young Achievers**

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

**Julia & Thomas Booijsink** (*Jamink*)  
St. Andrews West, ON

**Matt & Meghan Brosens** (*Brosendale*)  
Skye Glen, NS

**Charlie Anderson & Jennifer Peart**  
(*Maple Leaf*)  
Selkirk, ON

**Eline Van der Veen & Dave Ingalls**  
(*Eli-da*)  
Shawville, QC

**Ley Winch** (*Brandhaven*)  
Ramara, ON

### **Youth of Distinction**

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

**Caleigh Van Kampen**  
Amaranth, ON

### **Honourary Life Member**

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

**Robert & April Jarrell** (*RJF*)  
Corbyville, ON

**Wayne & Elaine Simpson** (*Chasena*)  
Shanty Bay, ON

**Peter & Charlotte Doble** (*Verdurelea*)  
Sunderland, ON

## ✧ MASTER & CONSTRUCTIVE BREEDERS ✧

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

### **Master Breeder**

Recognizing long-term excellence in breeding Jersey cows.

**Glen & Sheila Burgess (Golden)** - *Mildmay, ON*

### **Constructive Breeders**

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

### **Bridon Farms (Bridon)**

*Paris, ON*

**Ferme Guimo, 9119 0264 Quebec Inc. (Guimo)**

*Saint-Gervais, QC*

**Audrey Fortier & Luc Deschenes, Ferme Pres Verts Inc. (Despresverts)**

*St-Gabriel-de-Rimouski, QC*

## ✧ 2017 COW OF THE YEAR ✧

**Charlyn Nevada Emma Ex 95-5E**

*Breeder & Owner: Charlyn Farms - Warwick Township, Ontario*

## ✧ PERFORMANCE AWARDS ✧

### **Presidents Cup**

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

### **Award for Butterfat & Protein**

**SHADY GLEN REMAKE RAOMI 17N**  
(*9494666*)

5291 Kilograms Fat & 4094 Kilograms Protein  
*Owner: Kevin & Steve Jones - Midland, ON*

### **Hall of Fame Trophy**

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

**SUGAR HILL VINDICATION MCV** (9823292)  
8-2, 11359M, 845F @ 7.44%, 396P @ 3.49%  
BCA: 318-447-291

Composite BCA Fat & Protein: 738  
*Owner: Jonathan & Shelly Howe - Embro, ON*

# Financial Report

FOR THE YEAR ENDED DECEMBER 31, 2017

Jersey Canada's Operations Committee is pleased to present the 2017 Financial Report.

On the pages that follow are the Statement of Financial Position and the Statement of Operations. During 2017, overall revenues increased by 2% and expenses increased by 4%, while maintaining a positive bottom line.

The following notes highlight line items of notable change in 2017 compared to 2016.

## Registrations, Transfers and Memberships

- Revenue: \$358,247 in 2017 vs \$349,797 in 2016

Registrations and memberships are at their highest level since the mid '60's and reflected revenue gains by 2.5%. After a surge in transfer activity in 2016, and less animals available in the market for sale, transfers declined in 2017.

## Magazine/Publications

- Revenue: \$123,826 in 2017 vs \$113,854 in 2016

With steady advertising, increased subscriptions, and funding from the Canada Periodical Fund of the Department of Canadian Heritage, this area showed healthy revenue increases of 8.8%.

## Administration

- Expense: \$114,367 in 2017 vs \$102,848 in 2016

Jersey Canada required IT upgrades related to software, operating systems and fiber for internet connectivity. This unexpected upgrade resulted in higher expenses than what was budgeted. Cost controls related to office supplies, etc. led to a noticeable reduction in administration expenses.

## National Extension Program

- Expense: \$35,042 in 2017 vs \$41,577 in 2016

Jersey Canada's National Fieldman was unavailable to provide services for part of the year.

## Meetings

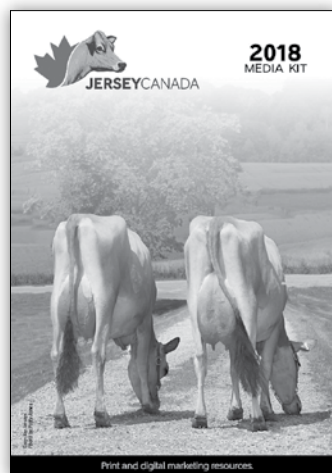
- Expense: \$31,223 in 2017 vs \$24,236 in 2016

The Jersey Canada Annual General Meeting was held in Atlantic Canada in 2017, which led to higher travel expenses by board and staff members. Although expenses were below the projected budget, they were higher than the previous year.



## MEMBER BENEFITS

Jersey Canada members receive a subscription of the Canadian Jersey Breeder magazine as part of membership.



# Statement of Financial Position

AS AT DECEMBER 31, 2017

	2017	2016
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	\$ 15,433	\$ 12,371
Investments	223,481	216,106
Accounts receivable	59,084	60,673
Inventory	4,201	7,649
Prepaid expenses	10,214	7,117
Due from Jersey Canada Youth Fund, interest free, unsecured	<u>15,846</u>	<u>7,613</u>
	<u>328,259</u>	<u>311,529</u>
<b>CAPITAL ASSETS (note 3)</b>	<u>135,018</u>	<u>137,953</u>
<b>OTHER</b>		
Registry system development cost	92,175	92,175
System enhancements	10,435	10,435
Less: accumulated amortization	<u>(102,610)</u>	<u>(102,610)</u>
	<u>0</u>	<u>0</u>
<b>RESTRICTED JERSEY CANADA YOUTH FUND (note 4)</b>		
Investments	41,780	40,263
Due from Jersey Canada Youth Fund, interest free, unsecured	<u>(15,846)</u>	<u>(7,613)</u>
	<u>25,934</u>	<u>32,650</u>
	<u>\$ 489,211</u>	<u>\$ 482,132</u>
<b>LIABILITIES</b>		
<b>CURRENT</b>		
Accounts payable and accrued liabilities	\$ 34,513	\$ 34,431
Government remittances payable	4,657	7,087
Prepaid subscription revenue	6,630	6,146
Registry advances	37,522	34,205
Deferred government grant (note 8)	<u>5,465</u>	<u>7,903</u>
	<u>88,787</u>	<u>89,772</u>
<b>NET ASSETS</b>		
Net assets invested in capital assets	134,541	137,345
Restricted for Jersey Canada Youth	25,934	32,650
Unrestricted net assets	<u>239,949</u>	<u>222,365</u>
	<u>400,424</u>	<u>392,360</u>
	<u>\$ 489,211</u>	<u>\$ 482,132</u>

# Statement of Operations

FOR THE YEAR ENDED DECEMBER 31, 2017

	2017 BUDGET (note 6)	2017 ACTUAL	2016 ACTUAL
<b>REVENUES</b>			
Registrations, transfers and memberships	\$ 360,000	\$ 358,247	\$ 349,797
Magazine / publications revenues (schedule 2)	115,820	123,826	113,854
D.N.A. testing	22,000	19,896	21,895
Investment income (note 7)	9,000	12,009	9,241
Market development	4,500	5,943	12,081
Pedigrees / catalogues / reports	6,000	3,250	5,709
Rental	2,372	2,372	2,372
Interest on overdue accounts	2,500	1,850	2,144
Other	200	996	1,074
Government grant - amortized capital purchases	0	131	174
	<u>522,392</u>	<u>528,520</u>	<u>518,341</u>
<b>EXPENSES</b>			
Salaries and benefits (schedule 1)	148,917	150,176	149,523
Administration (schedule 1)	105,498	114,367	102,848
Magazine / publications expenses (schedule 2)	92,332	89,046	81,813
National extension program	45,000	35,042	41,577
Building (schedule 1)	34,096	33,351	32,262
Meetings (schedule 1)	31,890	31,223	24,236
Market development	23,550	19,499	25,519
RAWF activities	13,000	12,876	12,584
D.N.A. testing	11,000	11,956	10,818
Staff travel	5,350	7,208	3,130
Special grants and memberships	2,000	2,081	2,420
CDN contributions	1,000	1,000	1,000
Pedigrees / catalogues / reports	50	0	17
	<u>513,683</u>	<u>507,825</u>	<u>487,747</u>
<b>SURPLUS before the following:</b>	<u>8,709</u>	<u>20,695</u>	<u>30,594</u>
Amortization (schedule 1)	(9,350)	(6,803)	(9,318)
Gain on foreign exchange	1,500	888	1,834
	<u>(7,850)</u>	<u>(5,915)</u>	<u>(7,484)</u>
<b>SURPLUS from operations for the year</b>	859	14,780	23,110
<b>JERSEY CANADA YOUTH</b>			
<b>FUND SHORTFALL</b> (note 4)	0	(6,716)	(4,391)
<b>SURPLUS for the year</b>	<u>\$ 859</u>	<u>\$ 8,064</u>	<u>\$ 18,719</u>

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

1] Visit our website: [www.jerseycanada.com](http://www.jerseycanada.com)

2] Contact our office: [phyllis@jerseycanada.com](mailto:phyllis@jerseycanada.com) or call (519) 821-1020 (ext 100)

# JERSEY CANADA MASTER BREEDERS

SINCE 1969

1969 Pierre Veillon, Wendybrook, QC	1995 Albert Boswell, Marshfield, PEI
1970 Gilbert Robison, Campburn, NB	1996 Roger E Ray & Diane Jarrell-Ray, Hollylane, ON
1971 Norman Bagg, Edgelea, ON	1997 John & Helen Sheardown, Rexlea, ON
1972 R.T. Sayles, Spruce Avenue, ON	1998 Sean McMahon, Shamrock, ON
1973 Cecil Mortson, Mordale, ON	1999 Lionel McKeown, Glenamore, ON
1974 John Batty, Crescent, ON	2000 Fred & Ruth Armstrong, Huronia, ON
1975 Redelmeier Family, Don Head, ON	2001 Dean Sayles, Spruce Avenue, ON
1976 Maurice Beatty, Lindale, ON	2002 James D Livock, Avonlea, ON
1977 R.T. Stenger & Son, Enniskillen, ON	2003 Joan & Henry Westwick, Handen Farm, BC
1978 Featherstone Brothers, Avonlea, ON	2004 Chris & Valerie Richardson, Rich Valley, ON
1979 John S. Adamson, Dalcraig, NS	2005 Leonard & Greg Mortson, Mordale, ON
1980 D.H. McCaig & Son, Norval Acres, QC	2006 Brian & Linda Raymer, Bri-Lin, ON
1981 Rock Ella Jersey Farm, Rock Ella, ON	2007 Dave & Anne Honderich, Willow Creek, ON
1982 Llilyn Farms Ltd., Llilyn, ON	2008 Robert & April Jarrell, RJF, ON
1983 John White, Valleystream, ON	Stephen Borland, Rapid Bay, QC
1984 Grant Butcher, Granclare, ON	2009 Don & Evon Hendrickson, Gaymar, BC
1985 Floyd Dingwall, Spruce Vine, ON	2010 Paul & Lorraine Franken, Paullor, ON
1986 Brian Sayles, Bridon, ON	2011 The Sayles Family, Bridon, ON
1987 William Fletcher, Pleasant Nook, ON	2012 Michael Stern, Potwell, Paris, ON
1988 Robert Anderlini, Valtallina, BC	2013 Eric Thompson, Pine Haven, NS
1989 Albert Taylor, Pine Grove, ON	2014 Lorne Ella, Rock Ella, ON
1990 Ralph Quadling, Longacres, BC	2015 Hollylane Jerseys, Corbyville, ON
1991 Barry G Little, Meadow Lawn, ON	2016 Rexlea Jerseys, Schomberg, ON
1992 Karl & Isolde Koeppe, Franken, ON	2017 Brent & Betty Butcher and Family, Ayr, ON
1993 Robert & Bruce Mellow, Glenholme, ON	2018 Glen & Sheila Burgess, Mildmay, ON
1994 George Brown, Brownlane, NB	

---

## 2018 MASTER BREEDER

FOR LONG-TERM EXCELLENCE IN BREEDING JERSEY CATTLE

*Congratulations* **Glen & Sheila Burgess** - GOLDEN JERSEYS

