



JERSEY CANADA

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