



JERSEYCANADA

2018 ANNUAL REPORT



CANADIAN JERSEYS
Efficiency • Profitability • Opportunity

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Jersey Canada

Board of Directors

Left to right:

Patrick MacDougall
(1st Vice President),
David Morey
(President),
George Van Kampen,
Joanne Edwards,
Doug Robinson,
John Vander Wielen
(2nd Vice President),
Joshawa Barter,
Rhonda Hulan,
Guillaume Dumais



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David Morey



PRESIDENT'S MESSAGE

2018 was an exciting year for Jersey Canada. The year began with Kathryn leaving on maternity leave and the return of a familiar face as our interm manager, Russell Gammon. I would like to thank Russell for his insight and support throughout the year and for leaving us inspired to achieve great heights with our association.

Also early in the year, our registrar Ruth left to pursue other interests, thank you Ruth for your time with us! A bright shining young person was hired to fill the registrar position, Rachel Shiletto, and we are estatic with both her abilities and her enthusiasm that became increasingly evident as the rest of the year progressed. Welcome Rachel!

Another new and exciting initiative that began mid year was the approval of a one year pilot project in Western Canada with Holstein Canada field rep, Morgan Sangster, also providing Jersey Canada field work. Morgan has a past involvement and love of the breed with her work as herd manager at Lakeland College. She is constantly meeting new breeders and is visiting mixed breed herds and garnering alot interest in Jersey Canada services and answering questions about the breed. Welcome Morgan!

Our breed is on the rise, it is no secret. 2018 boasted a 12% increase in registrations, and a 43% increase in transfers over 2017. Last year saw the highest level of registrations in recent times, with almost 12,000. Phenomenal! And it is only going to keep rising! With the onset of the P4 pricing changes, Western Canada has seen a surge of interest and Jersey purchases. Let us ensure that we all play our part in keeping this momentum going—respond to a phone call, refer someone looking for cattle to a fellow breeder if you have none—put aside any human emotions that may come with providing referrals because when the breed grows, we all flourish!

Late in the year, Shawna Berry left Jersey Canada to move to a new challenge. Again, we were faced for the third time this year to find a replacement for yet another exceptional staff member leaving us. As always, Jersey Canada rose to the challenge and secured Jacob Lucs to join us as our Communication Specialist and a specialist he is, with an uncanny ability to engage everyone he interacts with and keep communication transparent and current. Welcome Jacob!

I am delighted to confirm that Jersey Canada is in a strong position to propel itself forward both financially and managerially. As I move to the sidelines, I will watch with excitement as the association moves into likely the most exciting period of Jersey history in Canada.

It has been my privilege and honour to serve as your President this year and ensure the health and readiness of this great association to move forward.

In the words of Jean Luc Picard....."Engage!"

Respectfully submitted,

David Morey





Kathryn Roxburgh

General Manager's REPORT

Jersey Canada's mission is to grow the Jersey breed in Canada by maintaining the integrity of the herdbook and providing tools to increase profitability. Looking at the registry statistics from 2018, there is no doubt that the Jersey breed is growing!

Without question, the Big Story for 2018 was the record-setting number of Jerseys registered: a total of 11,811 registrations were processed. This represents a 12% increase over 2017, a 62% increase over 2008, and a 78% increase over 1998. In fact, 2018 saw the highest number of Jerseys registered since 1963.

The growth in registry activity is evident in all four Regions of Canada: over the past ten years, registry activity in Jersey Atlantic has grown by 34%; registry activity in Jersey Ontario has grown by 38%; registry activity in Jersey West has grown by 54%, and registry activity in Jersey Quebec has exploded by 115%. To accommodate the burgeoning growth in the volume of registry work, Jersey Canada expanded the Registrar position to a full-time post in 2018.

The expansion of the Jersey breed in Canada appears to largely be a result of dairy producers incorporating Jerseys into their already established herds. "Finding" the Jerseys which are added to other herds remains an ongoing challenge for Jersey Canada. Ensuring that these animals are transferred, and their calves are registered in the Jersey Canada herdbook is a priority for our Association. This is where Extension Work is an invaluable tool.

Jersey Canada has experienced a lot of growth for the Jersey breed in terms of the number of Jerseys registered in the herdbook. But our mission is also to provide tools to increase profitability.

The National Production Average for Jerseys in Canada in 2017 was 7073 kg of milk, 357 kg of fat at 5.07%, and 269 kg of protein at 3.82%, for BCAs of 237-222-239. This means that the average Jersey in Canada is currently filling 1.17 kg of butterfat quota per day. Over the past 20 years, the National Production Average has increased by just half a pound of butter per cow per day.

To this end, the Genetic Improvement Committee has worked hard to develop recommendations for changes to the LPI and Pro\$ formulas to better highlight those animals which will accelerate Jersey Canada's production goals and ensure that the Canadian Jersey remains the solids leader.

Congratulations to the Jersey Canada membership on a very successful year and breaking a 55-year-old record for registrations! And thank you to the Jersey Canada staff team – Phyllis Harrington, Rachel Shilletto, Jacob Lucs, and during my absence, Russell Gammon – for maintaining the integrity of the herdbook and providing tools to increase the profitability of Canadian Jerseys.

Respectfully submitted,

Kathryn Roxburgh



REGISTRATIONS

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Alberta	407	393	421	393	405	427	446	507	618	641
British Columbia	599	716	673	643	719	649	723	727	886	899
Manitoba	290	218	228	247	237	166	154	162	166	148
New Brunswick	146	191	160	199	218	193	194	206	228	243
Newfoundland	0	0	0	0	1	98	1	1	0	4
Nova Scotia	100	86	99	82	98	98	104	89	121	158
Ontario	3861	4011	4044	4245	4265	3945	4001	4342	4612	5099
Prince Edward Island	10	35	26	18	38	20	12	24	26	38
Quebec	2394	2622	2733	3106	3161	3190	3344	3664	3853	4321
Saskatchewan	93	83	56	64	67	34	63	178	129	252
Foreign	2	1	0	3	48	11	3	5	3	8
Total	7902	8356	8440	9000	9257	8831	9045	9905	10642	11811

TRANSFERS

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Alberta	82	47	75	46	52	43	135	135	154	68
British Columbia	146	91	92	162	44	72	92	117	139	62
Manitoba	216	26	3	22	14	7	9	46	11	65
New Brunswick	2	30	16	16	18	15	17	40	16	40
Newfoundland	0	0	0	0		1	0	0	0	0
Nova Scotia	20	27	16		1	8	12	35	37	33
Ontario	1020	1177	1038	1046	1139	1050	1052	1533	936	2007
Prince Edward Island	95	10	6	3	5	0	4	14	7	18
Quebec	835	844	1025	1332	899	980	953	1129	1275	1401
Saskatchewan	79	21	25	13	1	13	6	28	28	41
Foreign	165	159	58	61	74	96	83	81	43	59
Total	2660	2432	2354	2701	2247	2285	2363	3158	2646	3794

MEMBERSHIPS

	2000	2004	2008	2012	2018
Alberta	24	24	29	37	39
British Columbia	26	31	37	61	75
Manitoba	18	17	26	28	22
New Brunswick	14	20	23	22	25
Newfoundland		1	0	0	1
Nova Scotia	18	20	22	25	21
Ontario	344	425	391	382	415
Prince Edward Island	4	7	7	9	8
Quebec	88	174	367	475	498
Saskatchewan	10	18	16	12	16
Foreign	7	13	6	6	3
Total	553	750	924	1057	1123



Jean-Marc Pellerin

National Fieldman REPORT

2018 was a busy year. I visited many farms to meet with Jersey owners, talk about how their cows are doing, and answer their questions. Most of my visits in 2018 were in Quebec.

With all the uncertainty in the dairy business, discussions were often turned to the future. There are still people trying out one or a few Jerseys, but there were some that decided to go completely Jersey. As it should be, economics are driving people to go Jersey. And that trend will continue in 2019. In some areas with a one or two year drought, those who have Jerseys are really happy with the feed savings because of Jerseys eating considerably less than larger breeds.

My visits were at 225 for the year with 32 new members, 21 prefixes, 346 registrations and 439 transfers. Also 2 ag school presentations were done.

Respectfully Submitted,

Jean-Marc Pellerin



Morgan Sangster

Western Field Service Rep REPORT

I started working with Jersey Canada as the Western Field Service Rep in October of 2018. I had visited the office in Guelph recently in September to get a better idea of how Jersey operates and to identify the differences between the roles of the two breed associations.

I had visited a few Jersey herds prior to my field service role while completing Animal Assessments for proAction, and was pleased when presented with the opportunity to be a part of the Jersey Team. The Progressive Dairyman Magazine did an introductory article about my role with Jersey Canada which was a great way to introduce me to the members I thought!

The fall season is quite busy with events; The Westerner, The Royal, Milk Board AGM's, and the provincial Holstein Branch AGM's, so I was not doing many farm visits during this time. I did make it to a couple of farms (3) to introduce myself, as well as signed up one new member!

So far, 2019 has been off to a great start! Looking forward to continue working with producers and learning more about the Jersey Breed.

Respectfully Submitted,

Morgan Sangster



George Van Kampen

Milk Marketing Committee REPORT

Jersey Canada's Milk Marketing Committee was re-launched in 2018. This committee works with provincial and national milk marketing groups across Canada with the goal of bringing equity to all milk producers for the product they produce.

The committee gathers information on milk marketing conditions, identifies evolving issues that are impacting the industry and the Jersey breed, educates dairy producers and processors, and offers ideas for solutions within the industry. The committee has very passionate representation from coast to coast, discussing issues and potential ways to resolve them via teleconferences.

Jersey milk has seen some amazing breakthroughs in 2018. With Western Milk pool paying producers 85% of their revenue based on fat, 10% on protein and 5% on other solids, this is extremely beneficial for Jersey milk producers, and the number of Jerseys milked in the western provinces has increased dramatically.

In the P5 the boards seem more reluctant to change. The committee observes that there is still over 100,000 metric tonnes of structural surplus in 2018 between skimming and dumping skim, solids, and exporting skim milk solids. The milk boards have yet to come up with a solution.

The Jersey committee discusses how we can influence the decision makers to encourage a better system. Some ideas are to strategically inform journalists, discuss structural surplus issues with high component Holstein milk producers and inform high component producers who are on milk committees. The financial benefits of the industry addressing these issues and having a clear message of a resolution would not only include the Jersey breed but also other high component producers.

Some positives for the Jersey breed is that there are a number of successful processors processing Jersey milk. This number is continually growing and we feel that this can only be a positive for Jersey milk producers. Millers Dairy in Creemore is now processing all of their Jersey milk into fluid milk and ice cream and is soon to be looking for more Jersey milk for processing. Little Brown Cow is doing well selling everything Jersey out of their roadside business. Quality Cheese is another processor taking all the milk from two Ontario Farms to make an All-Jersey double fat and triple fat Brie. There is also a strong representation of producers in Quebec, Alberta and BC successfully marketing Jersey milk, cheese and other milk products.

With the soon to be implemented CUSMA deal, the need for milk boards to make changes with the SNF to Fat ratio policies is imminent. Our committee promotes having all milk priced equitably. The committee hopes to help in any way possible to promote and encourage the processing of more "all Jersey" milk products.

I would like to thank our keen committee members for all their hard work on this committee.

Respectfully Submitted,

George Van Kampen

George Van Kampen
(Chair)
Matt Brosens
Guillaume Dumais
Theo Elshof
Sean Gorrill
Martien Huijzer
Mathieu Larose
Danny Morin
Mark Stannard
Steve Smith
Phyllis Harrington
(Secretary)
Kathryn Roxburgh



John Vander Wielen

Marketing & Publications Committee REPORT

It is my pleasure to once again present the report for the Marketing and Publications Committee. I would like to thank all of the members of this committee for their time and dedication in promoting the Jersey breed.

A very special thank you goes out to Shawna Berry who was our Communication Specialist for the past 7 years. Her professionalism and commitment to promoting the Jersey Breed during her time at Jersey Canada was exceptional. We sincerely wish her all the best in her future endeavours!

During the past year the Jersey Canada website has been updated to be more mobile friendly and allow for greater accessibility. The Jersey Canada manual was updated as well and all members should have received a copy recently. Four issues of the Jersey Breeder were published this year. The magazine is our main communication vehicle and we are grateful to receive financial support from the Canadian Periodical Fund of the Department of Canadian Heritage and all of our advertisers. This is your magazine and your association; your support is very much appreciated.

In January, 2019 Jacob Lucs joined us as our new Communication Specialist. We are excited and confident that Jacob will bring youthful energy and enthusiasm to his new position here at the office. Please make him feel welcome and if you have any marketing ideas or questions feel free to contact him.

Thank you for all of your support in the past 5 years that I have chaired this committee and I look forward to great things in the future for the Jersey breed!

Respectfully submitted,

John Vander Wielen

John Vander Wielen
(Chair)
Mark Anderson
Joshawa Barter
Rhonda Hulan
Karen Kingdon
David Morey
George Van Kampen
Jean-Marc Pellerin
(Resource)
Jacob Lucs
Phyllis Harrington
(Secretary)
Kathryn Roxburgh



Joshawa Barter

Youth Committee REPORT

The year started out with the presentation of the Youth of Distinction winner at the AGM in Ajax, ON. 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 Caleigh Van Kampen on having been the 2018 recipient. We were also able to award a Youth Travel Bursary to Briana Dillman who joined us at the AGM. The youth committee would like to thank the Pot of Gold sale committee and the Kawartha Jersey club who made donations to the committee during the AGM.

The committee also oversaw another great year for the scholarship program. We received 4 outstanding applications. With the ongoing support of the Earl Vander Meulen Memorial fund we were able to award 3 bursaries at the Royal Winter Fair to Jordan Elshof, Tara Sweetnam and Taylor Flewwelling. Committee member Steven Morin presented the awards during the National Jersey Show at the Royal Winter Fair. On behalf of the committee I'd like to once again encourage all eligible applicants to apply or re-apply for this opportunity.

In the fall the committee selected the judge for the Youth Showmanship class at the Royal Winter Fair. From a group of qualified nominees Kenton Lindenbach was selected as our 2018 Judge. We had 56 youth sign up and Kenton had the privilege of judging 46 participants. The winners by class were Felicity Porteous, Novice; Dani Karn, Junior and Kirsten Portena, Senior. The Overall Champion showmanship class was sponsored by Farmboy Productions, Bruce Sargent. The winners were as follows Grand Champion, Dani Karn; Reserve, Kirsten Portena; Honorable Mention, Carmen Portena. I'd also like to congratulate the winners of the TD 4-H Classic who were all showing Jerseys.

The committee is currently working on the logistics of a couple of new programs that would mean new opportunities to the youth Jersey members.

I'd like to thank the Youth committee members for their time and dedication.

Respectfully submitted,

Joshawa Barter

Joshawa Barter
(Chair)
Meaghan Brosens
Kevin Elshof
Frances Freeze
Casey Morey
Andrea Nixon
Stephynie Sargent
Steven Morin
Rachel Shilletto
Phyllis Harrington





Patrick MacDougall

Genetic Improvement Committee REPORT

There have been many changes over the past 12 months, largely out of our control, but these changes create opportunities for us, opportunities to adapt and challenge us to be better.

The committee focused on two main areas in 2018: assessing the progress our breed has made, and implementing changes to our indexes to improve the profitability of the Jersey cow in today's market conditions.

Classification remains strong, as we continue to classify more cows with over 9,500 Jerseys being scored in 2018. Flush reports increased by 59%, embryo sales increased by 49%, genotyping activity increased by 50% and cows on milk recording increased 6% to 21,547. All strong indicators of progress of the breed.

During the second half of the year, efforts were based around updating the LPI formula (previous update 2005) and reviewing the PRO\$ index. The basis for these changes stems from the 2020 production goals of the breed 440 kg of butterfat and 360 kg of protein for the national 305 day average. As well as the pricing changes to butterfat and protein received by milk producers across the country. The main recommendations of the committee were an increased weighting of butterfat, to be equal to the weighting of protein, as well as increased weighting on mastitis resistance, daughter fertility and feet and legs.

The review of the PRO\$ index is performed differently than the LPI formula update. The PRO\$ formula is updated to reflect changes to incomes and expenses that affect a cow's profitability to six years of age. Since the conception of PRO\$, Jerseys had been using the Holstein regression as it originally had a higher correlation to profitability. Now the reference group of proven Jersey sires has become sufficiently large to generate a higher correlation to profit when compared to applying the Holstein regression on Jerseys. The recommendation of the committee is to start using the Jersey specific formula. The changes to LPI and PRO\$ have been approved and will be implemented in April 2019.

In closing, I would like to thank the members of the committee, our great staff, as well as Brian Van Dormaal and Lynsay Beavers from CDN. Their hard work and collaboration has helped ensure the continued genetic advancement of the Jersey Breed!

Respectfully submitted,
Patrick MacDougall

Patrick MacDougall
(Chair)
Gary Bowers
Joanne Edwards
Richard Osborne
Brian Raymer
Lee Morey
Bruce Sayles
John Vander Wielen
Kathryn Roxburgh
(Secretary)



Joanne Edwards

Show Committee REPORT

Reflecting on our past show season and looking ahead to an even better year in 2019. The Jersey Canada show Committee had a busy year and the show circuit was packed with Jerseys across the country.

The RAWF was once again a great success with 101 exhibitors and 294 head of Jerseys. The largest showing in over 20 years! The Milking Intermediate Yearling class was added to the line up this year with success and can see this class really taking off in years to come. Congratulations to all exhibitors on a job well done!

Our All Canadian competition was improved once again to make it much more user friendly for exhibitors and judges alike. Entries were strong and feedback was positive on the new online format. By eliminating the nominating committee judges are now seeing and placing all entries received making it the fairest it has ever been for all exhibitors. The top 6 are what makes up your All Canadian nominees and winners. Congratulations to exhibitors and owners of Champion All Canadian Cow Avonlea Premier Chocolate Chip and Champion All Canadian Heifer L'Ormiere Tequila Lili.

The show committee continues to work on improving and enforcing ethics and codes of practice within our National show not only for the betterment of all exhibitors and animals but the general public as well. This past year we teamed with Holstein Canada for ethics monitoring.

In closing I would like to thank all who volunteer their time and energy to all show committees across the country. You are appreciated! To exhibitors safe travels and good luck to you all in the upcoming show season! Remember the next generation of fitters and show enthusiasts are eagerly watching on be the best you can be!

Respectfully submitted,
Joanne Edwards



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

Joanne Edwards
(Chair)
Kerry Alexander
Sylvain Houle
Bobby Jarrell
Jon Kingdon
Kirsty McAvoy
Doug Robinson
Jacob Lucs
(Secretary)
Kathryn Roxburgh

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.



JERSEYCANADA

Priority #1 PARTNERSHIPS

STRATEGIC OBJECTIVES

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

When? Ongoing

Who? Genetic Improvement Committee; General Manager

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

When? 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? Ongoing

Who? Board; Marketing Committee; Comm. 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? Ongoing

Who? Board; General Manager; Comm. Specialist

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

When? Ongoing

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? Comm. Specialist; General Manager

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

When? Complete / Ongoing

Who? Board; Regional Associations; Comm. Specialist; Fieldman

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

When? Ongoing

Who? Board; Comm. 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? Comm. 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? 2019

Who? Board; Comm. 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? 2019

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

When? Ongoing

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

When? 2019

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? 2019

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

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

When? Ongoing

Who? Comm. Specialist; General Manager

STRATEGIC PLAN

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? 2019

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? Ongoing

Who? Comm. 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? 2019

Who? Genetic Improvement Committee; Comm. Specialist; General Manager

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

When? Complete

Who? Genetic Improvement Committee; Comm. 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? 2019

Who? Board; Marketing & Publications Committee; Genetic Improvement Committee; Comm. Specialist

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

When? Complete

Who? Marketing & Publications Committee; Comm. Specialist

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

When? Ongoing

Who? Comm. Specialist; General Manager

Priority #6 MANAGEMENT

STRATEGIC OBJECTIVES

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

When? Ongoing

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? Ongoing

Who? Board; General Manager

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

When? Ongoing

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? Ongoing

Who? Board; General Manager

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

When? Ongoing

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; Comm. 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; Comm. 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? Ongoing

Who? General Manager



Awards & Scholarship PROGRAMS

INDIVIDUAL AWARDS

JERSEY YOUNG ACHIEVERS

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

Mathieu Larose (Vermalar)
Vercheres, QC

Mark & Julie Parnell (Nellridge)
Wyebriidge, ON

Arjan Otten & Jessica Hoffman (Farm Star)
Didsbury, AB

YOUTH OF DISTINCTION

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

Lee Morey (Unique)
Rochester, AB

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.

Robert & Bruce Mellow (Glenholme) - Caledon, ON

CONSTRUCTIVE BREEDERS

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

Pine Haven Farms Ltd. (Pine Haven)
Oxford, NS

Ferme Verjatin Holstein & Jersey Inc. (Verjatin)
Saint-Gervais, QC

Michael & Monique Bols (Drentex)
Russell, ON

CERTIFICATES OF RECOGNITION

Tim May
Rockwood, ON

Derrick Josi
Tillamook, OR

HONOURARY LIFE MEMBER

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

Grant Cole (Green Maple)
Vegreville, AB

Steven Smith (Clanman)
Clanwilliam, ON

DISTINGUISHED SERVICE AWARD

Dale Cole (Green Maple)
Vegreville, AB

CERTIFICATE OF APPRECIATION

Harry Schipper, (Springerhill)
Straffordville ON

PERFORMANCE AWARDS

HALL OF FAME TROPHY

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

Village Crest On The Money Baby -11862329
(2 0) 15,541 8763 4.91% 555 3.57% 625 574
590

Composite BCA for Fat & Protein: 1164

Owners: Hollylane Jerseys, Corbyville, ON

PRESIDENTS CUP AWARD FOR BUTTERFAT & PROTEIN

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

Bona Chairman Monia -ET VG 87 (3-6)
-101950406
4519 Kilograms Protein
5708 Kilograms Butterfat

Owners: Ferme Bona 2012 Inc,
St-Bonaventure, QC

JERSEY CANADA YOUTH SCHOLARSHIPS

Jordan Elshof, Berwick, ON

Taylor Flewwelling, Earlton, ON

Tara Sweetnam, Winkler, MB

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

Financial REPORT

For the year ended December 31, 2018

Jersey Canada's Operations Committee is pleased to present the 2018 Financial Report. On the pages that follow are the Statement of Financial Position and the Statement of Operations. During 2018, overall revenues were in excess of expenses by 6%.

The following notes highlight line items of notable change in 2018 compared to 2017.

REGISTRATIONS, TRANSFERS AND MEMBERSHIPS

Revenue: \$411,791 in 2018 vs. \$358,247 in 2017

Registration and Transfer activity continues to be very strong, with 2018 representing a record-breaking year for volume of registrations. This was demonstrated by a \$53,544 increase in revenue over the previous year.

MAGAZINE AND PUBLICATIONS

Revenue: \$101,448 in 2018 vs. \$123,826 in 2017

The *Jersey Breeder* is not unique in experiencing a decline in advertising revenue. In 2018 there was a \$10,999 drop in advertising revenue compared with 2017. In addition, many magazine subscribers choose the two-year subscription option and therefore, subscription revenues tend to be lower on alternating years.

Expenses: \$91,215 in 2018 vs. \$89,046 in 2017

The Jersey Canada website was redesigned in 2018. The cost to implement the new website is reflected under Internet Services in Schedule 2, in the amount of \$12,349. Overall, Magazine and Publications resulted in net revenue of \$10,233 for the Association.

INVESTMENT INCOME

Revenue: \$5,528 in 2018 vs. \$12,009 in 2017

Jersey Canada holds investments in the form of mutual funds and GICs. Investment markets fluctuated considerably in 2018, resulting in \$6,481 less revenue for the Association compared with 2017. Jersey Canada's investments have recovered as of January 2019.

SALARIES AND BENEFITS

Expense: \$165,890 in 2018 vs. \$150,176 in 2017

The growing volume of registry work warranted that the Registrar's position became a full-time position in 2018, which includes health benefits.

ADMINISTRATION

Expense: \$107,642 in 2018 vs. \$114,367 in 2017

There was a notable decrease in computer maintenance expenses in 2018, this resulted in lower administration expenses for the Association.

RAWF ACTIVITIES

Expense: \$18,831 in 2018 vs. \$12,876 in 2017

Jersey Canada's share of ethics monitoring expenses at the RAWF increased notably in 2018 compared with 2017. In addition, the costs for incidentals in Toronto continue to increase.

STAFF TRAVEL

Expense: \$14,806 in 2018 vs. \$7,208 in 2017

Jersey Canada management attended more industry events and completed more herd visits in 2018 than in 2017.

MARKET DEVELOPMENT

Expense: \$8,456 in 2018 vs. \$19,499 in 2017

Jersey Canada contracted a revised logo in 2017. Also, during that year Jersey Canada sponsored a judge to officiate at a show in Australia. These expenses were not repeated in 2018.

Statement of Financial Position

As of December 31, 2018

	2018	2017
ASSETS		
CURRENT		
Cash	\$ 66,893	\$ 15,433
Investment	193,174	223,481
Accounts receivable	57,715	59,084
Inventory	4,102	4,201
Prepaid expense	9,923	10,214
Due from Jersey Canada Youth Fund, interest free, unsecured	<u>17,471</u>	<u>15,846</u>
	<u>349,278</u>	<u>328,259</u>
CAPITAL ASSETS (note 4)	<u>128,759</u>	<u>135,018</u>
OTHER		
Registry system development cost	92,175	92,175
System enhancement	10,435	10,435
Less: accumulated amortization	<u>(102,610)</u>	<u>(102,610)</u>
	<u>0</u>	<u>0</u>
RESTRICTED JERSEY CANADA YOUTH FUND (note 5)		
Investment	40,896	41,780
Due from Jersey Canada Youth Fund, interest free, unsecured	<u>(17,471)</u>	<u>(15,846)</u>
	<u>23,425</u>	<u>25,934</u>
	<u>\$ 501,462</u>	<u>\$ 489,211</u>
LIABILITIES		
CURRENT		
Accounts payable and accrued liabilities	\$ 22,932	\$ 34,513
Government remittances payable	4,997	4,657
Prepaid subscription revenue	8,676	6,630
Registry advance	39,984	37,522
Deferred government grant (note 8)	<u>6,376</u>	<u>5,465</u>
	<u>82,965</u>	<u>88,787</u>
NET ASSETS		
Net assets invested in capital asset	128,383	134,541
Restricted for Jersey Canada Youth	23,425	25,934
Unrestricted net asset	<u>266,689</u>	<u>239,949</u>
	<u>418,497</u>	<u>400,424</u>
	<u>\$ 501,462</u>	<u>\$ 489,211</u>

Statement of Operations

For the year ended December 31, 2018

	2018 BUDGET (note 7)	2018 ACTUAL	2017 ACTUAL
REVENUES			
Registrations, transfers and membership	\$ 360,000	\$ 411,791	\$ 358,247
Magazine / publications revenues (schedule 2)	117,225	101,448	123,826
D.N.A. testing	18,000	17,899	19,896
Investment income	9,000	5,528	12,009
Pedigrees / catalogues / report	6,000	4,546	3,250
Market development	3,500	4,025	5,943
Interest on overdue account	2,500	2,865	1,850
Rental	2,372	2,372	2,372
Other	200	310	996
Government grant - amortized capital purchase	<u>0</u>	<u>101</u>	<u>131</u>
	<u>518,797</u>	<u>550,885</u>	<u>528,520</u>
EXPENSES			
Salaries and benefits (schedule 1)	165,866	165,890	150,176
Administration (schedule 1)	115,990	107,642	114,367
Magazine / publications expenses (schedule 2)	105,220	91,215	89,046
National extension program	45,000	35,215	35,042
Meetings (schedule 1)	24,590	31,190	31,223
Building (schedule 1)	33,816	30,512	33,351
RAWF activitie	15,000	18,831	12,876
Staff travel	9,250	14,806	7,208
D.N.A. testing	12,000	9,430	11,956
Market development	16,800	8,456	19,499
Special grants and membership	2,000	2,138	2,081
CDN contribution	1,000	1,250	1,000
Pedigrees / catalogues / report	<u>50</u>	<u>0</u>	<u>0</u>
	<u>546,582</u>	<u>516,575</u>	<u>507,825</u>
(SHORTFALL) SURPLUS before the following:	<u>(27,785)</u>	<u>34,310</u>	<u>20,695</u>
Amortization (schedule 1)	(6,186)	(6,259)	(6,803)
Unrealized loss on investment	0	(7,500)	0
Gain on foreign exchange	<u>1,000</u>	<u>31</u>	<u>888</u>
	<u>(5,186)</u>	<u>(13,728)</u>	<u>(5,915)</u>
(SHORTFALL) SURPLUS from operations for the year	<u>(32,971)</u>	<u>20,582</u>	<u>14,780</u>
JERSEY CANADA YOUTH FUND SHORTFALL (note 5)	<u>0</u>	<u>(2,509)</u>	<u>(6,716)</u>
(SHORTFALL) SURPLUS for the year	<u>\$ (32,971)</u>	<u>\$ 18,073</u>	<u>\$ 8,064</u>

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

1] Visit our website: www.jerseycanada.com

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

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
2018 Glen & Sheila Burgess, Mildmay, ON
2019 Robert & Bruce Mellow, Caledon, ON

