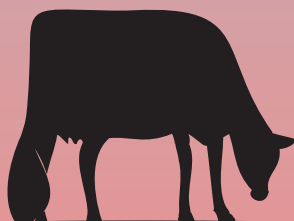




JERSEYCANADA

2019 **ANNUAL REPORT**



CANADIAN JERSEYS

Efficiency • Profitability • Opportunity

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**Jersey Canada
Board of Directors**
Doug Robinson,
Guillaume Dumais,
Marc Dalton, Rhonda
Hulan, Joshawa
Barter, George Van
Kampen, Joanne
Edwards (2nd Vice
President), John
Vander Wielen (1st
Vice President),
Patrick MacDougall
(President), David
Morey (President)



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David Morey

President's Message

Another year is in the books as we cover the business of Jersey Canada. Our industry has seen some turbulent times. Our margins on farm are tighter and between the media and activists we have seen our fair share of abuse.

Under strong presence from your board and staff, Jersey Canada has had a financially secure year. Our numbers of registrations and activity has remained stable throughout 2019 and early 2020 is showing increased growth again.

Jersey Canada can weather the changes in our industry moving forward if we continue as an association to be fiscally responsible — spending within our means and appreciating the challenges that all of our breeders are facing on their own homefronts. Jersey Canada must target in on providing excellence in service while maintaining reasonable fees. We must be vigilant and, just like our members, Jersey Canada must continue to be creative and find ways to grow while continuing to be one of the most financially secure cattle breed associations.

The Jersey cow, without question, will continue to flourish and rapidly gain momentum. She works unconditionally for all of us and if we believe in her, she will enable dairy farmers to thrive in the foreseeable future.

More than any other point, I want to send special thank you to our incredible staff. Being short handed for part of the year, our goal was to make sure that you, the customer, did not see any interruptions in service. From the field staff to the office, our goals have been exceeded. Thank you from us all!

To all those that support and uphold the Jersey cow, cheers to a bright future.

Dave



Phyllis Harrington

Interim General Manager's Report

2019 was a year of many changes and challenges, but the Jersey breed continued its upward momentum across the country. Over the past year registration numbers held steady, and in some of the provinces saw an increase.

In the last ten years we have gone from 7,092 registrations in 2009 to 11,036 in 2019, and maintained registrations of over 10,000 for the past three years. This is significant for the Jersey Breed in Canada. Transfers were slightly down for various reasons, such as a flood of heifers in certain areas resulting in fewer sales happening, or breeders importing from US due to the economics of transportation costs.

Reviewing milk recording statistics since 2001, we have noted that overall herd numbers across the country have either been maintained or increased, with the largest increase being in Quebec. Between 2001 and 2019, the QC herds total increased from 140 to 687, and cows from 1,564 to 7,687. Another major region of growth was Western Canada. 2001-2019 numbers saw herds increase from 62 to 141, and cows from 1,737 to 3,554. That is quite an accomplishment, and it should be noted that many of these herds are owned and managed by young and enthusiastic producers.

A moment to reflect 20 years later. A review of the financials for 1999 revenue was \$469,163 and expenses were \$419,537, ending with a surplus of \$25,679 after adjustments. 2019 revenue \$534,684 and expenses \$513,968 ending with a surplus of \$23,826 after adjustments. It is exemplary for an association to have managed their financials so well. 1999 there were 8 full time staff members and in 2019 4 full time staff members in the office plus our field man. Hats off to the board members who have worked through these past twenty years in monitoring the state of the association. I have also noted that during these years we have been able to maintain fees with no significant increase, if any, while expenses reflect changes required such as updating equipment, software, heat and hydro, taxes — all of the same expenses realized at the farm level.

Upon reviewing 2019 financials, the association continues to maintain steady growth, and the board is very conscious in monitoring the revenues and expenses. Working with the auditors, they have commented on the associations ability to work within perimeters of the budget set for each year.

2020 brings a new decade, a new vision and new opportunities. Important as we enter this new decade, the Board of Directors, along with the new Executive Secretary / Manager, will have the challenge of updating the strategic plan for our association. This includes addressing new milk pricing: how does this impact Jersey owners and what opportunities does this give to having Jerseys in the barn?

Looking forward to the roaring 20's, onwards and upwards!

Phyllis

REGISTRATIONS

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Alberta	393	421	393	405	427	446	507	618	641	546
British Columbia	716	673	643	719	649	723	727	886	899	1083
Manitoba	218	228	247	237	166	154	162	166	148	213
New Brunswick	191	160	199	218	193	194	206	228	243	232
Newfoundland	0	0	0	1	98	1	1	0	4	2
Nova Scotia	86	99	82	98	98	104	89	121	158	188
Ontario	4011	4044	4245	4265	3945	4001	4342	4612	5099	4692
Prince Edward Island	35	26	18	38	20	12	24	26	38	40
Quebec	2622	2733	3106	3161	3190	3344	3664	3853	4321	3988
Saskatchewan	83	56	64	67	34	63	178	129	252	45
Foreign	1	0	3	48	11	3	5	3	8	7
Total	8356	8440	9000	9257	8831	9045	9905	10642	11811	11036

TRANSFERS

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Alberta	47	75	46	52	43	135	135	154	68	166
British Columbia	91	92	162	44	72	92	117	139	62	109
Manitoba	26	3	22	14	7	9	46	11	65	181
New Brunswick	30	16	16	18	15	17	40	16	40	23
Newfoundland	0	0	0		1	0	0	0	0	0
Nova Scotia	27	16		1	8	12	35	37	33	28
Ontario	1177	1038	1046	1139	1050	1052	1533	936	2007	1437
Prince Edward Island	10	6	3	5	0	4	14	7	18	27
Quebec	844	1025	1332	899	980	953	1129	1275	1401	1051
Saskatchewan	21	25	13	1	13	6	28	28	41	42
Foreign	159	58	61	74	96	83	81	43	59	54
Total	2432	2354	2701	2247	2285	2363	3158	2646	3794	3118

MEMBERSHIPS

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Alberta	36	40	37	43	37	34	36	39	39	38
British Columbia	53	66	61	61	62	62	64	72	75	76
Manitoba	26	28	28	28	29	21	21	22	22	24
New Brunswick	22	22	22	23	23	22	28	28	25	25
Newfoundland	0	2	0		0	1	1	1	1	1
Nova Scotia	24	21	25	18	15	20	20	20	21	23
Ontario	404	380	382	417	376	372	392	425	415	430
Prince Edward Island	14	11	9	8	8	9	9	8	8	8
Quebec	428	461	475	458	456	459	461	512	498	432
Saskatchewan	14	18	12	13	10	10	13	15	16	18
Foreign	6	5	6	9	4	5	6	4	3	4
Total	1027	1054	1057	1078	1020	1015	1051	1146	1123	1079



Jean-Marc Pellerin

National Fieldman Report

2019 was a repetition of previous years. Interest is still steady. The cow market being slow in general has affected Jersey sales. When you can't sell cows, you don't replace them with Jerseys.

But in spite of that Jerseys are still a very viable option. With the ratio changes especially in 2021, Jerseys will be in the spotlight.

There were 2 presentations made in Ag schools in 2019. I made 255 visits to farms, signed up 22 new members and 24 prefixes, did 175 registrations and 508 transfers.

Respectfully Submitted,

Jean-Marc Pellerin



Morgan Sangster

Western Field Service Rep Report

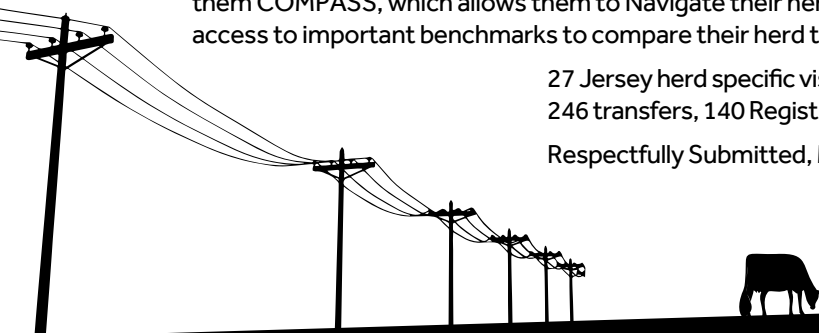
2019 was a challenging year for our western farmers, a wide spread of erratic weather with a very dry spring, a wet harvest and an early winter in the prairies. The interest in the Jersey breed is growing and more and more herds are starting to see the value in our little brown cow.

We are seeing an influx of Jerseys being imported from the US into herds in BC, as the efficiencies are undeniable from not only a management perspective, but a financial one as well. Where crop able land is not in abundance, and new manure regulations are on the horizon, bringing Jerseys into herds is an obvious choice, and I'm seeing more and more that have at least 1 token Jersey in the barn.

We are having some pushback from potential new members on the cost of working with our association, and what the benefits are of using our services. When they are "managing" ok on their own, they wonder what the value is for the price of a registration and/or classification, and have a difficult time justifying the cost, being in a tougher economical climate. I am hopeful to try and do more outreach and educate producers on the advantages of the Jersey breed, and explain why knowing what you are working with is important! I am also excited to start working with Jersey breeders to show them COMPASS, which allows them to Navigate their herd genetics, and gives them access to important benchmarks to compare their herd to the national average.

27 Jersey herd specific visits, 5 new members/prefixes, 246 transfers, 140 Registrations.

Respectfully Submitted, Morgan Sangster





George Van Kampen
(Chair)
Mathieu Larose
Danny Morin
Sean Gorrill
Mark Stannard
Steve Smith
Martien Huijzer
Theo Elshof
Matt Brosen
Guillaume Dumais

George Van Kampen

Milk Marketing Committee Report

As chair of this committee I would like to thank my committee members for all their hard work. 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.

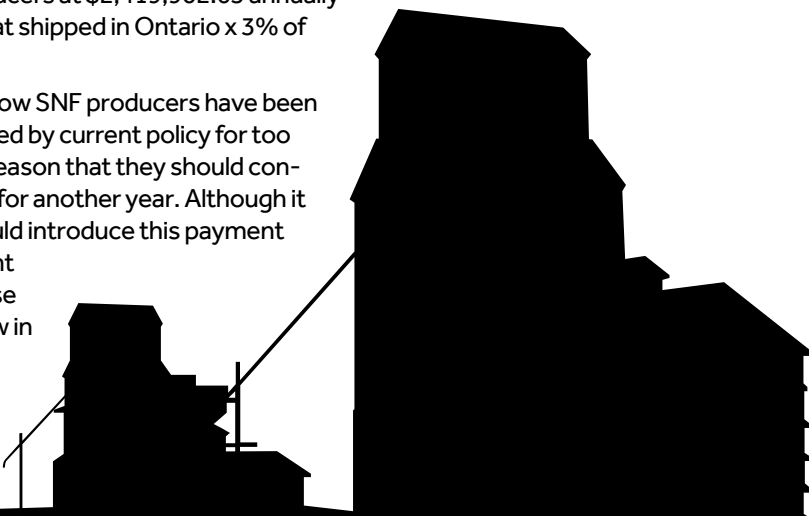
Jersey milk has seen some amazing breakthroughs in 2019. The Western milk pool is continuing to pay their producers 85% of their revenue on fat, 10% on protein and 5% on other solids. With the impending ratification of CUSMA, the P5 Quota Committee also made some adjustments. Firstly, they lowered the producer deterrent ratio level from 2.35 to 2.30, and more importantly they promised to pay producers more equitably for the solids they produce.

The P5 Quota Committee started their memo to producers introducing the new payment policy "The P5 Quota Committee has worked on a new payment scheme which would better reflect marked revenue and ensure better payment equity between producers at various SNF ratios."

The milk committee is very pleased with this payment policy but some of us wonder why this policy, which is going to give better equity between producers, is not implemented immediately. The Ontario Milk Marketing Committee has sent a letter to the Dairy Farmers of Ontario with their concerns, stating that producers under an SNF ratio of 2.0 have been and still are subsidizing high ratio producers at a rate of \$0.62 or every KG of butterfat they ship. According to their numbers, 3% of producers are below a 2.0 ratio. If these 3% of producers produce 3% of the butterfat in Ontario, they are subsidizing high SNF producers at \$2,419,902.65 annually (130,102,293 total KG of fat shipped in Ontario x 3% of producers x \$0.62.)

The letter concludes that low SNF producers have been economically disadvantaged by current policy for too many years and there is no reason that they should continue to be in this position for another year. Although it would be nice if the P5 would introduce this payment policy sooner, this payment policy will no doubt increase demand for the Jersey cow in the future.

Respectfully Submitted,
George Van Kampen





Rhonda Hulan

Marketing & Publications Committee Report

As I sit here preparing to write my marketing report, reflecting and recalling events of the past year, I keep wondering where the time has gone, how is it possible that it's March 2020.

Rhonda Hulan (Chair)
Joshawa Barter
Karen Kingdon
George Van Kampen
Daniel Poulin
Michael Haeni
Rebekah Mathers
Marc Dalton

It seems as though I just stepped off the plane from a fabulous AGM in Alberta where I gained the title "Marketing Chairperson". What exactly does that mean? Well, it means that the Jersey Canada Board of directors felt I would be able to provide guidance and leadership to a committee made up of members from across Canada.

That didn't exactly happen as we had planned. Shortly after the AGM, I ended up being appointed chairperson of two additional committees and they seemed to supersede the marketing committee. For this, I apologize.

However, in saying that, the marketing and importance of promoting the jersey cow was not forgotten. Our communications staff saved the day. Jacob Lucs was in continual consultation with Dave Morey, Jean Marc Pellerin and myself, and he was able to keep us on target or under budget while producing truly great material.

Some of the highlights from this year are the: Grow Smarter and Jersey Goodness campaigns, the WJCB media campaign, redesigning the Breeder, anyone who attended the royal would have seen the P5 SNF/BF changes ad in the ringside catalogue. We continue embracing the rapidly expanding world of social media, as it has become the go to place for information and advertising.

My prediction for 2020 is that the Jersey cow will continue to sneak into barns at an accelerated speed, membership and registrations will continue to grow.

I look forward to working closely with the incoming marketing committee and being able to focus my attention promoting the Jersey cow. Are you a person who thinks outside the box? Do you have ideas on how to market the Jersey cow? If you are, please reach out and share your ideas, we'd love to hear them.

Respectfully submitted,

Rhonda Hulan



Joshawa Barter

Youth Committee Report

It's great to see the applications of everyone that applies for the bursaries and programs each year. There are so many driven, motivated and passionate young people that it reassures you the breed has a bright future ahead.

Joshawa Barter (Chair)
Casey Morey
Andrea Nixon
Kevin Elshof
Stephynie Sargent
Meghan Brosens
Steven Morin
Laura DeKlein
Guillaume Dumais
Jill Robinson

The committee started the year by presenting the Youth of Distinction award to Lee Morey in the comfort of his own home at the 2019 Jersey Canada AGM. We were also able to award two Next Generation travel bursaries to Steven Morin from Québec and Meghan Brosens from Nova Scotia who joined us at the AGM.

The committee oversaw another successful year for the youth scholarship program, receiving a whopping 7 applications. With the ongoing support of the Earl Vander

Meulen Memorial fund we awarded 3 bursaries. Our 2019 recipients were Jonas Haeni, Jade Girard and Robert Sayles. The awards were presented at the 2019 Royal Agricultural Winter Fair in Toronto. On behalf of the committee I'd like to once again encourage everyone who is eligible to apply for this great opportunity.

The committee was also able to support youth activities in some of the national regions via monetary donations as well.

In the fall the committee selected the judge for the Youth Showmanship class at the RAWF. From a group of qualified nominees, Jon Raymond Dykstra was selected as our 2019 Judge. We had close to 50 participants with calves. The Overall Champion showmanship class was sponsored by Farmboy Productions, Bruce Sargent and the shirts were sponsored by Select Sires.

The committee is always open to nominations for Judges as well as new ideas for programs or activities. As the times change we want to be sure all our programs we offer are still up to date.

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

Respectfully submitted,

Joshawa Barter





Joanne Edwards (Chair)
Patrick MacDougall
Lee Morey
Bruce Sayles
Guillaume Dumais
Heather Peters
Adam Bouwman
Denis Cyr

Joanne Edwards

Genetic Improvement Committee Report

The past year we saw some data sharing changes, with no longer publishable DGV. Although human nature is wary of change at first, we continue to move forward.

With new data coming at us regularly, as well as old data that still has its place and perhaps has not fully been tapped to its potential, our genetic tool box is full of great information to help keep the breed competitive within ever changing markets and regulations.

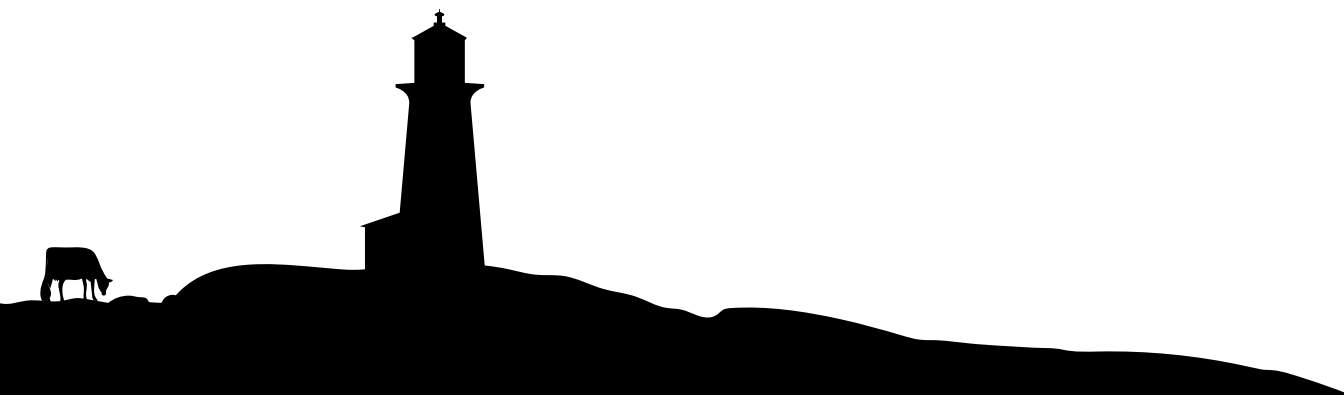
The committee has made some small changes to the scorecard in the mammary section. Firstly, reducing weighting on front teat placement by 1% and increasing weight on rear placement by 1%. Secondly, we reduced weighting on rear attachment height by 2% and moved it to rear attachment width. As well, we adjusted rear teats back defect to 2 and added discrimination for rear teat placement for codes 8 & 9, and teat length codes 1 & 2. Looked into dairy strength for 2 yr olds, they are currently broken into 2 groups: 1A and 1B. Up to 2yrs and under 60 days in milk are 1A while anything over 2 or over 60 days in milk are 1B. No changes were made with respect to Max Scores on first and second lactation animals.

With continuously changing markets and regulations, we are always looking to keep competitive today as well as in the future, and push for more from the Jersey Cow. As production gains are made there will be a balancing act to maintain the breed's advantageous traits for reproduction and longevity. No matter the type of cow, each of us strives to breed A2A2 milk, which will continue to rise with consumer interest. The importance of health and functional traits will become of greater interest in our genetic toolboxes.

Any questions, concerns or thoughts for genetic improvement feel free to contact me. If I don't have the answers I will certainly work to get them for you!

Respectfully submitted,

Joanne Edwards





Doug Robinson

Show Committee Report

Congratulations on another great successful year of breeding and exhibiting quality Jersey cattle across Canada. Our breed continues to remain strong. In parts of Canada where all breeds show together, the Jersey Cow stood out with a positive representation for our breed.

Doug Robinson (Chair)
Jon Kingdon
Sylvain Houle
Kirsty McAvoy
Kerry Alexander
Reg Dillman
Christie Prins
Nick Isenschmid

Our National Show held at the Royal Agricultural Winter Fair was once again an amazing success, continuing to get better each year from top to bottom. New in 2019, our committee suggested to the Royal to add the recognition of 1st and 2nd place 4-H members showing their 4-H project in their respective class, resulting in a Championship class of their own. It was a great success with a num-

ber of participants, positive feedback and a great crowd watching the whole show.

We continue to work closely with Holstein Canada monitoring quality show ethics. This year our committee implemented rules concerning body painting, and this was monitored by Holstein Canada during the show. Overall the rules were respected and obeyed once again demonstrating showmanship at its best.

The All Canadian competition was strong in numbers and quality again this year. The computer program launched by Jersey Canada continues to be user friendly for exhibitors to enter their animal, and for staff to organize.

Our membership asked to have stricter rules implemented for the selection process around an Associate Judge for our National Show. I am pleased to comment that we accomplished this with great success this year.

I would like to thank all breeders and exhibitors for continuing to promote, exhibit and support the Jersey breed across the country.

In closing I would like to recognize the Jersey Canada staff for all the work they do as well thank you to all the volunteers who give their time to sit on local show committees across Canada.

Thank you,

Doug Robinson



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



Priority #1 PARTNERSHIPS

Priority #2 EDUCATION

Priority #3 MARKETING

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 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? Ongoing

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

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? Complete

Who? Board; Comm. Specialist; General Manager

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? 2020

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? Ongoing

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? Ongoing

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? 2020

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? 2020

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? 2020

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 & Scholarships

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.

Dean Sayles Jr. (Spruce Avenue)
Paris, ON

CONSTRUCTIVE BREEDERS

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

Ferme Elegance (Elegance)
St-Gervais de Bellechasse, QC

Jada Jerseys Senc (Jada)
Ste-Anne-du-Lac, QC

Ferme Bellaska Jersey (Bellaska)
La Durantaye, QC

INDIVIDUAL AWARDS

JERSEY YOUNG ACHIEVERS

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

Max Kohler (Alpenrosli)
Kingsey Falls, QC

Claudia Parent (Jersbi)
St-Sylvestre, QC

YOUTH OF DISTINCTION

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

Nick Isenschmid (Sunnyfarm)
Grunthal, MB

JERSEY CANADA YOUTH SCHOLARSHIPS

Jade Girard, LaBaie, QC

Jonas Haeni, Didsbury, AB

Brent Sayles, Paris, ON

PERFORMANCE AWARDS

HALL OF FAME TROPHY

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

REDHOT MATT TESLA ET -12214814
(3 3) 13,298, 787 5.92% 522 3.93%
458 492 475

Composite BCA for Fat & Protein: 967

Owners: Unique Stock Farm

Rochester AB

PRESIDENTS CUP AWARD FOR BUTTERFAT

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

CLAESSIC FIELDS SULTAN VENA SUP-EX 91
(13-4) -7510941

4987 Kilograms Butterfat

Owners: Claessic Fields Inc, Ingersoll, ON

PRESIDENTS CUP AWARD FOR PROTEIN

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

CLAESSIC FIELDS SULTAN VENA SUP-EX 91
(13-4) -7510941

3811 Kilograms Protein

Owners: Claessic Fields Inc, Ingersoll, ON

* 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, 2019

Jersey Canada's Operations Committee is pleased to present the 2019 Financial Report. On the pages that follow are the Statement of Financial Position and the Statement of Operations. During 2019, overall revenues were in excess of expenses by 7%.

The following notes highlight line items of notable change in 2019 compared to 2018.

REGISTRATIONS, TRANSFERS AND MEMBERSHIPS

Revenue: \$534,684 in 2019 vs. \$550,885 in 2018

Registration and Transfer activity continues to be strong, with 2019 representing more a maintenance year for volume of registrations. This was demonstrated by a \$12,675 decrease in revenue over the previous year. A reflection of the cattle prices across the country.

MAGAZINE AND PUBLICATIONS

Revenue: \$105,929 in 2019 vs. \$101,448 in 2018

The *Jersey Breeder* was unique in experiencing a slight increase in advertising revenue. In 2019 there was a \$1848 increase in advertising revenue compared with 2018 for both magazine and website advertising. In addition, many magazine subscribers choose the two-year subscription option and therefore, subscription revenues tend alternate from year to year.

Expenses: \$82,489 in 2019 vs. \$91,215 in 2018

2019 Magazine and Publications resulted in a net revenue of \$23,440 for the Association. The difference in revenue from 2018 was a result of no expense for website site development and continued funding from the Canada Periodical Fund of the Department of Canadian Heritage.

INVESTMENT INCOME

Revenue: \$7,344 in 2019 vs. \$5,528 in 2018

Jersey Canada holds investments in the form of mutual funds and GICs. Investment markets recovered significantly in 2019, resulting in a slight increase in revenue \$7,344 for the Association compared with 2018. Jersey Canada's investments remained stable as of January 2020.

SALARIES AND BENEFITS

Expense: \$159,937 in 2019 vs. \$165,890 in 2018

The General Manager position has been vacant since the end of September 2019. The Jersey Canada Board continues to search for a new General Manager in 2020.

ADMINISTRATION

Expense: \$115,498 in 2019 vs. \$107,642 in 2018

The ABRI contract was renewed mid 2018 and within the contract the license fee no longer charged and was diverted to support cost being increased. Small bad debit were addressed and written off where as in 2018 year there had been some recovery of debits written off previously.

RAWF ACTIVITIES

Expense: \$18,452 in 2019 vs. \$18,831 in 2018

This had a slight decrease due to fewer staff attending and less lodging costs.

STAFF TRAVEL

Expense: \$7,082 in 2019 vs. \$14,806 in 2018

The General Manager position vacant and less industry functions were attended. This account includes cost related to travel and costs for hiring process for new General Manager.

MARKET DEVELOPMENT

Expense: \$20,996 in 2019 vs. \$8,456 in 2018

Updated the Jersey Owner's Manual and distribution to all members. The program through CLGA which provided financial assistance for the association to send judges outside of North America had not received government approval and we were unable to recover costs for trips during 2019 therefore cost was absorbed by the association. Jersey Quebec and Jersey Canada shared a marketing advertisement.

Statement of Financial Position

As of December 31, 2019

	2019	2018
ASSETS		
CURRENT		
Cash	\$ 89,186	\$ 66,893
Investments	205,346	193,174
Accounts receivable	58,084	57,715
Inventory	1,886	4,102
Prepaid expenses	13,206	9,923
Due from Jersey Canada Youth Fund, interest free, unsecured	<u>21,981</u>	<u>17,471</u>
	<u>389,689</u>	<u>349,278</u>
CAPITAL ASSETS (note 4)	<u>123,367</u>	<u>128,759</u>
OTHER		
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>
RESTRICTED JERSEY CANADA YOUTH FUND (note 5)		
Investments	43,856	40,896
Due to Jersey Canada operating, interest free, unsecured	<u>(21,981)</u>	<u>(17,471)</u>
	<u>21,875</u>	<u>23,425</u>
	<u>\$ 534,931</u>	<u>\$ 501,462</u>
LIABILITIES		
CURRENT		
Accounts payable and accrued liabilities	\$ 26,604	\$ 22,932
Government remittances payable	5,690	4,997
Prepaid subscription revenue	5,120	8,676
Registry advances	47,139	39,984
Deferred government grant (note 8)	<u>8,055</u>	<u>6,376</u>
	<u>92,608</u>	<u>82,965</u>
NET ASSETS		
Net assets invested in capital assets	123,069	128,383
Restricted for Jersey Canada Youth	21,875	23,425
Unrestricted net assets	<u>297,379</u>	<u>266,689</u>
	<u>442,323</u>	<u>418,497</u>

Statement of Operations

For the year ended December 31, 2019

	2019 BUDGET (note 7)	2019 ACTUAL	2018 ACTUAL
REVENUES			
Registrations, transfers and memberships	\$ 411,250	\$ 388,716	\$ 411,791
Magazine / publications revenues (schedule 2)	105,775	105,929	101,448
D.N.A. testing	20,000	20,059	17,899
Investment income	9,000	7,344	5,528
Market development	4,000	4,287	4,025
Pedigrees / catalogues / reports	4,000	3,531	4,546
Rental	2,372	2,372	2,372
Interest on overdue accounts	2,500	2,108	2,865
Other	200	260	310
Government grant - amortized capital purchases	0	78	101
	<u>559,097</u>	<u>534,684</u>	<u>550,885</u>
EXPENSES			
Salaries and benefits (schedule 1)	168,366	159,937	165,890
Administration (schedule 1)	128,207	115,498	107,642
Magazine / publications expenses (schedule 2)	88,561	82,489	91,215
National extension program	50,000	37,059	35,215
Building (schedule 1)	30,768	29,923	30,512
Meetings (schedule 1)	27,450	29,481	31,190
Market development	30,250	20,996	8,456
RAWF activities	15,275	18,452	18,831
D.N.A. testing	12,000	10,116	9,430
Staff travel	11,600	7,082	14,806
Special grants and memberships	2,000	1,935	2,138
CDN contributions	1,250	1,000	1,250
	<u>565,727</u>	<u>513,968</u>	<u>516,575</u>
(SHORTFALL) SURPLUS before the following:	<u>(6,630)</u>	<u>20,716</u>	<u>34,310</u>
Amortization (schedule 1)	(5,700)	(5,392)	(6,259)
Unrealized gain (loss) on investments	0	10,005	(7,500)
Gain on foreign exchange	1,000	47	31
	<u>(4,700)</u>	<u>4,660</u>	<u>(13,728)</u>
(SHORTFALL) SURPLUS from operations for the year	<u>(11,330)</u>	<u>25,376</u>	<u>20,582</u>
JERSEY CANADA YOUTH FUND SHORTFALL (note 5)	<u>0</u>	<u>(1,550)</u>	<u>(2,509)</u>
(SHORTFALL) SURPLUS for the year	<u>\$ (11,330)</u>	<u>\$ 23,826</u>	<u>\$ 18,073</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

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|---|--|
| 1969 Pierre Veillon, Wendybrook, QC | 1997 John & Helen Sheardown, Rexlea, ON |
| 1970 Gilbert Robison, Campburn, NB | 1998 Sean McMahon, Shamrock, ON |
| 1971 Norman Bagg, Edgelea, ON | 1999 Lionel McKeown, Glenamore, ON |
| 1972 R.T. Sayles, Spruce Avenue, ON | 2000 Fred & Ruth Armstrong, Huronia, ON |
| 1973 Cecil Mortson, Mordale, ON | 2001 Dean Sayles, Spruce Avenue, ON |
| 1974 John Batty, Crescent, ON | 2002 James D Livock, Avonlea, ON |
| 1975 Redelmeier Family, Don Head, ON | 2003 Joan & Henry Westwick,
Handen Farm, BC |
| 1976 Maurice Beatty, Lindale, ON | 2004 Chris & Valerie Richardson,
Rich Valley, ON |
| 1977 R.T. Stenger & Son, Enniskillen, ON | 2005 Leonard & Greg Mortson, Mordale, ON |
| 1978 Featherstone Brothers, Avonlea, ON | 2006 Brian & Linda Raymer, Bri-Lin, ON |
| 1979 John S. Adamson, Dalcraig, NS | 2007 Dave & Anne Honderich,
Willow Creek, ON |
| 1980 D.H. McCaig & Son, Norval Acres, QC | 2008 Robert & April Jarrell, RJF, ON
Stephen Borland, Rapid Bay, QC |
| 1981 Rock Ella Jersey Farm, Rock Ella, ON | 2009 Don & Evon Hendrickson, Gaymar, BC |
| 1982 Llilyn Farms Ltd., Llilyn, ON | 2010 Paul & Lorraine Franken, Paullor, ON |
| 1983 John White, Valleystream, ON | 2011 The Sayles Family, Bridon, ON |
| 1984 Grant Butcher, Granclare, ON | 2012 Michael Stern, Potwell, Paris, ON |
| 1985 Floyd Dingwall, Spruce Vine, ON | 2013 Eric Thompson, Pine Haven, NS |
| 1986 Brian Sayles, Bridon, ON | 2014 Lorne Ella, Rock Ella, ON |
| 1987 William Fletcher, Pleasant Nook, ON | 2015 Hollylane Jerseys, Corbyville, ON |
| 1988 Robert Anderlini, Valtallina, BC | 2016 Rexlea Jerseys, Schomberg, ON |
| 1989 Albert Taylor, Pine Grove, ON | 2017 Brent & Betty Butcher and Family, Ayr, ON |
| 1990 Ralph Quadling, Longacres, BC | 2018 Glen & Sheila Burgess, Mildmay, ON |
| 1991 Barry G Little, Meadow Lawn, ON | 2019 Robert & Bruce Mellow, Caledon, ON |
| 1992 Karl & Isolde Koeppe, Franken, ON | 2020 Dean Sayes Jr, Paris, ON |
| 1993 Robert & Bruce Mellow, Glenholme, ON | |
| 1994 George Brown, Brownlane, NB | |
| 1995 Albert Boswell, Marshfield, PEI | |
| 1996 Roger E Ray & Diane Jarrell-Ray,
Corbyville, ON | |