

JERSEY CANADA ANNUAL GENERAL MEETING

11:00 a.m.

Saturday, April 13, 2019

Westlock Inn & Conference Centre

Called to Order by David Morey at 11.05 a.m.

APPROVAL OF AGENDA no additions

MOTION to approve the Agenda as presented, moved by Brian Raymer, seconder Larry Sheardown.
CARRIED.

READING OF NOTICE OF MEETING AND MEETING PROCEDURES, circulated as of January 12th, 2019 and read during meeting by Kathryn Roxburgh, General Manager.

IDENTIFICATION OF MEMBERS AND GUESTS – David Morey welcomed membership and guests. He asked each individual to stand and identify themselves.

MOMENT OF SILENCE IN MEMORY OF DEPARTED MEMBERS

ACTIONS OF 2018 ANNUAL GENERAL MEETING – with the approval of members attending the meeting, a summary of minutes from 2018 annual meeting held Saturday March 17, 2018 in Ajax, Ontario was presented by Kathryn Roxburgh, General Manager.

Discussion – no discussion and no errors or omissions noted.

MOTION to approval summary of 2018 Annual Meeting minutes, moved by Josh Barter, seconder Danny Morin. **CARRIED.**

INTRODUCTION OF CURRENT BOARD MEMBERS – board members acknowledged were Guillaume Dumais, Josh Barter, Patrick MacDougall, Rhonda Hulan, George Van Kampen, Doug Robinson, John Vander Wielen, Marc Dalton (Incoming 2019 Board Member) and Joanne Edwards. Members were encouraged to contact directors with concerns or issues.

INTRODUCTION OF FORMER BOARD MEMBERS & PAST PRESIDENTS – Past Presidents in attendance included Larry Sheardown, Steven Smith, Adrian Haeni, Diane Jarrell-Ray, Tim Sargent, Brian Raymer, Robert Jarrell, Mathieu Larose. Former committee member RJ Dillman.

PRESIDENT'S REPORT – **David Morey** – referenced his written report on page 4 of the Annual Report. He encouraged everyone to look around, we do not lack from engagement of our membership, you're here. He encouraged telephone calls from members, the individuals who do not or cannot attend meetings, as their input is valued as well. The need is important as this is the only way we can move forward; to know what all our member's needs are. Share your needs with all the board and staff as we are here to engage and continue to move forward as a Jersey Association.

MOTION to adopt the presidents report as presented, moved by George Van Kampen, seconder John Vander Wielen. **CARRIED.**

GENERAL MANGER'S REPORT – Kathryn Roxburg referenced page 4 and 5 of annual report.

MOTION to approve the general manager's report as presented, moved by Rhonda Hulan, seconder Doug Robinson. **CARRIED**

NATIONAL EXTENSION WORK REPORT – Morgan Sangster – working as pilot project and with both Holstein Canada and Jersey Canada. She started this fall with Jersey Canada in addition to her role as a Holstein field representative, working on animal assessments, and working with Jersey Canada to find cows within herds in western Canada. She commented that had a lot to learn working from Jersey breeders and open to suggestions and discussions while attending the meeting.

Jean Marc Pellerin - everyone seen the number of visits to new people, and interest Jersey breed continues to grow, more serious engagement efforts for Jersey breed, and herds transferring 20 or 40 for complete herd switch. Tremendous time for the breed, both with the cows and with breed. He commented his herd visits were 273 in 2018.

Discussion -Adrian Haeni asked Jean Marc about his work making presentations to different ag schools. He asked how Jean Marc receives such invitations and who arranges the farm tours. Jean Marc explained that Jersey Quebec contacts the school and we develop the presentation to give correct information on the Jersey breed and arrange farms tours that collaborate with the presentations. Larry Sheardown noted the new entrants' programs available and now asking about Jerseys. Recognizing privacy policies, he asked if there is an opportunity to contact details or information to for new entrants, or a letter explaining Jersey Canada's field work program and the option to contact the field person for a visit or discussion about the Jersey breed. Milk prices are down, feed is an issue and many producers are looking for ways to streamline, this is the opportunity to make a difference. Thank you to Jean Marc and Morgan, they're the face of the association in the field.

MOTION to adopt the national extension report as presented, moved by Danny Morin, seconder Michael Bols. **CARRIED.**

COMMITTEE REPORTS

MARKETING/PUBLICATIONS COMMITTEE – John Vander Wielen - Thank you members and committee for the opportunity to promote the Jersey Breed. Report on page7 of annual report. Thank you to Shawna Berry for efforts and professionalism and members for the time on this committee. John commented there had been an ad in Le Producteur du Lait Quebecois which had been a shared project between Jersey Quebec and Jersey Canada.

MOTION to adoption of the marketing/publications report as presented, moved by Steven Smith, seconder John Claessens. **CARRIED.**

NEXT GENERATION/YOUTH COMMITTEE – Josh Barter – referenced report on page 8 of annual report.

MOTION to accept Next Generation/Youth Committee report as presented, moved by Rhonda Hulan, seconder Guillaume Dumais. **CARRIED.**

GENETIC IMPROVEMENT COMMITTEE – Patrick MacDougall referenced report on page 9 of annual report. Patrick asked Kathryn Roxburgh for an overview of the recent changes to the LPI and Pro\$ formula, as recommended by GI committee. Patrick thanked the committee and CDN for their continued support.

MOTION the adoption of the Genetic Improvement report as presented, moved by Brian Raymer, seconder Mathieu Larose. **CARRIED.**

Discussion - RJ Dillman asked if Jersey Canada will make similar adjustments to the Classification linear to address excessive stature, like adjustments made for Holsteins. Patrick commented there had been some discussion and will be addressed further in 2019.

Kathryn provided an overview of changes in LPI and Pro\$ formulas working towards breed improvement goals, change in component weightings which CDN applied. Breed associations are invited to provide input on the LPI formula, to ensure that the formula aligns with breed goals. Changes were directed to production, durability, health and fertility.

Discussion – no further discussion

SHOW COMMITTEE – Joanne Edwards- committee report on page 10 of annual report. Thank you to committee and acknowledged their accomplishments during the year. 2019 All Canadian contest went online and proved to be user friendly. The Show Committee and staff continually to review and update the All Canadian process. The Committee has implemented a show conduct and ethics policy which will be enforced for the upcoming national show. The policy recommendation was been submitted to the Board for their approval. The policy will be available on the website, listed in competition book and will be shared with each region. Joanne asked that members review and be well informed prior to the national show.

MOTION adoption of Show Committee report as presented, moved by Josh Barter, seconder Danny Morin. Discussion - Robert Jarrell stated that traditionally at the annual meeting for next year's Royal Judge was announced. Joanne confirmed that exhibitors have voted for Pierre Boulet to be the judge for the 2019 National Jersey Show. He will be submitting names for an associate judge shortly. Dianne Jarrell-Ray stated she had been approached by a producer from Quebec expressing concerns about the validity of placings for the 4-H classes submitted for the All Canadian Contest, and asked that they be more carefully reviewed. Joanne noted 4-H classes provide challenges for verification as we do not receive written confirmation of shows and results are not submitted to the office with all placings. She noted that 4-H Leaders are to be listed in submission and they are contacted to verify placings. Diane suggested the need to have 4-H submissions verified by an ad hoc committee. **CARRIED.**

Motion to Adjourn for lunch at 12:09 pm by RJ Dillman.

Reconvened at 1:35 p.m.

MILK MARKETING – George Van Kampen - referenced the written report on Page 7 of annual report. Thank you to committee for their support. Briefly reviewed opportunity for consistency through Canada for milk pricing and bringing the structural surplus under control through working with high test producers of all breeds to lower the SNF:F ratio, making them aware they are subsidizing the other producers. He commented there are several on-farm processors who are selling Jersey milk, cheese and ice cream, and have created a market specific for Jersey and benefits for their products. This is the future we need to work towards.

MOTION the adoption of the Milk Marketing report as presented, moved by Guillaume Dumais, seconder Doug Robinson. **CARRIED.**

STRATEGIC PLANNING COMMITTEE – Kathryn Roxburgh - the strategic plan is listed current page 12 and 13 with accomplishments and noted that 2019 final year for the plan. This fall the Board will be working on the Jersey Canada strategic plan for 2020 – 2022 which will be launched at the next annual meeting.

At this point the goal is to encourage membership to speak with area directors and we will include this feedback in the development of the next strategic plan.

MOTION to adopt of the strategic plan report as presented, moved by Guillaume Dumais, seconder Larry Sheardown. **CARRIED.**

AUDITOR'S RPEORT FOR 2018 FISCAL YEAR – Patrick MacDougall noted the complete financial statements were available with the AGM registration package. He referenced to page 4 of the statement of financial changes and touched on the main changes and discussed. Currently our cash is higher as a debenture had matured and had been ear-marked for website update in 2018 and replacement of a computer server in 2019. Notes highlighting the 2018 financials were in included in annual report on page 15 and reviewed during the meeting.

Discussion – none.

MOTION the approval of the 2018 audited statement, moved by John Vander Wielen, seconder Rhonda Hulan. **CARRIED.**

CORRESPONDENCE – none received

UNFINISHED BUSINESS – none listed

NEW BUSINESS

A review of the procedures for the presentation of resolutions was read. Adjudicators Derek Flaman and Tyson Flaman were introduced.

RESOLUTIONS

Resolutions from the Jersey Ontario AGM:

1. RESOLUTION FROM KAWARTHA JERSEY CLUB

Whereas, the Jersey breed is known for better fertility and promotes itself as such, and whereas the JH1 trait, (which, when inherited from both sire and dam produces unviable embryos or still births) has been identified in between 10% and 20% of our breed, and whereas, our Canadian farmer owned A.I. Organization lists 6 of 13 available sires (47%) as carriers, be it RESOLVED that Jersey Canada's Genetic Improvement Committee look at ways to raise awareness and encourage the studs not to select sires carrying this trait.

Moved by Paul Shulman, seconder John Claessens.

Paul certainly issue to be reviewed and referenced the bull Valentino.

In favour - 34 Opposed – 0 Abstain - 0 **CARRIED**

2. RESOLUTION FROM QUINTE TRENT JERSEY CLUB

Whereas, our national show being the Royal Agricultural Winter Fair (RAWF), be it RESOLVED that the associate judge be approved by the Jersey Canada Show Committee.

Moved by Dianne Jarrell-ray, seconder John Claessens.

Diane stated the concern had been expressed by Andrew Vander Muelen. The concern was having brothers/family as Associate Judges, which may present a conflict of interest challenge the Judge's objectivity, and that the Show Committee should have some say in selecting the Associate Judge. Joanne Edwards responded that the exhibitors voted for the Judges and nominates an additional name for the next ballot. Judges when confirmed are asked for names of three possible Associates whom they would like to work with. These are submitted to the Board and reviewed to confirm they are in good standing with the Association. The Board of Directors approves the choice of Associate Judge, and the Show Committee is not involved as many committee members are exhibitors themselves, and therefore present a conflict of interest.

A suggestion was made to amend the resolution to read the Associate Judge list be submitted to the Show Committee for recommendation to the Board for final approval of the Associate Judge. Diane stated her concern that Judges are picking family or friends and these individuals are not objective when judging and are influencing the end results. John Claessens indicated that this resolution had been put forwarded with concern as some of the judges listed may not be capable to complete the show and the Associate would need to step forward and may not carry on with the same standards as the elected Judge. Josh Barter clarified exhibitors vote for the Judge, they submit names for the next ballot and the judge picks associates he can work with. These are submitted to the Board for review and approval. Robert Jarrell commented the Board picks committees and the committees are there to do research and review and provide recommendations to the Board and this process should be respected. George Van Kampen commented the Show Committee members have several exhibitors as members and this then is conflict of interest for them to make recommendation.

In favour – 11 Opposed – 7 Abstain – 13 **CARRIED**

3. RESOLUTION FROM QUINTE TRENT JERSEY CLUB

Whereas, shows subscribe to, and abide by, the Code of Ethics, be it RESOLVED that Jersey Canada review the current Code of Ethics with the Jersey Canada Show Committee, and enact stronger enforcement of those guidelines.

Moved by Diane Jarrell-Ray, seconder John Claessens.

Diane explained that with the money Jersey Canada paid for Holstein Canada to police ethics at RAWF they measured height of toplines but there never was a body check for paint. Orville Schmidt commented that Holstein "Green Coats" were very glad to have the opportunity to work the with Jersey breed and if a letter providing specifics monitoring was issued this would be completed. Joanne Edwards commented this issue has been brought to the Show Committee and that there had been a miscommunication as to what was expected for 2018 National Jersey Show, but that a policy and procedure has been completed, approved by the Board and was sent to Holstein for implementation for 2019. Diane Jarrell-Ray stated she looked forward to the someone from the committee being ring side checking to ensure rules were being monitored and acknowledged and supported "Green Coats" doing the job in 2019.

In favor – 22 Opposed – 0 Abstain – 10 **CARRIED**

Fourth resolution received via email by Guillaume Dumais and translated by Kathryn Roxburgh

Resolution #4

Considering the increase in the number of producers having Jerseys in their herds;

Considering the sale of Jersey animals is increasing and that the breed market is expanding in recent years;

Considering that many new buyers of Jerseys already have another breed, and they are used to seeing Star Brood Cow stars listed next to an animal's name and classification;

Considering that there is an increase in the number of producers searching pedigrees online, and that all the animal's data is important during a sale transaction to determine an animal's value;

Considering that producers may use an online pedigree or official pedigree to promote their animal, and that Star Brood Cow stars are a tool to simply confirm the reliability of the cow family and the animal herself;

Whereas the Star Brood Cow stars are not prominently displayed on pedigrees, and a breeder less familiar with this principle of recognition may think that the seller attaches more importance to the Star Brood Cow status than does the association because it is only available by clicking on a secondary link;

Considering that it would better facilitate marketing Jersey females to the new breeders to have all the information to answer their questions before the sales, and that if all the information would be on the line of the name of the animal including the number of Star Brood Cow stars it would help and be more convenient for everyone;

Therefore, be it resolved that Jersey Canada:

- Look to improve the official pedigree layout by including the number of Star Brood Cow stars next to the animal's classification.
- Do the same on the Jersey Canada website for animal pedigree search enquiries.

Moved by Guillaume Dumais, seconder RJ Dillman.

Guillaume clarified that the request is to have Stars included on pedigrees for sales and on website research. RJ commented the herd families who had earned these Stars were good for marketing and was a statement for the breed. Steven Smith voiced concern for cost of programming and time.

Kathryn Roxburgh estimated that the programming required to make these changes to include the S would not be significant.

In favour – 34 Opposed – 0 Abstain – 0 **CARRIED**

COMMENTS FROM MEMBERSHIP ON NEW BUSINESS

Industry partners comments

Orville Schmidt – Holstein Canada – greetings from Ann Louise Carson and Harry Van der Linden, who were attending meetings in Belgium. He lived and farmed in Alberta not far from Westlock. He noted the number of Jersey Canada Presidents who were from Alberta and their contributions and successes and commented that this was a tribute to Jersey Canada. The associations have collaborated to find efficiencies and find cost effective solutions for classifications, and more recently field work with Morgan Sangster, and ethics monitoring, and there will be more opportunities in the future. We are all working towards similar goals that we can be successful.

Kristen Paul – American Jersey Cattle Association – congratulations on a great year. Greetings to membership, board and staff and thank you for the collaborations throughout the year. Kristen is based

out of Wisconsin and Illinois and privilege and working with many producers. Points of focus have been the changing cow, and the changing approach to milk pricing with emphasis on butterfat and protein for processors. Registrations and transfers continue to grow and working with herds catching up or registering for the first time. AJCA continues to promote females having genomic results and classifications. She noted that the Jersey Journal is the only 12-month Jersey-dedicated publication, and very proud to be able to be sustainable. Changes for BBR to be 87 in order to qualify for purebred plus 3 to 4 generation both required to be genotyped effective November 1st for bull registrations. Effective January 1, 2019 all JX and females non Jersey factor have been reported prior to registrations. Patrick MacDougall asked if change federal milk marketing and California had joined. She confirmed that this has happened, but no significant change noted as of yet. US market has suffered in 2018 but there were bright spots for 2019.

Jacob Leum – Semex - thank you for the invitation. He was adapting to Jersey environment and learning about the Canadian market and developing goals to 2025 towards the ideal cow. Jacob transitioned into the position from Melissa Bowers who is on maternity leave. He noted the Progenesis program was moving to the US, putting more emphasis on growth there and maximizing what herds they could expand in while not increasing expenses. The River Valley partnership continues to grow and working with the Pro\$ index, good donors and recipients within the herds. The emphasis on diversity, fertility first, pregnancies and improving the product through semen and now meets the producer requirements.

Mark Bolen -Select Sires - Pleasure to attend this meeting. He had completed some tours prior to meeting and enjoyed tours on Friday along with meeting the members. They continue to work on selection for production and working the goals to meet needs and maintain customer satisfaction for their sire's selection. Any questions or concerns, please do not hesitate to contact Select. They are working on new female and first calver programs.

Larry Schirm – ABS - ABS owns their own semen sexing technology and do it different from other companies. This was launched in 2017 and sales have more than doubled. There is a need to recognize and promote the benefits of selecting for Kappa Casein to the producers so they will be able to meet the consumer needs.

COMMENTS FROM THE FLOOR

Mike Bols asked if there was an update to all resolutions the resolutions from 2018 meeting from the board.

Russell Gammon -Interim Manager 2018

There were five resolutions presented in 2018, three were carried and two were defeated.

Resolution #1 -Jersey Quebec – lists have method for sorting of purebred and JX animals. This request was presented to CDN. They acknowledge that BBR not recognized in the Canadian herd book as defining purity and they are working on sorting of young sires and continue to modify.

Resolution #2 – Modify access for mobile devices - Defeated

Resolution #3 - All Canadian competition be transparent and office judges' placings listed. – The Judge listings are available upon request but not published.

Resolution #4 – request AI companies to list bulls with Kappa Casein - The AI companies contacted with request. Discussion: Theo Elshof commented the emphasis for AI companies to list the Kappa Casein is to their benefit with the number on farm processor and products for the cheese a growing market in Canada.

Resolution #5 – cost for transferring of US animals between databases - Defeated

2019 BUDGET – Patrick MacDougall noted the 2019 budget was part of the meeting registration package. He highlighted that registry revenue listed to 2018 actual, publications revenues are similar to the previous year. Expenses increased due to a new computer server listed under administration, extension work to include two field persons, and marketing includes printing a new brochure and associated distribution. The budget is at deficit of \$6600.00 and he encouraged the membership to work towards increasing registrations and transfers to achieve a net balance for year end.

MOTION to approve the 2019 budget as presented, moved by George Van Kampen, seconder Josh Barter. **CARRIED**

APPOINTMENT OF AUDITORS FOR 2019 FISCAL YEAR

MOTION to appoint the firm of Robinson, Lott and Brohman (RLB), as the auditors for 2019, moved by John Vander Wielen, seconded by RJ Dillman. **CARRIED**

CORPORATE RESOLUTION FOR 2018

Larry Sheardown thanked Jersey West, Alberta members and the Morey family for a tremendous meeting. We can look out around the room at the diversity in the membership from Past Presidents to the young producers which speaks to our strength as a breed.

MOTION to approve of the actions of the 2018 Jersey Canada Board, moved by Larry Sheardown, seconder Brian Raymer. **CARRIED** David Morey acknowledged the children who attended the meeting and their good behavior.

MOTION TO ADJOURN by Josh Barter.