



**JERSEY  
CANADA**

# 2022 **ANNUAL REPORT**

**CANADIAN JERSEYS**

Efficiency. Profitability. Opportunity

# Table of Contents

<b>President's Message</b>	<b>3</b>
<b>General Manager's Report</b>	<b>4</b>
<b>Registry Report</b>	<b>5</b>
<b>Extension Services Reports</b>	<b>6-9</b>
<b>Marketing &amp; Publications Committee Report</b>	<b>10</b>
<b>Youth Committee Report</b>	<b>11</b>
<b>Genetic Improvement Committee Report</b>	<b>12</b>
<b>Show Committee Report</b>	<b>13</b>
<b>Milk Marketing Committee Report</b>	<b>14</b>
<b>Awards &amp; Scholarships</b>	<b>15</b>
<b>Financial Report</b>	<b>16</b>
<b>Statement of Financial Position</b>	<b>17</b>
<b>Statement of Operations</b>	<b>18</b>

## Jersey Canada Board of Directors 2022-2023

**Guillaume Dumais (President)**  
**Josh Barter (1st Vice President)**  
**George Van Kampen (2nd Vice President)**  
**Doug Robinson**  
**Danny Morin**  
**Rebekah Mathers**  
**Deanna Doctor**  
**Jon Kingdon**  
**Linda Horner**  
**Joanne Edwards (Past President)**



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

web: [www.jerseycanada.com](http://www.jerseycanada.com)  
facebook: [jerseycanada](https://www.facebook.com/jerseycanada)  
instagram: [jerseycanada](https://www.instagram.com/jerseycanada)  
twitter: [jerseycanada](https://twitter.com/jerseycanada)



**Guillaume Dumais**

## **President's Message**

2022 was a year marked by both change and novelty, but these were handled expertly by directors, staff and association partners. Jacob Lucs was promoted to General Manager, which meant some movement in the Communications Specialist position and welcoming Michelle Grubb; a collaborative agreement was signed with Jersey Ontario for extension services in the province; and Jean-Marc Pellerin was coaxed out of retirement to once again provide extension work in Quebec, along with Michael Bols. All of this and a lot more activity, but everything was accomplished calmly and easily with the right people in place.

In terms of statistics, our association recorded its third highest number of registrations in the modern era with 11,896, marking the sixth consecutive year with more than 10,000 registrations. In addition, nearly 2,800 transfers processed. The Jersey breed is growing faster than the industry average, so our efficient, environmentally friendly, and profitable little cow continues to occupy a larger portion of the Canadian dairy herd year after year.

Regarding industry partners, Jersey Canada worked with Lactanet and other breed associations on the changes to publishable lactation standards, endeavoring to harmonize approaches so that what is recognized for the different awards is similar between breeds. Implementation of these changes is expected to take place later in 2023, as it requires updating our own herdbook software while also working alongside partners to ensure a smooth transition for producers.

Discussions with Lactanet regarding their proposed Breed Percentage Calculation will continue in 2023. Fear not, it is not the intention of the Board of Directors to lower the purity criteria.

We continue to take part in an Animal Improvement Sector steering committee with other breed associations, Lactanet, Semex, and DFC, to see how certain tasks may be streamlined in order to avoid duplication and increase industry efficiency. These meetings are still at the discussion stage, and understand that there is no question of merging with anyone.

2022 was also marked by the return of the Royal Agricultural Winter Fair, celebrating its 100th anniversary and also our National Jersey Show. 269 animals were presented in the open show, and 38 young people took part in the showmanship competition.

It is noteworthy that, despite inflation affecting all sectors of the economy, Jersey Canada's fees for transfers, registrations, and many more services, have not increased for over 20 years. Our small but efficient staff in the office knows how to manage the work admirably, especially when you consider the increase in the volumes of registry activity seen in the last two decades.

The success of our organization depends on the hard work of our staff, and the dedication of its Board of Directors and committee members. To these people, thank you for doing so many beautiful things with relatively few resources; you deserve a round of applause. Together, we have come together to make Jersey Canada a thriving organization with a bright future.

Respectfully Submitted,  
**Guillaume Dumais**

PS: GO JERSEYS GO!!!



**Jacob Lucs**

## **General Manager's Report**

Both a demanding and rewarding year, 2022 presented new opportunities and challenges for Jersey Canada. Registry activity, the backbone of the association, remained strong, with registrations showing a 10-year growth rate of 3.01%. This expansion of the national Jersey herd, outpacing overall industry registry growth, is no surprise to anyone familiar with the breed in Canada. As after-shocks from a global pandemic have put a strain on Canadian businesses across all sectors, increasing numbers of producers are seeing Jerseys as profitable additions to their barns, one that can increase income while also cutting costs.

Support for these Jersey owners, both new and existing, was expanded through our extension program in 2022 with the addition of three contract staff. Through collaboration with regional associations and industry partners, this increased on-farm presence will serve to improve the Jersey breed and promote Jersey Canada services, both increasing profitability for producers.

To reach an even wider audience, Jersey Canada launched a digital marketing initiative in 2022. The initial campaign focused on the different challenges and opportunities faced by dairy producers across the country, and how Jerseys can check those boxes efficiently. The rise of robots in the West, managing input costs through efficiency in Ontario, sustainability and environmental concerns in Quebec, and cost-savings/ROI in the East, the ad placements were geographically targeted and presented in both official languages, providing our association the opportunity to speak directly to farmers for a minimal cost.

The advancement of technology is pressing industry partners and breed associations to reassess their services offered, the delivery of these services, and the benefits to producers. Jersey Canada continues to work with these partners to communicate, collaborate and advocate on issues that directly impact our members and clients. Internally, we are working toward a revised customer-facing registry portal. This will increase the usability of member accounts and cut staff costs related to administrative tasks. Jersey Canada considers the demands placed on producers a main driver of our motivation to be as efficient as possible.

A major consideration for all producers, the sustainability initiative recently launched by the federal government, will impact all sectors of the dairy industry in the coming years. Adopted by the DFC in 2022, with the stated goal of "net-zero greenhouse gas emissions from farm-level dairy production by the year 2050", achieving this target will require cooperation and coordination in all areas of the dairy industry. Whether this is accomplished by increasing productivity, managing genetic traits related to greenhouse gases, or through restrictions and incentives, look for Jerseys to continue their surge nationwide as they are perfectly suited to meet these demands while remaining profitable for breeders.

Respectfully submitted,  
**Jacob Lucs**

## REGISTRATIONS

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Alberta	405	427	446	507	618	641	546	737	798	728
British Columbia	719	649	723	727	886	899	1083	876	1018	955
Manitoba	237	166	154	162	166	148	213	275	346	254
New Brunswick	218	193	194	206	228	243	232	298	279	303
Newfoundland	1	98	1	1	0	4	2	3	0	0
Nova Scotia	98	98	104	89	121	158	188	209	203	157
Ontario	4265	3945	4001	4342	4612	5099	4692	5045	5141	4820
Prince Edward Island	38	20	12	24	26	38	40	56	64	70
Quebec	3161	3190	3344	3664	3853	4321	3988	4442	4236	4526
Saskatchewan	67	34	63	178	129	252	45	101	164	71
Foreign	48	11	3	5	3	8	7	0	12	7
<b>Total</b>	<b>9257</b>	<b>8831</b>	<b>9045</b>	<b>9905</b>	<b>10642</b>	<b>11811</b>	<b>11036</b>	<b>12042</b>	<b>12261</b>	<b>11891</b>

## TRANSFERS

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Alberta	52	43	135	135	154	68	166	103	324	66
British Columbia	44	72	92	117	139	62	109	165	222	198
Manitoba	14	7	9	46	11	65	181	55	169	25
New Brunswick	18	15	17	40	16	40	23	19	14	24
Newfoundland	0	1	0	0	0	0	0	0	0	0
Nova Scotia	1	8	12	35	37	33	28	28	16	16
Ontario	1139	1050	1052	1533	936	2007	1437	850	1703	1191
Prince Edward Island	5	0	4	14	7	18	27	34	13	33
Quebec	899	980	953	1129	1275	1401	1051	886	1024	1191
Saskatchewan	1	13	6	28	28	41	42	4	22	25
Foreign	74	96	83	81	43	59	54	31	35	29
<b>Total</b>	<b>2241</b>	<b>2285</b>	<b>2363</b>	<b>3158</b>	<b>2646</b>	<b>3794</b>	<b>3118</b>	<b>2175</b>	<b>3542</b>	<b>2798</b>

## MEMBERSHIPS

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Alberta	43	37	34	36	39	39	38	39	45	41
British Columbia	61	62	62	64	72	75	76	76	76	77
Manitoba	28	29	21	21	22	22	24	26	27	23
New Brunswick	23	23	22	28	28	25	25	27	30	27
Newfoundland	0	0	1	1	1	1	1	1	1	1
Nova Scotia	18	15	20	20	20	21	23	25	27	25
Ontario	417	376	372	392	425	415	430	426	438	437
Prince Edward Island	8	8	9	9	8	8	8	9	15	15
Quebec	458	456	459	461	512	498	432	435	461	457
Saskatchewan	13	10	10	13	15	16	18	17	17	15
Foreign	9	4	5	6	4	3	4	3	4	3
<b>Total</b>	<b>1078</b>	<b>1020</b>	<b>1015</b>	<b>1051</b>	<b>1146</b>	<b>1123</b>	<b>1079</b>	<b>1084</b>	<b>1141</b>	<b>1121</b>



Jacob Lucs

## National Extension

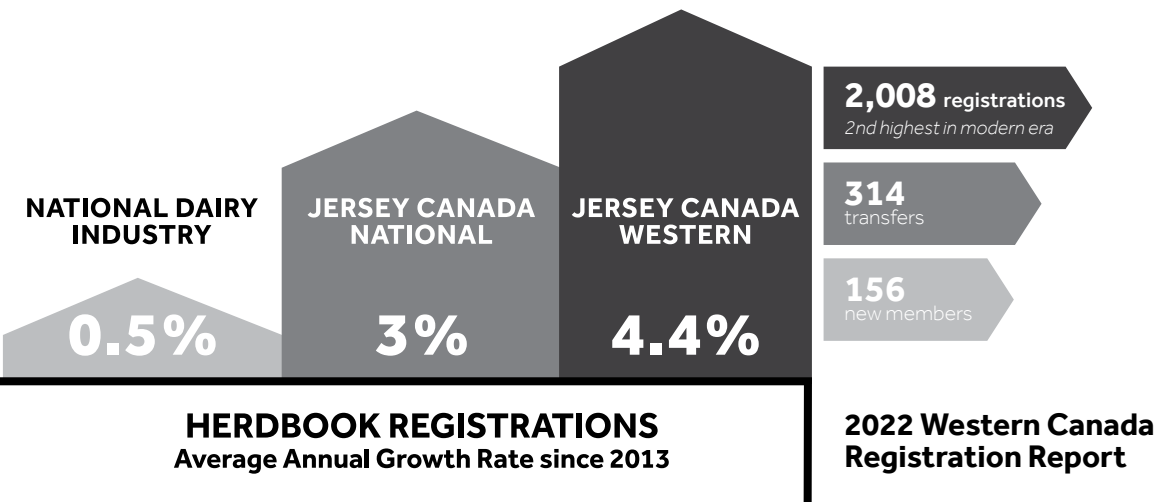
An important program offered in some form for decades, Jersey Canada extension services expanded in 2022 with the addition of three contract staff in Ontario and added support in Quebec. Canadian Jersey owners are now served nationwide by seven representatives, through collaborations between Jersey Canada and regional associations: Jersey West, Jersey Ontario, Jersey Quebec and Jersey Atlantic, and a contract for services in the West and East with Holstein Canada.

Jerseys appeared in 18% of herds in 2021, based on supervised milk recording data. Looking at Jersey Canada registry activity growth both short- and long-term, we expect to see this number increase as more dairy producers look to meet component pricing targets. In their 2022 reports, Jersey Canada extension reps are noting this trend, and are hearing from farmers everyday looking to add Jerseys to their herds.

While a better milk cheque may be an initial motivator to adding Jerseys, reps are hearing from these new members and owners an overall satisfaction with the reduction in input costs and overhead they are seeing, along with breed-specific benefits around reproduction and adaptability to any dairy environment.

Whether a producer is just starting out with Jerseys or is an established breeder, Jersey Canada Extension reps are available to answer questions and provide tools to increase the profitability of their operations. Through promoting Jersey Canada services and animal improvement services offered by industry partners, the Jersey Canada extension program plays a vital role in the continual growth of the Jersey breed in Canada.

Respectfully submitted,  
**Jacob Lucs**





**Toby Kleinsasser**  
**Western Extension**

As I write my field report for 2022, it is also a time of reflection. A year that started out with many uncertainties, saw it end with almost everything back to normal! It sure made us realize how many things we took for granted. No matter what though, we all know that life on the farm must go on. The cows need to get milked and the chores completed. That was the spirit I saw as I travelled across the prairie provinces, the strong farmer spirit.

A general consensus and vibe across the prairie provinces are that the members are excited about the Jersey cow! I think that's quite evident in our registration and transfer numbers. Its hard to find a barn these days that doesn't have one or two Jerseys in the herd. A lot of these animals seem to be coming from across the border still, but there is a lot of Canadian bred animals in barns too.

Rising costs and already high prices across the country is often a topic on farm. Costs are being cut, and it seems the breed association expenses are often top of the list. Understanding of the services at the farm level, the benefits of how registration, classification, and genotyping can compliment a farms goals and breeding strategies are great conversations on my visits. We have the tools and information to make more precise mating's to build an even more profitable cow for the future.

My plans for the upcoming year are to get into more barns with Jerseys, especially non-members. I look forward to continuing my existing field man relationships and visiting new farms in the west. Please feel free to reach out to me anytime.

Respectfully submitted

**Toby Kleinsasser**

*Holstein Canada Field Service Business Partner*



**Nick Groot**  
**Ontario West Extension**

My first day on the job was at a Jersey Ontario booth in an open house of a Jersey organic dairy farm, started by a new entrant in a brand new robot facility. It was well attended, and many folks stopped by to say hello and many had a positive word or connection to Jerseys. This got me excited in my new role. Last fall, I completed 14 herd visits. I focused on commercial herds, recent new Dairy Farmers of Ontario entrants and new member follow-ups sent by Jersey Canada.

I'm seeing a lot of Holstein herds using Jerseys to keep their SNF in check, liking their adaptability.

- **Small stall size** – let's change the breed rather than change the stall size
- **Robots** – Jerseys are curious, quick learners and frequent visitors to the robot
- **Crossbreeding** and **sexed semen** being used to speed up transition to all Jersey
- **Herd sires** still being used for convenience (especially with heifers) and problem breeders

People were proud of their Jerseys...you could sense their passion!

I currently have two Holstein herdowners looking for Jerseys, so the opportunity for cattle sales continues. My main focus is to encourage farmers to stay enrolled on industry programs, fill that demand gap for registered cattle and grow/improve the breed.

Respectfully submitted,

**Nick Groot**



Larry Sheardown  
**Central Ontario  
Extension**

2022 was relatively quiet with weather events and Covid issues curtailing the requests for field service in Central Ontario. Most of our work was phone call related with lots of interest in Canadian Jerseys and many questions about genetics and management.

Prices and demand are increasing for Jerseys due to SNF:BF changes, extra quota, and incentive days. I feel we will continue to see a shift in industry dynamics as older and smaller operations consider their options moving forward. The requests for larger numbers and groups have increased and we work with industry partners to address those needs. Some newer breeders have chosen to buy from the United States because of an inability to find those large groups in one place; this will require additional and continual support as we try to incorporate these animals into our database.

The show season rebounded with tremendous quality and reasonable numbers at spring, summer and fall shows. Our local shows did see diminished numbers as local fairs and expositions are still recovering after a few down years, we were pleased to be able to assist and support at these events.

The Royal 100th Anniversary was a spectacle with the quality of Canadian Jerseys on full display. The exhibitors did an outstanding job of presenting them to fellow breeders and the public. The Jersey Canada booth was a very busy place with lots of connections made and support for our members.

It is exciting times for Jersey Canada and I am proud to be part of the team!

Respectfully submitted  
**Larry Sheardown**



Mike Bols  
**Ontario East/  
Québec West  
Extension**

I have the opportunity of being the Jersey Canada and Jersey Ontario Extension Representative for Eastern Ontario and Western Quebec. Breeders have been open for visits and appreciate and respect that am bilingual and have owned Jerseys all my life.

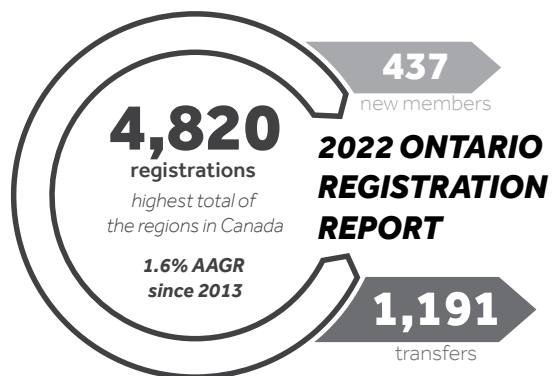
Some of the farms I've visited have added a few Jerseys because they have some smaller stall sizes or their child wanted a Jersey for a 4-H calf. Other have started to switch to all Jerseys from another breed or are just starting out with 100% Jerseys.

Breeders that have switched to Jerseys discover so many upsides, like ease of calving, smaller animal, less manure, less lameness especially in free stalls, their individual characters and one of the biggest surprises, is the amount of roughage they have left over at year's end, a real bonus.

Even though we're all milk producers it's really cool to see the different feeding, management and set ups there are out there.

I would like to thank all the breeders that I have visited and look forward to meeting all existing and new breeders I will visit in the near future.

Respectfully submitted,  
**Mike Bols**







Jean Marc Pellerin  
**Québec Extension**

I am glad to be back part-time for Jersey Canada. The interest for the breed is still strong. Even before being officially back, I was still getting indications that Jerseys were a hot commodity and for 2023, there is still a demand for cows from herds planning to change breeds, or new start-ups. What does this mean? Cut back on using beef semen and breed more to sexed semen. In the short time I have been back, I signed up 6 new members, 6 new prefixes, 75 registrations and 271 transfers. What is driving the breed forward? Good profitable functional dairy cows with good components.

Respectfully submitted,  
**Jean Marc Pellerin**



Natasha McKillop  
**Eastern Extension**

Greetings from the East Coast! 2022 was a great year with many highlights.

First, I would like to say thank you to Jersey Canada for allowing me to help at the 2022 National Jersey Show at the Royal Agricultural Winter Fair. It was a pleasure to work with your enthusiastic team, and a great opportunity to connect with Jersey breeders and enthusiasts from across the country!

In the Atlantic region, we are continuing to encourage growth and collaboration between dairy breed organizations. The New Brunswick Holstein Branch hosted our first ever joint-branch picnic, which was an open invitation to all dairy cattle breeders and industry members. The event, held in Sussex, N.B., saw over 150 participants celebrate the dairy industry with an afternoon of good food and fun!

2022 also saw the return of Jerseys at Old Home Week (Charlottetown, P.E.I.) after more than 30 years of absence. We had a special addition to the dairy education area this year: our very own Jersey 'selfie cow'. She quickly became the star attraction, with many members of the public pausing to take a picture with her!

As your Holstein Canada partner in Field Service, I would like to congratulate Jersey Canada on another strong year of registry activity, and thank the members, breeders and enthusiasts that continue to support the association and the breed, and see the value of Jersey Canada services.

I'm excited to see what lies ahead, and for the opportunity to continue to work with Jersey Canada to support and promote the Jersey Breed!

Until next time,  
**Tasha McKillop**  
*Holstein Canada Field Service Business Partner*

### 2022 QUEBEC REGISTRATION REPORT

**4,526** registrations  
Highest total in Quebec's history

4.3% AAGR since 2013

**1,191** transfers

**457** new members

### 2022 ATLANTIC REGISTRATION REPORT

**530** registrations  
Fastest growing region in Canada

5.5% AAGR since 2013

**73** transfers

**68** new members



**Rebekah Mathers**

## **Marketing & Publications Committee**

The Marketing and Publication Committee along with our Communication staff and General Manager worked on ideas and planning to promote Jersey Canada via print, digital marketing, and promotional products.

The Canadian Jersey Breeder magazine published four issues, with the return of the All Canadian Contest results in the March issue. Features throughout the year included Processor Profiles, Management Success Stories, Youth and 4-H Focus, Ask The Professionals, Born In A Barn: Families and Farming, and CowTech- Technology Reviews.

External advertising included the Country Guide Magazine and Lactanet herd log books in English and French. We also secured a full page of Jersey Canada news and Information in the BC Holstein News. This is four issues per year across the four Western Provinces.

Jersey Canada ventured into the digital marketing realm for the first time with the “Coast to Coast” cow campaign. This campaign ran in August and September and reached over 420,000 people across the country in both official languages. This approach was targeted using regionally specific messaging around robot readiness, feed efficiency, profitability and opportunity.

Promotional products and merchandise were ordered and sold at the 100th Royal Agricultural Winter Fair, with many items selling out. There was also more demand for Jersey Canada Flags.

Finally, Michelle Grubb joined the team as the new Communications Specialist in October. She has jumped in, and I wish to commend her for the fantastic job she is doing. As Chair of this committee, I would like to thank the committee members for their passion and ideas for promoting the Jersey breed.

Respectfully submitted,  
**Rebekah Mathers**

**Rebekah Mathers  
(Chair)**

George Van Kampen  
Michael Haeni  
Doug Robinson  
Deanna Doctor  
Marc Coté  
Linda Horner  
Steven Morin





Deanna Doctor

## Youth Committee

2022 was an eventful year for the Youth Committee as we made a few minor changes. Based on the location for the AGM in 2022, the committee agreed to adjust the Next Generation Travel Bursary to be available for four applicants, one from each region: Jersey West, Jersey Ontario, Jersey Atlantic and Jersey Quebec.

2022 bursary recipient Michael Haambuckers donated his funds in his father's name, Thys Haambuckers, to the Do More Ag foundation. Although this was a unique situation that we had not seen before, it was an easy vote to accept his decision to donate his bursary for such a good cause for the agriculture industry.

We moved the scholarship deadline up to August 20th. This gave recipients a chance to be awarded before their school year starts, as well as youth to have the opportunity to apply early for the following year. We had three scholarship winners this year: Ariane Lebel, Liz Teel and Amber Zupan. Congratulations to all.

We were very proud to award Jonas Haeni the Youth of Distinction award, which the committee agreed was very well deserved. He is an incredible young Jersey ambassador, and very deserving of being recognized for his passion, hardwork and dedication to the Jersey breed.

This year we also launched a photo contest to engage youth on social media. We received some awesome Jersey pictures from across the country, which made choosing the winners quite difficult. This not only saw good engagement from the youth involved in Jersey Canada, but also brought more Jersey pictures to our social media channels.

2022 was a great year to be a part of the Youth Committee and I personally cannot wait to see what we come up with for 2023.

On behalf of the Youth Committee, we are always open to hearing more ideas, recommendations or to discuss any concerns.

Respectfully submitted,

**Deanna Doctor**

### Deanna Doctor (Chair)

Meghan Brosens

Steven Morin

Laura Bodini

Jill Robinson

Caleigh Van Kampen Slits

Gina Haambuckers

Jennifer Peart

Maxime Ouellet

Jonas Haeni

Elaine Brouillard





**Josh Barter**

## **Genetic Improvement Committee**

One of the main topics of discussion this past year for the committee has been the changes coming from Lactanet regarding the modernized standards for publishable lactations. This means that what was formally known as “management” data will now be available for use by the breed associations. All data will be coded accordingly; L - laboratory analysis, US - uncertified sensors and CS - certified sensors. The committee made a recommendation to the Board of Directors to continue calculating awards as done previously. As the new format is rolled out over 2023 we will be able to evaluate how much new data we will be receiving and will re-evaluate. Our herdbook software most likely won't be ready until sometime later in 2023 to accommodate the new data. Also during the same timeframe Lactanet will be offering a Canadian genomic evaluation for non-herdbook females. Previously a non-herdbook evaluation would need to be purchased from the US. A detailed report of these changes at Lactanet was published in the December 2022 issue of the Canadian Jersey Breeder magazine.

We followed up with Holstein Canada on their project to identify if length of body can be a measured and weighted trait. The project had to be abandoned early on due to the fact that it was very difficult for classifiers to get an accurate measurement in the various housing facilities found across the country. The committee will continue to monitor any changes that Holstein Canada proposes to make to their classification scorecard.

I continue to receive inquiries from many individuals about specific classification results, haplotypes and genotyping. With the help of our office, Holstein Canada and Lactanet, we try to get you the best possible explanation. If you have questions or concerns feel free to reach out and we'll help you get you answers. Thank you to the members of this committee for their involvement.

Respectfully submitted,  
**Josh Barter**

**Josh Barter  
(Chair)**

Lee Morey  
Adam Bouwman  
Jon Kingdon  
Oliver Marquis  
Remi Guay  
Blair Weeks  
Kevin Jones



Doug Robinson  
**Show Committee**



I am happy to report that the 2022 show season turned out to be a lot more normal than what we projected. Exhibitors were excited to participate in many shows across Canada as the country fully opened up.

Our Show Committee had a productive year making a few recommendations to the Jersey Canada Board of Directors. Using the AssistExpo program for the All Canadian Contest for the first time was well received by both Jersey Canada staff and exhibitors. Adjusting the age for the Jersey Showmanship class at the RAWF to follow the 4-H age requirements allowed more participants in the last year of 4-H to participate.

It was great to see such a top notch quality show of Jerseys at the 100th Anniversary of the RAWF. The number of youth participating increases each year. This is a wonderful thing to see and promote. Thank you to all exhibitors!

New to the RAWF in 2022 was the Clifton Berry Jersey Ambassador Award. Congratulations to the recipient Tim Sargent of Enniskillen Jerseys. I would also like to recognize Joey Bagg and the Bagg family for their achievement of showing cattle at the RAWF for 100 consecutive years.

Thank you to all breeders, exhibitors, board members, show committee members and Jersey Canada staff for your dedication and hard work on behalf of the Jersey breed.

Our committee is always open to new ideas or thoughts, feel free to reach out at any time. Looking forward to seeing what excitement 2023 brings!

Respectfully submitted,  
**Doug Robinson**

**Doug Robinson  
(Chair)**

Kirsty McAvoy  
Reg Dillman  
Christie Prins  
Danny Morin  
Nick Isenschmid  
Richard Osborne  
Martin Veronneau  
Kyle Rivington

**RAWF  
Representatives**

Tim Sargent  
Jen Vander Meulen  
Jon Kingdon



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



**George Van Kampen**

## **Milk Marketing Committee**

The Jersey Canada Milk Marketing Committee feels that Jersey cattle are positioned perfectly for the many challenges that the Canadian Dairy industry faces today. Quota in the Western Milk Pool (WMP) is under allocated due to processing capacity. If more producers in the WMP shipped milk with a lower SNF/BF ratio then more butterfat could be processed in that pool. More Jerseys in the WMP would have a positive impact on this issue. The structural surplus of SNF in the Canadian Dairy Industry is already more than 100 million kg, and the Canadian Dairy Commission is projecting that it will go to 1.7 billion kg by 2035. Because of this marketing boards must do their part in giving producers the proper marketing incentives to decrease their SNF/BF ratio. Ontario, New Brunswick and Nova Scotia already reduced producer ratios from 2.25 to 2.20, Quebec and PEI are supposed to follow by August. The P5 realizes this won't be enough and is analyzing options to give producers further signals to reduce SNF. The committee also noted that a low SNF also has the benefit of reducing transportation costs in the Canadian Dairy Industry.

Finally the Jersey Canada Milk Marketing Committee discussed DFC's goal of Net Zero by 2050. Again, Jerseys could play a significant role in achieving this. There is much research worldwide that proves Jersey cattle have a significantly lower carbon footprint than other dairy breeds.

The committee is very excited about the future of Jerseys in the Canadian dairy system and looks forward to the future as the Canadian Jersey herd continues to grow. I would like to thank the committee for their commitment and expertise.

Respectfully submitted,  
**George Van Kampen**

**George Van Kampen  
(Chair)**

Mathieu Larose  
Sean Gorrill  
Mark Stannard  
Steve Smith  
Martien Huyzer  
Ley Winch  
Alain Remond



# 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.*

**Meadow Lynn Jersey Farms (MEADOW LYNN)**  
**The Judd Family**  
**Fred & Sharon / Thomas & Sarah**  
Simcoe ON

### Constructive Breeders

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

**Martin Bergeron & Karine Savard (BERGICEL)**  
St-Antoine de Tilly, QC

**Ferme Dulet Inc. (DULET)**  
**Francis Dumais & Suzanne Ouellet**  
St. Pascal, QC

**Daniel & Carine Poirer (CAVA)**  
Lefavre, ON

## INDIVIDUAL AWARDS

### Young Achievers

Marie-Christine Fortin & Olivier Marquis  
Thomas & Sarah Judd  
Bryan & Jenn Weldrick

### Honorary Life Member

Laurent Lambert  
Marcel Choinière

### Distinguished Service

Carolyn Van Dorp  
Jean Marc Pellerin

### Youth of Distinction

Michael Podschadly

## JERSEY CANADA YOUTH SCHOLARSHIPS

Ariane Lebel  
Liz Teel  
Amber Zupan

## PERFORMANCE AWARDS

### Hall of Fame Trophy

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

**HENDRIKS WESTPORT TRACY 918 13465311**  
(1 7) 14843 784 5.28% 530 3.57%  
662 648 624  
Composite BCA for Fat & Protein: 1272  
Owners: Tyler & Emily Hendriks  
Brucefield, Ontario

### Presidents Cup Award for Butterfat

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

**LONE PINE EXPLOIT BO (198) SUP-EX 90**  
(14-3)- 7981772  
5514 Kilograms Butterfat  
Owner: Lone Pine Jerseys Ltd, Didsbury, AB

### Presidents Cup Award for Protein

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

**LONE PINE IATOLA ELEGANT SUP-EX 94**  
(12-6)- 9840565  
3982 Kilograms Protein  
Owner: Lone Pine Jerseys Ltd, Didsbury, AB

*\* 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, 2022

Jersey Canada's Operations Committee is pleased to present the 2022 Financial Report. On the pages that follow are the Statement of Financial Position and the Statement of Operations. During 2022, overall revenues were in excess of expenses, however, poor investment performance meant an overall operational shortfall. The following notes highlight line items of notable change in 2022 compared to 2021.

### **REGISTRATIONS, TRANSFERS & MEMBERSHIPS**      **REVENUE: \$395,808 IN 2022 VS. \$415,025 IN 2021**

Registry and membership activity in 2022 saw a 4.6% decrease in revenue, reflective of a slight decline in registrations and memberships.

### **MAGAZINE AND PUBLICATIONS**      **REVENUE: \$120,363 IN 2022 VS. \$97,491 IN 2021**

Revenues for the Canadian Jersey Breeder magazine increased by 23.5%, due to the acquisition of new corporate advertisers and increased funding from the Department of Canadian Heritage.

### **EXPENSES: \$102,890 IN 2022 VS. \$86,901 IN 2021**

Expenses for the magazine were significantly higher in 2022 due in majority to a 59% increase in paper and printing costs over 2021. This was a result of larger issues with more copies printed, as well as higher costs related to production due to inflation. Magazine and Publications realized a net revenue of \$17,473, a 65% increase over 2021.

### **INVESTMENT INCOME**      **REVENUE: \$1,582 IN 2022 VS. \$14,432 IN 2021**

Jersey Canada holds investments in the form of mutual funds and GICs. Investment markets performed poorly in 2022, due to inflation and instability in Europe and China, resulting in a decrease in revenue of \$12,850 for the association compared with 2021.

### **SALARIES AND BENEFITS**      **EXPENSE: \$180,880 IN 2022 VS. \$191,451 IN 2021**

Transitions and replacement hiring of multiple staff positions in 2022 resulted in a 5.5% decrease in salary and benefits expenses.

### **ADMINISTRATION**      **EXPENSE: \$120,647 IN 2022 VS. \$108,005 IN 2021**

Professional fees for human resource issues, along with required computer maintenance resulted in an increase in expenses.

### **RAWF ACTIVITIES**      **EXPENSE: \$12,204 IN 2022 VS. \$2,830 IN 2021**

2022 saw the return of the Royal Agricultural Winter Fair and expenses associated with participation in this event.

### **NATIONAL EXTENSION PROGRAM**      **EXPENSE: \$27,737 IN 2022 VS \$24,665 IN 2021**

The Jersey Canada extension program was overhauled in 2022, with field representative changes and additional regional field representatives starting in May, which resulted in slightly higher expenses over 2021.

### **STAFF TRAVEL**      **EXPENSE: \$2,508 IN 2022 VS. \$5,848 IN 2021**

Staff travel was minimal in 2022, with one event attended in Ontario and some short trips out of the office.

### **MARKET DEVELOPMENT**      **\$12,792 IN 2022 VS. \$7,078 IN 2021**

Expenses were for promo items available at the RAWF and the office, advertising and expenses.



# Statement of Financial Position

As of December 31, 2022

	2022	2021
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	\$ 160,159	\$ 195,121
Investments	302,328	338,393
Accounts receivable	63,316	58,627
Inventory	5,620	3,719
Prepaid expenses	18,348	7,799
Due from Jersey Canada Youth Fund, interest free, unsecured	<u>37,221</u>	<u>28,950</u>
	<u>586,992</u>	<u>632,609</u>
<b>TANGIBLE CAPITAL ASSETS</b> (note 4)	<u>129,138</u>	<u>129,368</u>
<b>OTHER</b>		
Registry system development cost	92,175	92,175
System enhancements	10,435	10,435
Less: accumulated amortization	<u>(102,610)</u>	<u>(102,610)</u>
	<u>0</u>	<u>0</u>
<b>RESTRICTED JERSEY CANADA YOUTH FUND</b> (note 5)		
Investments	42,513	47,404
Due to Jersey Canada operating, interest free, unsecured	<u>(37,221)</u>	<u>(28,950)</u>
	<u>5,292</u>	<u>18,454</u>
	<u>\$ 721,422</u>	<u>\$ 780,431</u>
<b>LIABILITIES</b>		
<b>CURRENT</b>		
Accounts payable and accrued liabilities	\$ 91,930	\$ 57,792
Government remittances payable	2,047	1,375
Prepaid subscription revenue	3,810	3,177
Registry advances	20,121	55,349
Deferred government grant (note 8)	<u>5,170</u>	<u>12,932</u>
	<u>123,078</u>	<u>130,625</u>
<b>NET ASSETS</b>		
Net assets invested in capital assets	129,138	129,368
Restricted for Jersey Canada Youth	5,292	18,454
Unrestricted net assets	<u>463,914</u>	<u>501,984</u>
	<u>598,344</u>	<u>649,806</u>
	<u>\$ 721,422</u>	<u>\$ 780,431</u>

# Statement of Operations

For the year ended December 31, 2022

	2022 BUDGET (note 7)	2022 ACTUAL	2021 ACTUAL
<b>REVENUES</b>			
Registrations, transfers and memberships	\$ 409,250	\$ 395,808	\$ 415,025
Magazine / publications revenues (schedule 2)	105,700	120,363	97,494
D.N.A. testing	20,000	14,138	20,459
Market development	3,000	5,150	1,936
Interest on overdue accounts	3,000	3,300	3,156
Pedigrees / catalogues / reports	2,000	2,444	3,767
Rental	572	1,811	2,372
Investment income	15,000	1,582	14,432
Other	200	300	181
Government grant - amortized capital purchases	<u>0</u>	<u>0</u>	<u>238</u>
	<u>558,722</u>	<u>544,896</u>	<u>559,060</u>
<b>EXPENSES</b>			
Salaries and benefits (schedule 1)	175,429	180,880	191,451
Administration (schedule 1)	118,854	120,647	108,005
Magazine / publications expenses (schedule 2)	96,442	102,890	86,901
Meetings (schedule 1)	29,500	37,327	27,749
Building (schedule 1)	31,860	34,281	29,841
National extension program	50,000	27,737	24,665
Market development	19,950	12,792	7,078
RAWF activities	18,452	12,204	2,830
D.N.A. testing	9,500	7,181	8,245
Staff travel	7,000	2,508	5,848
Special grants and memberships	<u>2,500</u>	<u>2,425</u>	<u>2,569</u>
	<u>559,487</u>	<u>540,872</u>	<u>495,182</u>
<b>(SHORTFALL) SURPLUS before the following:</b>	<u>(765)</u>	<u>4,024</u>	<u>63,878</u>
Amortization (schedule 1)	(4,500)	(8,868)	(9,861)
Unrealized (loss) gain on investments	0	(33,456)	14,629
Gain on foreign exchange	<u>1,000</u>	<u>0</u>	<u>1,291</u>
	<u>(3,500)</u>	<u>(42,324)</u>	<u>6,059</u>
<b>(SHORTFALL) SURPLUS from operations for the year</b>	(4,265)	(38,300)	69,937
<b>JERSEY CANADA YOUTH FUND SHORTFALL</b> (note 5)	<u>0</u>	<u>(13,162)</u>	<u>(1,880)</u>
<b>(SHORTFALL) SURPLUS for the year</b>	<u>\$ (4,265)</u>	<u>\$ (51,462)</u>	<u>\$ 68,057</u>

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

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

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