



CANADIAN JERSEYS
EFFICIENCY. PROFITABILITY. OPPORTUNITY

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George Van Kampen (President)
Doug Robinson (1st Vice President)
Danny Morin (2nd Vice President)
Rebekah Mathers
Deanna Doctor
Jon Kingdon
Linda Horner
Danny Ostiguy
Melissa Bowers
Josh Barter (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: jerseycanada.com
facebook: jerseycanada
instagram: jerseycanada
X: jerseycanada



PRESIDENT'S MESSAGE

When asked to write the presidents message, reflection comes to mind. I have had the pleasure of being on the Jersey Canada Board for nine years. Through this time, I have served under many great industry leaders, and I want to thank them now for their mentorship over the years. It is truly an honour to act as the Chairman of the Board for Jersey Canada. I would also like to thank our staff for their dedication to the industry, and I have all the confidence in the world that our committed Board of Directors and capable staff, along with committee members and Jersey enthusiasts, will continue to keep the momentum of the popularity of our beloved Jersey cows rolling over the foreseeable future.

This year we achieved our highest level of registrations in the modern era: 12,747 (since 1963)! More impressive than this is our registration growth of 4.18% over last year and our amazing 4.04% growth year over year for the last 10 years. Also of note are membership numbers of 1,157 in 2024, the highest since 1966, and it is encouraging to see those members and Jersey owners placing value on improving Jersey genetics, as we saw record numbers of Jerseys classified (11,351) and genomically tested (2,597).

Jersey Canada took the initiative in 2024 to update our strategic plan for the next three years. A very thoughtful process was undertaken with the help of facilitator Michael Barrett. It concluded with the board aligning that our vision and mission would remain as in previous years, but our strategic priorities would be redefined to focus on organizational design and efficiency, customer experience, and promotion and collaboration.

The future of our precious Jersey cow promises her more recognition than ever when we consider milk pricing, animal welfare, industry regulations and the dairy carbon footprint. It is clear she excels, not only for the dairy producer, but for the entire Canadian dairy industry.

Respectfully Submitted,
George Van Kampen



GENERAL MANAGER'S REPORT

Jersey Canada saw continued growth in 2024, recording our highest totals in six decades for registrations and memberships. As a percentage of the total national registered dairy herd in 2023, Jerseys accounted for 4.2%. This is up more than a full percentage point from only 8 years prior, and this number is increasing. It is no small feat to see an increase in a breed's national herd hoofprint by more than a third in such a short timeframe, and average annual growth rates for Jersey registrations show these numbers are compounding.

Producers are clearly seeing value in not only registry services, but in partner-offered breed improvement programs for their registered Jerseys. Jersey classifications in 2024 reached another all-time high, increasing in all regions and up more than 6% nationally. Equally as exciting, our office processed parentage results from 2,597 genomic tests recorded in 2024, a 26.31% increase over 2023. To further encourage this tremendous growth in genomic data for the Jersey breed, the Jersey Canada Board of Directors approved a permanent reduction in parentage admin fees which took effect January 1st, 2025.

Jersey Canada's mission is to advance not only the breed but the livelihoods of our members. To do this, we have made a commitment to provide no-cost, on-farm support to all producers, whether they already own Jerseys or are considering the breed. These extension services, administered by Jersey Canada, are funded jointly between Jersey Canada and the regional associations. In 2024, extension reps contacted more than 300 producers, recording more than 400 registrations, 350 transfers and signing up several new members, while also visiting schools, sales and shows. In regions where geography made it cost-prohibitive to reach producers individually, extension funds were used to participate in meetings and sponsor events where producers would attend.

The growth in the Canadian Jersey herdbook validates what we hear daily in conversations with producers facing increasing financial and regulatory pressures: choosing registered Jerseys brings reliable profit. Jersey Canada will continue to support members and Jersey owners through our registry services, as advocates for continued breed improvement, and by ensuring education and resources are available to Jersey producers and those bringing Jerseys into their herds.

Respectfully submitted,
Jacob Lucs

REGISTRATIONS

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Alberta	446	507	618	641	546	737	798	728	765	727
British Columbia	723	727	886	899	1083	876	1018	955	884	905
Manitoba	154	162	166	148	213	275	346	254	283	364
New Brunswick	194	206	228	243	232	298	279	303	292	343
Newfoundland	1	1	0	4	2	3	0	0	0	4
Nova Scotia	104	89	121	158	188	209	203	157	159	167
Ontario	4,001	4,342	4,612	5,099	4,692	5,045	5,141	4,820	5,024	5,202
Prince Edward Island	12	24	26	38	40	56	64	70	101	98
Quebec	3,344	3,664	3,853	4,321	3,988	4,442	4,236	4,526	4,655	4,852
Saskatchewan	63	178	129	252	45	101	164	71	63	80
Yukon	-	-	-	-	-	-	-	-	9	2
Foreign	3	5	3	8	7	0	12	7	0	3
Total	9,045	9,905	10,642	11,811	11,036	12,042	12,261	11,891	12,235	12,747

TRANSFERS

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Alberta	135	135	154	68	166	103	324	66	196	212
British Columbia	92	117	139	62	109	165	222	198	159	41
Manitoba	9	46	11	65	181	55	169	25	80	51
New Brunswick	17	40	16	40	23	19	14	24	25	45
Newfoundland	0	0	0	0	0	0	0	0	2	0
Nova Scotia	12	35	37	33	28	28	16	16	27	45
Ontario	1,052	1,533	936	2,007	1,437	850	1,703	1,191	1,202	1,329
Prince Edward Island	4	14	7	18	27	34	13	33	17	21
Quebec	953	1,129	1,275	1,401	1,051	886	1,024	1,191	1,500	1,189
Saskatchewan	6	28	28	41	42	4	22	25	10	21
Foreign	83	81	43	59	54	31	35	29	23	25
Total	2,363	3,158	2,646	3,794	3,118	2,175	3,542	2,798	3,241	2,979

MEMBERSHIPS

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Alberta	34	36	39	39	38	39	45	41	44	51
British Columbia	62	64	72	75	76	76	76	77	76	77
Manitoba	21	21	22	22	24	26	27	23	23	25
New Brunswick	22	28	28	25	25	27	30	27	28	25
Newfoundland	1	1	1	1	1	1	1	1	1	1
Nova Scotia	20	20	20	21	23	25	27	25	30	30
Ontario	372	392	425	415	430	426	438	437	443	452
Prince Edward Island	9	9	8	8	8	9	15	15	16	18
Quebec	459	461	512	498	432	435	461	457	453	457
Saskatchewan	10	13	15	16	18	17	17	15	16	15
Yukon	-	-	-	-	-	-	-	-	1	2
Foreign	5	6	4	3	4	3	4	3	4	4
Total	1,015	1,051	1,146	1,123	1,079	1,084	1,141	1,121	1,134	1,157

REGIONAL STATISTICS

	WEST (MB,SK,AB,BC,YK)	ONTARIO	QUÉBEC	ATLANTIC (NB,NF,PE,NS)
REGISTRATIONS	2,078 2nd highest all-time 4.16% increase over 2023	5,202 Highest all-time 3.54% increase over 2023	4,852 Highest all-time 4.23% increase over 2023	612 Highest all-time 10.87% increase over 2023
TRANSFERS	325 26.97% decrease over 2023	1,329 10.57% increase over 2023	1,189 20.73% decrease over 2023	111 Highest all-time 56.34% increase over 2023
MEMBERSHIPS	170 Highest all-time 1.95% increase over 2023	452 2.03% increase over 2023	457 0.88% increase over 2023	74 2nd highest all-time 1.33% decrease over 2023
CLASSIFICATION	1,648 Highest all-time 4.83% increase over 2023	4,613 Highest all-time 9.62% increase over 2023	4,435 Highest all-time 1.51% increase over 2023	654 Highest all-time 18.69% increase over 2023
GENOMIC TESTS	NATIONAL TOTAL 2,597 Highest all-time			

This is my third and final annual report working with Jersey Canada. My focus this year was to follow up on past visits, encouraging the use of industry and Jersey programs. To that extent I was able to assist a 70 cow herd and a 40 cow herd back on registration, using the Fresh Start Program.

I enjoyed working with staff in writing and researching the SNF article in the March 2024 *Canadian Jersey Breeder*, entitled "Levelling the Playing Field on SNF". Since then, fat tests continue to increase resulting in no further tightening of the SNF policy. I also had the pleasure of visiting and writing the farmer profile for the December 2024 *Canadian Jersey Breeder* on Tyler Hendriks.

Last fall, I helped with the Progressive Dairy Operator's dairy trip to Germany, to catch the Eurotier Show in Hanover. We visited 10 farms, including two 500 cow Jersey farms, owned by the Pon family. Finalizing my year, I assisted one new dairy entrant source his Jersey cows from two Ontario Jersey farms.

I leave this job, with great satisfaction and enjoyment in working with staff, farmers and other industry people. I feel the time is right for me to leave this position to someone able to commit more time to it.

Respectfully submitted,
Nick Groot

The demand for fieldwork throughout the year remained extremely strong, I booked approximately 400 hours. Witnessing the producer's successes made the hours of driving worthwhile.

My time was spent primarily with dairy producers new to Jerseys. During my initial visits, I like to focus on becoming acquainted and understanding what producers need. It is later, in the subsequent meetings, that an official plan is laid out. Watching plans work out and come to fruition is what is most rewarding about being an extension representative.

There were several cases in 2024 where we have been able to assist breeders in reaching a 100% purebred Jersey herd from a non-registered Holstein herd. Sourcing the cattle with them was one of the biggest challenges.

I consistently spoke with producers across Western Ontario including some in Thunder Bay, New Liskeard and Sudbury and even some in Eastern Ontario, thus proving the need for fieldwork and the interest in the Jersey breed.

My wish for 2025 is continued success in the Jersey fraternity.

Respectfully submitted,
Al Cunnington



**ONTARIO WEST
EXTENSION**



**WEST-CENTRAL
ONTARIO EXTENSION**



The year of 2024 was relatively quiet from an extension standpoint in Central Ontario, with most of the work being phone call related with lots of interest in Canadian Jerseys and many questions about genetics and management.

Prices and demand for Jerseys continue to be very strong with a shortage of fresh milk cows driving prices higher. 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 of cattle have increased and we work with industry partners to address those needs. Many 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 support as we try to incorporate these animals into our database. We will need to continue to support and facilitate the transfer of these as much as possible.

We are fielding requests for catch up on registrations as producers realize there is value in the ability to document purebred Jerseys and the traits they possess. Kappa caseins, A2A2 and methane efficiency will become more important in a competitive milk market. It is something that is easy for Jersey owners to provide to the marketplace.

The show season provided tremendous quality and reasonable numbers at spring, summer show and fall shows. Our local shows did see diminished numbers as local fairs and exhibitions rebound after a few down years and we were pleased to be able to assist and support at these events on the microphone or just by providing logistical support.

The National Jersey Show at the 102nd Royal Fair was high-quality top to bottom. Exhibitors did an outstanding job of presenting Canadian genetics to the world, and I was glad to provide livestream commentary with Russell Gammon.

The Jersey Canada booth at the Royal was a very busy place, with lots of connections made and support from our members; Phyllis, Michelle, Rachel and Jacob do a great job of putting Jersey Canada out there for the world to see! One of the most interesting things is the number of young people who are drawn to our booth for various reasons, whether it is the 4-H show, a new animal or a curiosity about Jersey qualities. We fielded all those questions and were energized by the future opportunities they provide.

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

Respectfully submitted,
Larry Sheardown



2024 was a year with many projects put on hold due to high interest rates and costs of various materials getting too expensive. Despite that, Jerseys were still a very interesting commodity.

Of my 117 visits, 26 were people that I was visiting for the first time. In conjunction with Jersey Québec, I took part in five school presentations. Also, along the way, 13 new memberships and 15 prefixes were signed up.

There were 359 registrations and 314 transfers done while doing my visits. So even while working part time, it was a good year in the field or should I say in the barn.

Respectfully submitted,
Jean Marc Pellerin

PROVINCIAL RANKING FOR NUMBER OF 2024 REGISTRATIONS





MARKETING & PUBLICATIONS COMMITTEE



Rebekah Mathers (Chair)

Michael Haeni
Doug Robinson
Deanna Doctor
Linda Horner
Steven Morin
Jessica Kember
François Vermette
George Van Kampen

In 2024 the Marketing and Publications Committee worked along with Jersey Canada staff on ideas and plans to promote Jersey Canada via print, digital marketing, and merchandise and promotional products.

The *Canadian Jersey Breeder* published four issues with feature articles on 4-H Spotlight, Ask a Professional, and farm profiles in addition to the regular regional news, show results and All-Canadian results, genetic evaluations, sire reports, star brood cows, search of excellence and records of production.

A new line of Jersey Canada merchandise, which included belt buckles, hoodies and hats, was quickly sold out at the Royal Winter Agricultural Fair booth, so a re-order was required.

On the promotional side of things, the Jersey Owner's Manual was completely revised and reprinted. Hard copies are available now by request, and digital copies are available for download on our website. New promotional materials and banners were designed and printed in time to be available in the Jersey Canada booth at the Western Canadian Dairy Seminar which took place in Red Deer, AB, in March.

Online, our website had a 45% increase in users over the 2023 year. Our social media also had increases with a 15% increase in content interactions and a 61% increase in page visits on Facebook, while on Instagram there was a 100% increase in content interaction and a 5% increase in page visits.

I would like to thank the committee members for all your input, and Michelle Grubb, our Communications Specialist, for all her great work!!

Respectfully submitted,
Rebekah Mathers



2024 was another great year for the Youth Committee. We had a lot of quality feedback, amazing candidates for awards and bursaries, and wonderful input from the volunteers on the committee.

It seems youth involvement within the Jersey Canada world gets more exceptional every year. This year our Youth of Distinction was Brent Sayles. In 2024 the decision was made by the Youth Committee to offer a \$1,000 travel bursary to the Youth of Distinction winner to access in the hopes of being able to attend future AGM and accept awards in person.

Jenna Elliott, MIXIN MOOS, was selected to receive the 2024 Next Generation Travel Bursary. Jenna was also one of the 2024 Jersey Canada Young Achievers, and was able to make use of the bursary, along with her partner Chris Steven, to attend the AGM.

Our committee had a hard time deciding who would be awarded the Youth Scholarship. Three are given out every year, and this year Marianne Deschênes, Emily Lennox and Brooklyn Lloyd were voted for as the recipients.

We also decided to pursue sponsoring another individual for the Future Leaders Program. This program is where attendees learn from industry leaders and mentors about participating on dairy industry committees and boards. This invests in the future of not only our youth, but the Jersey Canada board as well. Sophie Desbiens was selected to attend the 2025 Future Leaders Program which was held in Toronto at the end of January 2025.

For the 2024 Jersey Canada Youth Showmanship Competition at the Royal Agricultural Winter Fair, the Youth Committee selected Casey Morey to judge. Casey traveled from Alberta to place 53 young participants. Casey received very warm feedback from members of Jersey Canada, and it was a pleasure to watch another youth make everyone at Jersey Canada proud.

Thank you again to all the members on the Youth Committee, it's always a good time when we meet online and make decisions. If anyone is ever interested in joining the best committee within Jersey Canada, please reach out any time to myself or the office.

All the best in 2025.

Respectfully submitted,
Deanna Doctor

YOUTH COMMITTEE



Deanna Doctor
(Chair)

Laura Bodini
Jill Robinson
Gina Haambuckers
Jennifer Peart
Maxime Ouellet
Éliane Brouillard
Stacy Matheson
Sydney Fox
Martha McKinnon
George Van Kampen



GENETIC IMPROVEMENT COMMITTEE



Jon Kingdon
(Chair)

Adam Bouwman
Guillaume Dumais
Remi Guay
Blair Weeks
Kevin Jones
Danny Ostiguy
Joshawa Barter
Michael Haambuckers
George Van Kampen

The Genetic Improvement Committee had another busy year. I'd like to commend the members of this committee for their dedication as they all are busy running their own farms.

This year we were tasked with providing recommendations for revising the Jersey LPI formula to be presented and finalized by Lactanet. We were fortunate to have many industry experts from both Canada and the United States join us in several meetings to present research findings and their thoughts on industry trends regarding Jerseys.

Using the information obtained from our various guests, the committee was able to thoughtfully work together to present recommendations for approval to the Jersey Canada board, which were then submitted to Lactanet's Genetic Evaluation Board for consideration.. We feel that the changes that were made make the formula balanced for production and longevity in an ever-changing industry.

Thank you again to the committee and we look forward to the next challenge.

Respectfully submitted,
Jon Kingdon



SHOW COMMITTEE

Early in the year, the Show Committee recommended two additions to the National Jersey Show at the Royal: a Summer Calf class, and a Champion Best Bred & Owned Milking class in honour of the late Michael Heath. Both recommendations were approved at the board level. The Summer Calf class was embraced by exhibitors, who brought 13 calves to the ring, with Emerhill PV Access Vulgar awarded 1st place in this inaugural showing. Receiving the Champion banner in the Best Bred & Owned Milking class was Pleasant Nook Daiquiri Do Da ET.

To kick off dairy week at the 2024 Royal Agricultural Winter Fair in Toronto, 70 4-H Jersey calves were exhibited at the 4-H TD Dairy Classic. In the Jersey Canada Youth Showmanship Competition, 53 enthusiastic participants paraded before judge Casey Morey. Vanessa Birt walked away with top honours as Grand Champion. The National Jersey Show was also a big success. Jeff Sayles, voted in by exhibitors as the 2024 National Jersey Show Head Judge, with Richard Osborne as Associate, placed more than 250 head. Intense Joel Delphie ET was crowned Grand Champion cow. After receiving Junior Champion honours at the Ontario Spring and Summer Shows, Perennial Getaway Frosty ET was crowned Junior Champion at the Royal, and a few hours later, the Dairy Supreme Junior Champion as well. During the show, the 2024 Clifton Berry Jersey Ambassador Award was presented to a very deserving influencer and Jersey expert Marcel Choiniere.

The 2024 All-Canadians was another tremendous success, receiving the most entries ever with 209, and judges selecting Intense Joel Delphie ET as Champion Cow, and Perennial Getaway Frosty ET as Champion Heifer.

Thank you to all breeders, exhibitors, board members, show committee members and Jersey Canada staff for all your dedication to the breed and hard work throughout the year. The Show Committee will be looking for new members in the West, East and Ontario regions starting in 2025. If you are interested in taking part, please reach out to myself or the Jersey Canada office.

Respectfully submitted,
Danny Morin



Danny Morin (Chair)

Reg Dillman
Christie Prins
Nick Isenschmid
Richard Osborne
Martin Veronneau
Kyle Rivington
Mike Podschadly
George Van Kampen

RAWF Representatives

Tim Sargent
Jen Vander Meulen
Jon Kingdon



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



AWARDS COMMITTEE



**Linda Horner
(Chair)**

Melissa Bowers
Rebekah Mathers
Deanna Doctor
Bruce Sayles
Pierre Martin
Glen Burgess
Casey Morey
Jennifer Vander Meulen
George Van Kampen

This year brought the revival of the Awards Committee. I was pleased to lead this committee along with the members who graciously joined and provided insightful feedback.

We were tasked with reviewing and responding to the resolutions brought forth at the 2024 AGM. Through the year, we examined the format of the Master Breeder and Constructive Breeder awards and made recommendations to the Jersey Canada board concerning scoring, reporting of results, and frequency of the awards.

The committee recommended to the Board of Directors to provide, by request, individual prefix rankings for Master and Constructive Breeder awards. This was approved by the Board of Directors and will be in place for the 2025 Master and Constructive Breeder awards releases.

We also examined the impact of increasing the number of Master Breeder awards given per year by forecasting the awards in the future when including two or more winners per year. Due in part due to a relatively small number of qualifying prefixes, the result showed a significant reduction in points per winning prefix when awarding multiple winners per year. The committee recommended that no changes be made to the number of Master Breeder award winners per year.

The Awards Committee will continue to meet in 2025, reviewing Master and Constructive Breeder points calculations to ensure they accurately and fairly recognize excellence in Canadian Jersey breeding. On the committee's recommendation, the board agreed these awards should be audited at least every five years going forward.

We also worked with staff and industry partners to outline potential new production awards. Award reports related to herd rankings by component yields and top-classified animals were recommended to the Jersey Canada board and will be published in the near future.

I would like to thank our passionate committee for sharing their knowledge and insight to help highlight how worthy the Jersey cow and the breed is to be recognized.

Respectfully submitted,
Linda Horner

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.

Athlone Farms Inc (BRAEVIEW)

Brian & Wendy Anderson

Dennis & Heather Peters

Tavistock, ON

Constructive Breeders

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

Ferme Du Sillon II (DU SILLON)

Olivier Fortin & Marie-Christine Fortier

St-Alexandre-de-Kamaouraska, QC

Ferme Verjatin Holsteins & Jerseys Inc (VERJATIN)

François & Guillaume Vermette

St. Gervais, QC

Charlie & Kimberly Stuart

PINEHURST

Gores Landing, ON

INDIVIDUAL AWARDS

Young Achievers

Tanner & Johanna Bromley (Spruce Briar)

Rachel Tamlin (MIRACLE)

Honorary Life Member

Gary Bowers

George Kyle

Paul & Virginia Warwick

Certificate of Appreciation

Barry Little

Youth of Distinction

Éliane Brouillard

JERSEY CANADA YOUTH SCHOLARSHIPS

Marianne Deschênes

Emily Lennox

Brooklyn Lloyd

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

(3 7) 15897 866 5.48% 582 3.66%

544 538 524

Composite BCA for Fat & Protein: 1062

Owners: Tyler & Emily Hendriks

Brucefield, Ontario

Presidents Cup Award for Butterfat

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

SPRUCE AVENUE EX MARCIE - 10898064

5335 Kilograms Butterfat

Owner: Spruce Avenue Farms Inc., Paris, ON

Presidents Cup Award for Protein

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

SPRUCE AVENUE EX MARCIE - 10898064

4169 Kilograms Protein

Owner: Spruce Avenue Farms Inc., Paris, 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, 2024

Jersey Canada's Operations Committee is pleased to present the 2024 Financial Report. On the pages that follow are the Statement of Financial Position and the Statement of Operations. During 2024, overall revenues exceeded expenses, with an operational surplus for the year of \$39,113. The following highlights line items of notable change in 2024 compared to 2023.

REGISTRATIONS, TRANSFERS & MEMBERSHIPS **REVENUE: \$440,625 IN 2024 VS. \$425,950 IN 2023**

Registrations and memberships increased in 2024, and category revenue exceeded budgeted amounts by \$8,375.

MAGAZINE AND PUBLICATIONS **REVENUE: \$112,887 IN 2024 VS. \$115,063 IN 2023**

Magazine & Publications realized a net revenue of \$2,739, a 77.86% decrease from 2023. Revenues for the Canadian Jersey Breeder magazine decreased slightly due to an 8.37% decrease in advertising revenues, however, advertising revenue outperformed the budgeted amount by \$8,543, and total category revenue exceeded budgeted amounts by \$10,212.

EXPENSES: \$110,148 IN 2024 VS. \$102,693 IN 2023

Increased costs for printing and postage, salary and freelance services resulted in a 7.26% increase in category expenses.

INVESTMENT INCOME **REVENUE: \$15,734 IN 2024 VS. \$12,474 IN 2023**

Jersey Canada holds investments in the form of mutual funds and GICs. The continued recovery of investment markets in 2024, combined with additional funds invested by Jersey Canada in Q3 of 2023, resulted in a revenue increase of 26.13% for the association compared over 2023.

D.N.A. TESTING **REVENUE: \$19,264 IN 2024 VS. \$10,223 IN 2023**

A 26.31% increase in parentage results recorded by Jersey Canada in 2024 led to an overall surplus of \$8,608 in the D.N.A. Testing category, and an increase of 80.23% from 2023.

MEETINGS **EXPENSE: \$67,217 IN 2024 VS. \$55,747 IN 2023**

Costs related to association meetings increased in 2024 due to the location of the AGM and inflationary increases in the hospitality sector.

NATIONAL EXTENSION PROGRAM **EXPENSE: \$40,623 IN 2024 VS \$22,418 IN 2023**

The hiring of an additional Extension Representative in Ontario and a more complete utilization of budgeted amounts for extension services resulted in an 81.21% increase in program expenses, however, this remained well within the total program budget of \$50,000.

STATEMENT OF FINANCIAL POSITION

As of December 31, 2024

	2024	2023
ASSETS		
CURRENT		
Cash	\$ 81,940	\$ 99,270
Investments	404,373	375,658
Accounts receivable	112,223	81,709
Inventory	6,318	8,054
Prepaid expenses	27,455	18,216
Due from Jersey Canada Youth Fund, interest free, unsecured	<u>47,252</u>	<u>41,433</u>
	<u>679,561</u>	<u>624,340</u>
TANGIBLE CAPITAL ASSETS (note 4)	<u>113,489</u>	<u>120,255</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	47,793	44,861
Due to Jersey Canada operating, interest free, unsecured	<u>(47,252)</u>	<u>(41,433)</u>
	<u>541</u>	<u>3,428</u>
	<u>\$ 793,591</u>	<u>\$ 748,023</u>
LIABILITIES		
CURRENT		
Accounts payable and accrued liabilities	\$ 98,091	\$ 90,543
Government remittances payable	1,277	3,078
Prepaid subscription revenue	2,506	4,057
Registry advances	16,359	19,558
Deferred government grant (note 8)	<u>8,794</u>	<u>3,336</u>
	<u>127,027</u>	<u>120,572</u>
NET ASSETS		
Net assets invested in tangible capital assets	113,489	120,255
Restricted for Jersey Canada Youth	541	3,427
Unrestricted net assets	<u>552,534</u>	<u>503,769</u>
	<u>666,564</u>	<u>627,451</u>
	<u>\$ 793,591</u>	<u>\$ 748,023</u>

STATEMENT OF OPERATIONS

For the year ended December 31, 2024

	2024 BUDGET (note 7)	2024 ACTUAL	2023 ACTUAL
REVENUES			
Registrations, transfers and memberships	\$ 432,250	\$ 440,625	\$ 425,950
Magazine / publications revenues (schedule 2)	102,675	112,887	115,063
D.N.A. testing	18,000	19,264	10,223
Investment income	16,000	15,734	12,474
Market development	4,000	11,254	8,424
Interest on overdue accounts	3,000	6,113	4,763
Rental	4,172	4,172	4,172
Other	200	2,889	275
Pedigrees / catalogues / reports	<u>2,500</u>	<u>2,640</u>	<u>5,634</u>
	<u>582,797</u>	<u>615,578</u>	<u>586,978</u>
EXPENSES			
Salaries and benefits (schedule 1)	177,949	168,006	180,979
Administration (schedule 1)	123,048	126,680	127,164
Magazine / publications expenses (schedule 2)	105,208	110,148	102,693
Meetings (schedule 1)	47,000	67,217	55,747
National extension program	50,000	40,623	22,418
Building (schedule 1)	32,770	33,295	33,129
RAWF activities	17,000	14,376	10,433
D.N.A. testing	9,000	10,656	5,447
Market development	15,700	9,860	13,707
Staff travel	3,500	4,111	2,663
Special grants and memberships	<u>1,000</u>	<u>1,082</u>	<u>1,189</u>
	<u>582,175</u>	<u>586,054</u>	<u>555,569</u>
SURPLUS before the following:	<u>622</u>	<u>29,524</u>	<u>31,409</u>
Amortization (schedule 1)	(6,766)	(6,766)	(8,883)
Unrealized gain on investments	0	19,241	6,723
Gain on foreign exchange	<u>1,000</u>	<u>0</u>	<u>1,723</u>
	<u>(5,766)</u>	<u>12,475</u>	<u>(437)</u>
(SHORTFALL) SURPLUS from operations for the year	(5,144)	41,999	30,972
JERSEY CANADA YOUTH FUND SHORTFALL (note 5)	<u>0</u>	<u>(2,886)</u>	<u>(1,865)</u>
(SHORTFALL) SURPLUS for the year	<u>\$ (5,144)</u>	<u>\$ 39,113</u>	<u>\$ 29,107</u>

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

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