

JERSEY CANADA STRATEGIC PLAN

2025-2027

The Jersey cow has worked hard to earn her place in one of every five barns across Canada. Decades of breed improvement have given producers a cow that meets the market demands of a growing population efficiently and with few complaints. This progress has resulted in record registry activity and record membership numbers for our association, and we have the responsibility to act intentionally to capitalize on this momentum, so we can most effectively fulfill our mandate of advancing the breed and the lives of our members. **The Jersey Canada Strategic Plan: 2025-2027**, will act as a guiding document for the association as we navigate, along with our members and Jersey owners, this unprecedented period of growth in the Jersey breed.

Strategic Priority #1: Board & Organization Design & Efficiency

Jersey Canada's strength lies in the services we offer, and the board, volunteers and staff that shape and provide these services. As a non-profit, member-based organization, we are accountable to more than 1,100 dairy producers across Canada. To deliver value to these members most effectively, it is important we continually review and refine our internal systems.

STRATEGIC GOALS

Streamline Jersey Canada's client account services to promote ease of use.

Jersey Canada provides registry services to producers by phone, mail and online. As technology advances, our clients expect their interactions with Jersey Canada, whether registering animals or managing their accounts, to be straightforward. The planned 2025 implementation of new herdbook software and customer management systems will help members and staff interact efficiently.

Develop board skills, engage volunteers and build staff capacity.

The Jersey Canada Board of Directors, along with committee members, generously donate their time and knowledge for the benefit of all. The initiatives and policies they create, which are then put into action by hard-working staff, influence every part of our association. It is essential we properly recognize these important resources available to the association and use them effectively.

Establish a risk framework for the organization.

Thanks to our beloved Jersey cow and her breeders, our organization is experiencing historic growth. A plan to use the association's resources to manage and accelerate this momentum must also be capable of addressing unexpected obstacles. Planning for these challenges will give our association and the producers who depend on us the best chance at profitability now and in the future.

Strategic Priority #2: Creating Value in Customer Experience

Jersey Canada's mandate is to advance the Jersey breed, but also to enhance the lives of our members. The relationships we have built with these members gives us unique opportunities to make a difference in their lives through outreach and education.

STRATEGIC GOALS

Create educational opportunities that encourage and aid customer involvement.

For clients new to the Jersey breed, and existing members with established herds, Jersey Canada has a wealth of information and access to resources that can make producers' lives easier and improve herd health and profitability. Prioritizing educational outreach to Jersey owners in Canada will benefit the breed, producers, and the dairy industry.

Promote the use of breed industry tools to support stewardship and integrity of the herdbook.

The Canadian dairy industry is a complex network of interdependent parts. A continued focus on enhancing interactions between industry partners will help all parties identify areas of mutual benefit and leverage the strengths of each organization.

Strategic Priority #3: Promotion & Collaboration

For more than a century, Jersey Canada has been privileged to act as stewards of the Jersey breed; encouraging its growth and genetic improvement. This enduring attention, combined with hard work by generations of Jersey producers, has resulted in great progress for the breed. By creating and sharing breed-specific data and resources, we will continue to fulfill our mandate to advance the breed and our members.

STRATEGIC GOALS

Utilize research and data to support the welfare and advancement of the breed.

More data than ever is being gathered from dairy producers, leading to rapid advances in productivity, animal welfare and sustainability on Canadian farms. We will gather historic and current knowledge to accelerate breed progress and increase profitability for our members.

Drive genetic improvement through industry and partner collaboration to meet the needs of both producers and the market.

We will continue to work with industry partners towards common goals, focusing on increasing the suitability of the Jersey cow to meet changing market demands.

Create opportunities for collaboration and presence in appropriate industry working groups.

Great achievements often start with conversations, and we will seek to identify and take part in those ongoing conversations that will have the greatest positive impact for our members and the breed.