



**JERSEY**CANADA





# Record Breaking Registrations Over 5 Decades

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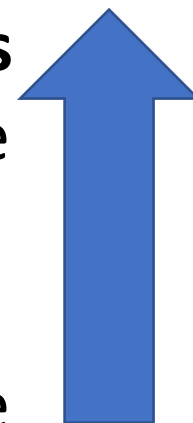
**JERSEY**CANADA

## Our Progress

*(Jan. 1 – Apr. 30, 2018)*

**Registrations**  
**20%** increase

**Transfers**  
**40%** increase



*(Source: Jersey Canada May 2018)*





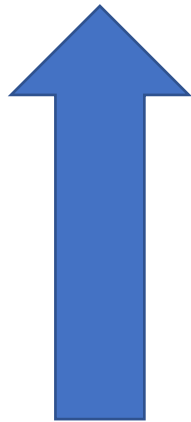
## Our Progress

*(Jan. 1 – Apr. 30, 2018)*

**# of All Breeds Genotyped**  
**10% increase**

**# of JERSEYS Genotyped**  
**109% increase**

*(Source: Holstein Canada May 2018)*



# #Jersey PROGRESS





# CANADIAN JERSEYS

Efficiency

Profitability

Opportunity



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The Canadian dairy industry is known for the **SUPERIOR** quality of its animals, its **STRONG** dairy cattle improvement and genetic evaluation programs and its **FAMOUS** supply management system, which ensures a fair return for farmers.



We **PROMISE** amazing scenery, the cleanest air and must see tourist attractions throughout Canada.

**Join US in 2020**

**THE JERSEY TOUR OF THE DECADE**

We **INVITE** you to join our tour and see some **FINE COWS** in traditional and modern dairy facilities.





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# 2020 WJCB TOUR



# TAKE A ROAD TRIP WITH US



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# MORE THAN COWS



Customize Your Trip





DAIRY farming is one of the LARGEST agricultural sectors in CANADA. Dairy has a SIGNIFICANT presence in all of the provinces and is one of the TOP TWO agricultural commodities in seven out of ten provinces.



## Canadian Dairy Statistics 2017

945,000 dairy cows  
on 10,951 farms

Quebec = 49% of dairy farms

Ontario = 33% of dairy farms





# 2020

## World Jersey Cattle Bureau Tour & Annual Meeting **CANADA** JUNE 20 - JULY 13, 2020

July 14-21  
California  
↖ *Post Tour  
to the USA  
Option*

July 10-13  
British  
Columbia  
*Post-Tour*

July 4-9  
Alberta  
*Post-Tour*

June 26-July 3  
Ontario  
*Tour & Meeting*

June 20-25  
Quebec  
*Pre-Tour*



2020 WJCB Tour & Annual Meeting  
*hosted by*  
**JERSEYCANADA**



AgriTours  
Canada Inc.

*linking travel & agriculture around the world*



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**EXPLORE OUR TOUR**  
**[www.jerseycanada.com](http://www.jerseycanada.com)**



**JOIN US**  
**2020**

**WJCB CANADA TOUR**



Sheila Sundborg



# Canadian Bred MARTHA



**Musqie latola**  
**MARTHA ET**  
**Ex-97**

**2017 3x Supreme Champion**  
**Royal Agricultural Winter Fair**  
**2017 Res. Supreme Champion**  
**World Dairy Expo**





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