

## INFORMATION FROM CANADA FOR WJCB REPORT

The Jersey breed in Canada continues to grow and expand influence within the industry.

A buoyant dairy market caused an elevated demand for cows and so hundreds of Jerseys have been moving north from the USA to Canada.

Use of sexed semen has expanded and milk pricing policies favour high solids milk. In addition, Jerseys have proven to be quickly adaptable to robotic milking systems and those systems are rapidly growing in popularity in Canada. Our favourite statement re robotic milking systems is that: “Robots are made for Jerseys and Jerseys are made for robots.”

All of these factors have led to growth in Jersey Canada core business activity levels:

- Highest registrations since 1965 in 2017! We are now processing 45% more registrations than a decade ago. Registrations increased 7.4% in 2017!

- Memberships were their highest level since 1966 and are 24% higher than they were a decade ago, increasing 9% over 2016.

- Classification of Jerseys grew 6.9% in 2017 over 2016. They are at their highest level since our national all-breeds classification system was born in 2005!

- In the past 20 years the number of milk recorded herds containing Jerseys has grown by 56! Over the past ten years the number of Jersey cows on milk recording has grown by 35%.

We ascribe this motivating success to a number of factors:

1. Establishment of a national extension/field service program in 2006.

2. Revived strategic planning and goal setting along with research and the dissemination of research results to the wider dairy industry have caused great increases in interest in Jerseys.
3. Increased production levels by Jerseys in Canada make them more appealing, but we have much work to do in this area.
4. New marketing approaches including use of various social media marketing platforms has vastly extended our reach and influence.
5. Active youth programs capture interest by young people and hold them.

An interesting development in this country over the past ten years has been a “back to the future” movement whereby milk can now be segregated from the universal pool and processed by the producer. While the number of such operations is still modest there is significant growth. These companies have established a reputation for high quality products and have enjoyed increasing levels of demand for their products. While this type of processing has been in vogue in other countries the opening of milk markets in Canada has afforded the Jersey breed with exciting new opportunities!

Registry volumes in early 2018 have been exciting or beyond and we look forward to another super strong year pushing farther back in time to find a year when so many registrations have been processed!

We are exceedingly excited to welcome the world as host for the 2020 World Jersey Cattle Bureau Annual Meetings in Canada! We invite all those who were with us for the World Conference in 2005 and everyone else to come see the revolution in dairying and the Jersey breed in Canada in the 15 years between events!

We see no limits to Jersey progress and growth.