

STRATEGIC PLAN

Our Vision:

Canadian Jerseys
Efficiency · Profitability · Opportunity

Our Mission:

To develop the Jersey breed in Canada by maintaining the integrity of the herdbook and providing tools to increase profitability.

Our Key Priorities:

- 1 Education
- 2 Genetic Improvement
- 3 Marketing
- 4 Partnerships
- 5 Research
- 6 Youth

Jersey Impact: 2014-2016

Our Values:

Accountability: Ensuring the reliability and transparency of all information provided by the association.

Accuracy: Overseeing the absolute integrity of the Canadian Jersey herdbook.

Growth: Providing tools for continuous breed development to meet the demands of a changing dairy industry.

Leadership: Shaping the dairy industry through education and member involvement.

Service: Delivering excellent customer service to all members and clients, regardless of location, language, or media preference.

Priority #1: Education

Strategic Objectives:

1. To have the "Economic Analysis of Dairy Breeds" research study included in economics curricula at Agriculture colleges and universities.
Complete by 2016

2. To provide breed-specific research to lenders and decision makers at financial institutions, and to have a presence at national lenders conferences.
Complete by 2015

3. To provide breed-specific nutrition and health information to Agriculture colleges and universities, in order to help students understand unique requirements of Jerseys.
Complete by 2016

4. To promote the Jersey's limited environmental impact to farm managers and industry partners, as a means of improving nutrient management and efficiency of resources.
Complete by 2015

Priority #1 Accountability: Board; Marketing & Publications Committee; Staff.

Priority #2: Genetic Improvement

Strategic Objectives:

1. To increase the number of genotyped Jerseys in Canada by promoting the advantages of this technology as a management tool.
Complete by 2014.

2. To have more sexed semen available for a greater number of genomic young sires and top proven bulls by working with A.I. companies, and promoting the benefits of sexed semen to Jersey breeders.
Complete by 2014

3. To offer more tailored advice from the Jersey Canada National Fieldman by budgeting for more herd visits throughout the year.
Complete by 2014

4. To improve the Jersey breed's feed efficiency and productivity by working with A.I. companies and researchers to identify efficient and productive bloodlines, and creating a feed efficiency rating.
Complete by 2016

Priority #2 Accountability: Board; Genetic Improvement Committee; Staff.

Priority #3: Marketing

Strategic Objectives:

1. To promote Jersey Canada membership and to create an appealing member-exclusive benefit package.
Complete by 2014

2. To market the Canadian Jersey brand through a multi-media campaign.
Complete by 2014

3. To create consumer demand for Jersey products by developing Jersey beef and Jersey milk product brands.
Complete by 2016

4. To improve Jersey presence at farm tradeshow and industry meetings by sponsoring seminars and presentations.
Complete by 2015

Priority #3 Accountability: Board; Marketing & Publications Committee; Staff.

Priority #4: Partnerships

Strategic Objectives:

1. To partner with milk recording agencies to find unregistered Jerseys through mass-mailings, envelope inserts, and sharing herd information.
Complete by 2014

2. To partner with milk recording agencies to develop a Jersey-specific "Return-Over-Feed" calculator.
Complete by 2014

3. To build new export markets by establishing commercial relationships with developing markets, and having a prominent presence at international events.
Complete by 2016

Accountability for above 3 objectives: Board; Marketing & Publications Committee; Staff.

4. To collaborate with Regional Jersey Associations by hosting annual joint meetings, sharing meeting summaries, and joint governance training.
Complete by 2014

Accountability: Board; Regional Jersey Associations; Staff.

4. To research the benefits and drawbacks of participating in a multi-breed herdbook.
Complete by 2014

Accountability: Board; Staff.

Jersey Canada 2013 Annual Report

Priority #5: Research

Strategic Objectives:

1. To increase Jersey representation in research facilities by lobbying Agriculture universities and Agriculture & Agri-Food Canada to include Jerseys in their herds.
Complete by 2015

2. To research why somatic cell counts tend to be higher for Jerseys than for other breeds, in order to improve milk quality.
Complete by 2014

3. To approach Agriculture & Agri-Food Canada to research rumen function in Jerseys and why Jerseys produce 55% less phosphorus than other breeds.
Complete by 2016

4. To encourage milk marketing boards to research milk composition by breed, including A1/A2 Casein, and to lobby for changes to how Jersey milk is priced.
Complete by 2016

Priority #5 Accountability: Board; Staff.

Priority #6: Youth

Strategic Objectives:

1. To host four "Jersey: The Next Generation" programs across Canada, in conjunction with regional dairy events.
Complete by 2015

2. To engage agriculture students by visiting Agriculture colleges and universities to discuss Jersey research.
Complete by 2014

3. To increase the value of Junior Membership by increasing age limits and offering special program discounts.
Complete by 2014

Priority #6 Accountability: Board; Youth & Next Generation Committee; Staff.