

## Jersey Canada awards prestigious Distinguished Service Award to Jim Mortson of Echobrook Jerseys, Queensville, Ontario



**James Mortson** and family have been active in the Jersey fraternity for over 60 years. As a youth, Jim was part of the Mordale herd owned and operated by his father Cecil Mortson and was active in 4-H and Junior Farmers. It was in Junior Farmers where Jim met his wife Joan and they embarked on the journey of Echobrook Jerseys. On their honeymoon in 1959, Jim and Joan inspected Jersey herds in New Brunswick, purchasing a future herd sire at Campburn Farms.

The Echobrook herd was a stalwart of the tanbark trail, with many miles covered from Ormstown, Quebec to the All American in Louisville, Kentucky, USA. Many champions and class winners were garnered along with Premier Breeder and Exhibitor Banners. The headliner of their many show cows would be Echobrook Samares Noreen EX 96, Grand Champion at the All American and Reserve Grand at the Royal Agricultural Winter Fair in 1980. In 1981 she would reverse these positions, winning Reserve Grand in Louisville and Grand Champion in Toronto. Jim and Joan and hosted the Echoes of Echobrook Sale on the farm in July of 1984 to celebrate their 25th wedding anniversary. The Echobrook herd was dispersed in 1996, and Jim and Joan sponsor the Echobrook Trophy at the RAWF.



Jim has served as a director of his home club, the York – Simcoe Jersey Club (now 400 club), rising to the position of Ontario Jersey Club President (now Jersey Ontario) in 1985. He has served on many committees including Jersey Canada's Genetic Improvement and Royal Canadian Sale committees which he co-coordinated for many years. Jim was a long term member of the Royal Dairy Committee and was Dairy Livestock Superintendent. Jim is still active at the Royal serving as ring man for Jersey Canada's large National Show.

Jim has also served his community in many ways, first as a councilor and then as East Gwillumbury Mayor for 9 years. In 2008, Jim received the East Gwillumbury Citizen of the Year Award. He has also been a 4-H Leader, served on the Sutton and District Agricultural Society for many years, including as President in 1975 and 1976. Jim was the Jersey representative on the Richmond Hill Fair board for 30 years and was instrumental in organizing the Spring Show at the fair.

Jim is an active Shriner and can be found at local events with his team of horses giving rides. The list of volunteer activities goes on and on, but most of all Jim and Joan and family are givers. It is for this long term dedication, commitment to excellence and volunteerism in all areas of life that Jersey Canada is proud to honour James Mortson.

The Distinguished Service Award of Jersey Canada recognizes a unique long term commitment to the betterment of the Jersey breed in the areas of leadership, promotion, genetic improvement, and marketing. It is open to any member of the Jersey fraternity, and few such awards have been given in the history of the Association. This is the highest honour given by Jersey Canada.

*Photo is of Jim Mortson (right) with 2010-2011 Jersey Canada President Larry Sheardown at the 2010 Jersey Canada Annual Meeting in Brantford, Ontario. Contact Ryan at [ryan@jerseycanada.com](mailto:ryan@jerseycanada.com) to request a high-resolution copy of this photo.*