

Vice President Report for Asia/Oceania – Nov 2023

New Zealand

Strategic Plan 2023/24

CORE PURPOSE: Supporting our membership and wider Jersey community by promoting and driving the Jersey breed and Jersey products

BHAG: Jersey #1 Breed – Adding integrity and value to your farming business

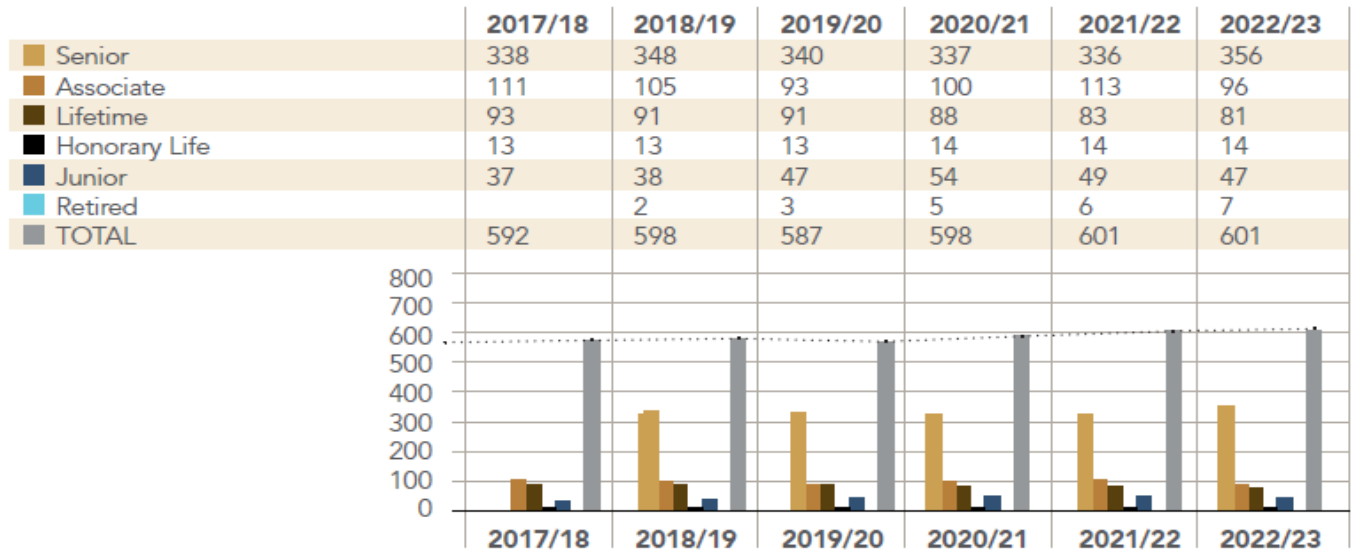
VISION: Recognised for leading in

- Profitability and efficiency
- Genetic Gain
- Consumer Preference
- Membership and Engagement
- Reduced Environmental Footprint
- Animal Welfare

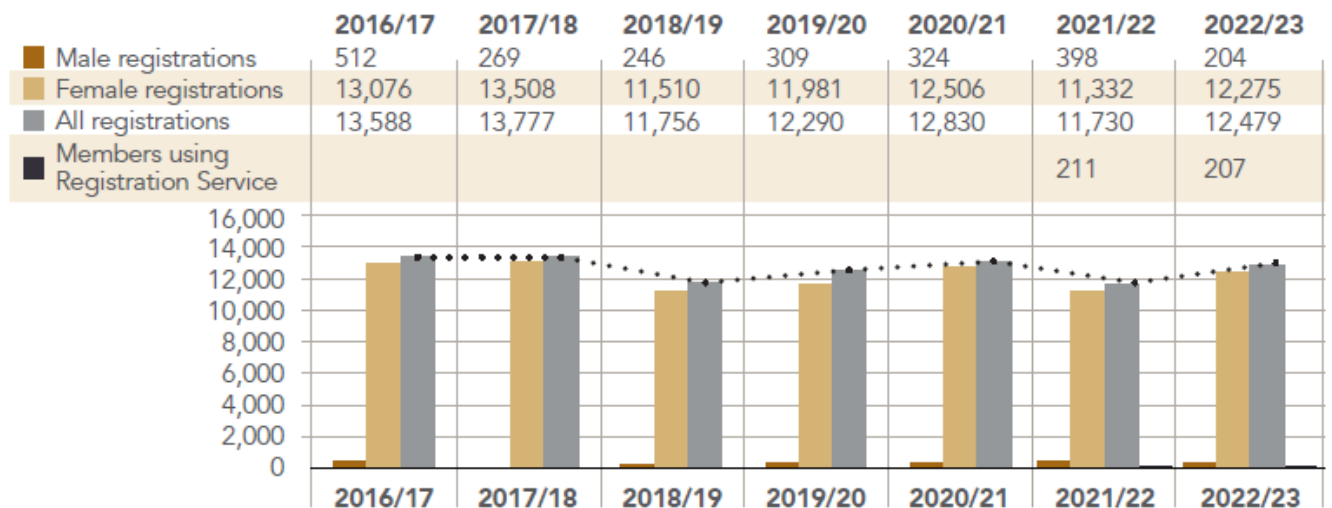
CORE VALUES: Integrity Sustainability Quality Collaboration

Member Services

Membership Analysis

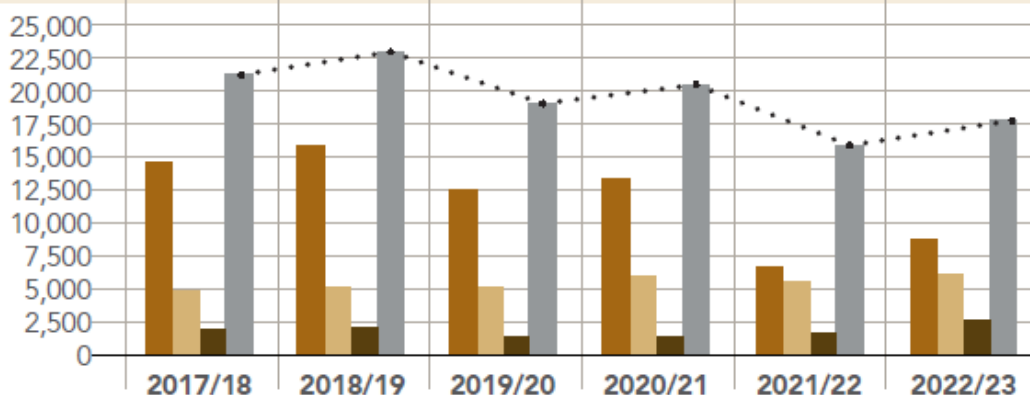


Registration Analysis



TOP and Classification

| | 2017/18 | 2018/19 | 2019/20 | 2020/21 | 2021/22 | 2022/23 |
|------------------------------|---------|---------|---------|---------|---------|---------|
| SPS Inspections | 14,444 | 15,746 | 12,393 | 13,164 | 7,260 | 8,490 |
| 2 Year olds (members only) | 4,757 | 4,995 | 5,114 | 5,850 | 6,281 | 6,598 |
| Older animals (members only) | 1,857 | 2,029 | 1,379 | 1,396 | 1,918 | 2,520 |
| TOTAL INSPECTIONS | 21,058 | 22,770 | 18,886 | 20,410 | 15,459 | 17,608 |
| SPS Herds | | | | | 104 | 115 |
| Member Herds | | | | | 123 | 127 |
| TOTAL HERDS | | | | | 227 | 242 |



Major Activities

In 2010, Dairy NZ reviewed the National Animal Database which included who would have direct access and how who would manage this “new” database. In the days of the unregulated Dairy Industry the Dairy Board and Livestock Improvement were recognised as the Industry Good providers. Once Livestock Improvement became a corporate with farm owner shareholders, the situation changed. It became necessary to distinguish between what is Industry Good related work and what are products and services enabling a corporate to make a profit. Thus began the DIGAD (Dairy Industry Good Animal Database) discussion.

Twelve years on and during that time the Breed Societies of New Zealand have collaborated and developed an IT programme and in June 2021 the BreedIT platform became operational. BreedIT is now embedded as the IT platform from which we operate our core services of registrations and TOP. Unfortunately, data access is not complete which has resulted in the Production Register not being able to be produced for the 2021/22 season yet with the flow on effect of a delay in the 2022/23 Production Register – likewise the Herd Book.

In May 2021, JerseyNZ and Jersey Advantage, purchased a 215ha farm in Southland. A separate board was set up to provide the governance of this initiative and operate under the name of Jerseyland Farms. The second year of operation, new contract milkers were employed whose enthusiasm and passion for the position have seen them grow from strength to strength. While production was down 6,225 KgMS to 227,969 KgMS from last season and with farm and administration costs around \$4.80 per KgMS, a significant increase from last year, JerseyLand Farms has still been able to produce a return to investors of \$250,000 and principal of \$200,000.

We continue to work collaboratively with Jersey Advantage who work in three major areas:

1. Commercial Interest – which covers areas such as the national Breeding Objective, AB company activities such as bull intakes and continues to put the case for at least maintaining young Jersey bull intakes as increasingly the two major companies are reducing their Jersey bull intakes in favour of the crossbreds.
2. Future Proofing – the two main areas here are the environment and non-replacement (Bobby) calves.
3. Promotions – consistent promotions via Facebook and Instagram.

This year JerseyNZ, Jersey Advantage and Link Livestock Ltd combined forces and had a stand at the National Field days at Mystery Creek, Hamilton.

Link Livestock Ltd, formerly known as Jersey Marketing, continues to grow in strength with a steady increase in clients, increase in market share and an increase in brand awareness facilitating in the securing of some of the top herds going to auction this season. The number of agents has expanded to 8 with the recent additions covering Northland and North Waikato regions. The increase in profit and equity each year has enabled Link Livestock to pay a dividend back to JerseyNZ this year and is on track to continue this growth.

Jersey Future is a programme that continues to deliver outstanding Jersey genetics to the NZ Dairy Industry. On the back of previous successful bulls, Okura Titus Kowhai, Lynbrook Trigg Bravado, Lynbrook Popeye tailormade, Glenui Pepper Shaker and Hawthorn Grove GH Oganeev have all be named in this year's LIC Premier Sire Selection teams. To meet the growing demands, the bull team has increased to 9. The genetics income generated for JerseyNZ is substantial.

Jersey Genome™, now into its 14th year is a joint venture between JerseyNZ and CRV and continues to adapt to farmer requirements with polled and diverse genetics being selected for the 2023 team. Last year two bulls were purchased from the Jersey Genome™ by CRV for their sire proving scheme.

Classification continues to play an important role in the Jersey world but the concern is that the number of classifiers available is dwindling. To be direct, many of our classifiers have done it for so long and are now finding that the physical demands of a days' classifying too much. Concerted efforts have been made to find younger members willing to train and continue this valuable service and it behoves this organisation, in conjunction with the other breeds, to continue to provide valuable training and support.

As we enter an uncertain period with a significant drop in payout affecting the members, the JerseyNZ Board and staff continue to strive to the best service to our members, to maintain financial viability and continue to promote the Jersey breed.

Australia

Strategic Objectives

- Maintain and grow the Association relevance
- Provide strong governance and leadership
- Financial stability
- Maintain and grow the Jersey breed
- Association engagement

Member Services

- **Membership** growth trends remained steady with a year end membership of 511. This is slightly up 3.2% on the previous year. With the 3 Association engagement of a Field Officer, 38 new members to the Association were welcomed during the year.
- **Registrations** were up 70% to 12,471 units largely driven by 5 full herd establishments and a couple of major catch-up hers throughout the year, driving these numbers. Registration revenue for the year was 53% over budget. It is noted that registered Jersey cows have continued to average significantly higher than commercial cows at sale.
- **Classifications.** Across both the Autumn and Spring tours, classification bookings exceeded 9000 cows for the first time in many years leading to 5811 cows receiving their initial or upgraded class score. Class results have been positive with stable trends of traits, demonstrated improvement in key areas of focus by the class team and tighter correlations between linear and bottom-line scores ensuring the class systems remain strong.
- **Export Heifers.** Export numbers were down once again with the China market retracting after several strong years. The Association has been working hard to expand the international markets for heifers to both manage the risk of being too reliant on China as well as seeking greater returns for breeders.

Major Activities / Achievements

- Many of you will know well the contribution to the Jersey world of the Nicholson family and in November last year Jugiong Jerseys celebrated 90 years of breeding registered Jersey cattle – an outstanding achievement.
- International Dairy Week continues to be a major domestic promotional event and once again the Jersey Milk Coffees continue to grow as an integral part of the event.
- DataGene Genetics – The Association has a strong engagement representing both the Breed and other Breed Associations on the DataGene genetics and Data & Services Standing Committee. Jersey Australia were strongly represented at the Herd23 Conference and the Ginfo Forum and completed their involvement in the Dairy Australia South Coast Calf Ways Project.
- WJCB - The Association hosted the World Jersey Cattle Bureau Online Conference attracting attendees from many countries. Key topics discussed were Global data Sharing, Gene Editing, Social Licence and Steve Little's research "Jersey Most Profitable and Sustainable Cow Project".
- Global Promotions – World Dairy Expo was a key initiative of Jersey Australia to drive the market opportunities for Australian Jerseys in North America as well as attending Lahore International Dairy Expo in Pakistan and follow on farmer and Industry presentations. Throughout the year Jersey Australia also engaged with representatives from South Africa, India, Indonesia, Malaysia and China to support and grow export opportunities.

Respectfully submitted

November 2023

Alison Gibb
WJCB Vice President (Asia/Oceania)