

Vice President's Report – Oceania November 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

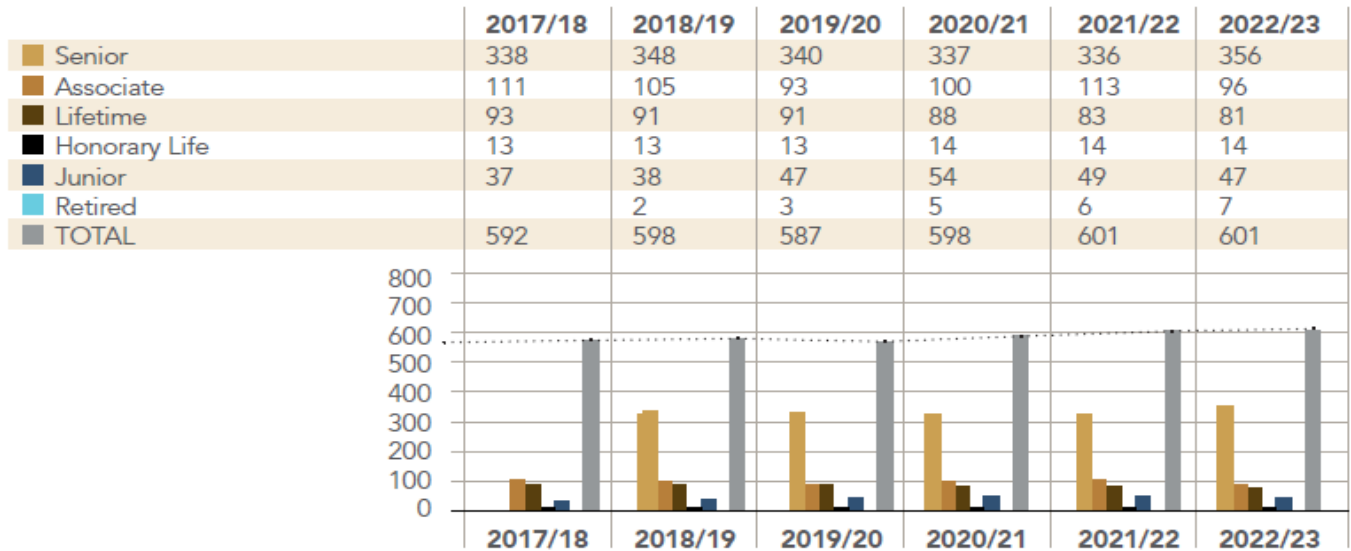
VISION: Recognised for leading in

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

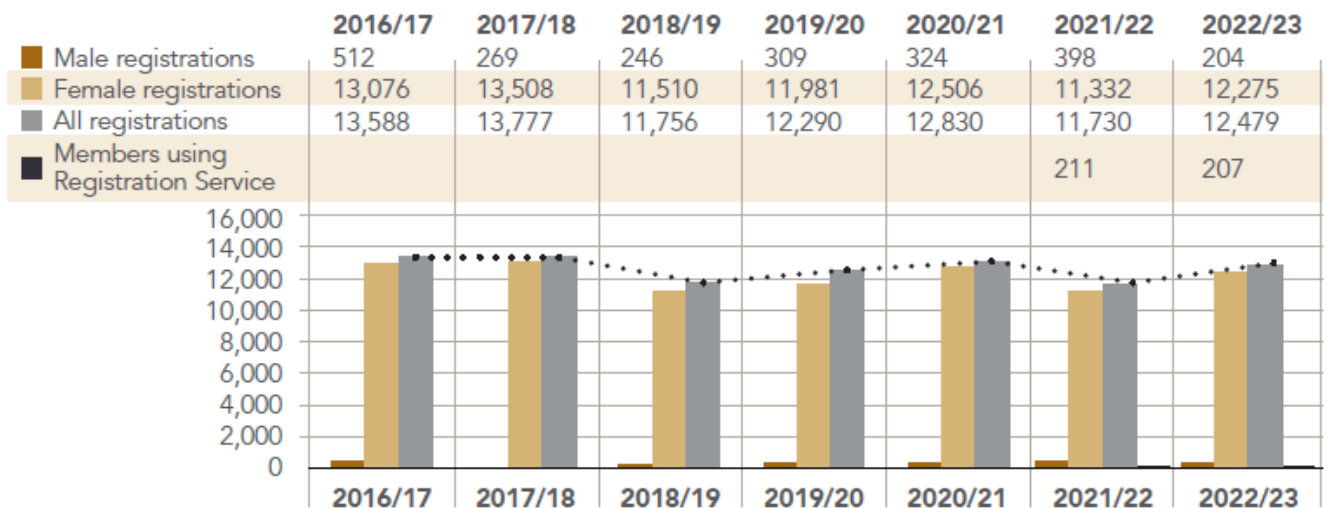
CORE VALUES: Integrity Sustainability Quality Collaboration

Member Services

Membership Analysis

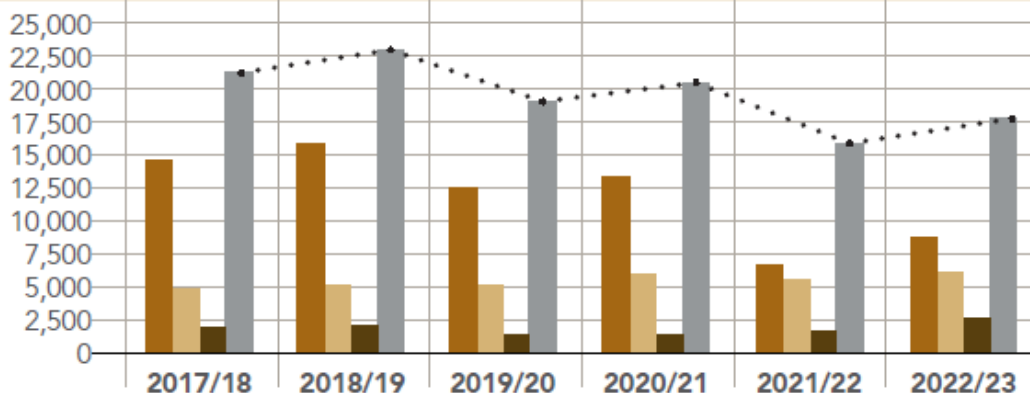


Registration Analysis



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 May 2021, JerseyNZ and Jersey Advantage, purchased a 215ha farm in Southland. Now in its third year in continues to develop. Although production was down 2% owing to bad weather and flooding the positives were:

- Somatic cell count decreased
- Supplementary feed decreased
- Nitrogen feed decreased
- More cows were wintered
- Calving spread was reduced
- Gorse area was cropped providing more area utilised
- Continued focus on grass utilisation

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.

Currently the JerseyNZ and Jersey Advantage teams are working on a combined marketing strategy to increase the profile of the Jersey breed and promote her from the brown cow to the green cow. Fonterra Farm Insights Reports currently have all cow liveweights at 480kg and with the work that has been done by Jersey Advantage, changes are underway for the reports to be breed specific. This will provide greater accuracy and currently is showing a 7-8% drop in emissions for Jersey herds.

Jersey Future is a programme that continues to deliver outstanding Jersey genetics to the NZ Dairy Industry. The collaboration between JerseyNZ and Livestock Improvement Corporation (LIC) provides a team of Jersey bulls that offers outliers and alternative genetics not usually available from the breeding companies. This year we have a team of 9 and increase from 5 in its first year in order to meet the growing demands. 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. The genetics income generated for JerseyNZ is substantial.

Jersey GenomeTM, now into its 15th 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 2024 team. Last year two bulls were purchased from the Jersey GenomeTM 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.

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

Member Services

- **Membership** growth trends increased with a year-end membership of 524
- **Registrations** : After a significant increase in the 2022/23 it was very pleasing to see registrations maintain strong numbers with just over 11,000 cows registered for the year.
- **Classification**: These services were on a par with the previous year but there was a significant increase in the mature cow class with total mature cows scored up 34%. Ginfo numbers were down 30% for the year offsetting the increase in cows.
- **Export Heifers**. Export numbers softened on pervious years. While it was positive to see a new market open up with a shipment to Indonesia, the China market reduced to 2170, down 60% from 2020/21 although export orders did start to increase towards the back half of the year.

Major Activities / Achievements

- During the year registration Assist was implemented which enables registration to be completed without members having to lodge them using industry data sources. This is timely step in the direction of future services and while at this time there is a manual element to the processing, there will be greater data connectivity and automation in the future.
- The presentation of the inaugural Jersey Australia Master Breeder awards was held in August to celebrate and acknowledge the many years of breeding and outstanding performance of the recipients.
- Interest in Australian jersey genetics continues to grow world-wide. During jersey Australia's recent trip to World Dairy Expo in the USA, animals by Australian sires were exhibited in the show ring with high classification results seen on daughters sired by Australian sires and a lot of farmer interest in the use of Australian genetics.

Alison Gibb
Oceania Vice President
World Jersey Cattle Bureau