

WORLD JERSEY CATTLE BUREAU

MINUTES OF THE ANNUAL COUNCIL MEETING – South Africa, 2014

The meeting convened at 06:30 hrs on Sunday 14th September,
at the Protea Hotel, Stellenbosch, South Africa.

1) President's Welcome:

Derrick Frigot, President WJCB, welcomed delegates and members to the annual meeting of the Council and the 20th International Conference. He thanked Jersey South Africa for hosting the Bureau in 2014, its President, Dr. Johan Jooste, the WJCB Vice President for Africa, Johannes van Eeden, and the staff of Jersey South Africa together with all those involved for their hard work in putting together such an informative and excellent programme which had attracted some 160 delegates from 20 countries.

2) Members present:

Councilors: Derrick Frigot (President, Jersey), Johannes Van Eeden (Vice President Africa, South Africa), Peter Ness (Vice President Oceania, Australia), Dr Cherie Bayer (Vice President North America, USA), Anders Levring (Vice President Europe, Denmark), Agustin Robredo (Vice President South America, Argentina), Steve Le Feuvre (Treasurer, RJA&HS, Jersey), James Godfrey (Secretary, Jersey), Dr Johan Jooste (President, Jersey SA), Jannie Nel (Jersey SA), Brian Carter (President, Jersey NZ), John Bailey (Jersey NZ), Trevor Saunders (Jersey Australia), Scott Joynson (Exec. Sec. Jersey Australia), David Shaw (President, UK Jerseys), Rachel Richardson (UK Jerseys), Martin Schuler (Swiss Jerseys), James Huffard (AJCA, USA), Brian Barlass (AJCA, USA), Ian Mitchell (RJA&HS, Jersey).

Observers: Ben Tyrrell (Jersey Cattle Association of Ireland), Benoit Guioullier (Jersey France), Winsome Anderson (Australia), David Hambrook (Jersey), Roger Trehwella (UK).

Apologies were received from: Bruno Schuler (President Jersey Switzerland), John Le Feuvre (Jersey), Paul Houze (Jersey), Bill Maness (USA), Mark Taylor (UK), Mogens Stendal (Denmark), Dr Delfine Sebastiano (President, Jersey Italy), Ian Anderson (Australia), Robert Anderson (Australia), Lyndsey Anderson (Australia), Kelvin Trotman (Australia), Maurice Core (USA), Neil Smith (USA), Suzanne Le Feuvre (Jersey), Hans Norgaard (Denmark), Jacobo Cabassa (Guatemala), Andrea Trajani (Albania), Cecilia Gallinal (Uruguay).

3) To approve the minutes of the meeting of Council held in Australia, May 2013:

The minutes had been circulated previously and were adopted by unanimous approval on the proposition of Peter Ness, seconded by Cherie Bayer, and duly signed.

4) Matters arising from the minutes:

- a) Ethics of cattle showing: Peter Ness requested that this matter be discussed and he had brought a template copy of some show ethics that the Secretary would distribute.

5) To discuss Bureau Business:

It was noted that the following reports had been posted on the web site in advance of the meeting.

- a) President's report: This was adopted on the proposition of Peter Ness, seconded by Cherie Bayer, with all in agreement.
- b) Vice President's reports: These were adopted on the proposition of Cherie Bayer, seconded by Trevor Saunders, with all in agreement. Steve Le Feuvre suggested that it

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might be helpful if the reports were compiled in a common format for ease of reference. Johannes van Eeden felt that this would be a good idea although obtaining up to date information from each country can be difficult. Cherie Bayer suggested that the table produced in the Dairy Queen publication might be a good starting point.

- c) Secretary's report: This was adopted on the proposition of Peter Ness, seconded by Cherie Bayer, with all in agreement.
- d) Treasurer's report: This was adopted on the proposition of Johannes van Eeden, seconded by Trevor Saunders, with all in agreement.
- e) Approval of Financial Statements for 2013: The President informed the meeting that approval would be sought at the next session following an 'audit team' inspection.
- f) Membership Fees for the year: The President suggested that this item be deferred to the next session and all agreed.
- g) Appointment of auditors: The President asked the meeting to appoint members to act as the 'audit team' as in prior years. The meeting suggested John Bailey, Jim Huffard and Trevor Saunders, all agreed. The 'audit team' would examine the Financial Statements for the year end 31st December 2013, along with the supporting ledgers and bank statements and report back to the Council at the next session.

6) Report of the Lord Jersey Research Trust:

Steve Le Feuvre summarised the outcome of a meeting of the Trustees held on the 11th February 2014, as posted on the website, who had concluded that the Trust should be 'wound up' with the residual balance of funds, including the £20,000 loan paid to the Bureau to complete publication of the Dairy Queen book, be placed in a designated fund within the Bureau accounts and to be applied to youth projects associated with the Jersey breed. They had also concluded that any further proceeds from book sales, which were to be paid to the Trust, should therefore also be paid into the new designated fund.

Cherie Bayer asked if there were any more specific guidelines for the proposed new designated fund and Steve Le Feuvre confirmed that there were not, however he gave the example of the JETA Programme, which he felt should be paid for by sponsorship. John Bailey questioned whether the focus on youth was too restrictive and Trevor Saunders felt that the issue should be tackled in two parts; whether to agree with the 'winding up' proposal and then what to do with the residual funds. Johannes van Eeden proposed the establishment of a sub-committee to consider the matter which Peter Ness felt should also consider the terms of any future fund. The meeting agreed and proposed that the group should be formed of Steve Le Feuvre, Cherie Bayer, John Bailey and David Hambrook. The President also informed the meeting that the Bureau had received a bequest from the estate of the late Anne Perchard for £5,000 to be applied at the discretion of the Council and which should be considered at the same time.

John Bailey congratulated the President on his receiving the award of MBE in recognition of his services to the Jersey breed, the Council concurred with warm applause. The President thanked the Council and declared the meeting adjourned at 07:30. The meeting was reconvened at 06:30 hrs on Wednesday 17th September at the Arniston Hotel. The attendance was as above including Kathryn Kyle (Exec. Sec. Jersey Canada), Peter Larson (Exec. Sec. Danish Jerseys), Bent Olsen

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(Danish Jerseys), Juan Pablo Chevallier (Jersey Argentina), Vanessa Ruiz Hoepker (Jersey Costa Rica).

Items held over from the previous session:

5e) Approval of Financial Statements for 2013: Steve Le Feuvre reported on the accounts for the year end 31st December 2013 highlighting the excellent results from Jersey Australia in achieving a commission, ahead of budget, of £5,760 on the annual meetings. He also noted that the figures were in line with prior years or the approved budget where there had been agreed expenditure. He reported to the meeting that sponsorship income and costs of production of the Dairy Queen book were now complete and over the four years of the project total sponsorship income had been £91,745 and total costs had been £93,901 (including some £43,000 paid to Danish Jerseys for initial work on the publication), this left a net cost to the Bureau of £2,156 or £0.86 per copy on the print run of 2,500 copies. At the year end some 1,221 were left in stock.

The President asked the audit team to report on their deliberations. John Bailey informed the meeting that the process had been introduced to save full audit costs and were felt to be sufficient for the sums involved. The Audit Committee had reviewed the detailed ledgers and bank statements, and was satisfied that the financial statements as published provided an accurate representation of the financial affairs of the Bureau. He proposed, seconded by Jim Huffard, that the financial statements be approved. The meeting was in agreement.

5f) Membership fees for the year: The President reported that he had discussed the issue during the year, as agreed at the last meeting, and he concluded that there was no better way of setting membership fees whilst staying true to the principle that member countries had equal representation at the Council table based on their level of membership. Johannes van Eeden asked about the collection process and the Secretary confirmed that the process worked smoothly. Trevor Saunders felt that a separate strategy should be developed to bring in additional income and not just rely on subscriptions and study tour commissions. On the proposition of Peter Ness, seconded by Cherie Bayer, it was unanimously agreed that the subscriptions remain the same.

7) To accept and vote on nominations for Officers of the Bureau to present to the full Bureau Meeting.

It was noted that the following nominations had been correctly received (with the nominating countries in brackets), to serve a term until the end of the 21st Conference in the USA in 2018:

- a. President – Derrick Frigot (USA, Jersey) and Peter Ness (Australia)
- b. Vice President for Africa – Arno Theron (South Africa)
- c. Vice President for Asia-Oceania – Trevor Saunders (Australia)
- d. Vice President for Europe – Anders Levring (Denmark) [*Second term*]
- e. Vice President for Latin America – Agustin Robredo (Colombia) [*Second term*]
- f. Vice President for North America – Kathryn Kyle (USA)

The Chairman asked for a ballot to be held for the position of President and the meeting appointed Ben Tyrrell and Benoit Guioullier as scrutineers. A ballot was undertaken of the

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members of the Council eligible to vote and the scrutineers announced that Derrick Frigot had been elected to serve as President. The President thanked the Council for their support. He then declared that as the nominations for Vice Presidents were uncontested the Council would be able to recommend the election of President and Vice Presidents to the Bureau accordingly. The meeting was in agreement.

The President noted that there had been two applications received to provide a Secretariat service to the Bureau, details of which had been posted on the web site. The first from the RJA&HS in Jersey, with James Godfrey stepping down from the role of Secretary to be replaced by David Hambrook, and the second from ABA Associates in the UK with Roger Trehwella to take the role of Secretary.

Roger Trehwella addressed the Council saying that he was well qualified for the role and was prepared to devote whatever time to the WJCB as the Council felt was needed. Mr Godfrey spoke of how the RJA&HS had supported the WJCB well in excess of the fee received over the years and that it was pleased to continue to do so, however should the RJA&HS be appointed the time was right for him to step aside and allow David Hambrook to take the role of Secretary, noting that at all times the office of the Society work together to support the activities of the Bureau. The Council undertook a separate ballot conducted in the same way as the first and agreed to appoint Roger Trehwella as Secretary supported by ABA Associates.

The President then asked for a Treasurer to be appointed. Steve Le Feuvre felt that after ten years in the position it was time for a change, however, it was pointed out that under the Bureau Constitution either the Secretary or Treasurer must be resident in the Island of Jersey. Steve agreed to continue as Treasurer for one further year until the Constitution could be amended. The meeting was in agreement. The President thanked Steve for his continued support and hard work on behalf of the Bureau.

8) To discuss future strategy for the Bureau:

It was agreed to appoint a working party to consider the published Strategy Review and report back with recommendations. The meeting nominated the following to the Strategy Working Party; Anders Levring, Trevor Saunders, Roger Trehwella, John Bailey and a member from the USA to be decided.

The President declared the meeting adjourned at 08:20. The meeting was reconvened at 11:00 hrs on Thursday 18th September at the Die Herberg Hotel, Arniston. The attendance was as above including Thomas Scholz (Jerseys Germany), Gebhard Rehberg (Jerseys Germany).

Items held over from the previous sessions:

6) Report back of Sub-Committee on the Lord Jersey Research Trust: David Hambrook reported that the Sub-Committee had concluded the following:

- a. The Trust should be closed and the residual funds after closure should be transferred to a designated fund within the Bureau accounts for “Jersey Development Initiatives” to be based on the four aims of the Bureau as set out in the Constitution.

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- b. The Officers of the Bureau should seek clarification from the Trustees as to whether the £20,000 loan for the Dairy Queen should be paid back first or transferred in to the new fund directly. Also if they would be content that the sale proceeds from the remaining Dairy Queen books should go into Bureau reserves.
- c. The bequest from Anne Perchard should also be put into the new fund.

Steve Le Feuvre proposed, seconded by Trevor Saunders, that the above be undertaken. All were in favour.

9) To discuss future WJCB Meetings:

a) Annual Meetings 2015:

The President asked Thomas Scholz to outline an invitation to hold the Annual Meetings in Germany. Thomas outlined a programme starting at the end of June to hold the meetings in Germany with a short visit to Switzerland prior, and followed by a study tour in Poland and Denmark to finish on 2nd July with a visit to the Herning Show. The Council meetings would be held over a two or three day period to enable people who could not afford the time to attend the meetings only. It was proposed by John Bailey, seconded by Ian Mitchell, that the invitation be accepted. The meeting was in favour.

b) Annual Meetings & Regional Congress, UK 2016:

David Shaw gave a summary of the programme starting on 3rd June in Dublin, with visits planned in the Republic of Ireland and Northern Ireland prior to travelling to Scotland for dairy visits and driving down through the North of England to attend a congress at the Duke of Westminster's estate in Cheshire. A few days study tour would be added at the end to travel to the Island of Jersey to take in a show and celebrate the 150th anniversary of the founding of the Jersey Herd Book.

c) Annual Meetings 2017:

The President announced that he had received a letter from the Jersey association in Costa Rica inviting the Bureau to hold its annual meetings in their country in that year with a study tour on to Ecuador. It was proposed by Peter Ness, seconded by Johannes van Eeden that the invitation be accepted. The meeting was in favour.

d) 21st International Conference, USA 2018:

Cherie Bayer reported that the programme was being developed with a likely timing of the first week in July.

10) To discuss any other business:

10a) JETA Programme for 2018:

The President asked the Council to consider how this could be funded, noting with thanks that for this year's JETA awards the AJCA had donated the proceeds of selling the Dairy Queen in the USA which has been sufficient to sponsor the 2014 North American winner. There was considerable discussion on how this could be funded in future. Cherie Bayer questioned whether it might be appropriate to review the package and suggested co-funding arrangement whereby the Bureau funded the conference attendance with the winner sponsoring their travel costs. Trevor Saunders and Peter Ness agreed to form a

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small team to seek £20,000 sponsorship for the next awards in 2018. This was agreed on the proposition of Steve Le Feuvre and seconded by Brian Carter.

10b) Establishment of a designated Youth Fund:

It was noted that with the discussions on the Lord Jersey Research Trust this matter had been superseded.

10c) 5th World Jersey Cheese Awards 2016:

It was noted that a provisional idea to hold them in Jersey in conjunction with the 2016 study tour had been made and Ian Mitchell agreed that the RJA&HS would be happy to host them.

10d) EU legislation on breed associations:

Roger Trehwella briefed the meeting that proposed legislation in the EU would enable breed associations to offer services across traditional national boundaries, and indeed enable more than one association to operate in any one country, which could have implications for the future membership structure of the Bureau in terms of being forced to acknowledge multiple societies in each country. Steve Le Feuvre felt that this did not necessarily follow as the Bureau was a global organisation incorporated under the laws of Jersey and therefore not bound to follow EU legislation at all. Johannes van Eeden pointed out that this could have implications where breed associations merge with A.I. companies as was already the case in Denmark. It was agreed that a watching brief would be kept on this matter.

10e) Show ethics:

Peter Ness circulated the paper previously referred to and it was agreed that this should form part of the deliberations of the Strategy Working group along with the paper on establishing a foundation to help newly established Jersey populations.

10e) WJCB Constitution:

Steve Le Feuvre advised the meeting that he would be happy to take up this matter with the authorities in Jersey upon his return.

The meeting was adjourned at 12:30hrs and reconvened at 15:20 on Friday 19th September at the Arniston Hotel. The attendance was as for the first session with the addition of more observers ahead of the meeting of the Bureau which was held after.

Items held over from the previous sessions:

8) Future strategy for the Bureau:

Anders Levring reported that the group had met and decided split up their focus into a series of small groups to look at separate issues:

- i) The first group would conduct interviews with the countries with smaller Jersey populations to see what services they would like to receive from the Bureau.
- ii) The second group would contact the staff of the main Jersey associations round the world to ask what they would like to see the Bureau doing.
- iii) The third group would interview young Jersey breeders seeking their involvement.

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The Working Group wished to involve as many people as possible and will continue its work to report back at the meetings next year. The work will be coordinated by Roger Trehwella. All were in favour.

10f) To establish a foundation to assist with nascent Jersey populations:

Peter Larson introduced the paper which had been published on the web site. He proposed that member associations around the world identify countries in need with this assistance particularly in relation to breeding material. Much had been discussed at the conference on this subject and the Bureau should contact A.I. companies and ask for donations of semen. There is much experience in the Island of Jersey in doing this and perhaps they could be asked to establish it.

Steve Le Feuvre felt that any such programme must be properly coordinated which was echoed by David Chamberlain who also suggested that the Bureau should work with Send-a-Cow in this regard. Cherie Bayer proposed the adoption of the report as lodged, seconded by Peter Ness, with all in agreement.

10g) World Youth Congress 2018:

Cherie Bayer explained that she had been in discussion with the team set up to look into this matter, which included, with her, Lisa Broad (Australia), Alison Gibb (NZ), Maria Uricoechea (Colombia), with the addition of Kathryn Kyle (Canada), Rachel Richardson (UK) and Brian Barlass (USA).

The concept was to set up a parallel programme for young breeders and students aged between 20 to 35 years. They would travel on one bus separate to the main study tour in 2018, although they would meet up with the main party at various events. Five places would be reserved for each of the Bureau regions which would be coordinated by the AJCA. The commission of 6% to the Bureau would apply to the costs of this tour as well. The group would receive information, lectures, discussions and visits on the following topics; an open forum for attendees, Farm Business, Economics & Financial management, Genomics, Nutrient management and Agronomy.

Peter Larson, proposed the adoption of the report as lodged, seconded by Ian Mitchell, with all in agreement.

10h) Budgets:

Steve Le Feuvre circulated a budget which although covered the years 2015 to 2018 felt should only be considered for 2015 bearing in mind potential changes as a result of the discussions now being held. He noted the following points:

- i) The budgeted income of £12,900 was based on the average commissions received from previous annual meetings and a modest target of book sales.
- ii) The Secretariat fee had been increased to £6,000 in line with the proposals received and that this would include all expenses with the exception of travel by the Secretary to attend the annual meeting. Other costs were in line with the current year, being; audit, bank charges, web site subscription, gifts and general overheads. He had included a £1,000 contingency which he did not expect to be used. With total expenditure of £10,250 this would leave a surplus of £2,650.

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The budget was adopted on the proposition of Peter Ness and seconded by Cherie Bayer, with all in favour.

10i) Youth exchange:

David Shaw expressed concern at the level of service being offered by Agri-Venture which was echoed by Alison Gibb. They did not seem very flexible with their structure and the service did not live up to what they had led people to believe. It was agreed that the President and Secretary would arrange a meeting with the company to discuss the matter and how things could be improved. Martin Schuler suggested that a specific leaflet be prepared to advertise the Jersey specific programme.

10j) Scientific Advisory Committee:

Peter Larson congratulated the Committee on what had been prepared and suggested that this be continued with a dedicated coordinator. It was suggested that Duane Norman might apply his considerable experience in this regard. Mr Norman said he would be interested to know more of what it might entail and the Secretary would contact him in this regard.

There was no further business and the President concluded the meeting by thanking Jersey South Africa, and Dr Johan Jooste as President, for hosting the Council this year and congratulating them on an interesting and challenging programme. He remarked how delegates had been impressed with the high quality of the cattle viewed on farms and touched by the warmth of the welcome they had received. The meeting closed at 16:20 hrs.

To be signed on adoption by the Chairman of the meeting:

..... Date:.....

Printed name:.....