



Secretary's Report 2018

Drawing on a positive past year for the breed and the Bureau the activities, this report seeks to stimulate discussion on the following areas:-

Logo & Strapline; Genetic Promotion; Regional Forums; Cheese Awards; Admin.

1. Logo & strapline

What message does the Bureau logo send out?

Does it encapsulate history, tradition and origin?

Is it futuristic and dynamic?

Does it portray what is in the can, or more importantly the cow?

Could the current logo even be a hindrance (horned cow v polling)?

Thinking about strapline led me on to the future for pedigree and the role of cross-breeding. After playing with words, a starting point strapline is:-

Jerseys – global gold

2. Genetic Promotion

What can we learn from other organisations and related areas?

- **The Stabiliser Cattle Company.** A registered breed society in the UK. Stabilisers are a composite suckler cow breed developed in Montana. UK female numbers grew tenfold in the UK in the decade to 2013, based on a pig marketing model. Livestock prices are on a tiered system.
- **The A2 Corporation.** Global product protection has delivered a big win after much persistence.
- **Big Data** and its uses. Those who manage 'big data' maintain that the speed of transmission of information is so fast that there is very little point in believing it can be ringfenced within any organisation.
- **Cross-breeding.** Cattle geneticists maintain that 'the future is all about the genes and not the breed.'
- **Jersey Pure Gold & Golden Cross.** Should the Bureau be the catalyst around which a global descriptor of genomic-based cross-breed marketing coalesces?
- **Jersey Genetics in Golden Cross** – a minimum of 25% within a four-way programme would be determined by genomic testing and recorded. Other Jersey attributes, eg A2, polling, kappa casein BB and more could add to the marketing.

- **Member country organisations** could decide if they wished to market, which could be outsourced. The franchise would not be saleable and participating members would benefit through annual subscription rebate from any premium.

3. **Regional Forums**

The establishment of a Latin American Jersey Forum during the 2017 Bureau Annual Meeting in Costa Rica was a significant achievement. Over time the Bureau may wish to determine how, or if, the relationship with Regional Forums should be formalised. A feature of Forums is their ability to encourage dip-in, dip-out participation at Bureau meetings. This adds to overall attendance, allows more breeders to experience the Bureau and its activities, and generates more levy revenue.

RECOMMENDATION: that Bureau Memo of Understanding for Annual Meetings and Conferences should be updated to encourage such participation, with commensurate levy to the Bureau.

4. **World Cheese Awards**

The success of Dalewood Fromage Huguenot in coming second overall at the World Cheese Awards was rewarded with a visit by John Farrand, md of the Guild of Fine Foods. Arno Theron, Africa VP, also attended and our appreciation goes to the Visser family for the work they put in to promote the Jersey breed.

RECOMMENDATION: That the Bureau increases awareness of Jersey cheeses by advertising in the annual publication of Good Cheese (hard copy at Bureau meeting); and by providing a certificate to all Award winners exhibiting a Jersey cheese.

5. **Administration**

Facebook continues to be an active channel for breeder communication. In light of the backlash against some of facebook's working practices, it is probably appropriate that the Bureau **formally agrees** that that this medium should be used.

Mojo. Membership information was successfully transferred to this database. Mojo has enabled the Bureau to become EU Data Protection compliant. The Cheese Awards listing needs to be cleansed and updated prior to 2018 entries in September.

Accounts. It is pleasing that the Youth Scholarship Fund and Lord Jersey Research Trust will no longer appear as balance sheet items.

Respectfully submitted:

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Secretary.