

5th October 2021

Mr Roger Trehwella
Secretary
World Jersey Cattle Bureau

Via Email: admin@wjcb.net

Re: WJCB – 2022 Online Conference

Dear Roger

On behalf of Jersey Australia, we are pleased to provide the following plan to host an online conference for WJCB members in lieu of the cancelled world conference that was to be held in Australia.

<i>Proposed Date</i>	Between March and Early May 2022	
<i>Duration</i>	2 to 3 Hours	
<i>Timing</i>	<p>We will plan to start the conference at 6am Melbourne, Australia time. Based on this commencement time the following global timing will be</p> <ul style="list-style-type: none"> • Auckland 8am same day • London 8pm Previous day • Johannesburg 9pm previous day • Toronto 3pm Previous day • Los Angeles 12pm previous day <p>Our aim will be to make it as reasonable as possible for all time zones across the globe however we will have no capacity to provide all member countries an individually suitable time.</p>	
<i>Format</i>	Online using appropriate online video conferencing facilities.	
<i>Content</i>	Session 1	<p>Global Data Sharing Initiatives</p> <ul style="list-style-type: none"> • ICAR / Interbull / IDDEN representative to discuss what is happening in global data sharing initiatives and where Jersey Breeders across the globe can take advantage of opportunities, can provide support to enhance programs in place or need to take more initiatives to be more engaged in global programs,
	Session 2	Gene Editing

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	<ul style="list-style-type: none"> • Presentation to discuss what is happening in the gene editing space and the future opportunities that can be achieved through appropriate use of gene editing in breeding cattle.
Session 3	Maintaining a Social Licence <ul style="list-style-type: none"> • Farming is being a challenged in multiple fronts such as climate change, bobby calves, non-dairy alternatives.
Session 4	Jersey Most Profitable and Sustainable Cow. <ul style="list-style-type: none"> • Dr Steve Little to present on the project findings and the commercial benefits and advantages of the Jersey Cow in its contribution to farm profitability
Session 5	Member Leaders Forum <ul style="list-style-type: none"> • Subject to the view of the WJCB, we can include an opportunity for Member Presidents or CEOs to have a discussion on relevant topics where a joint initiative can be achieved.
<i>Organising Committee</i>	Mr Glen Barrett – JA General Manager Organising Committee Chair Ms Jane Sykes – JA Promotions and Marketing Chairperson A WJCB Liaison will be required to provide assistance in finalising agenda, sourcing sponsorship, and communicating with members
<i>Sponsorship Requirement</i>	Sponsorship requirements will be needed to cover cost associated with provision of conferencing facilities and if required presenter costs.

We trust the plan is suitable to the WJCB and look forward to the opportunity to host this event on behalf of Jersey members across the globe.

Kind Regards



Glen Barrett
General Manage