

## **WJCB Secretary Report 2024**

The Council meeting and tour to Guatemala towards the end of 2023 was a very productive event. The herds were well managed, and it was good to see how well the breed adapts to such extreme variations, from high altitudes to hot and humid climatic conditions.

The role of science, innovation and marketing for the future also came to the fore with examples of embryo transfer's potential impact, continuous individual animal data collection to improve health and performance, product marketing aligned with tourism and environmental care.

All the hosts welcomed us warmly and were, rightly, proud of their achievements.

The Latin American Jersey Forum held its meeting at the same time and, again, it was uplifting. Each of the five countries represented from within the region brought forward a topic of current significance. The exchanges were animated and productive and the Forum will meet again in Uruguay in 2025.

The European Jersey Forum also met in The Netherlands, a country of historically high output agriculture. If press reports were to be believed food production methods are now under intense pressure. In reality, for Jersey farmers, the higher output of milk solids, with a literally as well as figuratively, lighter footprint has led to an increase in Jersey numbers. Once again herd management was at the extremes from one herd with no land, to the use of vegetable waste from the horticultural sector, and to significant investment in state-of-the-art facilities.

At the meeting four Working Groups were set-up. They will report back at the meetings in Denmark in June on:-

- Animal Welfare and the breed
- Pricing of Jersey Milk
- Environmental impact of the breed
- Genes of interest and genetic defects

During the year significant progress has been made in developing the Bureau strategy for the next phase of the Bureau and the breeds influence within global dairy farming.

Within that context, this is my last report as Bureau secretary. It has been a huge privilege to fulfil this role for a decade and to have worked with the breed for twenty-one years. Many friendships have been made and I am particularly grateful for the support and help from Bureau officers.

As the new strategy kicks-in, Adela and I will watch with passionate interest as the Jersey breed and Jersey dairy products go from strength to strength in feeding the world.

Roger Trehwella, WJCB Secretary.