

## **WJCB Secretary Report 2023**

2022 saw the end of covid travel restrictions across many countries and the Bureau tour to France, in conjunction with the European Jersey Forum, took place after being postponed in 2021. Seventy-eight people took the opportunity to break out from 'cabin fever' and get back to seeing cows on farms. A small group also visited nearby Jersey Island prior to France. The mood was generally upbeat with conventional milk prices some fifty per cent higher than one year previously; the organic market, important in France, had struggled to match such increases. Total Jersey numbers continue to grow in the country.

The African Jersey Forum also held a Conference in Malawi, with virtual participation possible from other countries. A wide range of topics and case studies demonstrated reinforced the breadth of work being carried out to improve food supply and the quality of diet for the peoples of an increasing number of countries on the continent.

Meta's nanny approach to prescribing what is best for their customers is a source of frustration for the usefulness of the Bureau facebook page. Information sourcing has become heavily weighted towards Classification and Show results. A review of Member Association fb pages reflected a similar trend. Whilst important, these two areas are not an end on their own. This fact has been recognized in New Zealand where the establishment of 'Jersey Advantage' focusing solely on factors which influence production and economic factors for those with the single-minded purpose of making profit from Jersey milk production alone. It is also noticeable that some who were bolder in making fb posts which defend the industries record and promote the unquestionable benefits of milk consumption have backed-off. In the face of extremist trolling, this is understandable. More recently Meta took down the Bureau page after it had been hacked and it had to be re-registered.

The year ended with a Strategic Review of Bureau activities to plot the course for the future underway.

Roger Trehwella, Bureau Secretary.