

WORLD JERSEY CATTLE BUREAU

PRESIDENT'S REPORT 2019

The Jersey breed continues to expand globally, and in many markets there has been a re-awakening of the importance of butterfat with that particular component now commanding higher premiums, something that has been lacking for far too long. This bodes well for the future of our breed and for the future prosperity of Jersey breeders all over the world.

The Vice Presidents' reports map the tremendous progress of each of the five regions of the world, and provide us with a valuable update for each, and the conclusion that one takes from these summaries is that the Jersey cow continues to be highly versatile in the way that she adapts to a huge range of farming systems and climatic conditions. It is not by chance that our beloved breed is the only dairy breed that is expanding in numbers globally; it is because there is true demand for the many qualities that our Jersey cow naturally has.

In June 2018 we held the 21st International Conference of the World Jersey Cattle Bureau in Ohio, USA and this was held in conjunction with the celebrations for the 150th anniversary of the American Jersey Cattle Association. There were 84 delegates from 16 countries for our conference, and it truly was a great week with some memorable presentations by renowned international speakers on a wide variety of subjects relating to the Jersey cow. I would encourage you all to visit the WJCB web site www.worldjerseycattle.com and review those papers. Farm visits and tours were of the highest standard, and we saw many excellent herds and were hosted by some fabulous families.

One of the highlights of the International Conference was the presentations made by the winners of JETA – the Jersey Educational Travel Award; five young people, each representing their home continent, and there is no doubt that these fine ambassadors will be leaders of our breed and the dairy industry in years to come. Again I commend their reports that are published on the web site.

Looking forward, our 2019 Council meeting and tour will be held in East Africa, the very heart of Africa, for what is going to be a very special and unique World Jersey Cattle Bureau experience. The Council meetings take place in Kigali, the capital of Rwanda, and whilst in that country we will observe the tremendous work that is being done to introduce the Jersey breed to Rwanda and thereby improving the lives of thousands of people through better nutrition and economic opportunity. We will study in detail the RJA&HS' "Jersey Inka Nziza" programme which is in its third year, and is funded by Jersey Overseas Aid and facilitated on the ground by Send a Cow Rwanda (SACR) and the Rwanda Agriculture & Animal Resources Development Board (RAB).

I am particularly looking forward to the Regional Dairy Workshop that is being held in Kigali during our visit, and there will be around 100 delegates, comprising WJCB tour participants and attendees from countries around Africa. The theme of the day is "Why Dairy? Why Jersey?" and we will learn more about how our beloved Jersey cow is proving to be the most suitable breed of dairy cow for this part of Africa. One of the main outcomes of the workshop will be the inauguration of the African Jersey Forum, which should further strengthen the future of the breed on this vast continent, and

will complement the existing European Jersey Forum, and the Latin America Jersey Forum, the latter holds its inaugural meetings in Colombia in July this year.

For those moving on to Kenya for the second part of the tour, we have some exciting and educational visits, including a visit to one of the oldest AI centres in Africa as well as a fascinating few hours at the International Livestock Research Institute (ILRI) in Nairobi where genomic research is being undertaken to establish scientifically the best dairy breed for tropical Africa.

We will also have visits to prominent Kenya Jersey herds, and an opportunity to find out exactly how Jersey milk and milk products are produced under very demanding conditions.

Whilst it is extremely important that we as a Bureau continue to support and ensure the strengthening of viable existing populations of Jerseys around the world, we must not lose sight that one of the aims of our organisation is to nurture and encourage the growth and development of Jersey populations in the more disadvantaged areas of the world. Africa is the second largest continent by land area, has a population of nearly 1.3 billion people, and projections are that this will exceed 2 billion in just 20 years' time. We have a job to do over the coming years to ensure that the Jersey breed is firmly established across the whole of Africa as the breed of choice for millions of farmers. Part of that commitment will include a matching of the type of cow that is introduced to suit the climatic and management constraints that exist.

It was a great honour to be elected as President of the World Jersey Cattle Bureau during the meetings and conference in Ohio, USA in June 2019 and I am delighted to be supported by my extremely capable Vice Presidents from the five regions of the world, and a Treasurer and Secretary who both do a superb job on a more day to day basis. It really is a privilege to head up an officer group filled with people of such high calibre who all have a genuine passion for our breed. We hold regular conference call meetings to discuss the business of the Bureau, and that way we keep in personal touch with all the issues that are affecting Jerseys and the member associations around the world.

Globally, the Jersey breed is rising. Let us all play our part in helping it soar to great heights!

Respectfully submitted,

Stephen V Le Feuvre
President, WJCB
June 2019