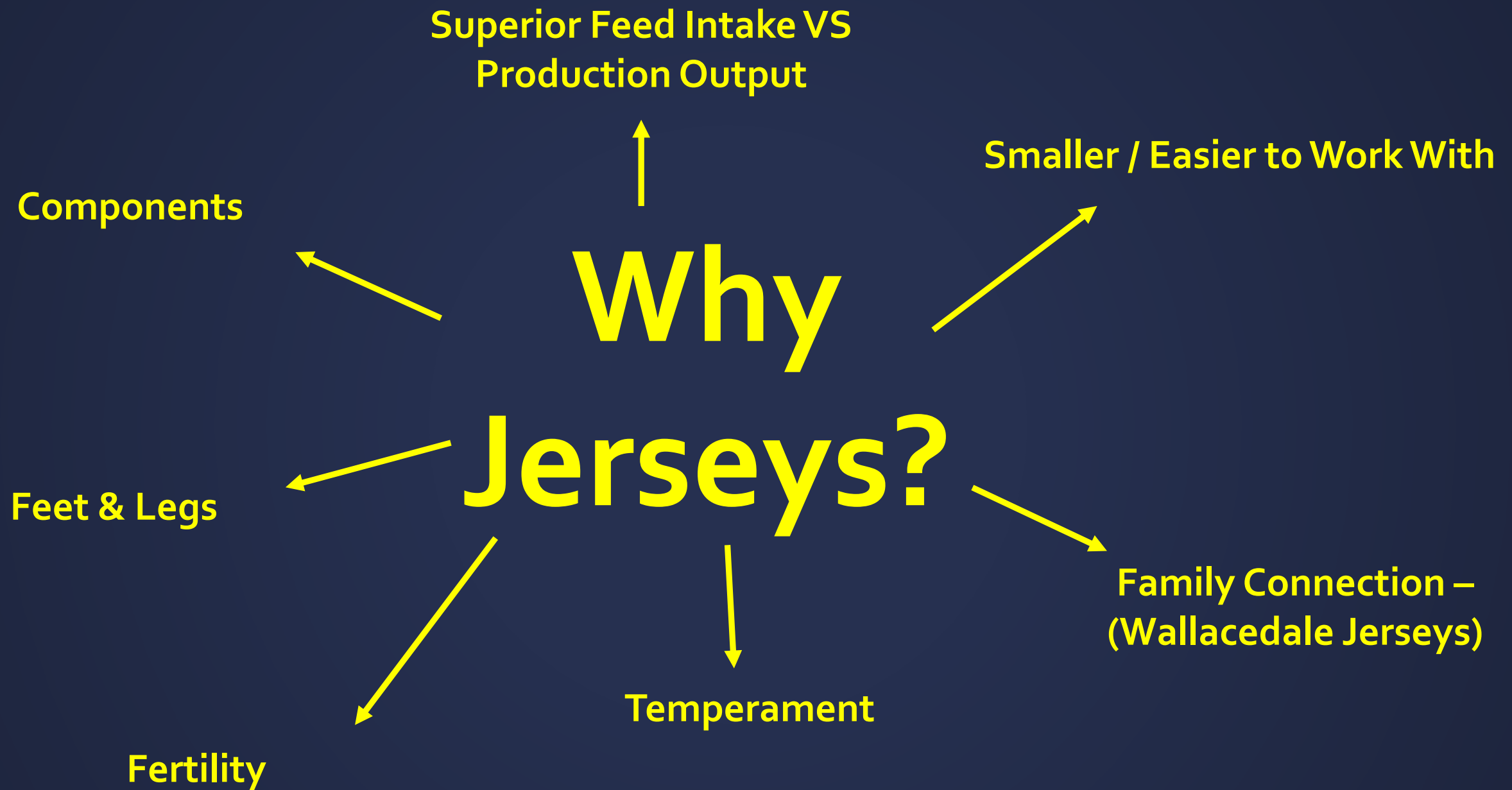




Reece Attenborough
Poowong, Victoria, Australia.



Breed Popularity Increasing

Milk Structure Pricing Changes
to Benefit Jersey Breed In
Australia



International Demand for
Australian Genetics

Focus on Research &
Promotion of Efficiencies of
the Breed



Attaview Jerseys

Est 2001



Cow Families currently working with

Duncan Belles

Whistler Rumour

Fernleaf

Maybelle

Melanie

Illagay

Inch

Buttercup

Christmas Lily

Cowslip

Nakita

Ebony



Almervista Taranak Inch Ex 92

- Champion Cow Central Gippsland On Farm Challenge 2016

Darryn Vale Jims Satin Ex 92

- 3, 4 & 5yr Old Winner of her On Farm Challenge Class -
- Placed 3rd & 4th in Great Southern Challenge

6th Place 6Yr Old IDW 2017

Bushlea Legion Fernleaf 3 Ex 92

- Champion Central Gippsland Jersey Fair 2012



Attaview Tbone Nakita Ex 91

- 1st 5yr Old & Hon Men Senior Champion
Central Gippsland Jersey Fair 2018



Wallacedale Acting Belle EX 92

- 2nd 4yr Old & Hon Men Senior Champion
Melbourne Royal Show 2011

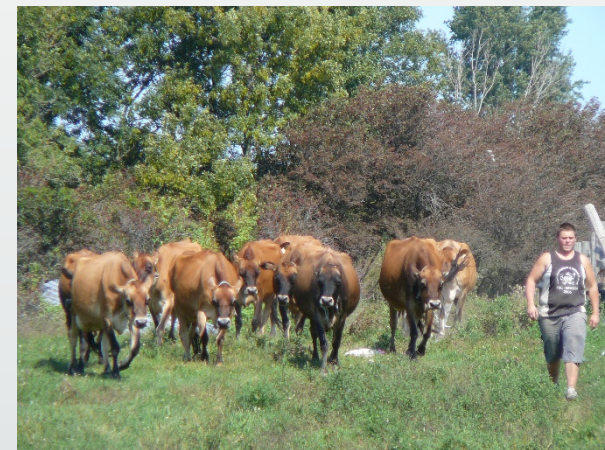




Rapid bay



Life Highlight
Herdsman From July 2009 – June 2010



Current Employment & Interests

- **Manage Family Farm** (Since July 2010)
- **Jersey Australia Classifier** (First Tour was Autumn 2014)
- **President Central Gippsland Jersey Breeders Club** (Began Mid 2015)
- **Co-Ordinator of Central Gippsland Jersey Fair** (Started as Co-Ordinator in 2012)
- **Coach Aussie Rules Football** (3rd Season as Coach of Our Clubs 2nds side)



Goals

- Be a Profitable & Successful Dairy Farmer
- Always Continue to Learn & Improve (Farming, Genetics, Life)
- Own a Internationally Recognised Herd not for 1 or 2 Individuals but from Top to Bottom of the herd
- Breed a #1 Bull on the Australian Breeding Values List
- Breed & Own a Champion Cow of the Great Southern Challenge
- Breed & Own Grand Champion Jersey at International Dairy Week
- Sit on the Board of Jersey Australia



Acknowledgements & Mentors

- Toni Attenborough (Wife)
- Ted & Annie Attenborough (Parents)
- Wallace Family



- Steve Borland
- Russell Gammon



Thanks for the Opportunity

