

WORLD JERSEY CATTLE BUREAU
DISTINGUISHED SERVICE AWARD
GUIDELINES

PURPOSE

The award recognises individuals who have made an outstanding contribution to the breeding, development or promotion of the Jersey breed, or its products, milk and meat.

2. Name:

WORLD JERSEY CATTLE BUREAU DISTINGUISHED SERVICE AWARD

- the word "distinguished" includes several ideas:-

- (1) implies that the honorees have truly set themselves apart by their action and successes.
- (2) generally restricts the honorees to those above "a certain age" as one cannot be distinguished without many years experience and achievement.
- (3) if properly applied means that the award need not be awarded every year (or even every World Conference), but would only be awarded to the "right" person.

3. FREQUENCY OF AWARD

The Distinguished Service Award should be an elite award, made only for exceptional service. The frequency of the award is to be based on the selection of a suitable candidate rather than a specific time frame. There can be more than one award made in any one year but the Bureau prefers to see awards be presented at World Conferences.

4. CRITERIA

General criteria include:-

- (1) contribution must be to Jerseys and Jersey products and not agriculture or dairy in general.
- (2) award should be open to all - both Bureau and non-Bureau members.
- (3) contribution could be on a national or multi-national basis and an effort should be made to spread the award on various bases (geographic, breeders, administrative, academic, industry etc.)

- (4) organisations as well as individuals could be eligible. (for example - a dairy that might have pushed for and developed a market for Jersey milk and other products).
- (5) service need not be long term, but must be exceptional and of international significance, the contribution could have been on a national level but must have had an international "ripple" effect.

5. SELECTION

The selection presents certain logistical issues.

- (1) Nominations can only be made by class 5(a) Members and must be seconded by a class 5(a) or 5(b) Member. Member countries are encouraged to consider for nomination candidates from outside their country.
- (2) Nomination forms with a covering letter will be sent to Member Countries 5(a) nine months in advance of upcoming Council Meeting, Regional Conference or World Conference. Nominations should include a curriculum vitae, proposer, seconder and candidates acceptance of their nomination, and to be returned at least three months prior to the meetings.
- (3) The selection committee are the Officers.
- (4) Nominations will not be kept and resubmitted.
- (5) Candidates can be re-nominated at any time.
- (6) Nominated candidates will not necessarily win the award and even if there are nominations a Distinguished Service Award need not be awarded. Reasons need not be provided by the Selection Committee.
- (7) The selection will be conducted with the utmost confidentiality to protect the candidate and all those involved.

6. RECOGNITION

A suitable plaque and a picture will hang at the World Jersey Cattle Bureau Office, and a small replica plaque will be presented to the winners.

Sponsorship to cover the cost of the award is an option and host countries should be given the opportunity to find a suitable sponsor. If none can be found, the Bureau will absorb the cost.
