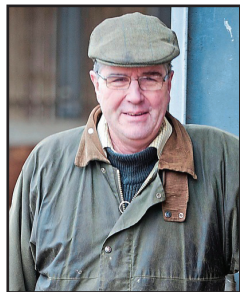


Industry Leaders, Experts, New Voices

Here's an introduction to those who will speak at the 21st International Conference of the World Jersey Cattle Bureau, June 27 and 30 at the Embassy Suites Hotel in North Canton, Ohio.

What they will say from the stage will inform, inspire, motivate.



Le Gallais

"It is all about marketing milk and how we differentiate ourselves."

Andrew Le Gallais has been chairman of the Jersey Milk Marketing Board, a co-

operative of farmers, since 1999. He has been an active dairy farmer for 40 years, milking 220 Jersey cows that make up the Roseland herd at Cowley Farm.

There are currently 20 dairy herds in the Island, with 19 of them in the cooperative which owns Jersey Dairy. Jersey Dairy is one of the Island's leading exporters selling in the U.K., Europe, Japan, Korea, China, Hong Kong, India and Myanmar. By 2020 milk yields are expected to rise to 17 million liters a year, up from 14 million in 2014, and 11 million in 2010.

"We see growth continuing and a bright future for the dairy industry in Jersey."

Marcelo de Paula Xavier, president of Jersey Brazil, and **Mauricio Santolin**, head of the national judges committee for Jerseys, will tell the TV Jersey story.

TV Jersey started its activities in April 2017 as a direct form of communication

through social media with Jersey breeders, admirers, technicians, and ag companies. As a pioneer, TV Jersey implemented a new communication format in the rural sector.

Through a partnership with Estudio Vieira, the project was completely remodeled, reaching a superior quality standard. TV Jersey has become an international phenomenon, reaching more



Santolin, Xavier and Vieira

than two million people every month and followers in more than 100 countries.

Dennis Savaiano, Ph.D., is one of the nation's leading experts on the subject of lactose intolerance and calcium intake. He is the Virginia Claypool Meredith Professor of Nutrition Policy in the Department of Foods and Nutrition at Purdue University. He is affiliated with many professional organizations, including the American Dairy Science Association.

Professor Savaiano will discuss what is, and is not, known about the trending topic of A2 beta casein. He is heading up a clinical study jointly funded by National



Savaiano

All-Jersey Inc. and the A2 Milk Company to compare digestion of milk with different beta-casein protein content in lactose maldigesters.

The trials will compare A2, conventional retail, Jersey milk, and lactose-free milk in a randomized, double-blinded study. The study is approximately a year from completion.

The winner of the 1972 National Jersey Youth Achievement Contest, **Larry Schirm** will speak from a life lived in the Jersey business, first as Jersey breeder and dairyman in two of the highest producing Jersey herds of the '70s and early '80s, and for the past 35 years, promoting the

worldwide spread of superior dairy bull genetics, currently as the Key Accounts Manager (Asia) for ABS Global. His experience and insights have made him a sought-after speaker for producer conferences, farm tours and twilight meetings around the world.

Schirm served on the AJCA Type Advisory Committee, has judged hundreds of shows in over a dozen countries, plus

World Dairy Expo four times and The All American Jersey Show three times. He has been the coordinating official of the National Intercollegiate Dairy Judging Contest for more than 20 years, and is president-elect of National Dairy Shrine.



Schirm

Francis Fluharty, Ph.D., is principal investigator in a multi-year research project, *Evaluation of Jersey Crossbreeding Opportunities for a New, High-Value Beef Market Product*, that finished feedlot performance trials in late 2017. Carcass and fabrication analysis is in progress, leading to economic analysis of profitability by terminal sire breed. Funding for the study came from a competitive research grant program at The Ohio State University and support from both the American Jersey Cattle Association and National All-Jersey Inc.

Dr. Fluharty has just moved to the University of Georgia College of Agricultural and Environmental Sciences as head of the Department of Animal and Dairy Science.



Fluharty

He is a co-inventor of two patents for genetic markers that detect potential for meat marbling and tenderness, and helped with the development of an all-natural branded beef program, Ohio Signature Beef™. A member of the AJCC Research Advisory Committee, Fluharty has given over 70 invited presentations in 16 countries.

The topic on the tip of every dairy producer's tongue is feed efficiency and its double-barrel implications for farm profitability and the environment. Two speakers—one from the United States, the other from Denmark—will report on

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Conference Speakers

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developments in the genetic evaluation of feed efficiency.

Kent Weigel, Ph.D., chairman of the Department of Dairy Science at the University of Wisconsin–Madison, was one of the team of global leaders in nutrition, genetics, genomics, and management that carried out the initial five-year study in the National Program for Improvement of



Weigel

Feed Efficiency, constructing a database of 9,000 feed efficiency phenotypes. The Council on Dairy Cattle Breeding and UW-Madison have started a second five-year study under Weigel's direction to generate residual feed intake data from Holstein cows. This project will further build the database, increase the accuracy of genomic predictions for feed efficiency, and ensure that new animals and current genetics are included in the database. Data is being collected at the university's Arlington research center and the USDA-ARS Dairy Forage Research Center.

Jørn Rind Thomsen, Ph.D., affiliated with Aarhus University and VikingGenetics, will relate findings from Danish research to develop an index based on photo imaging of methane emissions from cows on commercial dairies, some equipped with robotic milking systems. Like the U.S. study,



Thomsen

this work also involves a large team of scientists, directed by Dr. Jan Lassen.

João W. Dürr, Ph.D., is the Chief Executive Officer of the Council on Dairy Cattle Breeding. The CDCB is a collaborative effort between dairy records providers, dairy records processing centers, the National Association of Animal Breeders, and the Purebred Dairy Cattle Association. It manages a cooperator database that is the largest in the world devoted to dairy animals. Over 2 million genotypes, 70 million female phenotypic records and over 500,000 males receive genetic evaluations or genomic predictions via CDCB.

Dürr came to the CDCB in September of 2014 after six years serving as Executive



Dürr

Director of Interbull. From 1997 to 2008, he was Professor at the Universidade de Passo Fundo, Brazil, where he held positions as associate vice principal for research, director of the Food Science Research Centre, and general management of the Dairy Herds Analysis Service.

The Under 40s: JETA Winners

Five individuals under the age of 40 who have achieved success as breeders and owners of profitable dairy businesses along with demonstrating unique leadership qualities were selected for the conference's Jersey Educational Travel Awards. They will share their stories during the JETA recognition luncheon on June 27.

Africa

Pieter van Deventer of South Africa farms 900 Jersey cows in two herds under the Doonvlei prefix with his wife, Natasha. They have three young sons, Jaco, Pieter and Daniel. Pieter is holder of the Jersey South Africa Breeder by Excellence Award and is regional manager of Western Cape Milk Producers' Organisation. He also serves as a Councilor and Vice President of Jersey South Africa.



van Deventer

Europe

Bent Olesen of Denmark operates Alstrup I/S, a 450 Jersey cow herd, with his brother Lars. The entire herd is genomic tested and selling bulls into A.I. is an aim which continues to be successfully accomplished. Herd average production is 8,157 kg. (17,978 lbs.) milk at 6.2% butterfat and 4.2% protein. Bent has been a Danish Jersey director and has served as



Olesen

Vice-President since 2011.

Latin America

Diego Sierra Calderón of Colombia met his wife Alejandra Fernandez when they worked on a Jersey research project at university. They have a young son, Jeronimo. He manages La Garcia Farm, which has been in his family's ownership since the early 1900s. Diego is also a classifier with Jersey Colombia and closely studies how type relates to the profit, longevity and welfare of cows.



Sierra

North America

Patrick MacDougall of Quebec manages the 180-head Jersey herd at Les Ferme



MacDougall

Reyla with wife Amanda and baby son, Cameron, and other family members. Jerseys were the last of four breeds to arrive at Ferme Reyla, but have made up 100% of the herd since 2012. Genomic testing of individual animals drives his mating decisions, as marketing breeding stock is an important part of the business. Patrick is First Vice President of Jersey Canada and chair of the Genetic Improvement Committee.

Oceania and Asia

Reece Attenborough of Australia is a fourth generation farmer, his Jersey interest sparked by working with the Wallacedale herd, leading to the founding of his Attaview Jersey stud in 2001. Reece and his wife Toni have a son, Jack. Reece is President of the Central Gippsland Jersey Breeders' Club and combines a role as classifier for Jersey Australia with exhibiting cattle and managing a fitting crew hired for many high-profile sales.



Attenborough

