***Report WJCB Vice-President – Europe***

After more than 2 years of health crisis, today it is the war in Ukraine, at the gates of Europe, that is of concern. Leading to high inflation and significant destabilization of the markets. Even if the price of milk is experiencing an upturn, it is a total loss of rational benchmarks for dairy farmers accustomed to working over the long term with their herd.

Finally, the drought that has been affecting a large part of the continent for several months reminds us a little more of the climate challenge that awaits us and which is a reality.

Agriculture will inevitably be at the heart of all the policies that will emerge.

Beyond the essential role of feeding the people, environmental issues (Phosphorus, Carbon, Methane, Water, etc.) are essential to the world of livestock farming. The Jersey must demonstrate that she has all the assets to meet these challenges. Thanks to its efficiency, but also its ability to adapt everywhere, the Jersey offers different possible paths to its breeders.

More the need to meet again after these difficult times, Jersiaise France will have the pleasure of hosting, from September 12 to 18, 2022, the annual meeting of the WJCB and jointly the European Forum. Discussions and exchanges around these issues will of course be eagerly awaited because they are shared by many countries around the globe.

It is also an opportunity for each European country to come and present its activities and its prospects and development projects. This last point is also today a regulatory point of the European Zootechnical Regulations of the European Union for a national association to be recognized as a “Breed Society”.

If the exhibitions and all the communication initiatives around the Jersey were able to restart everywhere. The “re-starting” of the Jersey associations and all the structures that revolve around them (genetics, performance control, classification, etc.) required a lot of energy which made us leave relations between associations a little aside.

Invested personally and with the energy of the entire organizing team for more than 2 years in the organization of this 2022 meeting, I wish all the participants to have a pleasant and convivial time. And to bring this Jersey family back to life!

Vice-President WJCB - Europe Region

Benoit Guioullier