

**JERSEY NZ Strategic Plan 2021/22**

**Core Purpose:** Supporting our membership and wider Jersey community by promoting and driving the Jersey breed and Jersey products.

**BHAG: Jersey #1 Breed** – Adding integrity and value to your farming business

**Vision: Recognised for leading in**

* Profitability and efficiency
* Membership and engagement
* Genetic gain
* Reduced environmental footprint
* Consumer preference
* Animal welfare

**Core Values: INTEGRITY | SUSTAINABILITY | QUALITY | COLLABORATION**

To quote Steve Ireland, Genetics Committee Convenor, “We live with two C words today and the consequential impacts incurred throughout society here and around the world is significant. Carbon and Covid impact the way we do things day to day both within our businesses and daily life.”

The reality is that the world needs food and if there was a positive to come out of a world pandemic, it is the realisation that farmers are essential. Our challenge moving forward is to achieve this efficiently, innovatively all the while improving sustainability.

At the AGM in April, together JerseyNZ and Jersey Advantage, announced the intention of purchasing a 215ha farm in Southland. Both organisations, in different ways, face challenges in funding and the decision to purchase was primarily to diversify our income streams. As a breed society we are constantly faced with the changing needs of the breeders of today – what provided a strong income source ten years ago is not necessarily so today. To that end the farm will be run as a commercial operation generating cashflow and providing a sustainable income. Considerable planning and due diligence have resulted in the establishment of Jerseyland Farms with a separate board who will provide the governance with direct reporting from Dairy Direct Ltd who will oversee the management direction. This is truly is a very exciting venture and long term has huge potential to do a great deal to promote the jersey breed. Thank you to the membership who so far have been generous in their monetary support of this venture.

Link Livestock Ltd, JerseyNZ’s livestock agency, continues to grow and increase its presence in the world of livestock sales. The team of agents has grown and very recently appointed a Business Manager. The Directors of Link Livestock recently reviewed their strategic plan in preparation for the next five years and are excited at the prospects that lie ahead. JerseyNZ is very much appreciative of the dividend received this year and thank Link Livestock for their efforts.

Our position within the dairy industry is vital and none more so than now as the breed societies, in conjunction with NZAEL and DairyNZ, endeavour to finalise the development of the Breed Society solution for the Diary Industry Good Animal Database (DIGAD) known as BreedIT. The financial assistance from MPI has enabled the Breed Societies to finance the development of the programming to support TOP information that interfaces independently to LIC and CRV. The new hand-helds were implemented last year, and apart from some teething issues, the programming appears to be working well. With our new classification award system, we are now much more aligned internationally. The current focus is on the 3GP reporting and provides us with an opportunity to review and update the information that could be included in that report. DIGAD has been in making for more than 10 years and, for some time, looked as if it might not happen. Enter Dr Brian Wickham. A breath of fresh air, whose “can do” attitude, coupled with his vast experience in the development of similar databases overseas, provided this project with the necessary momentum to get it to where we are today. Very sadly Brian was diagnosed with stage 4 cancer and resigned to undertake palliative chemotherapy. On behalf of the board, I would like to thank Brian for all that he has done for the dairy industry, his knowledge and ability to cut through the red tape and find a solution has been greatly appreciated by all.

The development and promotion of genetics is done through the Genetics and Jersey Genome Committees. Jersey Advantage are strong advocates for increasing the intake of jersey bulls, a sentiment supported by JerseyNZ and we continue to promote the Jersey Future team. Last year we had some setbacks when bulls failed to provide semen, something completely beyond our control and it appeared to be an issue nationwide but we move on and this year’s catalogue is out. With its excellent source of bulls, this has been very popular and coupled with the competitive price of these bulls provides farmers with an excellent opportunity to source good genetics.

Jersey Genome™, in collaboration with CRV Ambreed, looks at genetics through the female line and identifies potential bull mothers. This programme is an excellent opportunity for members to be involved in the genetic scene and provides regular updates of progress made. Last year 7 bulls resulting from the JerseyGenome™ joint venture were selected by CRV to go through their sire-proving scheme.

The Audit and Risk committee, under the capable leadership of Glenys Ellison, has proved to be a valuable addition to the board portfolios. A great deal has been set in place to ensure that the Board is financially prudent, policies written and kept current allowing the board to address issues mindful of both opportunities and threats. Although to many this does not sound the most captivating of committees, it is nonetheless essential from a governance perspective. Audit and Risk are particularly valuable in assisting the General Manager to develop the budget and prepare information for the audit process.

Special thanks to Pam Goodin, General Manager, and her staff who have had a particularly challenging year managing an office shift, providing feedback and data for the BreedIT development, taking on the increased workload with Jerseyland Farms and for their agility and flexibility when working from home is required.

I would like to acknowledge the Directors of the JerseyNZ Board who give of their time so generously to manage their individual portfolios, interface with membership and juggle their governance roles while managing their own businesses. Their enthusiasm and participation are greatly appreciated.

**Alison Gibb | Jersey NZ President**





