

World Jersey Cattle Bureau – Secretary’s Report 2019

The year was notable for the Bureau with the establishment of two Regional Forums in Africa and Latin America.

It was inspiring to see the contribution which our Jersey breed is making to dairy farming in Rwanda. The breed’s heat tolerance and ability to produce high nutritional quality milk are key factors. The 2019 Annual Council Meeting included a Regional Dairy Workshop with attendees from twelve countries of the continent. The Workshop drew attention to the large increases in milk production planned, and needed, in many countries. Jersey Overseas Aid Commission presented a copy of ‘The Dairy Queen’ to all attendees from the African countries to mark the launch the African Jersey Forum. The work of David Hambrook, RJA&HS, must also be recorded and congratulated.

As an outcome from the Rwandan Workshop, the Bureau Secretary represented JOAC at a West African Trade Development Conference, staged by the French government agency during Sommet de l’Elevage, France’s biggest livestock show and held in Clermont Ferrand. There was further interest, among African attendees, in the Jersey performance being achieved in Rwanda. Again, JOAC provided copies of ‘The Dairy Queen’ for each attendee from the continent. In total more than 200 copies of the Bureau book were distributed at these events, and it was gratifying to see them being used to such good effect. Subsequently an article was written for ‘afrique Agriculture’ on the farmer-benefits from the Rwandan project.

In July members from seven Latin American countries met in Colombia for the first Latin American Jersey Forum (<http://www.worldjerseycattle.com/tours>). Subsequent communications, and overall rise in interest from members in the region, shows that a collective desire to promote the Jersey breed, and especially its milk, has been ignited. Plans for further Forum activity are also seen to be coming to fruition.

The World Cheese Awards were held in Bergamo, Italy, in October 2019. Congratulations go to The Farm at Doe Run, Pennsylvania, USA, on winning the Jersey Award with their St Malachi cheese. Bureau appreciation goes to all who enter, including a cheese from Russia in 2019.

The Bureau continues to ‘share’ relevant information through facebook and the experiences in France and at the Latin American Forum highlight the need for multi-lingual promotion, surely best achieved through Regional Forums.

(Respectfully submitted: Roger Trehwella, NSch, WJCB, Secretary)