## WORLD JERSEY CATTLE BUREAU

#### NOTICE OF THE ANNUAL COUNCIL MEETING 2017 - COSTA RICA

To commence at the:

Hotel Intercontinental, San Jose at 07.00 hours on MONDAY 12th JUNE 2017

The meeting will continue at: on Friday 16th JUNE 2017

### AGENDA

- 1. President's Welcomes
- 2. Record those present and receive apologies for absence
- 3. Approve Minutes of the Council Meeting held in June 2016 in the UK
- 4. Matters arising from these Minutes
  - a. Articles of Association
  - b. Lord Jersey Research Trust
- 5. Bureau Business
  - a. President's Report
  - b. Vice Presidents' Reports
  - c. Secretary's Report
    - i. Mojo Membership Database
  - d. Treasurer's Report
    - i. Youth Fund Deficit
    - ii. Dairy Queen Marketing Programme
  - e. Approve Accounts for 2016
  - f. Membership Applications
  - g. Membership Fees
    - Full National
    - Associate National
    - Affiliate National
    - Individual Life
  - h. Appoint Accountant
- 6. Strategy
  - a. Officer Roles
  - b. Communications Committee Report
- 7. World Jersey Cheese Awards
  - a. 2017
- 8. Scientific Advisory Committee
  - a. ICAR
- 9. WJCB Meetings
  - a. 2018 International Conference USA
  - b. 2019 East Africa / China /India
  - c. 2020 Canada
  - d. 2021 International Conference Australia
- **10. Any Other Business**

*NB: Items 5d, 5e & 5g will be held over until Friday 16<sup>th</sup> June continuation meeting as the Treasurer will miss the first meeting* 

## WORLD JERSEY CATTLE BUREAU

## **MINUTES OF THE 2016 COUNCIL MEETING**

Held at 07.00 on Sunday 12<sup>th</sup> June 2016 at Dunblane Hydro, Sterling, Scotland

#### 1. President's Welcome

The President welcomed delegates to the meeting and asked each to introduce themselves and their country, as there were several new representatives at the meeting.

In particular, the President thanked all those who had organised the tour to date; it had been highly successful, both in attracting such a large attendance and also in the diverse and interesting range of topics seen.

# 2. Record of those present and apologies for absence (see below for attendance at Continuation Meeting on 16<sup>th</sup> June)

23 delegates and officers were present: D Frigot (President, Jersey), A Robredo (Vice President Latin America, Argentina) A Levring (Vice President Europe, Denmark), A Theron (Vice President Africa, South Africa), K Roxburgh (Vice President North America, Canada), T Saunders (Vice President Oceania, Australia), S Le Feuvre, Treasurer, also representing RJA&HS) Roger Trewhella (Secretary), G Rehberg (President VDJ, Germany), R Schmitt (Germany), Mrs S Mahon (President, JCS of UK), D Jones (JCS of UK), Mrs A Gibb (President, Jersey New Zealand), R Riddell (Jersey New Zealand), P Ness (Jersey Australia), Ms J Sykes (Jersey Australia), P Larson (Danish Jerseys), J Bang (Danish Jerseys), C Sorenson (President, American JCA), Dr C Bayer (American JCA), B Tyrrell (Jersey Ireland), P Borello and F Favalli (Jersey Italy) were welcomed as delegates after Item 5f.i. when Jersey Italy was formally accepted as a National Member. Also present Dr D Norman (Scientific Advisory Committee, USA), K Trotman (Australia), H Diers (Germany), R Norman (Jersey), OBulot (France), G Benoit (France), D Hickey (NZ), L Jorgenson (Denmark), Mrs M Jacobsen (Denmark), B Olesen (Denmark), J Traedholm (Denmark), Mrs B Leddy (UK), D Shaw (UK), Miss R Richardson (UK), Mrs A Shaw (UK), Miss C Pledge (UK), R Gibson (NZ), J deCabassa (Guatemala), JM Maroquin (Guatemala), PA Skaarland (Norway), O Taskdal (Norway), Miss H Roloffova (Czech Republic), P Frecklington (NZ), Mrs B Brentrup (Germany), H Diers (Germany). Apologies were received from H Norgaard (Denmark), J van Eeden (South

Apologies were received from H Norgaard (Denmark), J van Eeden (Sour Africa), G Moldonado (Colombia), I Mitchell (RJA&HS), J Godfrey (RJA&HS), K Brady (Ireland), N Smaith (USA), M Core (USA), A Trajani (Albania), J Le Feuvre (Jersey), Mr & Mrs J Bailey (NZ), Mr & Mrs R Angel-James (UK)

**3.** Approval Minutes of the Council Meeting held in June 2015 in Germany

On correction of Item 8, Lord Jersey Trust, reference to 'approximately  $\pounds 26,000$ ' to  $\pounds 23,294.15$ , the Minutes, as posted on the website, were adopted unanimously on the proposal of A Levring, seconded by T Saunders.

#### 4. Matters arising from these Minutes

### a. The Dairy Queen

Production of the Dairy Queen has been a successful venture with sponsorship offsetting £89,000 of the original £90,000 cost. Sales of approximately 1,000 copies has restored the Bureau's financial position. However, there are almost 1,000 copies remaining and sales have now slowed markedly. Storage costs will be in the region of £450 per year, unless the stock is cleared rapidly.

AGREED, unanimously, on the proposal of Treasurer, seconded by T Saunders, that :-

- 100 copies are offered to Send-A-Cow for distribution to government officials, veterinary surgeons, colleges and other appropriate contacts in the countries where the organisation is working, and
- stocks should be offered to WJCB member countries at £5 per book plus freight cost.

Delegates will review other options at the reconvened Council meeting of Thursday 16<sup>th</sup> June 2016, including donating a number to the Island of Jersey for distribution to visitors; and provision to agricultural education establishments.

### b. The Lord Jersey Research Trust

Work on the winding-up of the Trust is on-going. The President is in discussion with the Jersey Law Courts to find the lowest cost route to closure. Although it is possible to leave the Trust dormant, with a nominal £1 invested in it, this was not recommended as it could lead to future investigation of its activity, or non-activity.

Writing-off of the  $\pounds 20,000$  loan will be incorporated within a final closure of the Trust.

### c. Income Generation

Sponsorship of the JETA and Cheese Awards remain important goals and will be discussed prior to the continuation of this meeting on 16<sup>th</sup> June.

### d. Youth

The secretary reported that Agri-Venture has folded and it has not been possible to find a realistic alternative. Discussion with the National Federation of Young Farmers' Clubs revealed that their programme has changed, radically, over the years. Low cost travel, a desire for bespoke packages from youth travellers, less time available for today's youth to devote to longer duration visits, and increased safety and welfare requirements on organisers all combined to this change. Council accepted these changing circumstances and noted the growth of an informal, case-by-case, network. The success of such actions is increased when travellers enquire well in advance.

AGREED unanimously, on the proposal of the Treasurer and seconded by P Ness, that the Bureau posts a message on its website, encouraging youth travel and inviting enquiries for hosting through the secretariat. A disclaimer will absolve the Bureau from any liability.

#### 5. Bureau Business

#### a. President's Report

The report as posted on the website was accepted unanimously on the proposal of the President, seconded by T Saunders.

#### b. Vice Presidents' Reports

The President referred members to the reports as available on the website, applauding the depth of information provided. On the proposal of T Saunders, seconded by A Robredo, the reports were accepted unanimously, en bloc.

#### c. Secretary's Report

The report as posted on the website was accepted unanimously on the proposal of K Roxburgh, seconded by S Le Feuvre.

#### d. Treasurer's Report

The Treasurer's report was deferred until the Council continuation meeting of 16<sup>th</sup> June when it will be received with the Annual Accounts for approval and a forward budget.

#### e. Approval of Accounts for 2015

On the proposal of T Saunders, seconded by A Robredo, approved unanimously that C Sorenson, P Ness and R Schmitt be nominated to complete the customary overview of the accounts, reporting back at the continuation meeting.

#### f. Membership Applications

The president welcomed the application for National status from Jersey Italy, and noted that this is the third country to become a National member in two years.

Bohemia Jersey, Czech Republic, was also welcomed as an Associate member.

#### g. Membership Fees

Agreed unanimously, on the proposal of P Ness, seconded by A Robredo, that fees remain unchanged for the year.

#### h. Appointment of Accountants

ABC (Accountancy &Bookkeeping Company) Jersey were appointed to compile the accounts, unaudited, for the bureau for 2016, unanimously, on the proposal of the Treasurer and seconded by K Roxburgh.

## 6. WJCB Strategy Review

#### a. World Dairy Situation

A Levring referred to the dire state of the global industry, and the role the Bureau can play in improving producer milk income through the Jersey breed.

Worldwide the Jersey breed is increasing, entirely due to economic factors, and sexed semen accelerates the process for the breed. Crossbreeding is a huge opportunity. The examples of pig and poultry production underline the need for strong purebred populations to make crossbreeding a success.

The Jersey breed has a lower environmental impact; at the same time, consumers in many parts of the world pay for quality.

The Jersey breed has a unique story to tell, setting it above other breeds.

We must not ignore the threats of:-

- Genetic progress among our competitor breeds
- Diseases specific to Jerseys
- The 'bobby calf' issue

Dr Norman commented that he is excited by the progress of the Jersey breed, and quoted figures highlighting the difference in direction between the Jersey and Guernsey breeds. From a point of parity the divergence is now fifty fold more towards Jersey. At the same time, the Holstein breed has been in decline. Exploiting its milk protein advantages is a significant opportunity for the Jersey breed

### b. WJCB Strategy

K Roxburgh, VP, is to lead a working group including ATheron, A Levring, A Gibb, J Cabasso, D Jones, J Sykes. It will report back to the continuation meeting, addressing what the Bureau can do in the short, medium and longer term

This will be based on three priority areas where the Bureau can excel:-

- Coordination & communication
- Travel
- Education

### 7. World Jersey Cheese Awards

The Secretary outlined the proposed working method, and potential for wider publicity, from integrating WJCA within the World Cheese Awards. Key to maximising these benefits is a continued strong entry of 100 per cent Jersey cheeses. This was welcomed and the Treasurer underlined the financial benefits of this route, also.

AGREED, unanimously, on the proposal of P Ness, seconded by Dr Bayer, that the investment of  $\pounds 2,000$  in sponsoring a World Cheese Awards section be ratified

AGREED, unanimously, on the proposal of P Ness, seconded by Dr Bayer, that the outcome of the 2016 event is monitored before committing to future years.

#### 8. Scientific Advisory Committee

T Saunders, VP, led on the topic, setting out a target to build a policy for the Committee and to clear any blocks which may affect its functioning. A working group of T Saunders, Dr D Norman, Dr C Bayer, P Larson and the secretary was set-up to achieve this. Dr Norman to report back to the Council continuation meeting on 16<sup>th</sup> June.

Three areas were identified for particular attention:-

- The comprehensive monitoring and circulation of global Jerseyspecific research
- The exchange of genomic data between countries
- Exploring a process whereby female genotypes can be used to establish a reference population for countries with small male populations; and the accompanying problem of many of such females being bred from a range of genomic reference populations

#### 9. WJCB Meetings

- **a.** 2017. Costa Rica. 10<sup>TH</sup> to 25<sup>th</sup> June. A request has been made to Ecuador to host a post-meeting tour.
- b. 2018. 21<sup>st</sup> International Conference USA. 23<sup>rd</sup> to 30<sup>th</sup> June, Ohio. To coincide with a celebration of the 150th Anniversary of the American Jersey Cattle Association. There will be pre and post Conference options to California, Illinois & Wisconsin, Oregon and California.
- **c.** 2019. The Czech Republic will confirm if it is practical to host an Annual Meeting.
- d. 2020. Canada is to explore the potential for hosting an Annual Meeting
- e. 2021. Australia have tabled a formal invitation to host the 22nd International Conference
- **f.** 2024. Denmark indicated a desire to host the 23rd International Conference.

On the proposal of S Le Feuvre, seconded by Mrs A Gibb, the Council agreed to offer assistance and progress discussions with the Czech Republic and Canada

#### **10. Any Other Business**

## a. Presentation of Awards

Deferred until the Dinner of Sunday 12<sup>th</sup> June

#### b. Articles of Association

The Treasurer is to draft a re-wording for Article 12 to enable the Bureau to have any officer, or a nominated Trustee, as resident on the Island of Jersey.

The meeting was adjourned at 9.20am

# Continuation of the Annual Meeting of Council on Thursday 16<sup>th</sup> June 2016 at 07.00 hours at the Carden Park Hotel, Chester

The President welcomed the delegates and observers, as below.

#### 2. Record of those present and apologies for absence

35 members and observers were present including D Frigot (President, Jersey), A Levring (Vice President Europe, Denmark), A Robredo (Vice President, Latin America, Argentina), A Theron (Vice President Africa, South Africa), Kathryn Roxburgh (Vice President North America, Canada), Trevor Saunders (Vice President Oceania, Australia), S Le Feuvre, Treasurer & RJA&HS, Jesrey), Dr D Norman (CDCB, USA), R Trewhella (Secretary), Julio Sancho (Jersey Costa Rica), G Rehberg (VDJ, Germany), Mrs S Mahon (UK Jerseys), D Jones (UK Jerseys), Mrs A Gibb (Jersey New Zealand), R Riddell (Jersey New Zealand), C Sorenson (AJCA, USA), Dr C Bayer (AJCA, USA), Mr D Shaw (UK), Mrs A Shaw (UK), Mrs W Anderson (Australia), P Ness (Jersey Australia), J Sykes (Jersey Australia), D Hickey (New Zealand), J Bang (Danish Jerseys), J Cabassa (Jersey Guatemala), K Trotman (Australia), R Gibson (New Zealand), L Wilson (New Zealand), I Anderson (Australia), E Ettinger (USA), Mrs C Ettinger (USA), JM Marroquin, Guatemala), R Danforth, (USA), B Barham (USA), W Owens (USA), Mrs D Chamberlain (USA), D Bragg (Send-A-Cow).

Apologies for absence as at 12<sup>th</sup> June plus P Larson (Denmark)

#### 4. Matters Arising

### a. The Dairy Queen

The secretary reported that approximately 25 per cent of the stock had been ordered by member organisations

#### 5. Bureau Business

#### d. Treasurer's Report

The Treasurer reported that the overall financial position had improved as a result of sales of The Dairy Queen. He also recorded his appreciation to Adela Booth for her cost saving efforts during the year, and reserved more detailed comment for the Approval of Accounts.

#### e. Approval of Accounts, 2015

In presenting the accounts, the Treasurer reported that the net margin of  $\pounds 2203$  for the year was in line with budget, after allowing for increased expenditure on developing the website.

The Treasurer recommended that historic items around depreciation and the Youth Travel Fund be reconciled in the 2016 accounts; and also reiterated a desire to see JETA sponsored to preserve the financial strength of the Bureau.

The overview had been completed by the sub-group, as proposed at the  $12^{\text{th}}$  June meeting. The group recommended that the £20,000 loan from the Lord Jersey Trust is repaid, with a reasonable expectation that it will be donated back to the Bureau within the closure of the Trust.

AGREED unanimously, on the proposal of S Le Feuvre, seconded by C Sorenson that the accounts are accepted and that the Lord Jersey Trust loan is repaid.

### f. Budget

The Treasurer presented a revised budget to 2018. The forecast surplus for 2016 is £7500 higher due to the excellent Tour attendance. Subject to full JETA sponsorship in 2018, the estimated net income for the 2016 - 18 is £10000

ACCEPTED unanimously on the proposal of P Ness, seconded by A Levring

### 6. Strategy

### c. WJCB

K Roxburgh reported from the working group. Three main priorities were identified, plus one subsidiary:-

Communication; Travel; Knowledge Exchange plus Governance.

Completion deadlines are to accompany agreed actions.

The presentation was well received, particularly the proposal to develop Governance around officer responsibilities and succession. Concerns were raised around:-

- Time availability to manage the organisation during Annual Meetings. Agreed that officers will meet one day prior to the meeting programme, starting in Costa Rica, 2017

- The difficulties of language translation in standardised formats The point was also made that, to engage with breeders and external supporters, the Bureau needs to be seen as an organisation that does things. ADOPTED unanimously on the proposal of K Roxburgh, seconded by C Sorenson

## 8. Scientific Advisory Committee

## a. AJCA Generation Count

Dr Bayer presented the update to known and recorded ancestry in a Jersey pedigree as introduced by AJCA in May 2016

The pedigree certificate will report  $\{1\}$  to  $\{7\}$  generations. Where there is more than  $\{7\}$  generations of known pedigree on both sides of the parentage, Generation Count is no longer deemed necessary

No animal can be more than one Generation Count greater than the lower of its parents

**BBR (Breed Based Representation)** provides important and complementary information in genotyped animals

Where an animal is reported with 94% or more Jersey genes, it is rounded to 100%; where BBR is below 90% it is an indication of bloodlines from another breed in the back pedigree

Dr Norman stressed that all bulls in Generation Count must be genotyped with a 50k chip, or greater, to provide a reliable result

Council members expressed their appreciation for the detailed presentation of such recent changes

## b. Working Group Report

T Saunders invited Dr Norman to report on behalf of the group Two priorities were identified:-

- Dissemination of information of Jersey animals and the breeds milk and products
  - (To date the request to provide a research contact to cooperate with Dr Norman has not been actioned by many member organisations)
- Increased genotyping of Jerseys and collaborative research on the breed

There was considerable debate on this second point. Female genotypes were seen to be 'non-competitive' for bull breeding organisations, and provide a potential route towards genomic proofs for populations currently without a reference population. At the same time, doubt was cast upon the reliability of such exchanges as Interbull calculations are solely male based

AGREED, on the proposal of T Saunders, seconded by Dr Bayer, that national Jersey organisations undertake initiatives:

- i. leading to sharing of female genotypes for the purpose of genetic research and evaluations;
- ii. to advocate optimum sharing of genomic information in support of global Jersey breed improvement

### 9.WJCB Meetings

### a. 2017 Costa Rica

Julio Sancho presented an invitation on behalf of Gerardo Sanabria Piretti, President of Costa Rica Jersey, for the period 10<sup>th</sup> to 25<sup>th</sup> June 2017. This was warmly welcomed by delegates

#### b. 2018 21st International Conference USA

Dr Bayer outlined the programme, making special reference to the Youth Congress. Each VP region is invited to fill ten places for a six-day programme between 23<sup>rd</sup> and 29<sup>th</sup> June 2018

#### c.2021 22<sup>nd</sup> International Conference Australia

ACCEPTED unanimously on the proposal of Dr Bayer, seconded by A Robredo, that the Bureau accepts the invitation from Australia to host

#### **10.Any Other Business**

#### a. Photography top-lining

S Le Feuvre reminded members of the Bureau's resolution to oppose this practice. If nothing else, it would leave a false record of the breed's image, for historical purposes

## b.Send-A-Cow

D Bragg updated on current opportunities where the Jersey breed can contribute. Rwanda is a specific example. A meeting had been held with interested parties during this tour, and Mr Bragg was optimistic of greater collaboration.

The President thanked everyone for their participation, along with the four host nations and farmers for their work in arranging such a successful programme. The meeting closed at 10.40

To be signed on adoption by the Chairman of the meeting:

Signed:....

Date:....

Printed Name:.....

## WORLD JERSEY CATTLE BUREAU

## **PRESIDENT'S REPORT 2017**

The Jersey is the only dairy breed increasing in numbers around the world! This is indeed good news for the breed and its breeders. It gives opportunity for our member organisations around the world to tap-in to the new herds being established. Reading the reports from the Vice-Presidents it is a very encouraging state of affairs in most countries, although a challenging one in various circumstances.

Each country has its own demands to meet, but it is evident that Jersey breeders and Jersey industry people are well prepared to take the Jersey to new heights of feed efficiency and economic production, while meeting the environmental limitations being imposed on dairy farms in many countries.

We can all learn from one another and the World Jersey Cattle Bureau provides the platform for discussion between leaders of organisations designed to improve and promote the Jersey breed; it is the foundation upon which we celebrate successes and as we learn, together, new routes to the future.

#### 2016 Annual Meeting and Tour

The attendance of 130 delegates at some or all of the events of the 2016 meetings and tour in Ireland, Northern Ireland, Scotland, England and the Island of Jersey, was very encouraging. The hosts of the various sectors of the tour were splendid in everything they did, and on behalf of the delegates and the council of the WJCB, I record our grateful appreciation to UK Jerseys and their colleagues in the other countries for their excellent organisation.

The work of the council of the WJCB at the 2016 meetings was positive and will support the development of the breed in the future.

#### **Membership and Communications**

I urge members to read and take note of the Secretary's Report. Roger has addressed the work of the Bureau, which demonstrates what is being done. The Council met in session in Scotland and England last June and a second, international Skype conference was held between the officers just before Christmas. In the meantime, working groups of the Officers have submitted reports that will be discussed in Costa Rica.

I appreciate the work of our Officers who give their time freely for the WJCB and represent the Bureau in all the regions around the world.

#### 2017 Annual Council Meetings and Tour in Costa Rica.

This year we meet in Costa Rica and with over 80 delegates from 15 countries attending, we can be assured of diverse debates and the opportunity to enjoy the traditional hospitality of the Costa Rican Jersey breeders in their truly beautiful country.

Respectfully submitted.

Derrick Frigot, MBE President

#### Vice-President's Report Africa

"Africa is not for the feint-hearted"....is a known expression and very true. The continent is often hit by severe droughts and with it goes hunger. Political unrests and corrupt governments is the order of the day and the effect on a country's economy is huge. South Africa is for instance in a difficult situation with farmers being murdered at an alarming rate. 53 this year alone. Mostly racially motivated. Issue of landownership is adding pressure on commercial farmers. Support from government is non-existent.

When the rains arrive a country flourishes. South Africa has a record maize harvest predicted for the 2017 season. This is very welcome as it will bring feed prices down to assist in profitability as milk prices have been stagnant for 18 months now. Global milk price increases have basically a zero effect on South Africa's milk price. Global decreases often do though as experienced two and a half years ago.

One of the most positive initiatives of the modern era is the Send-a-Cow project which is known to all at the WJCB. The impact on African countries and communities is so positive. There is a great deal of respect to the founders and sponsors!!

Exports to other African countries, mainly from South Africa continues. The biggest challenge today is ensuring quality animals going for export, as border controls are only bothered with the necessary Vet certificates. Sadly, there are some agents only looking at a quick dollar. Some countries have now made the decision to import registered animals only. Holsteins are also exported in big numbers.

For the first time in years the major milk processors have indicated their need for butterfat and started paying a premium. This spelled good news for Jersey producers. A big challenge in South Africa is to keep breeders motivated to keep registering their animals. "Going commercial" is very popular. Actual Jersey numbers is a guestimate. Close on 400,000 doses of Jersey semen were sold last year. Registered cows are currently only 51,566. This number almost halved in the last decade. Showing of cattle seems to be in the decline. This goes for all dairy breeds. The National Show in South Africa, held biennially remains popular. Wikus van der Merwe, a JETA alumnus, judged the National Show in Kenya last year. He commented that the quality of animals exceeded his expectations.

The most exciting development in South Africa in the last year would be the Dairy Genomics Programme. This is a partly government funded programme (the first government funding for the dairy industry in years!) Programme includes Holsteins, Jerseys and Ayrshires. Jerseys are funded to test 450 animals per year for 3 years. This is purely to establish a reference population. These animals are nominated by SA Studbook. Most influential animals towards the population are tested. We are all looking forward to how this will help breeders in the future.

As 2016/17 has not been the best of years, we remain positive

Arno Theron

## Vice-president Report from Europe

The Jersey breed keeps growing in Europe. After a depressing 2016 with record low Milk prices, 2017 started out with much better financial conditions for the European milk producers. This certainly also affected the demand for Jerseys. In the first months of the year Jersey heifers have been exported to a number of countries with very small populations, like Russia, Ukraine, Armenia, Belgium and Spain. Others have imported because of new environmental regulations, like in Holland, where new phosphate quotas are challenging dairy farmers with bigger cows than Jerseys.

#### Albania

Albania had severe outbreaks of Lumpy Skin disease last year. Many farmers lost animals or were left with cows not milking. The Albanian Government decided to support the dairy industry by importing heifers for farmers having had big losses. In total 1300 heifers have been imported from Denmark and another 700 will follow over the next months. Importation of sexed semen is also part of the Governmental aid program. In this way the Albanian Government indicates that Jersey is still the National breed of Albania. The interest in the breed is very good, but aid (bull semen) from abroad is needed if the Albanian Jersey shall not be crossbred to other breeds.

#### Czech Republic

The Jersey breed in Czech Republic is still very small, with less than 2000 pure breed animals, but numbers are increasing. For the second time, the National Czech Jersey Show will be held June 2017.

#### Denmark

Interest in Jersey keeps growing. Research results indicate that Jerseys are more feed efficient and more environmental friendly (less GHG per kg of feed intake (both roughage and concentrate)) than other breeds. For these reasons efficiency and sustainability has been included in the new Breeding Goal for Danish Jersey, year 2025. All other traits are also included in the goal, and overall we go for 25% of all inseminations in Denmark in 2025.

Use of sexed semen is close to 30% of total use. Part of the reason for growing interest in sexed semen is the very high demand for Jersey heifers both domestically and for export. Herd size keeps increasing. Now 190 cows on average (20 cows more than in Holstein herds). Average production last 12 months (of 67,000 pure bred cows in milk recording) is 7,300 kg milk, 5.97% and 430 kg fat, 4.19% and 305 kg protein. Record high protein percentage.

The Jersey Nucleus herd, started last year, has been a great success. Embryo production is more than 7 embryos per flush, resulting in lots of ET bull calves at a very high level. Aim is to buy 20 more top heifers this year. Embryos have also been produced for USA, to establish a small number of bulls to be housed there.

The ratio of genomic bulls used for insemination has now increased to 98% and there is no demand for daughter proven bulls any longer (only kept alive for export purpose).

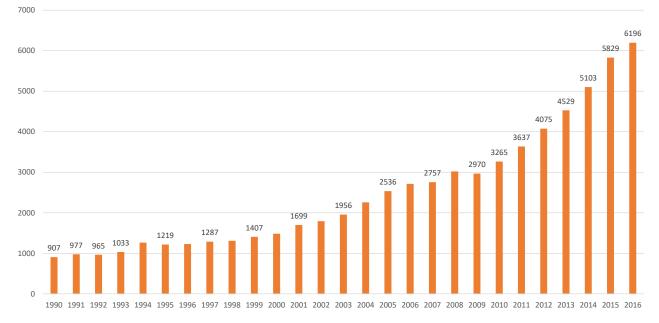
#### France

Milk control data 2016:

- 580 herds with Jersey cows
- Out of which : 54 herds (9,3%) with 100% Jersey cows
- These 54 herds have 3296 cows (53,2%)
- •

	No of cows	Kg milk Kg fat		Fat%	Kg protein Protein%		F+P
TOTAL	6 200	5 160	289	5,59	199	4,05	487

#### Jerseys in French Milk Recording:



#### Germany

Numbers of Purebreed milk recorded herd booked Jerseys in Germany keeps increasing. See the results from milk recording below:

2015 - 1874 cows 6387 kg milk - 5.42 F 346kg - 4.01 256kg F+P 602kg

2016 - 2032 cows 6553 kg milk - 5.45 F 357kg - 4.02 263kg F+P 620kg

The National Jersey Association, VDJ, expect that there are 2000 Jersey cows more in Germany, but not in the Herd Book. Lots of inquiries for Jersey Cattle in Germany.

#### Holland

Growing interest in Jerseys and lots of import of live animals, due to new environmental restrictions. From January 2018 the phosphate quotas will be fully implemented. When measuring quotas, it has been taken into account that a Jersey releases less phosphate than a Holstein. As a result of this you can milk 30% more Jerseys per hectare than Holsteins, from next year.

#### Ireland

- Moorepark Trial. A group of high genetic merit breeding heifers were sourced and imported from Denmark in 2016. These animals have now calved and are now in the middle of the breeding season. No results as yet have been published, but will be closely monitored by all in the industry in Ireland
- If the Moorepark Trial is a success it will have huge benefits for the Jersey breed in Ireland, but mainly for cross breeding purposes
- The purebred population continues to rise slowly, but main growth is and will continue to be in crossbreeding
- The head researcher in Moorepark has stated publicly that for those who are crossbreeding it is vital that Purebred Jersey sires are used.
- On the negative side the use of Jersey semen on a national basis is low (<5%). The main reason for this is the lack of genomic sires in the Jersey Breed ranked on EBI.
- Substantial growth will be unlikely unless this situation changes
- If the EJF is able to facilitate/ aid the sharing of genomic Jersey data among other European countries, this could have a huge knock-on effect not only in Europe but world wide. This would benefit both the breed but also the companies sharing the genomic data

**Italy** For the Jersey Italy, the most important fact in 2016 are:

- the research of an ideal genomic elaboration, trough the ANAFI (Italian Holstein association)
- the updating of our Italian index: IQJ
- sending of one our type classifier at the first EJF type harmonisation in
- National Jersey Show in Cremona last year, with an increase of head exhibited with geat quality.
- Italian Jersey 2016:
  - Jersey cow in the herd book: 7007
  - Kg milk: 6571
  - Fat: 4.93% protein 3.94%
  - Type evaluations:
    - First lact. Heifers: 1476. Of this 760 GP and 60 VG
    - Later lact.: 214. Of this 143 VG and 11 EX

#### Jersey Island

The Jersey Island dairy industry remains buoyant and more recently the Island's farmer owned co-operative Jersey Dairy has increased production permits to match demand. Other than supplying the local requirements Jersey Dairy continues to expand a network of niche outlets for Jersey Island dairy products in parts of Asia.

2016 saw the 150<sup>th</sup> anniversary of the Jersey Herd book, the first of now many national Jersey breed herd books. This process saw many international visitors arrive on the Island in June as part of the UK & Eire WJCB tour. Jersey Islanders always relish any opportunities to welcome visitors to see our island and its cows, and having so many Jersey breed friends join us for these special celebrations was an honour. Production per cow continues to climb steadily, no doubt primarily due to the opening up of access to pedigree international Jersey genetics from 2008, whilst cattle phenotype is improving too. As we approach a decade since this change the Society is considering how best to maximise genetic improvements in future without compromising the qualities of the Island cow our breeders wish to see retained; primarily those related to robustness and mobility. To further this work a Genetic Plan was initiated in 2016 and involved a study tour to North America in late 2016 and this will be supported by another tour to Denmark in early 2017. These two populations of Jerseys are the primary sources of Jersey genetics used by our breeders, so it is considered important we understand what is happening in these two gene source populations.

#### Norway

Busy planning European Jersey Forum meeting and tour in August. The meeting for European Jersey breeders will be 4 days, from August 25<sup>th</sup>. Apart from the Council meeting in EJF, several herd will be visited, a cheese plant will be visited and there will be lots of exceptional sights, when crossing over from Oslo to Stavanger on the Atlantic coast.

For the first time Norwegian Jersey cattle will have breeding values this year, as they have joined the Nordic evaluation system, together with Denmark, Sweden and Finland. Genomic testing of Jerseys in Norway is coordinated by the Norwegian Jersey Association, and it has become very popular.

#### Spain

The first pure bred Jersey herd in Spain is established this year. Torre Santa Maria, in Galicia (north western part of Spain) already has a Holstein nucleus herd, and now they are building facilities for a similar Jersey nucleus herd. The aim is to market the Jersey breed in Spain, especially to dairy farmers being paid for milk solids. Milk payment is traditionally volume based in Spain.

#### Sweden

Right now we have two Jersey heifers in the Swedish Jersey nucleus, and this year one Jersey bull from Sweden has been purchased by VikingGenetics. Genomic testing is becoming more and more popular in the small Swedish Jersey population; in the first months of 2017, 80 Jerseys have been tested.

#### Switzerland

2016 is the first year with less Jersey calves born than the previous year. Minus 3%. The reason might be, low milk price and good demand for Jersey x beef cross calves, as use of sexed semen has increased. The average milk production in 2016 was 5624 kg milk, 5.23%F + 3.84%P 510kg F&P per cow. Total 4584 cows in milk recording, from 832 herds.

900 cows were scored during 2016. All herd book work is made by braunvieh.ch, where the Swiss Jerseyzuchtverein (Swiss Jersey) is associated.

Swiss Genetics makes the bigger part of insemination (app.80%) most used bulls are VJ Zolt, NZ Murmur and US Dillan P. Sexed semen is VJ Zolt, VJ Link and US Jumbo-ET.

#### European Jersey Forum, EJF

In EJF 13 national member organizations are working with various topics, in relation to Jersey breeding and the economics of having Jerseys.

At the latest EJF meeting in Scotland, June 2016, the UK Jerseys had arranged and for the first time included a Harmonization workshop for European Jersey classifiers. A great success to be followed up at the EJF meeting in Norway this year.

Anders Levring Vice-president of Europe

## LATINOAMERICAN REPORT

## WJCB COUNCIL MEETING

## COSTA RICA 2017

Trying to get information about jersey breed in latinoamerican countries is a hard work.But I insist all the time regarding and asking for news.

Last year I have traveled to Brasil, Ecuador, Uruguay and Chile, looking for jersey dairies. I found a lot of people working with jerseys, but the national association didnt bring me information when I asked it. But I want to confirm that jersey breed is working and adapting very well.

That's why apologize for not showing more information fron some countries.

## **COSTA RICA**

May 2016 Report Association Costa Rica Livestock Breeders Jersey

In 2016 our Association had a growth of 27 new members for a total of 208 associates.

The Jersey Pure Breed cattle registered had a total income of 6429 registered animals.

There were sales of Pure Breed Jersey cattle to Panama, Nicaragua and El Salvador.

Dairy Shows: 06 April 2016 Expo Venice Held at the Venice Exhibition Grounds. Best Exhibitor and Breeder: Mr. Delfín Valenciano Chacón

7-8 May Expo Zarcero Best Exhibitor and Breeder: Mr. Fernando Rodríguez Alvarado La Esperanza Dairy farm

In Costa Rica dairy farms are supplied to inseminate from straws coming from Canada, the United States, New Zealand, Europe (England, Denmark and Switzerland). This is for each farm analyzing their herd, acquire the semen to improve the

characteristics of herd. Such as feet, udders, hooves, etc.

Magazine:

There were three magazine with 500 copies. These were available in the months of April, August and December 2016.

Promoters were contracted to promote the registration of animals in the different areas of the country.

The Jersey breed has been increasing in the herds of the Costa Ricans, because they represent animals more easy to handle, smaller animals to be able to walk in the farms that have irregular topographies, they produce higher percentage of fat, which means that they are more profitable, Fat has a high value price.

Many thanks to everyone for participate in the World Jersey Cattle Bureau Costa Rica 2017. You are Welcome

## **GUATEMALA**

Guatemala May 26, 2017.

Dear Agustin:

By this means we want to make you aware of the current record of heifers and cows of the Jersey breed in Guatemala.

We have 91 registered associates, which are distributed in 14 departments nationwide. The registered herd is 3,200 animals, with an annual record of 823 specimens on average. We have not had significant growth in these years because many people buy and do not continue to register their animals, so we are constantly aware of the importance of keeping the record and the benefits that are gained by carrying it.

The following is a summary of the annual records.

#### YEARS REGISTRATION

2014	863
2015	790
2016	816
TOTAL	2,469

The Jersey breed continues to set a trend in the country, because there is a notable growth in the interest of breeders nationwide since in recent years we have had strong demand for Jersey cattle.

At the end of August and beginning of September, we participated in the Ganadero event at the national level, called the Week of the Ganaderos and Expoleche Guatemala 2016, in which we had exhibitions, auctions, judgments of dairy breeds were carried out. Judgement was in charge of a judge from the United States.

As an Association, we are always willing to support cattle breeding events that are carried out in the promotion of the breed, which is why we support regional exhibitions, in order to have contact between breeders of the Jersey breed.

Another aspect in which we have focused, is to measure the quality of milk that is being produced on the farms of the associates and thus to have statistics of the quality of our milk, so the following results have been obtained.

SETTINGS	%
TEMPERATURE	15.02
FAT	4.78
SNG	8.73
DENSITY	24.70
PROTEIN	3.16
LACTOSE	4.66
SALES	0.74
CONDUCTIVITY	5.02
рН	6.85
TOTAL SOLIDS	11.89

As an Association, alternatives have been sought in search of support for the livestock sector, among which we have opted for an approach with government authorities and meetings with milk producers in search of integrated solutions for the improvement of livestock at the national level.

We also attach the report of the information we presented at our General Assembly held in February of this year.

Best regards.

**Board of Directors** 

## VENEZUELA

WORLD JERSEY CATTLE BUREAU Jersey Island Dear Sirs: We hereby inform you: 1. I am grateful to inform, an honor fo

1. I am grateful to inform, an honor for me, that after 20 years of dreams, since 1995, that finally, that vision is done, and with the participation of 60 breeders of Jersey cattle from 12 states of the country, Constituted the CONFEDERATION - ASSOCIATION OF BREEDERS AND PRODUCERS OF JERSEY OF VENEZUELA (CONFEDERATION: ASOJERSEY - VENEZUELA), with content and national competence. It was constituted the 5.7.2015, and registered before the Public Registry of the Municipality Pedro Zaraza, Edo. Guárico, Bolivarian Republic of Venezuela, under No. 50, Folio 555, Volume 8 of the Transcription Protocol, dated 11.9.2015, with its Rif N ° J-406554650.

2. The Board of Directors of CONFEDERATION: ASOJERSEY - VENEZUELA, 2015-2017, is unanimously composed as follows: <u>Principal Directors</u>: President: Rafael Pérez Anzola (Edo. Anzoátegui), 1st. Vice President: José Luis Hidalgo (Edo. Mérida), and 2nd. Vice President: Angel Bracho (Edo. Zulia), <u>Substitute Directors</u>: Carlos Jiménez (Edo. Guárico), Christian Ortiz (Edo Guárico), Delbert Concha (Edo. Barinas), Carlos Pacheco (Edo. Táchira) and Joaquín Ortiz (Edo. Bolívar).

3. There were also designated commissioners: <u>Principal</u>: Lcda. Marisol López (Edo Anzoátegui), and <u>Substitute</u>: Lcda. Magaly Rivera de Pacheco (Edo. Táchira).

4. The main and fiscal headquarters of CONFEDERACIÓN: ASOJERSEY -VENEZUELA, was established in Zaraza, Pedro Zaraza Municipality of Guárico State, Bolivarian Republic of Venezuela, with the following address: Statutory Headquarters: El Carmen Street No. 42, Zaraza, Municipality Pedro Zaraza of the Guárico State, Bolivarian Republic of Venezuela. <u>Executive - Administrative Headquarters: Avenida</u> Jorge Rodríguez, C.C. D'Addaven, Office No. 8, Barcelona, Simón Bolívar Municipality of Anzoategui State, Bolivarian Republic of Venezuela. Cell Phones: 58-414-822.8119, and 58-414-297.5715. Email: asojersey.venezuela@gmail.com, Instagram:
@ASOJERSEYVENEZUELA, Facebook: Asojersey-Venezuela, Twiter:
@AsoJerseyVzla, all distinguished by the Asojersey-Venezuela logo, duly inserted and described in the Statutes. The website is in the process of being built, Providing the information that is his own and necessary, after which you will be informed of it.

5. CONFEDERATION: ASOJERSEY - VENEZUELA originates from meetings and forums established since 2008 between breeders of Jersey cattle, attending inquiries since 1995, and the call since the beginning of this year 2015 for the meeting in Zaraza was the product of extensive consultation on the place and date of the meeting, as well as on the object to be dealt with, and the Foundational Committee had the invaluable guidance of ASOJERSEY COLOMBIA and ASOSENEPOL VENEZUELA, as well as incentive demonstrations from agricultural associations from several states of

Venezuela, And which commits the directive and active and constituent members to work tirelessly for the best performance of the CONFEDERATION: ASOJERSEY - VENEZUELA, in strengthening the production of milk and dairy products in the country, to ensure the safety and Food sovereignty of Venezuela.

6. In the Constitutional assembly, 60 breeders of Jersey cattle from 12 states of the country participated and we discussed the need to strengthen and increase the production of milk and dairy products in Venezuela, and a way to do so in the short and Medium term is through the promotion and breeding of Jersey cattle, for its many benefits, easy handling, precocity with early puberty that allow to obtain pre-births before 16 months, and first deliveries between 22 to 25 months, Fertility and longevity, easy calving, rusticity with rapid adaptation to different climates and soils, and profitability.

7. CONFEDERATION: ASOJERSEY - VENEZUELA has opened its current bank account, at BBVA Provincial.

8. Invoice books have been developed with CONFEDERATION: ASOJERSEY - VENEZUELA.

9. CONFEDERATION: ASOJERSEY - VENEZUELA was registered on 28.12.2015, before the Ministry of Popular Power for Agriculture and Lands (now Ministry of Popular Power for Agricultural Production and Lands).

10. Will soon be sent by this via information about: i. By- laws, ii. Fiscal Information Registry, iii. List of Constitutive Members, and iv. List of Active Members.

11. At present and under the direction of Dr. CARLOS LUCENA, UCLA Professor and member of the NADBIO / PIDEL Foundation have been classified for registration in 16 production units in 16 of the 24 states of the country, 462 Females jersey, to complete a first phase. Starting in May, a second phase of classification and registration in 20 production units, estimated to reach 1,200 females Jersey registered, classified and registered for the next 6 months and under the breeding and dairy breeding program. And so continue in subsequent phases the corresponding classifications and registrations.

12. We are interested in registering the CONFEDERATION: ASOJERSEY -VENEZUELA, in the WORLD JERSEY CATTLE BUREAU, which we have expressed to Mr. AGUSTÍN ROBREDO, President of the ARGENTINE ASSOCIATION OF JERSEY BREEDERS, and director by zone of WORLD JERSEY CATTLE BUREAU, Who sent us the registration form.

13. For any contact, as we informed in our previous mail, please do it by this Email: asojersey.venezuela@gmail.com, or through the mobile numbers: 0414-822.8119 and 0414-297.5715, personal, and soon we will inform of cell number of CONFEDERATION: ASOJERSEY - VENEZUELA.

## **COLOMBIA**

#### REPORT BUREAU

2016 was a difficult year due to the drought that Colombia is experiencing.

As a matter of course, confronting this climatic abnormality meant for the producers, greater costs than those of a normal year, to meet timely and properly the nutritional requirements of their animals. In some cases milk production dropped by close to 30%, while the extra cost to tackle the problem reached a similar percentage.

This climatic disorder affected the total volume of milk production that fell by 3.5%. The price paid to the producer was also influenced by imports, which in the first half of the year covered the quotas approved with zero tax in the trade agreements with Mercosur, the United States and the European Union. The imported volume of milk powder amounted to 48,000 tons and whey to 12,000 tons, which represents the largest amount of dairy products registered in the country.

Added to this is that, in general terms, there was no increase in the price that the industry paid the producers for their milk despite the lower production. The few exceptions were presented in those who delivered products of superior compositional quality, such as Jersey milk and received a higher bonus from some processors plants.

In our assembly of the year 2015 we delivered the publication Genetic Evaluation of the Jersey Cattle of Colombia, in my opinion an important document prepared by Asojersey, which perhaps has not been recognized the importance that deserves to be the first dairy report of the breed Jersey in Colombia, from the analysis of fat and protein levels practiced officially and the application of statistical mechanisms approved by the International Committee for Animal Recording (ICAR). The program was advanced as part of the activities of the National Program for Genetic Improvement (PNMG) that Unaga advances in agreement with the Ministry of Agriculture. The above-mentioned document compiles information of the highest value on the performance of the Jersey herd in Colombia. In the coming months the evaluation for the year 2016 will be presented.

The PNMG had lower coverage in 2016 as a result of the decrease in resources received from Unaga, which was \$ 30,561,300 compared to \$ 42,004,500 contributed in 2015. This cut forced to suspend the last analysis of milk and to go to the farmers who voluntarily would like to do it with their own resources and not subsidized by the program as has been done previously.

Another program carried out in agreement with Unaga and the Ministry of Agriculture, and made available to the members of Asojersey, was the provision of technical assistance, which involved credits for the planting of pastures.

For the members of Asojersey in some specific areas of Cundinamarca, pilot plans were offered, which included six members of the association, and have geo-referencing satellite study of soil characteristics, soil analysis, geotomography to identify underground water sources. All of them valuable studies fully paid by the technical assistance agreement of Unaga and the Ministry.

The economic difficulties of the dairy sector obviously affected the results of the management of our association during 2016, a year in which, for a second time, losses were recorded, somewhat

lower on this occasion. The resources of the institution were very limited, reason why I consider absolutely necessary the adoption of strategies that allow in a short time to correct this situation. It is essential to seek additional sources of incomes, establish agreements with private or public, local or regional institutions or organizations and develop plans that generate income.

In this matter it is worth noting that conversations with the Sena were carried out, which may lead to the conclusion of an agreement to carry out a genomic study of 250 jersey cows, in which the association would receive significant economic resources, in exchange for providing the Sena with necessary information for the development of the aforementioned study.

Another activity in which Asojersey had outstanding participation was Expo G that replaced in the calendar agenda to ExpoColanta that was suspended by decision of the cooperative. Expo G took place in Rionegro, Antioquia, on October 21st and 22nd, 2016, together with Asoholstein, Asosimmental and the company specialized in logistics, Eloga.

The 30th National Jersey Exposition was held within the framework of this event. Ninety-five heads from 9 farms were presented and Judge Andrew Vander Meulen, a well-known international judge sent with the support of Jersey Canada. Although no economic profits were obtained, the success of the event was so evident that several commercial companies are especially interested in acquiring rights to participate in the next version.

To the members of the Association were offered four grading courses, as well as several open farms days; at the same time progress was made in the animal genetic improvement, technical assistance and grading programs of herds.

It is worth highlighting that in August, at the initiative of partners Haras Don Pedro and Toscana farm, two sales of Jersey animals of exceptional quality were offered in Antioquia with outstanding results.

Another fact evident in the year we are referring to is the active presence of our Association in social networks, instant promotion tools that reach thousands of participants as is evident in the number of participants in these networks, Facebook, Instagram and Twitter that gather about 5,000 participants, as well as our website which has updated information on the different activities and services of the association and is also visited by thousands of stakeholders.

The 35 years

This year we celebrate the 35th anniversary of our association.

To get an idea of the protagonism of the breed, I point out that at that time, in 1997, ICA reported that Jersey semen imported by Colombia amounted to 7,261 doses; by contrasting that number with that of the 145,167 imported doses in 2015, it is impossible to ignore the interest in Jersey genetics over these two decades, attributable, without a doubt, to an active and permanent promotion of the association.

I want to inform you that last March 22nd, we held our annual meeting.

A new Board of Directors was elected; the members of the board are as follows:

MAIN MEMBERS:

- Roberto Paez
- Lorena Builes
- Alexandra Greidinger
- Juan Carlos Hurtado
- Roberto Cadena

#### SUPPLY MEMBERS:

- Juan Carlos Parada
- Jairo Aguilar
- Gilberto Restrepo
- Maria Uricoechea
- Alvaro Barriga

Mr. Roberto Paez was appointed President and Ms. Lorena Builes Vice President.

In this same assembly was presented a proposal to honor me as Honorary President of the Colombian Association of Cattle Breeders Jersey. The participants unanimously approved the proposal. In my capacity as Honorary President I will continue as adviser of the Board of Directors.

Twenty years ago, the association was small, which worked with difficulty, which was made up of about 30 members, some of them not active, compared to the 69 active and 31 adherents we are today, speak clearly our growth.

Thank you very much,

Gonzalo Maldonado.

## ARGENTINA



We can tell you that 2016 and the beginning of this year , Jersey breed has a tremendous impulsion. The interest we received from dairy farmers (Holstein and crossbreed) to incorporate jersey breed in their herds was amazing. In six months our association made business selling 350 pregnant heifers, and 70 live bulls. A new record. The total semen used in 2016 was 97600 doses ( imported and local)

We have begun this year with two new dairy shows, and the interest found was very good.

We are working on expansion projects in marginal areas with the Dairy Secretay of the government. At this moment I have visited 35 farmers in the Province of Catamarca. The only breed they knew at this moment was holstein, but since we made a donation of bulls and heifers, the interest has changed. They all produce cheese for the tourist.

This year the idea is to copy this project in the Provinces of Misiones and Formosa. It is hard work because we have to go there and talk directly with the farmers, but we have the support of the government. The average of cows in these farms is 35.

On the other side of the current situation of the dairy business ,we found a lot of dispersal sales and milk plants with financial problems.

We continue with floods in the main dairy regions, and it's worse than year before.

Grazing system is growing because the high prices of concentrate, and the milk price is very low. Adding concentrates or corn silage is very expensive in relation to the price received.

We organize this year seven jersey shows and 4 dairy visits.

Respectully submitted,

Agustin Robredo

Vice-President from Latinoamerica

#### North America Region Report 2017 World Jersey Cattle Bureau

#### Introduction

The Jersey breed continues to gain market share in North America, where the most vastly populous dairy breed is the Holstein. Jerseys currently represent 10-12% of the dairy population in the United States, and 4% of the dairy population in Canada – making Jersey the second most prevalent breed in both countries.

Market demand across North America is for *efficient* cows. Cows that maximize fat and protein solids production while minimizing feed intake, water consumption, housing space, and manure output. Cows that calve younger, and have a longer productive life. This is where the North American Jersey is realizing success!

#### Status of the Jersey in Canada

Jerseys account for a 4% market share of the dairy cattle population in Canada. The 2016 estimated Jersey population is 56,260 head, including 38,360 cows and 17,900 heifers.

#### Association Activity in Canada

In 2016, a total of 9,905 Jersey registrations were processed by Jersey Canada. This represents an impressive increase of 9.5% over 2015 (when 9,045 registrations were processed), and the fourth time in five years that 9,000 or more Jerseys were registered! The 2016 registration total also breaks the registration record which had been in place since 1967. The majority of Jersey registrations came from the province of Ontario (44%) and the province of Quebec (37%).

Enrollment rates in performance programs such as Classification and Official Milk Recording remain strong for the Jersey breed in Canada. While enrollment rates in these programs are slowly declining for other breeds, the total number of Jersey cows scored or on milk recording has steadily increased over the past 15 years, as well as the number of herds enrolled in these programs which report at least one Jersey in the herd. In particular, milk recording information gives a sound indication of the expansion of the Jersey breed in Canada. From 2001 to 2015, the number of herds containing at least one Jersey has grown by 146%, from 710 herds to 1,747. This demonstrates that more and more farms are incorporating Jerseys into their milking herds.

Participation in genomic testing has been slow for the Jersey breed. Although virtually all males being considered for A.I. use are genomically tested, the adoption rate for testing females has been much, much slower in Canada. The first Canadian Jersey female was genotyped in 2008. In 2016, a total of 718 Jerseys were genotyped in Canada. From 2010 through 2016, there has been a fairly stable number of Jersey females genotyped, but the Jersey breed has not seen the exponential growth year-over-year that the Holstein breed has realized. Many Canadian Jersey breeders are sceptical of the value in genotyping their females. Though adoption rates are highest in the province of Quebec, when compared to the Holstein population Jersey is lagging considerably behind.

Jersey Canada has identified several areas where breed promotion and education would benefit further breed development, including:

- Use of genomic testing as a herd management tool;
- Breeding Jersey heifers at an earlier age than other breeds;
- Maximizing the total number of days in production for Jersey cows.

**Status of the Jersey in the U.S.A.** Jerseys comprise between 10% and 12% of the total U.S. dairy herd. At January 1, 2017, the estimated population is 1,707,390 females (933,000 cows, 774,390 heifers).

For 2016, Jersey market share of domestic semen sales increased to 13.1% (from 12.8% in 2015). U.S. market sales totaled 2,947,587 units, a drop of 3.4% from the 2015 record of 3,050,136 doses.

#### **Association Activity**

2016 was a successful year for the American Jersey Cattle Association and National All-Jersey Inc. and subsidiary Jersey Marketing Service.

**Animal Identification.** AJCA recorded 111,409 animals in 2016, making it the fifth consecutive year over 100,000 registrations. The top five states for registrations were California (40,907), Texas (10,278), Wisconsin (8,954), Oregon (8,352), and Ohio (6,300).

**Performance Programs.** On December 31, 167,301 cows were enrolled in AJCA performance evaluation programs. REAP enrollment was 160,558 cows, second-best in program history. The average herd size was 165 cows per herd.

For the fourth time in history, more than 100,000 cows were scored under the linear type traits appraisal program. 2016's tally of 116,925 cows ranks second only to the record of 119,545 set in 2015.

**Production.** The official AJCA lactation average for milk crossed the 20,000-pound benchmark. The new records are 20,139 lbs. milk, 975 lbs. fat, and 737 lbs. protein and 2,508 lbs. Cheddar cheese yield, 305-2x-m.e. basis. These were calculated from 100,175 completed lactations meeting the new registry level minimum of Generation Count 4 and higher. Taking average 305-day actual production for 2016—17,659 lbs. milk at 4.9% fat and 3.65% protein—the 1,000-pound Jersey cow produced 21,833 lbs. milk on an energy-corrected basis.

**Genetic Progress.** Selection pressure continues to intensify for production, fitness and longevity, and functional type, even as the A.I. organizations increase the number of bulls being marketed.

PTA averages for Active A.I., genomic young sires and non-A.I. bulls, December 201	6
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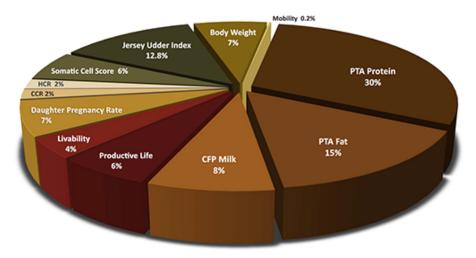
	No.	Milk	% Fat	Fat	% Prot	Prot	SCS	PL	DPR	NM\$	CM\$
Active A.I.	132	409	0.07	32	0.04	21	2.97	3.1	0.1	301	318
Genomic (G-code)	394	691	0.08	48	0.05	33	2.93	4.2	0.0	445	469
Non-A.I.	381	-282	0.05	-4	0.02	-6	3.02	0.5	0.2	-15	-12
Active A.I. vs. nor		691	0.02	36	0.02	27	-0.05	2.6	-0.1	316	330
G-code vs. non-A		973	0.03	52	0.03	39	-0.09	3.7	-0.2	460	481

Updates to Jersey Performance Index<sup>™</sup> were implemented with the April 2017 genetic

evaluations. Three new traits were added—CFP (combined fat-protein) milk, the CDCB Body Weight Composite, and Livability—with weights revised for previously included traits.

CFP Milk (8% of the index) was introduced to encourage the production of milkfat and protein in less water. Its benchmark is that every pound of PTA milk should come with 0.088 pounds of combined fat and protein.

Body Weight Composite (7% of the index) serves as a proxy for feed efficiency. It was developed from actual weights and linear type data from Holstein research herds that also have measured feed intake. The Council on Dairy Cattle Breeding (CDCB) uses those relationships to predict body weight of all dairy cows. A research effort is now in progress to simultaneously collect Jersey body weights and AJCA type traits. The objective is to develop a Jersey-specific method to predict body weight. The relationships between body weight and AJCA type traits will be used to insure the relevance of the Body Weight Composite used in JPI<sub>2017</sub>.



Traits and Weights in Jersey Performance Index<sub>2017</sub>

**Funded Research.** The AJCC Research Foundation funded three studies through the 2017 competitive grant program:

A. H. Laarman (University of Idaho), *Effect of supplemental butyrate on colostrum quality and passive transfer of immunity*, to provide multiple targets for nutritional management to improve passive transfer of immunity in Jersey calves;

Kimberly Miller and Trish Berger (University of California–Davis), *Reduced testicular* estrogens in Jersey bull calves: Hormonal responses to a potential stimulant of Sertoli cell proliferation, focusing on increasing sperm production capacity in prepuberal Jersey bulls; and

Francisco Peñagaricano (University of Florida), *Genomic analysis of bull fertility in Jersey dairy cattle*, to identify and characterize bovine genomic regions, individual candidate genes, and molecular pathways underlying sire fertility.

**Identification Program Rules.** A Generation Count system was instituted during 2016 to indicate *the depth of known and AJCA-recorded ancestry* in an animal's pedigree. It applies to animals that:

- (a) exhibit the characteristics of Jersey cattle but lack complete documentation of parentage, or
- (b) have one known and AJCA-recorded Jersey parent and a parent of another breed. As of February 2017, all animals having one (or more) ancestor(s) of another breed within six (6) generations are identified by the prefix "JX" in the registration name.

Generation Count for offspring increases by one (1) from the lowest of the sire or dam. Counting stops after 6.

*Requirements for Generation Count Bulls.* The lowest step a bull can enter the AJCA recording system is Generation Count {3}, provided the bull and both parents are genotyped, and the bull has a Breed Base Representation (BBR) value of 87 or greater. BBR is an assessment of Jersey breed similarity. The reference group includes 3,253 A.I. bulls that are genotyped, have daughters with milk evaluations, with the additional stipulations that all 30 animals in the 5-generation breed stack are identified with the breed code Jersey; *and* if born 2000 and later, all ancestors in the 5-generation pedigree are known.

## 21<sup>st</sup> International Conference of the World Jersey Cattle Bureau

## *in conjunction with the* Sesquicentennial Anniversary of the American Jersey Cattle Association

#### SCHEDULE AND ACTIVITIES SUBJECT TO CHANGE

DATE	LOCATION		ACTIVITY
	IN-BOUND (FROM WEST)		<b>PRE-CONFERENCE TOUR: HILMAR (4 nights)</b> June 19-22: Arrival city to be designated, visit herds and Hilmar manufacturing facilities
			AJCA-NAJ ANNUAL MEETINGS AND WJCB MAIN CONFERENCE WEEK (7 or 8 nights, depending on arrival) <i>June 23-30: Columbus, Canton</i>
23-Jun	ARRIVE		Travel day, arrive Columbus
	COLUMBUS		Afternoon/casual evening on own (staff to assist small groups by interest, e.g., Short North, German Village, etc.)
24-Jun	COLUMBUS		Arrivals continue
		9:00 AM	WJCB COUNCIL MEETING (required 3 hour session)
			Partner program TBD
		12:00 PM	Buffet lunch, followed by orientation program
		Staggered times 5:00 PM	Depart for escorted tour American Jersey Cattle Association and National All- Jersey Inc. offices (non-business day), then continue to Franklin Park Conservatory Franklin Park Conservatory: <i>social hour and dinner</i>
25-Jun	COLUMBUS	8:00 AM 9:00 AM 2:00 PM	World Jersey Youth Congress (delegate-only programming at hotel, then direct to Select Sires) Tour: Columbus City and Businesses (e.g., Ohio State House, Columbus Art Museum, Ohio History Connection, Ohio State campus, Jeni's Ice Cream, Kroger distribution, etc.) Open House at Select Sires: tour campus, program
		2.00110	Welcome reception and dinner at Select Sires
26-Jun	COLUMBUS -> CANTON	8:00 AM	Leave Columbus, stops along route
			World Jersey Youth Congress (participant-only programming)
		5:00 PM 6:30 PM	REGISTRATION OPENS for Annual Meeting - Conference (overnight Canton, 5 nights) International Welcome Reception, WJCB Headquarters Hotel
		0.30 F M	Evening on your own
			Browing on your own

27-Jun	CANTON	8:00 AM	WJCB COUNCIL MEETING (required 1 hour session)
		9:00 AM	Partner Program(s), return to hotels by 4:00 PM
		9:00 AM	CALL TO ORDER: WJCB INTERNATIONAL CONFERENCE: Session 1 (Keynote, Management)
		12:00 PM	Luncheon: JETA Award Program
		2:00 PM	WJCB INTERNATIONAL CONFERENCE: Session 2 (Genetics)
		4:30 PM	Day's session adjourns
		6:00 PM	The Presidents' Reception
		7:00 PM	150th Anniversary Celebration & Breeder Awards Banquet
28-Jun	CANTON	8:30 AM	TOUR DAY: Amish Experience
			Amish & Mennonite Heritage Center (Behalt), other well-known area attractions
			Amish Harvest Feast (lunch), Leroy Miller Farm, Fredericksburg
			Afternoon farm tour: Clover Patch, Alan and Sharon Kozak, Millersburg
			Dinner at Scenic Valley Farms, West Salem
			AJCC Research Foundation Benefit Auction
			North American Jersey Cheese Awards
29-Jun	CANTON	7:30 AM	WJCB COUNCIL MEETING (required 1 hour session)
		7:30 AM	NATIONAL ALL-JERSEY INC. ANNUAL MEETING
		9:00 AM	Morning Program for Partners and Youth
		9:00 AM	WJCB INTERNATIONAL CONFERENCE: Session 3 (Marketing)
		10:45 AM	CLOSING SESSION: WJCB INTERNATIONAL CONFERENCE (Round Table)
		11:30 AM	Golf outing (optional, additional fee)
		11:30 AM	Farm tours: Cold Run Jerseys (James Herron Family); Nature View Farm (Jay Herron)
			Hartville Marketplace; Amish-style family dinner at Hartville Kitchen
30-Jun	CANTON	7:30 AM	WJCB COUNCIL MEETING (required 3 hour session)
		7:30 AM 9:30 AM	AMERICAN JERSEY CATTLE ASSOCIATION ANNUAL MEETING (regular agenda, program) Youth Program: Fuel Up to Play 60, Pro Football Hall of Fame
		9.30 AM 11:30 AM	LUNCHEON: AJCA Young Jersey Breeders Awards
		2:30 PM	National Heifer Sale
		6:30 PM	Social Hour and Closing Banquet (WJCB awards, entertainment)

POST TOUR: ILLINOIS, WISCONSIN (7 nights)

July 1-7: Chicago, Wisconsin and Illinois with departures from O'Hare Program to balance herd visits (65%) with historical/local points of interest

1-Jul CHICAGO	Arrive Chicago O'Hare (ORD) or Midway (MDW), depending on airline
	Free time per arrival

3		3:00 PM	Hotel check-in (overnight Chicago)
		6:00 PM	TENTATIVE: Dinner Cruise, Downtown Sights (from Navy Pier)
2-Jul	CHICAGO	10:00 AM	Chicago Half-Day Tour (or shopping on your own)
		3:00 PM	Depart Chicago by bus for Wisconsin, arrive 4:30 p.m.
		5:30 PM	Evening: Hoard's Dairyman Farm, Ft. Atkinson
			Overnight Janesville
3-Jul	WISCONSIN		Ft. Atkinson and Janesville area farms and attractions: Kutz Dairy, Barlass Jerseys LLC, National Dairy Shrine Museum,
			Overnight Janesville
4-Jul	4-Jul WISCONSIN		American Independence Day: likely no farm tours, rather local attractions, community celebrations
			Overnight TBD
5-Jul WISCONSIN			Options for tour include U.S.Dairy Forage Research Center, A.I. stud(s); herd visit; Taliesin (Frank Lloyd Wright estate)
			Overnight TBD
6-Jul	6-Jul ILLINOIS		Head south to Illinois
			Bohnert's Jerseys, East Moline IL
			John Deere World Headquarters, depending on route visit Reagan birthplace (Dixon, IL) Evening hosted by River Valley Farm, Tremont IL
			Overnight East Peoria
7-Jul	ILLINOIS		River Valley Rendezvous II
			Alternative partners' program TBD
			Overnight East Peoria
8-Jul			Direct return to Chicago O'Hare for departures

## Vice President's Report Oceania 2017

## **JERSEY AUSTRALIA**

Jersey Australia in 2016 will be looked back on as a year of major change. A new General Manager was appointed after Scott Joynson, who had headed up the Association for 17 years, left for new pastures and Mike Weise took over the role. Mike has worked for thirty years in the Dairy Industry in Australia, England Wales and Ireland but never in the Herd Improvement/ breed society arena.

The Dairy industry in Australia exports about half of its milk overseas and has been exposed to the lower international milk prices across the globe. The lower income has impacted farm profitability markedly and for many of Jersey Australia members has reduced the services they source from Jersey Australia.

Over the 2016 financial year of Jersey Australia (1 March 2016 – 28 February 2017) the Association had 536 members and registrations for the year numbered 23,517, yielding an 80% higher income higher than in 2015/6. The main reason for this improvement was the number of Jersey exports that were processed by the Association, 11,077, mainly heifers, contributed hugely to the that result.

Transfers from one member to another were down for the year by about 45% for the year but classifications remained steady due to a new approach to attracting "customers"; phoning members who have classified before and encouraging them to classify in the next tour (there are two tours per year).

The Association has part sponsored a a Calf Survivability trial with the hope any results might help create a Calf Survivability ABV.

In the Herd Improvement sector, we've seen a marked drop off in Herd Testing over the past twelve months due, no doubt, to the extremely challenging market conditions we have all experienced. This is significant for our industry as the data it produces underpins much of the knowledge we have about breeding in Australia.

In the same breath a major step has been taken this year to link up the different players in the pre – competitive Herd Improvement arena. The former Independent Herd Improvement Scheme is now working with the industry herd improvement association and the breed societies plus Government and our farmer levy body, Dairy Australia to form DataGene. A project currently underway governed by Datagene is a Central Data Repository (CDR that will link, breed societies, AB companies, vets, milk companies Herd Improvement companies and farms own records in one). CDR has the potential to streamline data efficiencies and give greater access to all the members to download information, correct data, analyse it and interrogate it for research purposes.





## Jersey NZ Annual Report - WJCB Trip June 2017

The Jersey NZ board comprising of 4 elected and 2 appointed directors have developed the following strategic plan:

Our vision is: Jersey – No 1.

One's initial response to this may be that we envisage Jerseys as the number one breed nationwide and while there is an element of that, the vision is multi-faceted encompassing the following:

- Jersey is the No 1 focus both at board and membership level, we believe, advocate and celebrate her
- Jersey is in the forefront in a number of aspects: liveweight, breeding values, heat tolerance, suitability to Once a Day (OAD) etc
- Jersey is the growing breed internationally
- We believe every farmer deserves the best cows; we believe that cow is Jersey.

#### Our purpose: To promote and drive the growth of the Jersey breed throughout New Zealand.

For too long we have held back the secret of the Jersey cow and the time is right for this organisation to be loud and proud. It is not enough to just "promote" the breed, we need to be more proactive and "drive" the growth. We have a number of excellent committees who are doing a great deal already to deliver on this purpose – it is time we spoke of those achievements to a wider audience in order to drive home the message.

#### Our Values: Collaborative Sustainable Integrity Quality

These values reflect the values of our organisation and provide the moral compass in any decision-making process:

- We collaborate with others
- We work with integrity
- We endeavour to operate sustainably
- We believe in quality

Our Strategic Focus Areas:

- 1. Marketing and Promotion
- 2. Jersey Genetic Advancement
- 3. Youth
- 4. Governance & Management Capability

Our future lies with the next generation and beyond. A great deal of thought went into the rebrand and the development of the logo in order to present a modern and clean look. We want our youth to be proud of our organisation as well as capturing the imagination of the wider pool of farmers.



Our Marketing and Promotions Committee will build from this rebrand and continue to actively promote the Jersey breed. The first step was to rename our magazine from Jersey Review to Jersey Focus and was pitched to appeal to a wider audience, featuring success stories from the membership, scientific discussions, show results and a much greater emphasis on the youth involvement.

New clothing, displaying our logo, is proving to be very striking and well received by membership and the wider industry.

Two booklets have been produced, one directed at potential new members discussing the services offered by Jersey NZ and the other purely promotes the Jersey cow and all of her efficiencies.

Our website is aimed at all farmers looking to find out more about the breed. The membership information is still available but sits behind this front as it is the casual browser that we wish to attract to delve further.

Our Industry Affairs Committee has been actively involved in the following areas:

- Discussions with LIC regarding the disconnect between Breeding Worth (BW) and Production Worth (PW) which adversely affect Jerseys
- Advisory to DairyNZ regarding the live weight of Jerseys
- Discussions with NZAEL (NZ Animal Evaluation) to ensure outputs don't disadvantage Jerseys
- Investigation as to whether the surge in value of milk fat relative to protein at the GDT is being captured
- Rural-Urban pressure points around dehorning calve and the use of polled genetics
- Breeding to assist the control of facial eczema
- Regular communication with Massey University and their OAD trials.

The Genetics Committee in collaboration with LIC have launched the Jersey Future initiative – a young sire catalogue available only to members. The success of this programme relies on generating a minimum of 70 herd tested heifers per bull within 35 herds.

Jersey Genome<sup>™</sup> is a joint venture with CRV Ambreed designed to identify and acknowledge the best pedigree Jersey breeding in New Zealand and hence source potential bull mothers for Jersey NZ and CRV AMbreed to generate sires.

The Youth Council grows from strength to strength and now taking a more active role in initiating competitions, opportunities and activities for the youth to be involved in. This initiative was set up to train young people in governance in order to:

- Invest in our future leaders
- Succession planning for Jersey NZ Board
- Provide them with governance experience in a protected environment

They have developed their own charter and strategic plan and their vision of "Jerseys Connecting Youth" indicates their belief that there should be opportunities provided that can involve youth not already in the agricultural sector or youth not involved already with Jerseys. An example of this was a weekend camp held on farm for eighteen young people from Auckland aged between 18-26 years where participants were involved in a variety of activities on farm.

On the staffing front, Mr Ross Riddell has taken up the position of Business Manager for Jersey Marketing and has recently employed another agent from Northland – Mr Grant Aiken. Together they are building the clientele base and their work is greatly assisting the profitability of Jersey NZ. The spin off from this is that these agents also act as mentors/advisors with regards to farming Jerseys.



In December 2016, the Board was delighted to promote our Corporate Service Manager, Pam Goodin, to the role of General Manager and over the last six months has put together a strong team. The decision was made to contract all Jersey NZ accounting to Pricewaterhouse Coopers (PwC), and David Bailey now joins us in the office two half days per week. David and the PwC team complete all day to day accounting transactions and the annual preparation of all audit material. Samantha Thornborough was employed as Member Services Administrator in May 2016, and is a welcome addition to the team. Samantha has since had a role change to Administration Assistant and is taking responsibility for providing support in a number of areas across all three Associations. (NB: Our office does the administration for NZ Ayrshire and NZ Milking Shorthorn Associations). Melissa Goodman commenced employment with Jersey NZ in January 2017 as the new Member Services Administrator, her primary responsibilities will be registrations and TOP. She is already heavily involved in promoting new registration programmes across both Jersey and Ayrshire. Angela Makara celebrated 10 years with Jersey NZ in February. Ange has a wealth of Association knowledge and is a great asset to our team.

From the ashes rises the phoenix and Jersey NZ is alive and well and moving along a positive trajectory. Much has happened and there is still much to do but with the positivity that seems be amongst the membership Jersey NZ is well poised to continue to grow from strength to strength.



## WORLD JERSEY CATTLE BUREAU

## Treasurer's Report for the 2017 Council Meeting

The Financial Statements for the year ending 31<sup>st</sup> December 2016 have been circulated to delegates of the upcoming Council meeting, and are also published on the website. They form the basis of my report.

#### Financial Statements as at 31<sup>st</sup> December 2016

I highlight the following items within the accounts for Council's attention:

- <u>Surplus on Annual Meetings & tour</u>: I would like to record thanks to all those involved with the excellent tour of Ireland, Northern Ireland, Scotland, England and the Island of Jersey in June 2016. This produced a quite outstanding commission income of £16,885, and praise must go to those involved in the planning and organisation of such a memorable tour.
- <u>Member Subscriptions</u>: These remained the same at £500 for National Full Members, and £50 for National Associate Members. This gave a much-needed annual income of £8,000 (£7,500 from National Full Members and £500 from National Associate Members).
- <u>Secretariat</u>: Costs for 2016 were again at £6,000 as agreed by the Council, and I would like to thank the Secretary, Roger Trewhella, for the tremendous work he has put in to the running of the Bureau during 2016. On the accounts side he is ably assisted by Adela Booth and all financial matters pass through Adela Booth Associates Ltd.
- <u>World Jersey Cheese Awards</u>: The Bureau's participation in the 2016 World Cheese Awards in San Sebastian, Spain was a very successful trial, the cost being £2,000. With specific classes for cheeses made from Jersey milk, this replaced our own competition which we had run every 2-3 years in the past.
- <u>Advertising & Subscriptions</u>: The £2,018 is made up mainly of the web site costs and charges relating to database and electronic communication with members. As the Secretary has mentioned in his report, with the move away from the Wild Apricot platform, we are hoping to make some savings in the future.
- <u>Net assets</u>: The Balance Sheet position shows net assets of £66,892 as at  $31^{st}$  December 2016, a 25.6% improvement on the position over the preceding twelve months.

#### **Conclusion**

The financial position of the Bureau has improved dramatically over the past few years, and I commend the Council and particularly the Bureau's officers for their diligence and spending restraint that has created a 'buffer' financial reserve which is unprecedented in this organisation's history.

The two main sources of income are the 6% levy from the conference/meeting annual tour, and member country subscriptions. Whilst over several years income from the "Dairy Queen" book contributed significantly to Bureau finances, this has dwindled in the past couple of years. However, the stock of books remains an issue as it not only represents potential income but it is expensive to provide professional storage of this asset. I would urge member countries to continue to replenish their own stocks of the books, and to look for new avenues that might generate sales.

Whilst as Treasurer it is my duty to urge caution to protect the healthy accumulated reserves, there is definitely now some scope for the Council to direct moderate funding towards some of their strategic plans for the future to enhance the Jersey breed around the world, both in developing and developed cattle populations.

Moving forward I urge the Council to continue to seek outside sponsorship for the J.E.T.A. programme that will take place in June 2018, with a view to having this important activity achieve a nil cost to the Bureau.

Respectfully submitted,

Stephen V. Le Feuvre (Honorary Treasurer, World Jersey Cattle Bureau)

June 2017

### WJCB Secretary's Report 2017

 Overview – The 2016 Annual Meeting & Regional Conference in the British Isles and Jersey achieved an exceptional attendance of 130 delegates. It built on the trend of recent years with attendees dipping in / out of the programme; a pattern set to be seen again in Costa Rica 2017 when over 80 people will be present. This flexibility enables more Jersey enthusiasts to experience the cultures and histories of other countries, as well as seeing the development of the breed and the working of the Bureau. At the same time, the 2016 participant survey will be repeated, and the results

At the same time, the 2016 participant survey will be repeated, and the results used in developing the programme for forthcoming tours. Daily start and finish times were a noteworthy priority.

- Membership Following renewal of Associate Membership by Bohemia Jersey of the Czech Republic, in 2016, it is pleasing to report that the Associations from Mexico and Venezuela have applied similarly in 2017. Recruitment of Life Membership comes, in the main, from Bureau meetings. Trialling of 'Mojo' membership database will be carried out with the 2017 Annual Meeting attendees. If successful this will save considerably on the Wild Apricot system, and remove the old website from search engines.
- 3. **Strategy** Officers have met by skype twice during the year. To ensure that strategic momentum can be maintained during the transitional phase surrounding the 2018 International Congress, Officer Job Descriptions have been progressed as an aid to appointing successors who are informed about the respective roles.
- 4. Communications A considerable amount of time has been devoted to the facebook page. This has been rewarded with some success, especially where two thousand or more 'reaches' are achieved. The process also highlights topics of interest or limited relevance to breeders. Interestingly light-hearted items have garnered significant attention while items of individual country relevance have least impact.

It is always dangerous to pick-out individuals. However, three Jersey adherents of fb merit especial mention.

Cliff Shearer (Glenbrook herd, NZ) and Eric Silva (Sunset Canyon) were commended by Hoard's Dairyman for their fb promotion of Jersey genetics. Michael Colwell (Quintrell, UK) took up the noxious challenge from vegans and animal rights extremists by posting two YouTube clips of his calves playfully enjoying life, and his cows walking to the parlour. Each clip now exceeds fifty thousand 'reaches.' It is a double-edged sword; while the overwhelming majority are supportive, there are people with whom there will never be a reasoned nor courteous discussion.

- **5.** The Dairy Queen The 2016 promotion successfully distributed over 200 copies. However, 850 remain in stock and need to be capitalised quickly.
- 6. Cheese Awards Participation at the 2016 World Cheese Awards in San Sebastian was a great learning experience. For the 2017 Awards, on 17<sup>th</sup> November in London, we have a longer lead time to encourage entries; equally, we have a better understanding of the results release process.
- 7. Next Generation Leadership Development Arno Theron, VP, and Jane Sykes, both JETA alumni, have picked-up the mantle to reinvigorate the Bureau youth award, while also retaining and developing lasting activity among recipients.

For 2018, the Youth Congress also provides the Bureau with an exceptional opportunity to broaden its contact with a younger audience.

- 8. Scientific Advisory Committee The growing acceptance of milk and dairy products for the health and well-being of the human population is good news. Within this, it is interesting to note the demand for A2:A2 milk in China. From a Jersey breeder's perspective, genomic testing will open-up more and more information relating to the attributes of the milk. Over time genomics are set to provide invaluable knowledge about disease resistance in cattle, as well. The only way to access these benefits is to test. The Bureau will continue to encourage the development, and commercial uptake, of lower cost Jersey-specific female testing.
- 9. Lord Jersey Research Trust The Council's 2016 decision to repay the £20,000 loan to the Trust has been completed. As the Trust was established prior to current Island Trust law, the Trustees recommend that the Trust is retained in a dormant status, thus retaining the opportunity to re-use it in the future, should an appropriate opportunity arise. Bank advice was that the account should be cleared of funds. An action also taken by the Trustees and the Bureau gratefully received £23,294.

Respectfully submitted:

Roger Trewhella NSch (Adela Booth Associates Ltd) Secretary.