



21st International Conference of the World Jersey Cattle Bureau

ANDREW LE GALLAIS

DAIRY FARMER AND CHAIRMAN OF
JERSEY MILK MARKETING BOARD



ADDING VALUE: THE POWER OF PEDIGREE



DOES THE PEDIGREE OF OUR JERSEY COW MATTER?



Registration Certificate

Royal Jersey Agricultural and Horticultural Society

Agricultural Dept, Trinity, Jersey JE3 5JP, Channel Islands



Farm Id

2157

T: +44 (0) 1534 866555
F: +44 (0) 1534 865619
E: herdbook@royaljersey.co.uk

ROSELAND JADE STORM

HB 74000000057545

13%JIsland

Keeper

A LE GALLAIS

030011

ROSELANDS

LA RUE DE LA CROIX BESNARD

ST. SAVIOUR, JE2 7SL, JERSEY

Owner

A LE GALLAIS 030011

Breeder

A LE GALLAIS 030011

Date of issue 23 Mar 2018

davi

FOREST GLEN IMPULS JADESTAR JH1F JH2F
76000067261893

PTA2014 Milk	Bf	Pt	PLI
Dec17 +259	+15.3	+12.5	+£174
ProdRl 78%	+0.06%	+0.05%	PLIRl 79%

ITB+G

ROSELAND TOPEKA DOLLY

Ear UK030011300965

74000000054670 GP83

BC-GP84 DS-VG86 LF-VG85 MA-GP81

25%JIsland

PTA2014 Milk	Bf	Pt	PLI
Dec17 +482	+16.4	+12.2	+£161
ProdRl 37%	-0.17%	-0.10%	PLIRl 37%

GBR

Lac Age	M	D	Bf%	Bf	Pt%	Pt	Pi
1	2/7	6373	305	4.54	289	3.39	216 107

It is hereby certified that the following particulars of registration and pedigree are entered in the Jersey Herd Book kept pursuant to the Memorandum & Articles of Association of the Society

R. O. Perchard
President, RJA&HS

** Pedigree Index EPLI +£168 PLI RI 29%

Calculated from (I)Sire, Dam

ProdRl%	Milk	Bf	Pt	Pt%
29	+371	+15.9	-0.06	+12.4 -0.03

Q IMPULS DJHB JH1F

660000000301592

PTA2014 Milk	Bf	Pt	PLI
Dec17 +225	+15.7	+14.2	+£210
ProdRl 99%	+0.07%	+0.10%	PLIRl 99%

3 - EX 10 - VG

FOREST GLEN JACE JADEY

76000067037058 VG86 2gensVG

HEARTLAND MERCHANT TOPEKA ET JH1F

76000067332021

PTA2014 Milk	Bf	Pt	PLI
Dec17 +522	+32.0	+20.3	+£277
ProdRl 94%	+0.14%	+0.04%	PLIRl 93%

2 - VG

ROSELAND IATOLA GALE

74000000051632 VG85(2YR) 3gensVG

BC-VG85 DS-VG85 LF-VG85 MA-VG85

PTA2014 Milk	Bf	Pt	PLI
Dec17 +386	+1.4	+2.5	-£28
ProdRl 70%	-0.34%	-0.22%	PLIRl 58%

1	2/5	4802	305	5.07	244	3.68	177 113
2	3/6	6457	305	5.07	328	3.61	233 137
3	4/6	6866	305	5.05	347	3.67	252 127
4	5/9	7415	305	4.54	336	3.72	276 117

Identified by Ear Tag no:

UK030011601157

Born 2 Mar 2018

JE

Sex: Female

SKAE IDE DJHB

66000000049522

DANISH 25490-01966 DJHB

66002549001966

WINDY WILLOW MONTANA JACE JH1C

76000110106571

FOREST GLEN BILLS JADE ET

76000113035339 VG85

SUNSET CANYON MERCHANT ET JH1C

76000114256027

HEARTLAND NATHAN TEXAS ET JH1F

76000067041437 EX94 4gensVG/EX

SC GOLD DUST PARAMOUNT IATOLA ET JH1F

76000112118277

ROSELAND EXETERS TWISTER

74000000036637 VG85(2YR) 2gensVG

100%JIsland

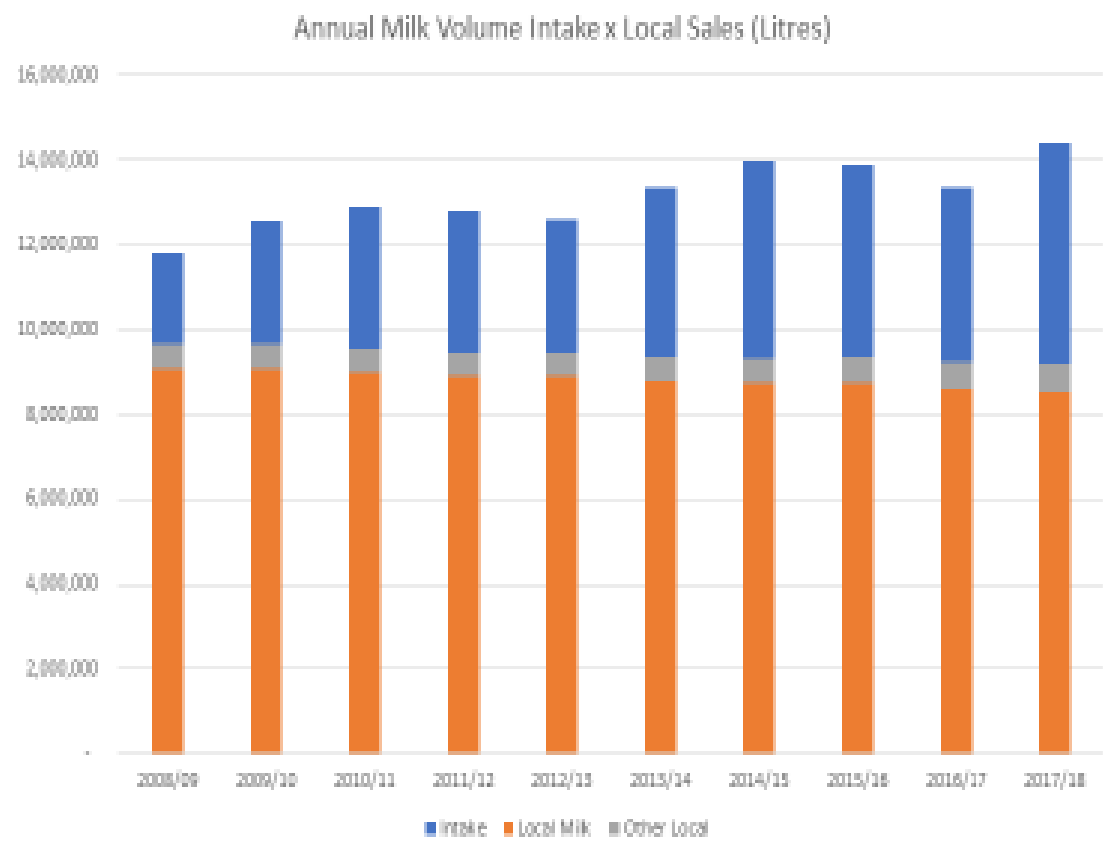
1	2/2	3934	305	5.03	198	3.86	152 92
2	3/5	4596	305	5.10	234	3.98	183 106
7	8/5	3877	288	5.03	195	3.71	144 73
8	9/5	3312	212	5.08	168	3.60	119 62

WHAT IS OUR STRUCTURE AND STRATEGY?





Milk Intake



COWS

MILK
PRODUCERS

DAIRY

MARKET PLACE



2,750 PEDIGREE
JERSEY COWS

20 MEMBERS OF THE
COOPERATIVE

JERSEY MILK
MARKETING BOARD

JERSEY DAIRY
- Added Value Products

MARKET PLACE
- Domestic and Export



2,750 PEDIGREE
JERSEY COWS

20 MEMBERS OF THE
COOPERATIVE

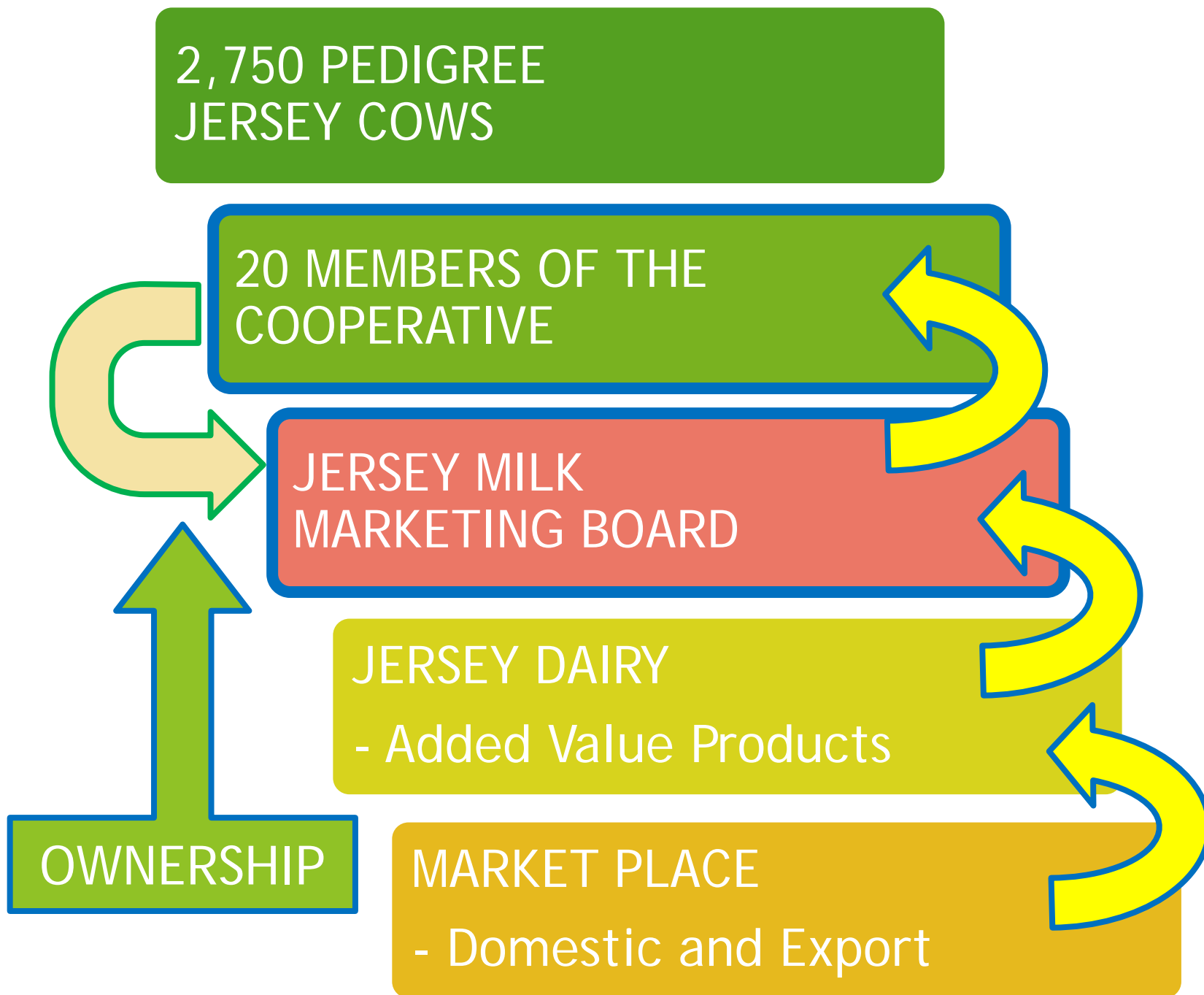
JERSEY MILK
MARKETING BOARD

JERSEY DAIRY
- Added Value Products

MARKET PLACE
- Domestic and Export

RETURNING
VALUE





SO HOW DO WE ADD VALUE?

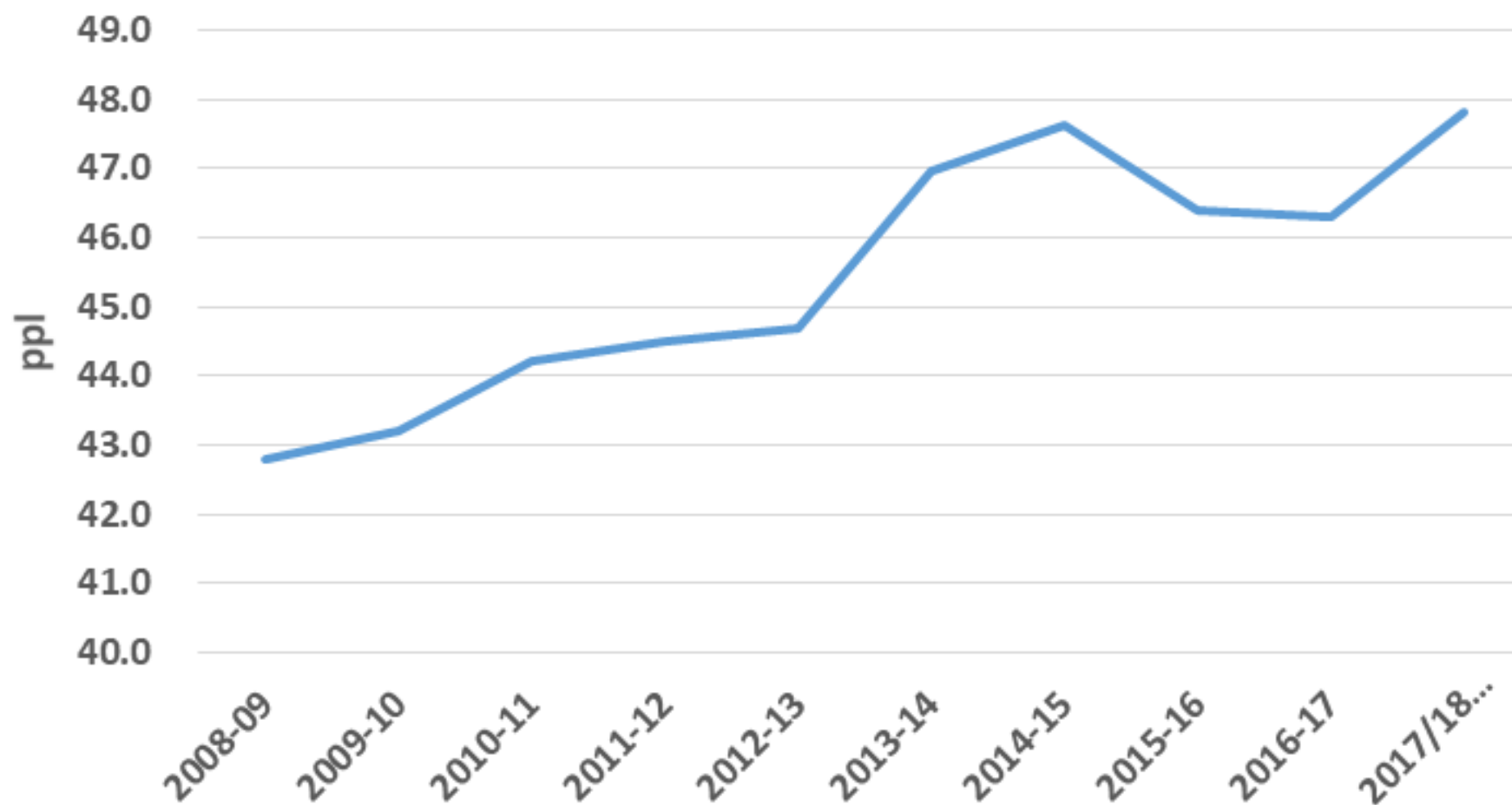








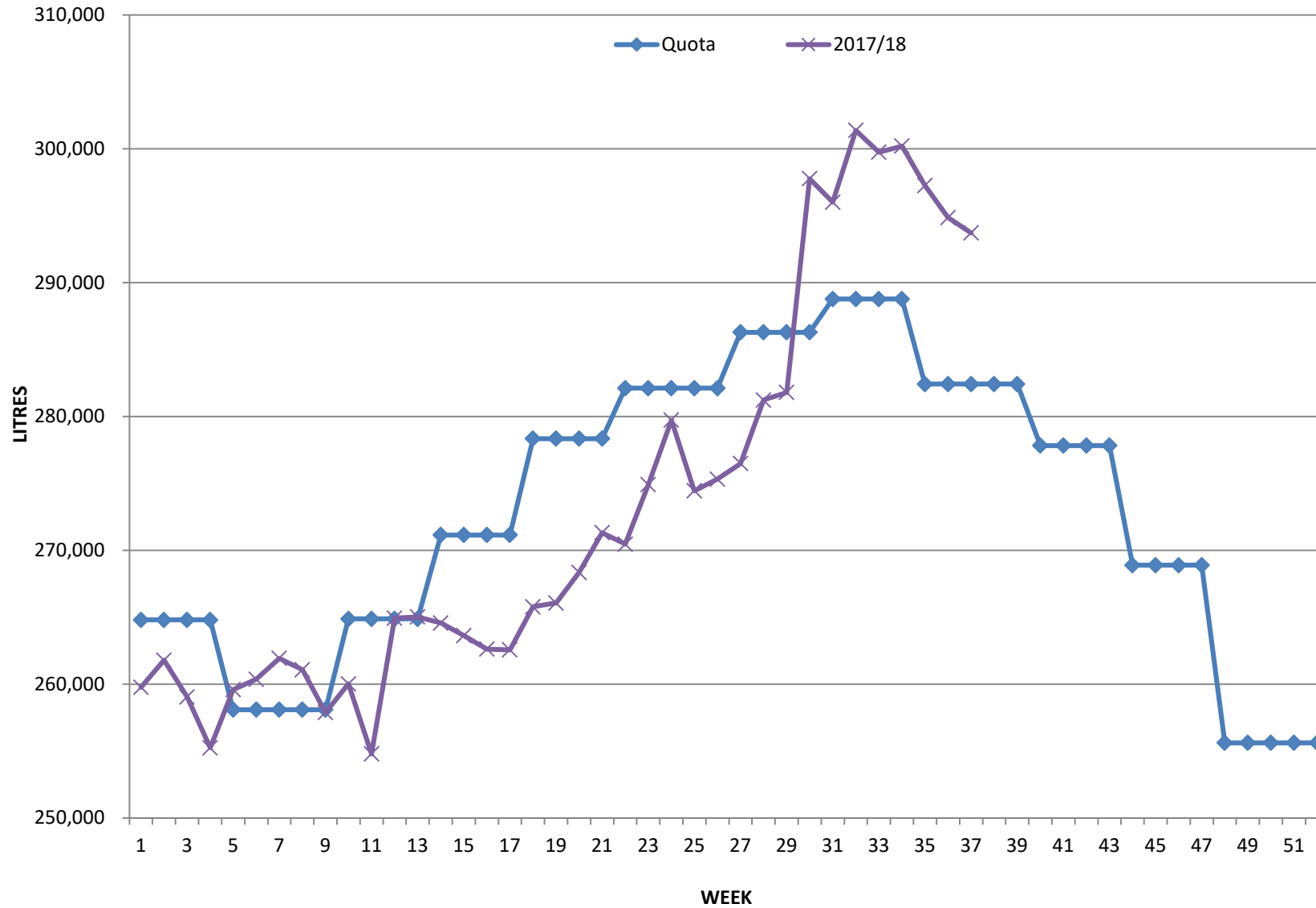
Average milk price (ppl)



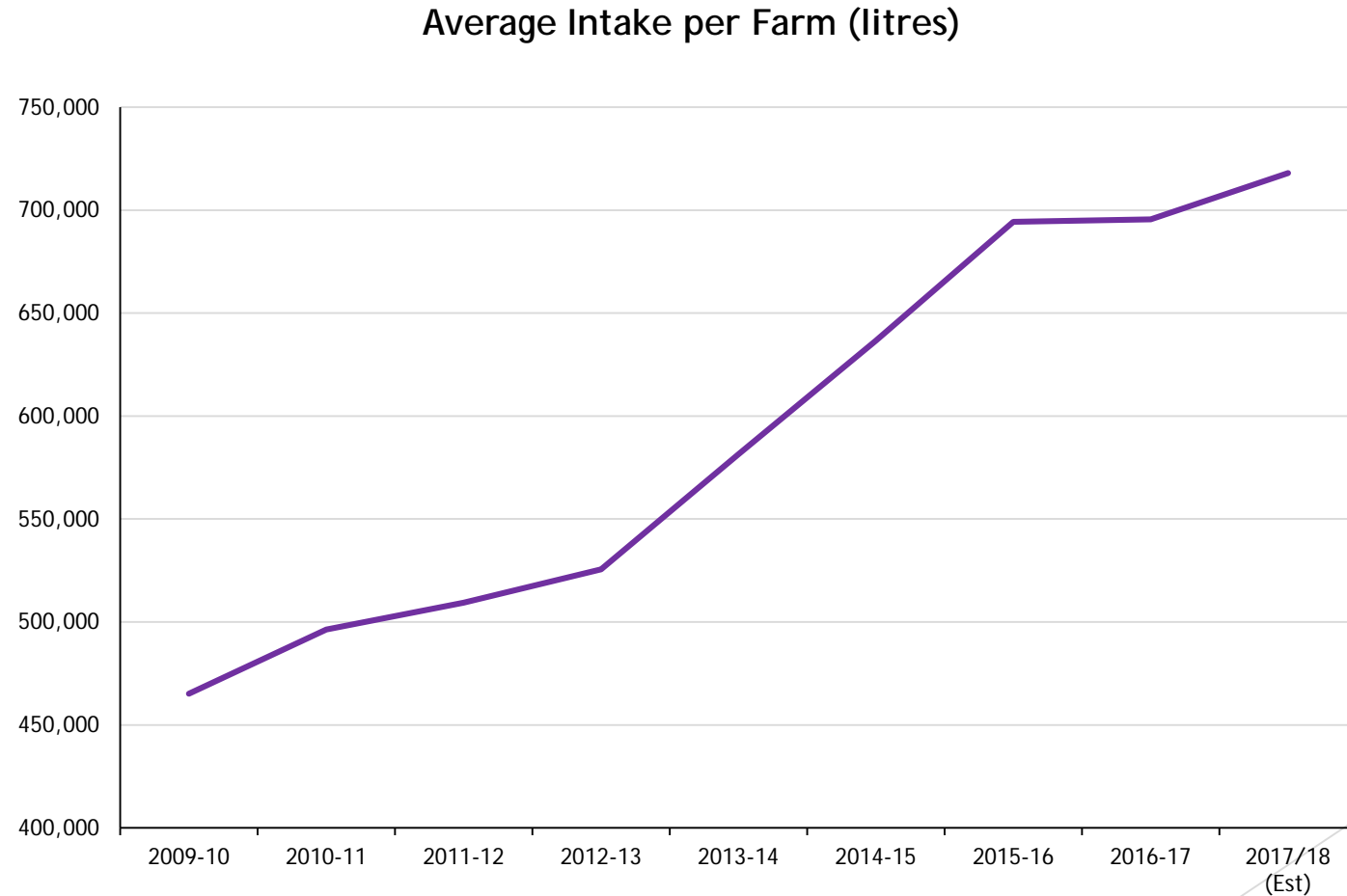
CAN ONE BE MARKET DRIVEN IN A SUPPLY MANAGED ENVIRONMENT?



WEEKLY MILK INTAKE AGAINST QUOTA



Average Milk Intake per Farm



WHAT ARE THE OPPORTUNITIES FOR MARKETING MILK FROM PEDIGREE JERSEY COWS IN THE 21ST CENTURY?



Latest Campaign Video

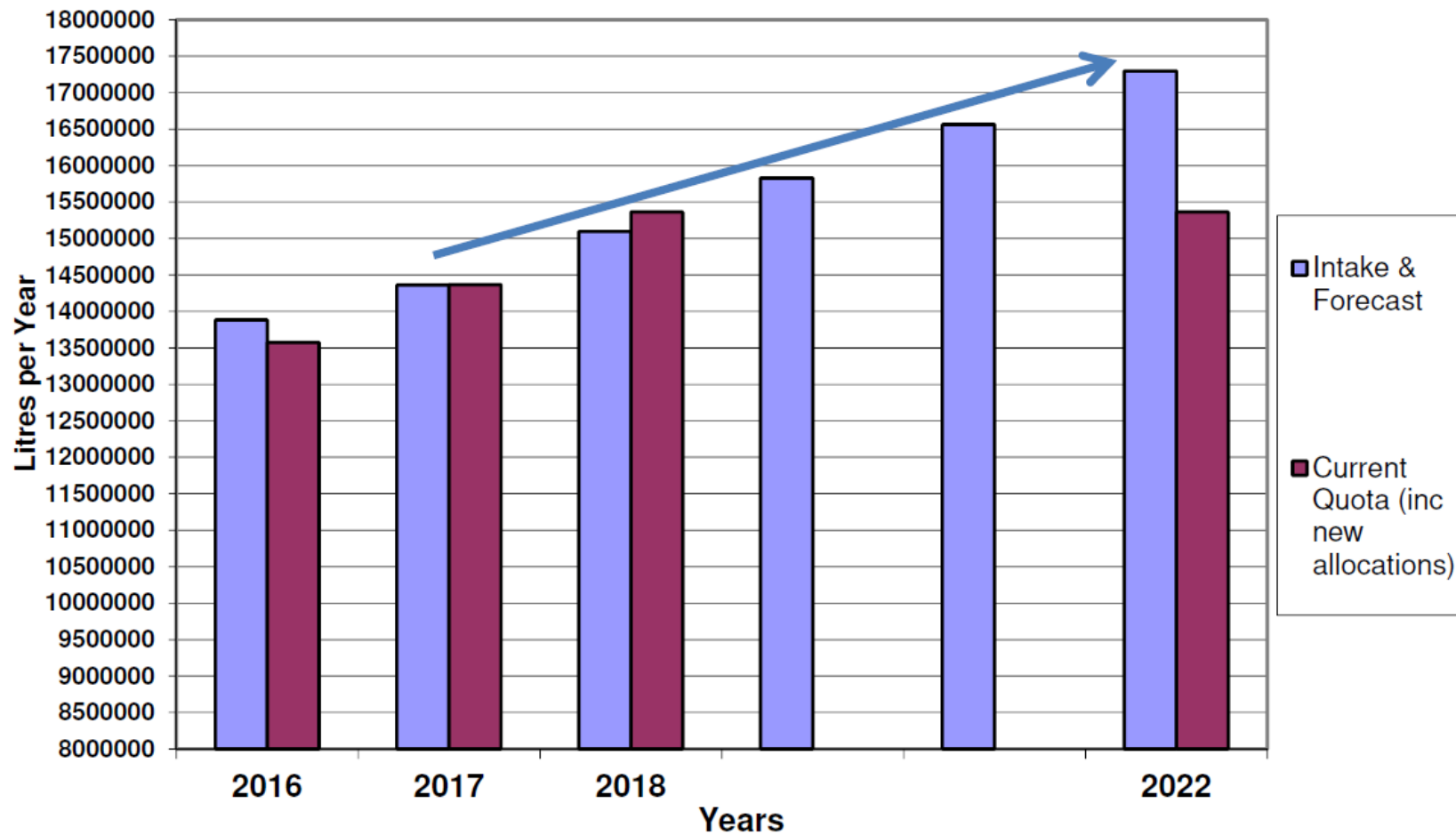
<https://youtu.be/6WenPG3eqdY>



DOES THE PEDIGREE OF YOUR JERSEY COW MATTER??



Long Term Milk Supply Potential



OVERALL CATTLE
POPULATION



SUPERIOR FEMALES



GENETIC EVALUATION



GENETIC MULTIPLIER



MARKETPLACE

