

# WORLD JERSEY CATTLE BUREAU

## NOTICE OF THE ANNUAL COUNCIL MEETING 2016 – UK

To commence at the:  
**Dunblane Hydro, Sterling at 07.00 hours on SUNDAY 12th JUNE 2016**

The meeting will continue at:  
**Carden Park Hotel, Chester at 07.00 hours  
on Thursday 16th JUNE 2016**

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### AGENDA

1. **President's Welcomes**
2. **Record those present and receive apologies for absence**
3. **Approve Minutes of the Council Meeting held in June 2015 in Germany**
4. **Matters arising from these Minutes**
  - a. The Dairy Queen
  - b. Lord Jersey Research Trust
    - i. Loan
    - ii Status
  - c. Income Generation
  - d. Youth
5. **Bureau Business**
  - a. **President's Report**
  - b. **Vice Presidents' Reports**
  - c. **Secretary's Report**
  - d. **Treasurer's Report**
  - e. **Approve Accounts for 2015**
  - f. **Membership Applications**
    - i. Italy
  - g. **Membership Fees**
    - Full National
    - Associate National
    - Affiliate National
    - Individual Life
  - h. **Appoint Auditors**
6. **Strategy**
  - a. World Dairy situation
  - b. WJCB
7. **World Jersey Cheese Awards**
8. **Scientific Advisory Committee**
9. **WJCB Meetings**
  - a. 2017 Annual Meeting Costa Rica
  - b. 2018 International Conference USA
  - c. 2021 International Conference Australia
10. **Any Other Business**
  - a. Presentation of Awards

# WORLD JERSEY CATTLE BUREAU

## MINUTES OF THE 2015 COUNCIL MEETING

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Held at 14.00 On Wednesday 24<sup>th</sup> June 2015 at Gersfeld, Mosbach, Germany

### 1. President's Welcome

The President welcomed delegates to the meeting and congratulated the organisers and host association, VDJ Germany, for the successful and ambitious programme which will conclude with visits to four countries, The Netherlands, Germany, Switzerland and Denmark. An appreciation for the cooperation of the breeders and member organisations in these other countries was also recorded.

In particular, he thanked Hubertus Diers and Birgitta Brentrup of WWS Germany who had done so much to ensure the success. The President made special reference to an apology for absence from Steve Le Feuvre, Treasurer, who is recovering very well from a serious of operations on his jaw.

The President then invited Dr Wilhelm Wemheuer, Georg August University, Gottingen, to present a paper on 'Breeding Polled Cattle – Jerseys the background and problems.' The presentation can be viewed on the Bureau website.

### 2. Record of those present and apologies for absence (see below for attendance at Continuation Meeting on 26<sup>th</sup> June)

23 members and observers were present including D Frigot (President, Jersey), A Levring (Vice President Europe, Denmark), Kathryn Kyle (Vice President North America, Canada), Trevor Saunders (Vice President Oceania, Australia), Roger Trehwella (Secretary), G Rehberg (President VDJ, Germany), B Schuler (President, Jersey Switzerland), D. Shaw (President, UK Jerseys), Miss S Jarvis (UK Jerseys), Mrs A Gibb (Jersey New Zealand), Mrs A Shaw (UK), Mrs W Anderson (Australia), P Nicholson (Jersey Australia), D Hickey (Jersey New Zealand), A Leurs (VDJ, Germany), B Olesen (Danish Jerseys), K Trotman (Australia), H Diers (Germany), T Sorensen (New Zealand), R Norman (Jersey), R West (New Zealand), L Wilson (New Zealand), S Anderson (New Zealand), C Cille (South Africa), J Vandestappen (USA).

Apologies were received from Augustin Robredo (Vice President South America, Argentina), A Theron (Vice President Africa, South Africa), Steve Le Feuvre (Treasurer, Jersey), Mogens Stendahl (Denmark), Johannes van Eeden (South Africa), Chris Sorenson (AJCA, USA), Dr Cherie Bayer (AJCA, USA), Peter Ness, (Australia), S Joynson (Jersey Australia), H Roloffova (Czech Republic), P Larson (Denmark), B Tyrell (Republic of Ireland), L Anderson (Australia), I Anderson (Australia), R Anderson (Australia).

### 3. Approval Minutes of the Council Meeting held in September 2014 in South Africa

The Minutes had been posted on the website and were adopted unanimously on the proposal of T Saunder seconded by A Levring.

**4. Matters arising from these Minutes**

D Shaw informed the meeting that he not been able to receive an appointment from Agriventure to meet them.

**5. Bureau Business**

**a. President's Report**

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

**b. Vice Presidents' Reports**

The President referred members to the reports as available on the website, pointing out the valuable overview which can be gleaned from reading them. On the proposal of D Hickey, seconded by D Shaw, the reports were accepted unanimously, en bloc.

**c. To receive nomination and appoint Treasurer**

The President nominated Steve Le Feuvre who has confirmed his willingness to complete the term until the 2018 Conference. Seconded by A Levring the nomination was accepted unanimously.

**d. Secretary's Report**

The report as posted on the website was accepted unanimously on the proposal of K Kyle, seconded by A Levring. Particular note was made of the re-established contact and interest from the Czech Republic and The Netherlands. The formal applications to upgrade to Full Membership were welcomed and approved on the proposal of K Trotman, seconded by C Cillie

**e. Treasurer's Report**

The Treasurer's report was received in his absence and The President remarked on the positive comments included within its Conclusions. While the reserves allow for moderate funding towards the strategic objectives, this is dependent upon both JETA and the World Jersey Cheese Awards being budget neutral.

**f. Approval of Accounts for 2014**

The President noted the excellent Conference surplus in 2014, and that The Dairy Queen is 'in profit.' The accounts were accepted, unanimously, on the proposal of K Kyle, seconded by T Saunders. The President confirmed that the accounts are unaudited, in line with small company law in Jersey where the organisation is incorporated.

D Hickey, B Schuler and D Shaw were nominated to complete the Bureau's usual overview of the accounts by T Saunders, seconded A Levring and approved unanimously.

**g. Membership Fees**

In light of the Bureau's relatively strong financial position and the increase in Full membership applications, fees were held at their existing level for all membership categories for 2015; this unanimously on the proposal of T Saunders, seconded by P Nicholson

**h. Appointment of Accountants**

ABC (Accountancy & Bookkeeping Company) Jersey were appointed to compile the accounts, unaudited, for the bureau for 2015, unanimously on the proposal of D Shaw and seconded by P Nicholson.

## **6. WJCB Strategy Review**

A Working Group under the chairmanship of A Levring and including T Saunders, C Bayer and B Tyrell with R Trehwella as secretary had been setup and met in South Africa.

R Trehwella provided background to the strategy adopted in 2011 and the process of reaching a point where strategic priorities had been agreed by the group. He stressed the group sought agreement of the organisations objectives, strategic priorities and the factors against which the ensuing strategy will be monitored on an annual basis.

A draft Vision with mission statement to achieve it was presented along with the high priority areas of maintaining a successful annual programme of Bureau meetings; activation of the Scientific committee; and establishing a means to gain higher industry influence for the breed.

Communications were viewed as medium priority, from a strategic viewpoint, and the existing suite of communications channels needs to be consolidated to deliver the updated goals. Within the rapidly developing communications world, assistance in defining the routes to deliver knowledge and information successfully will be required from member organisations.

The limited benefit and high cost exposure for both the existing World Jersey Cheese Awards and the youth programme were viewed as constraints on providing services and support to Full member nations. Full members have the capability and responsibility to cascade information down to other member categories. The Bureau can maximise its value especially to active breeders through this approach.

There was criticism and considerable debate about the lack of focus and clarity within the presentation. Until a Vision statement is achieved against which proposed objectives can be tested in terms of realisation, then development of strategic priorities will not be successful. At the same time it was recognised that organisational support and enthusiasm must not be lost due to prolonged delay.

The Vice Presidents were allocated responsibility to discuss with delegates present and resolve the areas of Vision statement (A Levring), Communications (K Kyle) and Youth (T Saunders), reporting back at the continuation of this meeting on Friday 26<sup>th</sup> June 2015 when actions will be implemented.

## **7. World Jersey Cheese Awards**

WJCA have been held on a biennial basis since 2008. It has been very successful in attracting entries of approximately 100 cheeses at each competition, mainly from artisan producers. The Awards have been expensive to run and it has proved difficult to achieve significant publicity beyond the efforts of some enthusiastic individual competitors.

The 2014 Awards in South Africa cost Jersey S Africa £16000 to stage, although C Cillie was of the opinion that an earlier start to organising could have reduced this total.

When asked, J Godfrey confirmed that RJA&HS will run the 2016 Awards, although the Bureau will need to underwrite costs estimated at £16 – 18000. Fifty per cent of the cost is in freight, and the Awards require some 220 staff hours to organise.

T Saunders proposed, A Gibb seconded, that the Bureau thank RJA&HS for the offer to host the 2016 Awards on Jersey, but that the Bureau cancel the event at this cost.

Carried by 11 votes with 1 against and RJA &HS abstaining.

The secretary has discussed the potential of the Awards being hosted within a number of alternative, established, Cheese Shows. The World Cheese Awards, currently staged within the BBC Good Food Show, appears a compatible and potentially cost-effective option.

Proposed J Godfrey, seconded T Saunders, that the Bureau writes to AJCA confirming their existing offer, and terms, to host the 2018 event in the USA; at the same time the secretary continues negotiations with the World Cheese Awards. A decision on the outcomes to be taken by the officer team. Carried Unanimously.

#### **8. Lord Jersey Research Trust**

The President reported that the Trust can be wound-up through the Jersey Law Authority, at a cost of £60 plus legal fees estimated at £200.

Alternatively the Trust can be allowed to lie dormant. The assets of approximately £26000, including the £20000 loan to the Bureau, have been transferred to the Bureau by the Trustees. In 2014 the Bureau agreed to set-up a designated fund within its accounts for the value of the loan.

Discussion ensued where it was deemed appropriate to wind-up the Trust, formally. At the same time, but as a separate issue, the Bureau may wish to review its constitution. This latter point was deferred to AOB.

Proposed J Godfrey, seconded D Shaw that the Bureau winds-up the Lord Jersey Trust in the most cost-effective manner. Agreed Unanimously.

#### **9. Scientific Advisory Committee**

Dr Duane Norman has requested that each Bureau region supplies names and contact details for researchers potentially able to interact with Dr Norman regarding existing and proposed Jersey related research projects. It was agreed that the Vice Presidents be responsible for ensuring this is achieved. Dr Norman will be asked to provide an annual written report, and it is hoped he will make a presentation at the 2018 International Conference in the USA. A section of the Bureau website is to be dedicated to maintaining an index of projects and researchers.

#### **11. Any Other Business**

- a. In light of the comments in 8 above, proposed J Godfrey, seconded D Shaw, that the Bureau reviews its constitution, particularly the requirement that either the secretary or treasurer are residents of the Island. Any amendments to be formally notified for approval at the 2016 Annual Meeting & Regional Conference. Agreed Unanimously.
- b. C Cillie requested that sponsors are not allowed to influence the cow selection for presentation at farm visits during Bureau tours. This was agreed unanimously.

- c. T Saunders provided an example of a calendar as a means of generating additional income for the Bureau. Agreed the officer team seek ways of generating additional revenue.

The President closed the meeting at 18.10 and informed members of the Continuation Meeting to be held on 26<sup>th</sup> June

### **Continuation of the Annual Meeting of Council on Friday 26<sup>th</sup> June 2015 at 16.00 hours at the Van Der Valk Hotel, Berlin Brandenburg**

The President welcomed the 29 members and observers, as below, and formally welcomed Germany and the Republic of Ireland to their first meeting as Full Members of the Bureau.

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

29 members and observers were present including D Frigot (President, Jersey), A Levring (Vice President Europe, Denmark), Kathryn Kyle (Vice President North America, Canada), Trevor Saunders (Vice President Oceania, Australia), Roger Trehwella (Secretary), G Rehberg (President VDJ, Germany), B Schuler (President, Jersey Switzerland), D. Shaw (President, UK Jerseys), Miss S Jarvis (UK Jerseys), Mrs A Gibb (Jersey New Zealand), Mrs A Shaw (UK), Mrs W Anderson (Australia), P Nicholson (Jersey Australia), D Hickey (Jersey New Zealand), B Olesen (Danish Jerseys), K Trotman (Australia), H Diers (Germany), T Sorensen (New Zealand), R West (New Zealand), L Wilson (New Zealand), S Anderson (New Zealand), C Cille (South Africa), J Vandestappen (USA), Mrs A Vanderstappen (USA), Mrs C Frecklington (NZ), Mrs M Jacobsen (Denmark), M Moelter (Germany), Mrs B Brentrup (Germany), T Evangelo (USA), K Brady (Republic of Ireland), J Bailey (NZ).  
Apologies for absence as at 24<sup>th</sup> June plus Mr R Norman (Jersey)

R Schmitt gave members an interesting update on the history and successful development of the Jersey breed in Germany.

#### **6. WJCB Strategy Review(cont'd)**

Each Vice President reported on their Strategy Working Group proposals.

**Vision** - A Levring led the discussion. It was agreed that a Vision needs to be succinct; able to stand the test of time; stretching yet achievable; not make claims which are factually incorrect.

It was agreed that the breed's strengths and future prospects would be encapsulated in '**Jerseys – THE sustainable choice**'

**Communications** – K Kyle set out the aim to improve all channels of communication for Bureau members and to make the organisation more visible. A three pronged approach is to be employed. Facebook has a strong presence with 3160 followers. Greater engagement is to be achieved by ensuring there is at least one post per day. VPs will be responsible for ensuring there is a facebook contributor in their region. These nominated contributors will also be responsible for monitoring content.

Website reach is to be enhanced by using facebook and group emails to drive traffic. The website is to become the communications hub for all countries with each member linking updates to WJCB. The Bureau site is to be a message board, sub-divided by relevant category. The President and secretary are to pursue a more appropriate domain name. Quotes for website design are to be requested by end July 2015 with a redesign functioning by early 2016, latest.

E-comms groups. Clustering by area of interest, each group is to be the catalyst for two-way feed of all Bureau communications.

**Scientific Committee** – The proposals as 9 above are to be implemented before December 2015.

**Youth** – T Saunders expressed the key objectives of ensuring that young people have a good experience within Bureau' programmes, within legal requirements.

JETA is to be reviewed by the 2017 Annual Meeting with the aim of making it a leadership development programme; funded through sponsorship. The application process, delivery within the Conference and subsequent follow-up activity are all to be addressed.

The Agriventure Youth Exchange programme is to be revisited, with possible alternative providers identified for 2016. Each country is requested to appoint a youth coordinator who will contribute to the communications group as well. It was recognised that not all countries share the same culture, and so it will not be compulsory to participate.

A Levring proposed, seconded by K Brady, that the Strategy development to date be carried forward into a completed document by 31 December 2015. Unanimously agreed.

## **10. WJCB Meetings**

**a. 2016** D Shaw presented a video inviting members to the British Isles for an Annual Meeting & Regional Conference between 3<sup>rd</sup> and 22 June 2016

**b. 2017** The President confirmed contact with Costa Rica and that he will take responsibility for developing the programme, with a possible post-tour to Ecuador

**c. 2018** The proposed programme for the USA was enthusiastically welcomed

## **11. Any Other Business**

**d. Review of Annual Accounts** D Shaw reported on behalf of the group including himself, D Hickey and B Schuler who had reviewed the Bureau accounts for 2014. Two points arose:-

- i. Reference is made of a 'loan' from the Lord Jersey Trust, yet no liability remains on the balance sheet. Agreed that ABC (Accountancy & Bookkeeping Company) be asked to explain the notes 1.6 and 6 in the accounts.
- ii. Interest received for the year was only £1. S Le Feuvre to be asked to look at higher return alternative accounts.
- e. ICAR** The secretary reported on a World Breed Federation Working Group. Agreed to maintain contact with its work.
- f. Digital Photography** Discussion took place around the lack of implementation of Bureau policy. While frustration exists about the

falsification of images, it is equally difficult to know what impact the Bureau can make.

- g. EC Zootechnic Directive** J Godfrey asked the secretary for an update. Drafting continues to be reviewed. The European Commission anticipates a consultation period in early 2016. Thereafter it will be approximately two years before EU-wide legislation is implemented.
- h. Nascent Jersey Populations** J Godfrey requested that the Bureau identify complementary parties to provide semen for a number of developing countries. As much as 0.5 million doses are required over a two year period for Send-A-Cow projects. Delay could result in alternative breeds filling the gap.

The President thanked everyone for their participation, along with the four host nations and farmers, most especially VDJ Germany for their wholehearted commitment to arranging the programme. The meeting closed at 18.10

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

Signed:.....

Date:.....

Printed

Name:.....



# **WORLD JERSEY CATTLE BUREAU**

## **PRESIDENT'S REPORT 2016**

The past year has been one of the most challenging for the dairy industry across the world, with milk prices hitting very low levels in most countries. Many of the traditional “dairy” countries have reported a drop in dairy cow and dairy farm numbers, but in most cases, the number and percentage of Jerseys has increased. Reading the Vice-Presidents reports will show that the Jersey breed is gaining in popularity and is recognised as the dairy cow that meets the needs of the industry in the future.

### **2015 Annual Meeting and Tour**

Some fifty-five delegates from fourteen countries attended all or part of the very successful tour of four countries of Europe in 2015 – The Netherlands, Switzerland, Germany and Denmark, with the Council meetings held in Gersfeld-Mosbach and Berlin hosted by VDJ, the German Jersey Association. The main discussions centered on the WJCB Strategy for the future and the Officers have continued this during the past year.

On behalf of all delegates and the council of the WJCB, I record our grateful appreciation to the VDJ, and the other countries' associations, for their superb organisation of this excellent tour.

### **Membership and Communications**

The new-look WJCB website and Facebook sites have been popular with several thousands “hits” and it is encouraging to see development in this area. With our growing Jersey breed, we have a lot to “shout about” and I invite you, if you have not already done so, to visit these sites and make some comments.

The Italian Jersey Association has applied to become a Full National Member of the WJCB and this will be ratified at the upcoming meetings. Last year, both Germany and the Republic of Ireland raised their status to Full Members and the Czech Republic wants to become an Associate Member. Other countries are also showing interest in joining the WJCB at national level and this is very encouraging.

### **World Jersey Cheese Awards**

The WJCB Officers have agreed to participate in the World Cheese Awards to promote Jersey cheese, and the Bureau will sponsor a “Best Jersey Cheese” at this prestigious annual event. This year in November the World Cheese Awards will be held in San Sebastian, Spain, and we will be encouraging all Jersey cheesemakers to enter this international competition.

## **2016 Annual Council Meetings and Tour**

We meet in Edinburgh, Scotland and Chester, England for our 2016 annual council meetings in June, and the tour will start in Dublin, Republic of Ireland with an interesting visit of that country. We travel on to Northern Ireland, Scotland and England, and the Island of Jersey, all of which offer a variety of scenery, farming and expectant hosts. With as many as 120 delegates participating, this promises to be an excellent gathering of Jersey breeders from many countries. We have much to discuss at the council meetings as we progress with the work of the WJCB in the coming years.

I look forward to seeing many members, farmers and friends during this year's tour and meetings, and thank the organisers in advance for their excellent work in the preparation of the events in June. It is not often that I can welcome you all to "my home ground" and I say that hoping you will enjoy our hospitality.

Respectfully submitted.

Derrick Frigot, MBE  
President

## AFRICA REGION REPORT 2016

**South Africa has 56771 registered Jerseys on the system. An increase of nearly 2000 animals, the first increase in years!! If we include the grade/commercial farmers, the number of jerseys in South Africa would be around 130000+. Other countries with reasonable populations are Kenya, Zambia, Zimbabwe, Mozambique, DRC, Ethiopia and Botswana. Other countries have smaller populations and in many countries Jerseys are crossed with indigenous cattle to increase milk production for traditional farmers. Kenya for instance has 680000 dairy cattle but a large percentage is other breeds and crossbreds. In South Africa Jerseys are close to 40% of the total dairy cattle. It has increased over the last decades. Holstein is still the largest breed.**

Jerseys gained popularity over the last few decades and it became clear that when Jerseys are crossed with indigenous cattle, the offspring are of low maintenance and heat tolerant. Where Jerseys proved their advantage was where processors paid premiums for solids; and in a smaller way where farmers noticed the management advantages of the Jersey breed.

Basically the whole of Africa is an emerging economy. The unstable political atmosphere is probably the largest drawback. Most African currencies are very weak against the dollar/pound/euro. The whole Southern African region was hit hard by El Nino, causing the worst drought in over a century in some areas. This has put immense pressure on commercial and traditional farmers. Maize has to be imported on a big scale and feed prices are at an all-time high. Some recent rains have brought some relief to places.

African dairy farms are as diverse as the landscape, and even more diverse between countries. It ranges from 1 cow (Send a Cow) to 3000 cow units in South Africa. The average size dairy, cows in milk, in South Africa is 444. Management style largely depends on the climate. Climate does not affect herd size though. In South Africa there are 3000 cow units on a pasture system as well as complete feed systems and housed. Higher rainfall areas with moderate temperatures tend to favour pasture systems. The majority of milk produced goes to large processors. Larger dairies in countries like Zambia, DRC and Ethiopia process their own milk. A very large number of small scale farmers in poor countries use the milk to sustain their families, used as a protein source.

Jersey SA offers registration, classification, technical advice on bi-annual farm visits; mating assistance also on request; maintaining breed standards in respect of approving importation of semen. Jersey SA is also managing the national genomic programme to establish a reference population. Jersey SA also selects young bulls from top index lists that will enter the test programme (after genomic testing). Organising National shows and qualify new judges are also functions of Jersey SA.

2016 National show concluded on 28 April and a Legal daughter was crowned National Champion. Mr Peter Larson was the judge.

The council of Jersey SA confirmed their support and interest in the WJCB to build relationships worldwide.

Benefits of Jerseys that are commonly promoted are bigger cheese yield, in the non-fresh milk areas. More heads can be carried per acre of pasture which results in higher yield per acre. Fertility and easy calvings and heat tolerance, where Africa has extreme heat, are promoted.

The biggest challenge dairy producers face would be cheap imports from subsidised countries by supermarkets. Dumping from subsidised countries has a huge effect on national prices and puts farmers under pressure.

I am still optimistic for the Jersey Breed in Africa. We are fortunate that the Jersey cow does a lot of marketing herself. With the escalating population in Africa, the need for protein rich food will be higher and milk is one of the answers. With the amount of Jerseys being exported to other countries from South Africa, I can see the breed expanding. Jersey SA is currently working with the Registrar to put minimum standards on export animals ensuring good quality animals for other countries.

Thank you.

Arno Theron

First year without milk quotas in Europe.

Last year all were looking forward to produce in a free market, and everything looked bright from the start. Demand for the small efficient Jersey was high all over Europe. Milk production increased but unfortunately, it soon led to drop in milk price. Now European dairy farmers focus on cutting costs and on maximizing production per livestock unit (environmental restrictions). And, of course, it makes comparing the profitability of the dairy breeds more interesting. All are now struggling with the extremely low price on milk and demand for live animals has dropped.

### Albania

Albania still has the third largest Jersey population in Europe, with app. 15.000 pure bred cows and many more Jersey crosses. But it is crucial to the Albanian Jersey farmers and ALDA Jerseys, to get bull semen from sister organizations and International AI companies. Donations of stock of semen from old daughter proven bulls will be most helpful and highly appreciated. The interest in the breed is very good, but aid is needed if the Albanian Jersey shall not be crossbred to other breeds.

### Czech Republic

The Jersey breed in Czech Republic was sleeping for a number of years. But in 2013 the Bohemia Jersey Association was "re-started", and now the aim is to increase the number of cows and to estimate breeding values.

Now we have about 1800 animals with 100% Jersey blood and 4290 animal from crossbreeding (50% and more)

The milk production of the Jersey cows is in average 5228 liters of Milk, with 5,38 % fat and 4,02 % protein. We had the first Jersey Show last year; it was a historical moment and a great success.

### Denmark

Struggling with historic low milk price and many bankrupts in the industry.

But definitely also successes: Herd size keeps increasing. Now 187 cows on average (20 cows more than in Holstein herds). Average production has broken new records over the last year. Currently the yearly average production of 68,000 pure bred Jerseys is 7,380 kg milk, 5.93% and 438 kg fat, 4.16% and 307 kg protein. Breeding continues to change. Now all young sires in semen production are used as Sires of Sons as soon as the semen is available. Sires of sons are only 10-14 months and bull dams are heifers. During the last year we have established a Jersey Nucleus herd, with the aim to use the high potential in the breeds best heifers more efficiently.

The ratio of genomic bulls used for insemination in the herds has increased to 95% and the demand for daughter proven bulls is mainly from export markets. The use of sexed semen is 21% of all inseminations and 27% on heifers.

### France

For the fifth consecutive year, there is a two digit growth of the Jersey population in France with an increase of + 14.2% jersey cows under milk control for a total of 6697 jersey cows under milk control.

The number of breeders also increase and there are now 719 breeders having at least 1 jersey cow in their herds, only 52 are pure bred jersey herds.

The average production is stable: 6061 kg (305 days, mature equivalent), 5.55% fat and 4.04 % protein.

Breed	Average production kg	Fat %	Protein %	F+P kg	Duration in days
Jersiaise	6 061	55,5	4.04	569	324
Holstein	11 319	39,0	3.36	802	348
Montbéliarde	8 444	38,7	3.47	606	308
Normande	7 865	42,1	3.65	604	322
Brune	8 900	41,6	3.61	676	338

The number of AI increased too (+23%) with 21,077 Jersey AI in total in 2015. Crossbreeding has increased a lot in the past years and represent 30 % of the insemination, mainly Jersey bull x Holstein females. Sexed semen represent 23 % of the total insemination.

Years	Total AI	Total AI pure breed	Total AI crossbreeding	Total Sexed AI	Sexed AI on pure breed	Sexed AI on crossbreeding
2012	13144	10155	2989	1077	881	196
2013	14855	10952	3903	2144	1675	469
2014	17143	12862	4281	3525	2833	692
2015	21077	14748	6329	4856	3684	1172

With the actual milk crises, French Jersey breeders have an advantage on milk price due to the high components of the breed. In average, the gain is around 100 euros / 1000 L.

## Germany

**Number of registered cows in VDJ: 1873 (increase of 14% compared to year before)**

**Average production: 6387 5,42 346 4,01 256**

**AI: In 2015, 30% of all semen used was sexed semen. 25% of all semen used was from polled bulls.**

**In general, demand for registered Jerseys increases fast. A few herds have been purchased from Denmark. So in this year number of cows should go up significantly.**

## Italy

Also for year 2015, the Jersey Breed is stable. This is due to the low price of milk. The Italian Jersey Association, has carried out the objectives that was planned; The A.I. Mating plan for the Jersey Breed, drawn up by the ANAFI (Italian Holstein Association). There are also experimental tests about the casein Cappa and A/2-A/2 . We are also working hard for a Genomic collaboration. In the table below we have the reality of the Jersey in Italy

Classification:

**Heifer in milk:** 2061 → 1872 GOOD PLUS OR BETTER and 91 VERY GOOD

**Reclassifieds cows:** 188 → 133 VERY GOOD, 6 EXCELLENT (90 OR BETTER), 47 GOOD PLUS and 2 GOOD

## Jersey Island

The Jersey breed, in its country of origin, is a unique population in the global dairy community. The Island continues to be the source of the highest health status and purest pedigree Jerseys in the world and this is recognised by the increasing export sales of both genetics and products.

As Jersey Island operates outside the European Union the local controls on milk intake to the Island's dairy remain in place. Over the last year **there have been no changes, other than a gradual increase in milk yield per cow in an environment still controlled by milk production license.**

## Norway

The interest in the breed is increasing and the price of heifers has reached 2,500 euro. Unfortunately, it is impossible to import live cattle, but The Norwegian Jersey Cattle Association is subsidizing the use of sexed semen and importation of embryos. As it has not been possible to estimate breeding values on the Norwegian Jerseys in Norway, Norwegian Jersey Cattle Association has applied to get estimations from the Nordic evaluation centre. Breeding values will be calculated, together with values for Jerseys in Sweden, Finland and Denmark, for the first time during this year.

## Sweden

The small Swedish Jersey population is the eldest in Northern Europe, established in 1890. Today we have 2,000 pure breed and milk recorded cows. Average production is 6,780 kg milk, 5.81% and 394 kg fat, 4.20% and 285 kg protein.

The breeding program is merged with the Danish Jersey program in VikingGenetics. During the past 25 years the use of bulls has been the same in the two countries.

## UK

The UK is currently in a period of poor milk pricing and difficult agricultural conditions however the Jersey breed itself is continuing to flourish and buck trends.

As a breed it is highly sought after and what few milk contracts are out there tend to be tailored to high components – suited and easily fulfilled by the Jersey breed.

Despite the economic pressure on farming the UK had a 5% increase in registrations during 2015 and already this year signs are encouraging, a number of new herds have been established and the Jersey Cattle Society has been concentrating efforts on welcoming these as registering members as well as engaging with the membership at farm level to gauge the views of members. The board is currently finalizing an exciting new Board Strategy which will soon be rolled out.

With annual registrations now exceeding 7000 animals and membership growing – we are working hard to secure the value of pedigree going forward and working with members to secure their own and our breed societies future, sales of Jerseys have generally seen demand exceed supply, with Jerseys currently regularly making more than their Holstein contemporaries – a rather unprecedented position.

### **European Jersey Forum, EJF**

Although not recognized within the Bureau, there are 13 national member organizations of EJF working with various topics, which affect the economy of having Jersey livestock.

At the last EJF meeting in Germany, June 2015, the German Jersey Association had arranged a meeting where closer cooperation in Europe was on the agenda.

This year the EJF meeting will be in Scotland, June 12<sup>th</sup>. The meeting will be open to all. After reports, elections, etc, Marco Winters (Head of Genetics, AHDB Dairy & Secretary, ICAR Board) will lead discussion through:-

An overview of genetic change in the UK Jersey population

Comparison with other breeds in the UK

Review of genomics in the Jersey breed and other numerically small Populations

Development and review of Breeding Goals

A Classification Workshop for European Jersey classifiers will take place in Scotland, during the weekend of 11.-12. Of June.

Furthermore the list of international judges will be available for organizers of Jersey shows in Europe.

Anders Levring  
Vice-president of Europe

## **WORLD JERSEY CATTLE BUREAU**

### **REPORT OF THE VICE PRESIDENT, LATINOAMERICA REGION UK 2016**

The jersey breed continues with the expansion of the breed in most latinoamerican countries.

During the last year I have been in talk with some jersey associations and visit Brasil, Ecuador, Uruguay and Mexico, attending dairy shows. Is amazing the hospitality I received in all countries, my gratitude for all. The Mexican Association is working very hard in the promotion of the breed, also with a plan producing milk with Omega 3 Omega 6( Latte nobile) We attend the Annual Meeting during the Queretaro Show, and they organized some conferences about the breed and the jersey advantages. They want to be part of the Bureau again.

## **COLOMBIA**

### **ORDINARY ANNUAL MEETING 2015 PRESIDENT REPORT**

2015 was a year of great difficulties, the “phenomenon of the “caused a serious drought in most parts of the country; many farmers had to buy different kind of concentrate supplementation, such as silage, corn, hay pasture and food products, even water for the cattle, which was greatly expensive for dairy operations, reducing substantially incomes and generating serious economic difficulties in the sector.

The farm costs, influenced by the exchange rate increased significantly. Supplies in general, and especially concentrate supplementation, also saw increases in prices along with imported equipment and medicines.

Meanwhile the price of milk on the farm remained stable with a slight upward trend, however, calculated at the exchange rate the price per litre of milk to the producer in US dollars rose from US \$ 0.39 in January to US \$ 0.29 in December 2015.



**The inventory of milk powder showed a significant decrease going from 18,189 tons in January 2015 to 5,446 tons in December in the same year, despite the increase of 6% reported in the import of dairy products in 2015, compared with imports of the previous year.**

**Many other problems in the country, such as economic, environmental, social, and political character, are showing a difficult future for dairy farming.**

### **National Breeding Program (PNMG)**

**The National Breeding Program (PNMG) led by Unaga, with resources from the MARD, has allowed the association attend 21 experimental farms with 1157 cows, tracking individual milk volume, percentage of fat and protein and somatic cell content. 13 records were completed on each farm which brings us to a total of 60,164 data that allow us to make a preliminary assessment of behavior that we are now presenting. The association received for 2015, resources in the amount of \$ 41,674.500, signed by the 312 agreement with Unaga.**

### **Members and Services**

**Ten new members were accepted into the association at the end of the year totaling 104 between active members and adherents.**

**1,899 cattle registrations were printed which equals an increase of 19% over the previous year, representing 49% pedigree records females of the total, showing a significant growth of this group.**

**The classification was carried out over 1359 animals tested by the three official classifiers of the association.**

**A detailed report of this data will be presented by Lina Alfonso executive director.**

**The communication channel used by the association such as website, facebook, instagram and twitter have continued to be very active, along with the magazine Jersey Colombia published in July, coinciding with Agroexpo 2015, and in December 2015.**

### **Dairy Shows and other events**

**Among the activities carried out in 2015 we highlighted the Auction of Ganaderia Toscana held on June 4, 2015. As part of this event, in a previous**

ceremony, was given the Medal of Merit Jersey to our member Dr. Gilberto Restrepo, as determined by the annual general meeting in 2015, in recognition of his work on behalf of the breed and his great support to the association. On June 14 the show of the Exponovillas 2015 took place in the city of Tulua, the XXIX National Expo Jersey under Agroexpo 2015 was held on 19 and 20 July. During this event the association attended with information to numerous local and foreign visitors, the stand was a success very attractively decorated. Around the same time we had the visit of a group of about 40 Venezuelan farmers, who visited Albania Farms and La Esmeralda where they were treated in a special way. Mr. Greg Lavan, representing the US Jersey, held a presentation about the breed, which was very well attended. In the month of September was organized the I Exponovillas of Sabana, in RUMBOS who are members of the association. In November the First Technical tour took place in different Antioqueñas herds which constituted an event of integration. Some participants expressed interest in acquiring cattle and being members.

I should mention that with the support of Unaga and the Ministry of Agriculture the association was able to supply some members with corn silage, supplementation, from the “Ministry of agriculture Program” during the drought

## **COSTA RICA**

In 2015 our association grew in members, in total there are 197.

During 2015: The following records

Pure registered Jersey cattle was 3846

Jersey with crossbred Holstein was 87

The sale of domestic livestock was 147

For a total of 4080 records made in the year

We have had an increase in genetic recovering, as many Holstein farms have been crossing to Jersey.

We have exported Registered Pure Cattle Jersey to Panama and El Salvador.

In June 2015 in Zarcero the Jersey Dairy Show was staged with nice animals, where we could see the care, effort and dedication of each exhibitor for their animals.

In October a Jersey Farm Open Day was held where our associates, future associates and people wishing to learn more about the breed in the province of Cartago - Ochozogo at the University of Costa Rica, Experimental Station Alfredo Volio. There was an excellent participation of Jersey cattle breeders who learnt about milk production on pasture systems. By using various types of forage such as Kikuyu, tanner, limpoglass, ryegrass and *estrella*, it was also possible for each participant to see the impact with fistulated cows.

We printed 3 magazines in the year which can be seen at [www.jerseycostarica.org](http://www.jerseycostarica.org)

We hope that this year the WJCB meeting will reach its objectives and everything is successful.

Many greetings from Costa Rica.

Gerardo Sanabria Piretti, President

## **GUATEMALA**

Guatemala May 13, 2016.

Regarding the current situation of the Jersey breed in Guatemala, let us tell the following.

We have 95 registered associates, spread over 15 departments. The registered herd animals are 3,500, with an annual subscription of 840 animals. We have not seen significant growth in recent years because many people buy and do not continue to register their animals, so we are constantly aware of the importance of keeping records and the benefits obtained continuing doing that.

The breed continues to be a trendsetter in the country. There is a remarkable growth in the interest of farmers both nationally and our neighbors Salvadorans, Mexicans and Panamanians and in recent years we have had a strong demand for Jersey cattle.

In the month of July we purchased a car with the aim of promoting our Association through its livery.

As an Association we have started livestock auctions in which we have seen very good results as it has achieved the promotion of the Jersey breed, and some have achieved very significant prices.

During the month of August we participated in the nationwide cattle event Week Expoleche Livestock 2015 with show, judging dairy breeds which were conducted by a judge from the United States.

We have been working hard in promoting the Jersey breed with the aim of spreading its qualities. We have our website and social networks, which constantly are being shared and updated.

As an Association, relevant information is constantly provided, supporting livestock events held to promote the breed, supporting regional exhibitions with the aim of having contact with the Jersey breeders.

Another aspect on which we have focused is to measure the quality of milk being produced in our farms associated. With that goal we bought a milk analyzer as this will allow us to bring more real data regarding the quality of milk produced.

We also add the work report presented at the General Assembly in February.

Best regards.

Board of Directors

Cattle Breeders Association of Guatemala Jersey

## **ARGENTINA**

The jersey breed in Argentina is growing and the promotion of the breed was the main thing we focused on in 2015.

2015 was the year that dairy farmers want to forget. Milk price down, expensive concentrates, floods in the main dairy regions, impassable roads, dying cows, dispersal sales, a lot of dry cows, no investments, and public policies against dairy farmers, all contributed to the disaster of that period.

Now we have a new president, with a “normal vision” of the dairy business, but it is a big problem to reverse this situation as fast as we need.

We anticipate that 10% less of milk in Argentina will be produced in 2016.

Fortunately jersey dairies are still producing, and now the price is going up, 20% more price in May over April.

We have six more members in our association, and attend a new dairy show in May. The last time we have been there was in 2003, and we decide to take part of this Holstein event this year. We have a great surprise about the farmers watching the cows in the ring. The judge was from Ecuador.

The new Governmental Secretary of dairy in Argentina is a friend of this association, so we are talking about how we can promote the jersey and the milk qualities in our country.

We are running two different experiments on production and reproduction. We are putting emphasis on “solids per hectare”, because the cheaper system here is grazing. The price of soy bean and corn is very high, because of the devaluation we have this year (50%) and the government reduced the retention from 20% to 0.

In the second part of the year we expect dairy operations will have a new horizon and the jersey also.

Respectfully submitted. Agustin Robredo, WJCB-Vice President-Latin America

**World Jersey Cattle Bureau  
Report of the Vice President, North America Region**

2015 went into the record books as the best in history for core services delivered by the American Jersey Cattle Association:

- 122,701 registrations, a gain of 3.8% from 2014, the fourth consecutive year over 100,000 animals recorded;
- 169,913 cows enrolled in all AJCA performance programs, driven by an increase in REAP enrollment to 164,118 cows; and
- 119,545 scores assigned in the linear type evaluation program, up over 8% from the previous year.

2015 was a successful year for Jersey Canada as well. A total of 9,045 Jerseys were registered. This represents a 2.4% increase in the number of registrations over 2014, and was the third time in four years that 9,000 or more Jerseys were registered. Prior to 2012, the last time Jersey Canada surpassed 9,000 registrations was in the 1960s. In 1963, a total of 16,273 Jerseys were registered in Canada. However by 1971, just 5,958 Jerseys were registered. It has taken a long time to rebuild the Jersey population in Canada, and Canadians very proud of the 9,045 Jerseys registered in 2015! This is a great indication that Jerseys are meeting the demands of dairy producers all across Canada.

**Breed Comparison: 2000 to 2015**

Jersey is the only breed in the U.S. to show continuous growth over the last 25 years. Jersey was 3.7% of the population on January 1, 2000. As of January 1, 2016, 7.3% of all cows were Jersey. In addition, there are Jersey cows in a category NDHIA calls Mixed Breed herds, herds that are comprised of two or more breeds and/or crossbreds. In 2000, just 2.8% of cows on test fell into this category, but as of January 1 this year, 10.1% do. Assuming that breed percentage translates to **population market share**, Jersey and Jersey-influenced cows comprise between 10% and 12% of the U.S. dairy cow population, currently 9.3 million head.

Although to a smaller scale, the Jersey breed is experiencing similar expansion in Canada. In 2000, 3.2% of herds on official milk recording included at least one Jersey in the herd. Today, Jerseys are found in over 16% of dairy herds on official milk recording. It is estimated that there are 38,000 Jersey cows and 18,000 Jersey heifers in Canada today. This represents 4% of the Canadian dairy population.

Registrations are a benchmark of association strength and demand for programs and services, as well as breed growth.

<b>Animals Registered</b>											
<b>United States of America</b>						<b>Canada</b>					
	<b>Jersey</b>	<b>Holstein</b>	<b>Ayrshire</b>	<b>Brown Swiss</b>	<b>Guernsey</b>		<b>Jersey</b>	<b>Holstein</b>	<b>Ayrshire</b>	<b>Brown Swiss</b>	<b>Guernsey</b>
<b>2000</b>	63,776	317,567	5,604	10,648	6,151	<b>2000</b>	6,513	214,244	8,212	1,421	464
<b>2010</b>	90,366	339,908	4,131	10,561	4,844	<b>2010</b>	7,634	271,280	6,382	1,720	257
<b>2015</b>	122,701	382,990	3,732	9,477	5,135	<b>2014</b>	8,831	268,205	6,419	1,254	22

There is no denying that Jersey feed efficiency, component production, and management ease are keys the breed's explosive expansion in North America over the past 15 years. As market demand far exceeds supply, we look forward to continued growth and breed development in the years to come.

## **AUSTRALIA**

**It has been an interesting year at Jersey Australia. In December, Scott Joynson resigned after 18 years of service to the Jersey Breed. At the start of March the Board appointed Mike Weise as General Manager. It will be interesting to see what a new pair of eyes brings to the business**

**There are some key indicators that demonstrate the health of the Jersey breed in Australia, the number of Jerseys in the National Herd, currently about 14%, the number of registrations, the number of members and the number of conversions from other breeds. One particularly exciting indicator demonstrating Jersey growth is that Jersey semen sales for the year 2015 has reached 16% of National Semen sales continuing the recent trend of 1% growth per year**

**The National dairy herd has changed over the last ten years from 1.88m cows in 2005/6 and then during difficult trading conditions it dropped 19% to 1.58m cows in 2010/11. Over the last five years it's climbed 10% to 1.74 million cows and across the whole ten years the number of farms has fallen from 8,844 to 6128 a fall of 30%. Tracking the membership of Jersey Australia over the same period is not possible as Jersey Australia was formed in 2008. However Victorian membership of either Jersey Australia or its predecessor the Victorian Branch fell from 290 members in 2005-6 to 285 in 2015-16 a paltry 2%. This indicates members see a value in belonging to Jersey Australia and new members are joining when others leave the industry.**

**The Jersey Australia Genetic Development sub-committee has worked together this year to create opportunities for the Jersey communities more in line with those offered to other sectors of the breed development industry. These include further additions to the Ginfo (Genetic Information) program which is being steered towards two benefits. Firstly providing a nucleus of genetic information for bull proving programs and secondly to continue to validate the genomic reference data set with solid reliable phenotypic information particularly in the area of type data collection. Ginfo part one is now virtually completed with information collected from 30,000 cows (of which around 4,000 were Jerseys) now in the genomic reference set with (in the case of Jerseys) up to four percent improvement in the reliability in ABV data. The next stage of the Ginfo project is now being developed to improve the reliabilities of the first project and to establish a permanent type validation program to cover for the dropping off in the amount of LTE information being collected annually.**

**The strategic alliance leading to the transferring of genomic data between Australia & the US that was signed last year has started to bear fruit with the first transference taking place recently. This is something we have desperately wanted for some time and we are excitedly waiting to see the actual results delivered by this project. This should add significantly to the overall reliability of the Genomic Data Set for our Jersey Breed.**

**The Jersey Australia-SEMEX Great Southern and Northern On Farm Challenge results were announced, for the first time, on the same day this year highlighting some of Australia's finest Jersey cows. Results were included in the January/February Journal followed by a report of the winners of both in the March/April Journal. The Great Australian results will be**

announced at the Jersey Australia presentation and awards dinner during the AGM conference and a report will be included in the May/June Journal, giving winners and sponsors maximum exposure. Members should be very proud of the excellent quality of animals presented to the judges.

IDW 2016 saw an awesome Jersey cow crowned IDW Grand Champion, congratulations to the Wilson Family "SHIRLINN" on this achievement. IDW is live streamed throughout the world, this year it attracted 18992 hits worldwide for the week, that's a lot of people watching Australian dairy cows. The IDW Jersey sale was again held during the lunch break of Jersey Judging with a huge crowd witnessing a sale average of \$5,345.83 and a top price of \$11,500, a special thank you to Central Sires for their generous sponsorship of the sale. The Jersey Australia site was visited by many during the week thank you to Board members and members who manned the stand.

Thank you to members who have promoted the Jersey Breed in some way, your efforts are appreciated. Jerseys have a very bright future let's keep working together to achieve even more....

#### **NEW ZEALAND**

While the 14/15 financial year was best described as one of disruption, the 15/16 year has been more about gradually getting things on a more even keel

The effects of the long-running Jenny Taylor fraud saga have been well communicated to the membership through the year and reached a conclusion on October 30<sup>th</sup> 2015 at the sentencing. All that needs to be said is now behind us.

The strategic plan has been completed and implementation has begun slowly. We are hampered by the present state of the dairy industry and therefore our own finances. This is not to say it cannot be implemented, just the speed of the implementation.

The directors have long since identified priorities where resources need to be channelled with promotion and marketing at the top of the list. A group of highly qualified and interested people have been assembled alongside HMC Communications to guide us through the process. It is felt the Jersey cow is less of a problem than the marketing and promotion of her attributes and advantages.

There is also a belief that Jersey NZ and the breed has not presented well enough within the industry. We need to be alongside key decision making bodies and people of influence to promote the benefits of Jerseys to the wider industry as changes often seem to be made short of a logical, practical or scientific basis.

Our extended future market is most likely to be the commercial farmer who already milks Jerseys or crossbreds rather than only the commercial pedigree Jersey Member. There is now a generation of farmers who have not milked and enjoyed a herd of Jerseys, a situation we will set out to change. A first step to reach these farmers was the publishing of the "Unlock the Jersey Secret" which needs to be more widely circulated.



JNZ has worked on behalf of all farmers who milk Jerseys, often without their knowledge of our input. This is particularly so in the fields of milk payment and Animal Evaluation and is on a continuing basis. Our Industry Affairs Committee is active once more, reinforced with added personnel and competence. As can be seen in the AGM financial statement, registration numbers have taken a hit which we hope will be temporary. Registrations are the base of our business and leaving aside the present milk price, should be increasing along with bigger herds.

Whether or not you believe or practise the BW system, its importance to the industry cannot be underrated. While the variability and increased complexity is a weakness, jerseys have continued to perform above their weight (no pun intended) of numbers and reflects their efficiency and relative importance.

Jersey Marketing Service has also taken a hit in income over the past year and with the retirement of Kevin Hart is now without an agent. This and past councils have always believed that JMS has the potential to add value to JNZ and its members but has lacked support and been unable to establish a viable business model. Deliberations are ongoing.

Jersey NZ will be well represented at the forthcoming World Jersey Bureau meeting and tour with a large contingent attending.

***Ross Riddell JNZ President***

## WJCB Secretary's Report 2016

1. **Introduction** – It is very pleasing to report progress in a number of areas during the past year, most especially launch of the new website, a proposal to increase the exposure of the World Jersey Cheese Awards and re-engagement with a number of member organisations.

2. **Communications** – keeping the website vibrant requires support from National member countries. It is quite a small ask that the Bureau is added to their circulation list. It is, after all, National members that hold the voting rights in the organisation.

The World Holstein Friesian Federation website includes one show cow from each country per year. This seems an appropriate way of recognising the best cows while retaining balance. OPPORTUNITY to run a photo competition to select the 'Jersey Cow of the Year' with all members eligible to vote.

Similarly there have been few to 'write a comment' on any topic on the facebook page, although this medium will have contributed to the excellent bookings for the 2016 Annual meeting.

3. **Membership** – It is gratifying to see Italy following in last year's footsteps of Germany and the Republic of Ireland in applying for National membership; the Czech Republic also wishes to become an Associate. All four of these countries are becoming active within the European Jersey Forum and similar informal arrangements could reinvigorate and recruit for the Bureau in other regions. Dialogue with Mexico indicates a desire to re-join the Bureau and this could be the opportunity for a Central & South American Jersey Forum. Top priority for 2017 needs to be to create stronger alliances with the member organisations of this region, and the invitation to host from Costa Rica provides the ideal opportunity.

Life Membership and Dairy Queen sales income for last year is best bundled as many enquiries for either have been turned in to a joint purchase.

4. **The Dairy Queen** – pricing of residual volumes is a key decision for the 2016 Council meeting. Marketing through Amazon was explored but the combination of full price and distribution cost made any offer unattractive. Marketing was originally through National member organisations. Now most are without stocks.

5. **Cheese Awards** – the World Cheese Awards are run annually and have categories for speciality categories, and the same opportunity is available for the Best Jersey Cheese.

WCA attracts some 2,500 entries each year. The organisers are geared-up with regional collection centres to ease shipment. With such a large entry there is a smooth PR machine maximising publicity.

The cost of annual sponsorship for a Best Jersey award is £2,000. Approaches have been made to a number of Jersey cheese-makers requesting that one of them may become sole sponsor, or they may form a consortium. In truth, funding will probably be easier secured after an initial running of the event. Thus it is RECOMMENDED that the Bureau commit to sponsoring a 'Best Jersey Cheese' at the WCA for both 2016 and 2017.

The 2017 WCA are being held in San Sebastian, Spain between 16<sup>th</sup> and 18<sup>th</sup> November. Entries open on 17<sup>th</sup> August and close on 11<sup>th</sup> October.

6. **Next Generation Leadership Development** – With JETA being open to applicants up to 40 years old, Youth may not be the most appropriate title to

encourage participation, albeit JETA has been exceptionally successful in attracting applications, and in the overall calibre of recipients.

For those over 18, Agriventure previously provided a Youth Exchange programme for young Jersey breeders between Canada, NZ and UK only. Regrettably Agriventure is no longer operational.

The National Federation of Young Farmers' Clubs of England & Wales were very active in youth exchange. However a discussion with their ceo revealed this is no longer the case. Despite the average age of membership rising again (it caters for 10 – 26 year-olds), the advent of cheap flights, young people requiring greater freedom in their programmes, employers less willing to provide extended absence, plus traveller security have combined to see the NFYFC programme changed radically to group travel on cultural tours within Europe, or working excursions with charitable organisations, for example Wateraid.

The refugee crisis is having an impact on European travel, and this is likely to increase.

As such encouraging an active Next Generation group from countries with co-ordinators will be a positive step. However, WJCB should consider carefully before it inadvertently puts itself in a position of liability from informal multilateral exchanges.

**JETA** – A sponsorship request has been made to Rabobank. However, Rabobank sponsor the International Guild of Agricultural Journalists, and it may not see sufficient value in another global package. Bureau finances are now sufficiently strong to support a JETA Award programme for 2018.

7. **Strategy** – the Strategy document embraces the points above as well as **Science & Research**. This latter area is fundamental to the future of the breed. Ensuring the breed is commercially attractive to sufficient dairy farmers is essential to its survival, progress and appeal to the next generation in the industry.

Respectfully submitted:

Roger Trehwella (Adela Booth Associates Ltd)  
Secretary

**WORLD JERSEY CATTLE BUREAU**

**UNAUDITED  
FINANCIAL STATEMENTS**

**AT 31 DECEMBER 2015**

# **WORLD JERSEY CATTLE BUREAU**

## **PRESIDENT**

D Frigot

## **TREASURER**

S Le Feuvre

## **SECRETARY**

R Trehella

## **ADDRESS**

Royal Jersey Showground  
La Route de la Trinité  
Trinity  
Jersey, JE3 5JP

## **ACCOUNTANT**

ABC (Accountancy & Bookkeeping Company) Jersey  
Four Seasons, La Rue de la Rosiere  
St Mary  
Jersey, JE3 3DH

**WORLD JERSEY CATTLE BUREAU**  
**INDEX TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2015**

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2	Statement of Comprehensive Income
3	Balance Sheet
4-6	Notes to the Financial Statements



**ABC (Accountancy & Bookkeeping Company) Jersey**  
Four Seasons, La Rue de la Rosiere,  
St Mary, Jersey, JE3 3DH.

**Chartered Accountant's Report to the Members  
on the Unaudited Financial Statements of the World Jersey Cattle Bureau**

In accordance with the terms of my engagement letter, and in order to fulfil your duties, I have compiled the financial statements of the Bureau which comprise the Income and Expenditure Account, the Statement of Total Recognised Gains and Losses, the Balance Sheet and the related notes from the accounting records and information and explanations that you have given to me.

This report is made to the Bureau's Members in accordance with the terms of my engagement. My work has been undertaken so that I might compile the financial statements that I have been engaged to compile, report to the Bureau's Members that I have done so and state those matters that I have agreed to state to them in this report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the Bureau's Members for my work or for this report.

I have carried out this engagement in accordance with technical guidance issued by the Institute of Chartered Accountants in England and Wales and have complied with the ethical guidance laid down by the Institute relating to members undertaking the compilation of financial statements.

You have acknowledged on the balance sheet for the period ended 31 December 2015 your duty to ensure that the Bureau's Council Members have kept proper accounting records.

I have not been instructed to carry out an audit of the financial statements. For this reason, I have not verified the accuracy or completeness of the accounting records or information and explanations you have given to me and I do not, therefore, express any opinion on the financial statements.

..... 2016

**Chartered Accountant**

**WORLD JERSEY CATTLE BUREAU****STATEMENT OF COMPREHENSIVE INCOME****FOR THE YEAR ENDED 31 DECEMBER 2015**

	Notes	2015 £	£	2014 £	£
<b>INCOME</b>					
Sales of History of the Jersey Cow Book			162		3,824
Subscriptions:					
Member Societies		7,500		6,000	
Associate Members		100		150	
Life Memberships		731		400	
			8,331		6,550
Surplus on Conference		4,750		11,246	
Bank Deposit Interest		10		1	
Donations and Sundry Income		63		5,045	
			4,823		16,292
			13,316		26,666
<b>EXPENSES</b>					
Secretariat Services		6,000		5,250	
History of the Jersey Cow Book		601		395	
World Jersey Cheese Awards		-		3,000	
Travel Expenses		454		2,665	
Gifts and Donations		687		951	
Advertising & Subscriptions		2,636		698	
Bank and Card Charges		223		179	
Exchange Loss		198		78	
Accountancy Fee		230		240	
Depreciation	2	84		93	
			11,113		13,549
<b>NET PROFIT FOR THE YEAR</b>					
<b>TRANSFERRED TO ACCUMULATED FUND</b>	5		2,203		13,117
<b>WJCB YOUTH PROGRAMME: JETA EXPENSES</b>					
<b>TRANSFERRED TO YOUTH SCHOLARSHIP FUND</b>	5		-		(4,467)
<b>TOTAL PROFIT FOR THE YEAR</b>	5		£2,203		£8,650

The notes on pages 4 to 6 form part of these financial statements.  
Accountant's report on page 1.



**WORLD JERSEY CATTLE BUREAU**

**BALANCE SHEET AT 31 DECEMBER 2015**

	Notes	2015 £	£	2014 £	£
<b>TANGIBLE FIXED ASSETS</b>	2		752		836
<b>CURRENT ASSETS</b>					
Sundry debtors	3	3,337		2,086	
Cash at bank:					
NatWest Bank Plc – Current Account		8,511		48,922	
NatWest Bank Plc – Capital Reserve Account		41,756		1,745	
		53,604		52,753	
<b>CREDITORS: Amounts falling due     within one year</b>	4		1,102		2,538
<b>NET CURRENT ASSETS</b>			52,502		5
<b>TOTAL ASSETS LESS CURRENT     LIABILITIES</b>			£53,254		£51,051
 <b>ACCUMULATED FUND</b>	5		61,852		59,649
<b>YOUTH SCHOLARSHIP FUND</b>	5		(8,598)		(8,598)
			£53,254		£51,051

The financial statements were approved by the Bureau's Members, who confirmed that they had made available all relevant records and information for their preparation, on ... ..... 2015 and signed on their behalf by:

.....  
President

.....  
Treasurer

The notes on pages 4 to 6 form part of these financial statements.  
Accountant's report on page 1.

## WORLD JERSEY CATTLE BUREAU

### NOTES TO THE FINANCIAL STATEMENTS

#### FOR THE YEAR ENDED 31 DECEMBER 2015

#### 1. ACCOUNTING POLICIES

##### 1.1 Basis of accounting

The financial statements have been prepared on a going concern basis, under the historical cost convention, modified by the annual revaluation of investments. They have been prepared in accordance with FRS 102 – The Financial Reporting Standard applicable in the UK and Republic of Ireland, adopting the presentation and disclosure requirements of chapter 1A, and applicable law.

##### 1.2 Income

Income arising from subscriptions is recognised in the income and expenditure account when it is due to the Bureau. Donations received by the Bureau are recognised when they are received by the Bureau.

##### 1.3 Bank deposit interest

Bank deposit interest is recognised in the income and expenditure account when it is received by the Bureau.

##### 1.4 Depreciation

Depreciation is charged on all tangible fixed assets on a reducing balance basis, calculated to write each asset down to its estimated residual value over their expected useful life of 10 years.

##### 1.5 Donated artefacts

These are not recorded as assets in the Balance Sheet of the Bureau as they are considered to be only of an intrinsic nature.

##### 1.6 The History of the Jersey Cow Book

The Bureau's members have decided that all costs incurred in the production of the book and all donation income received as contributions towards these costs are to be recognised in the Income and Expenditure Account in the year that they are paid or received.

Therefore no carrying value will be shown in the balance sheet for these books, particularly as all proceeds, as outlined in note 6 of the accounts, may end up being paid over to the Lord Jersey Research Trust.

#### 2. TANGIBLE FIXED ASSETS

	<b>Fixtures &amp; Fittings</b> £
<b>Cost</b>	
At 1 January 2015 and 31 December 2015	7,952
<b>Depreciation</b>	
At 1 January 2015	7,116
Charge for the period	84
At 31 December 2015	7,200
<b>Net book value</b>	
At 31 December 2015	£752
At 31 December 2014	£836

## WORLD JERSEY CATTLE BUREAU

### NOTES TO THE FINANCIAL STATEMENTS (continued)

#### FOR THE YEAR ENDED 31 DECEMBER 2015

#### 3. SUNDRY DEBTORS

	<b>2015</b>	<b>2014</b>
	£	£
Member Society Subscriptions due:		
Argentina (2013, 2014 & 2015)	1,484	984
Brazil (2015)	500	-
Colombia (2015)	514	514
Life Membership Subscriptions due	101	50
Book sales income due	25	433
Sundry debtors	-	105
Wild Apricot 2016 fee paid in advance	713	-
	<hr/>	<hr/>
	£3,337	£2,086
	<hr/>	<hr/>

#### 4. CREDITORS: Amounts falling due within one year

	<b>2015</b>	<b>2014</b>
	£	£
Accounts payable	792	2,198
Accountancy Fee	260	240
Subscriptions received in advance	50	100
	<hr/>	<hr/>
	£1,102	£2,538
	<hr/>	<hr/>

#### 5. RECONCILIATION OF MOVEMENTS IN FUNDS

	<b>Accumulated Fund</b>	<b>Youth Scholarship Fund</b>	<b>Total</b>
	£	£	£
Balance at 1 January 2015	59,649	(8,598)	51,051
Total profit for the year	2,203	-	2,203
	<hr/>	<hr/>	<hr/>
Balance at 31 December 2015	£61,852	£(8,598)	£53,254
	<hr/>	<hr/>	<hr/>

#### 6. THE LORD JERSEY RESEARCH TRUST

At its Council Meeting of 14 September 2014 the Bureau accepted the terms for winding up the Lord Jersey Research Trust and is committed to placing the £20,000 loan and residual funds within the Trust in to a designated youth project fund. Future sales of The Jersey Queen book are to contribute further to this designated fund.

#### 7. TRANSITION TO FINANCIAL REPORTING STANDARD 102

These financial statements are the first financial statements that comply with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland". The date of transition is 1 January 2014. In the opinion of the directors no changes in accounting policy were required as a result of the implementation of Financial Reporting Standard 102.

Accountant's report on page 1.

**WORLD JERSEY CATTLE BUREAU**

**NOTES TO THE FINANCIAL STATEMENTS (continued)**

**FOR THE YEAR ENDED 31 DECEMBER 2015**

**8. GENERAL INFORMATION**

The World Jersey Cattle Bureau is an association incorporated by the Royal Court of the Island of Jersey. Its registered office is the Royal Jersey Showground, Trinity, Jersey, JE3 5JP.

The financial statements are presented in Sterling, which is the functional currency of the association.

# World Jersey Cattle Bureau STRATEGY – A Vision for Global Dairy Leadership

The Purpose of WJCB is to be:-

- The hub where breeder organisations exchange knowledge
- Leading to on-going improvements in the economic efficiency of the breed
- Making Jerseys the breed of choice for dairy farmers around the world

Priorities

- Annual study tour for breeders
- Forum representing Jersey breeder organisations
- Catalyst for breed development and dissemination of Jersey specific research data
- Champion Jersey milk and dairy products
- Develop next generation Jersey leadership team

Culture Professionalism, Companionship, Progressive and Outward-looking.

<p><b>PRIORITY 1:</b> <u>TARGET OUTCOMES</u></p>	<p><b>ANNUAL STUDY TOUR</b></p> <ul style="list-style-type: none"> <li>• Business and cultural programme to attract breeders</li> <li>• Financial surplus to finance bureau</li> </ul>	<p><b>PRIORITY 2:</b> <u>TARGET OUTCOMES</u></p>	<p><b>BREEDER ORGANISATION FORUM</b></p> <ul style="list-style-type: none"> <li>• Meet annually</li> <li>• Bureau recognised KE network</li> </ul>
<p><u>KPI</u></p>	<ul style="list-style-type: none"> <li>• 50 participants / yr minimum</li> <li>• Rotate around VP regions every 5 yrs minimum</li> </ul>	<p><u>KPI</u></p>	<ul style="list-style-type: none"> <li>• Engagement of all national members</li> <li>• Participation of regional associate members</li> </ul>
<p><b>PRIORITY 3:</b> <u>Target Outcomes</u></p>	<p><b>CATALYST FOR BREED DEVELOPMENT AND RESEARCH DISSEMINATION</b></p> <ul style="list-style-type: none"> <li>• Active scientific advisory committee</li> <li>• Five-yearly review of breed performance changes</li> </ul>	<p><b>PRIORITY 4:</b> <u>Target Outcomes</u></p>	<p><b>CHAMPION JERSEY MILK AND DAIRY PRODUCTS</b></p> <ul style="list-style-type: none"> <li>• Queen of Quality globally recognised appellation</li> <li>• Breed specific awards in world food competitions</li> </ul>
<p><u>KPI</u></p>	<ul style="list-style-type: none"> <li>• Directory of Jersey related projects</li> <li>• Proof run base change year analysis by country of interbull data submission</li> </ul>	<p><u>KPI</u></p>	<ul style="list-style-type: none"> <li>• Franchise/ licensing by AJCA</li> <li>• Sponsorship to add credibility and underpin finances</li> </ul>
<p><b>PRIORITY 5:</b> <u>Target Outcomes</u></p>	<p><b>DEVELOPMENT NEXT GENERATION LEADERSHIP</b></p> <ul style="list-style-type: none"> <li>• JETA programme of excellence at International Conferences</li> <li>• Support multi-lateral exchanges between National members for 18 to 25 year olds</li> </ul>		
<p><u>KPI</u></p>	<ul style="list-style-type: none"> <li>• JETA sponsor assisting selection, quality of experience and management training extension</li> <li>• Database of national member contacts</li> </ul>		



# SPONSORSHIP OPPORTUNITIES

[www.gff.co.uk/wca](http://www.gff.co.uk/wca)

@guildoffinefood # worldcheeseawards



# WORLD CHEESE AWARDS 2016 SPONSORSHIP OPPORTUNITIES

The world's largest cheese event travels to the Basque Country in 2016, forming part of the International Cheese Festival in San Sebastián from 16-18 November.



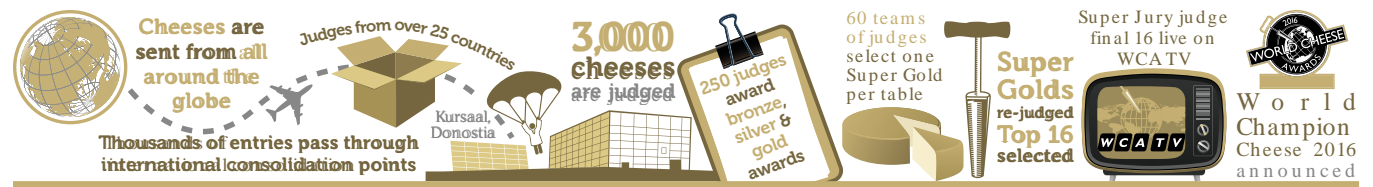
# WORLD CHEESE AWARDS

Now in its 29th year, the World Cheese Awards has been bringing together cheesemakers, retailers, buyers and food commentators worldwide for nearly three decades, in a celebration of tradition, innovation and excellence in cheese. It's the largest cheese competition on the planet, attracting 2,727 entries in 2015 from over 25 different countries, which were judged by 250 experts from every corner of the globe. With an entire day of judging and two full days of conferences, exhibitions and networking events thrown in, this will be a place to do real business too.

This year the awards will take place in San Sebastián, a city which not only leads the way in global culinary creativity, but has also been named European Capital of Culture for 2016. The world will be watching as the awards take centre stage at the International Cheese Festival, a truly cosmopolitan cheese event organised by the Artzai Gazta association with support from the Basque Country Government.

Around 3,000 cheeses will make their way from six continents to take their places at the World Cheese Awards, where visitors can also take advantage of the International Cheese Festival's lively business programme, including visits to local producers, gastronomic and cultural activities, guided tastings and technical conferences.

## THE WORLD CHEESE JOURNEY



# HOW THE COMPETITION WORKS

The anticipated 3,000 cheese entries will be staged in a massive 1,000m<sup>2</sup> arena within the Kursaal Congress Centre, and all the cheeses will be judged on the opening day, 16 November, by over 250 technical experts, buyers, retailers and food writers. Our experts from around the world will work in teams of four, identifying any cheeses worthy of a bronze, silver or gold award. They are looking at the rind and the body of the cheese, its colour, texture, consistency and, above all, its taste.

Each team will then nominate one exceptional cheese as the Super Gold from their table – their favourite cheese in the session. These 60 cheeses are the best in the world and will then be judged a second time by the Super Jury of 16 internationally recognised experts, who will each select a cheese to champion in the final round of judging. The Super Jury will then debate the final 16 in front of a live audience and trade audience to choose the World Champion Cheese 2016, announced live on WCA TV.



## WHAT'S HAPPENING THIS YEAR?

- The winning cheeses from the 28 previous World Cheese Awards will be judged against each other for the first time on day two of the International Cheese Festival, crowning the Champion of Champions in a truly unique spectacle
- Our very own WCA TV channel will be beaming live coverage of the judging day across the globe, enabling cheesemakers and cheese-loving consumers to see the process in action and watch the World Champion Cheese be announced
- Displays within the World Cheese Awards area and International Cheese Festival will explain the judging process, list past winners and educate the public with cheese facts
- We will be hosting educational tours, tasting sponsors' cheeses and helping consumers to understand more about the judging process
- Buyers, experts and cheese-lovers will also be drawn by the International Cheese Festival's packed programme of events, featuring everything from tastings to technical conferences, as well as exhibitions of local artisan farmhouse cheeses, PDO cheeses and other Basque Country products



## ARTZAI GATZA

This year's World Cheese Awards is being brought to San Sebastián in partnership with Artzai Gazta and the autonomous Basque Country Government, to create a cheese festival like no other.

Artzai Gazta is a non-profit association of farmhouse cheese producers that generates over 50% of Idiazabal Cheese. There are currently 116 shepherd partners in Artzai Gazta spread throughout the provinces of Araba, Gipuzkoa, Navarre and Biscay. Artzai Gazta's objective is to value cheese as a cultural tradition, and the work of the rancher as a value for bio-sustainable rural development.



EUSKADI + BASQUE COUNTRY







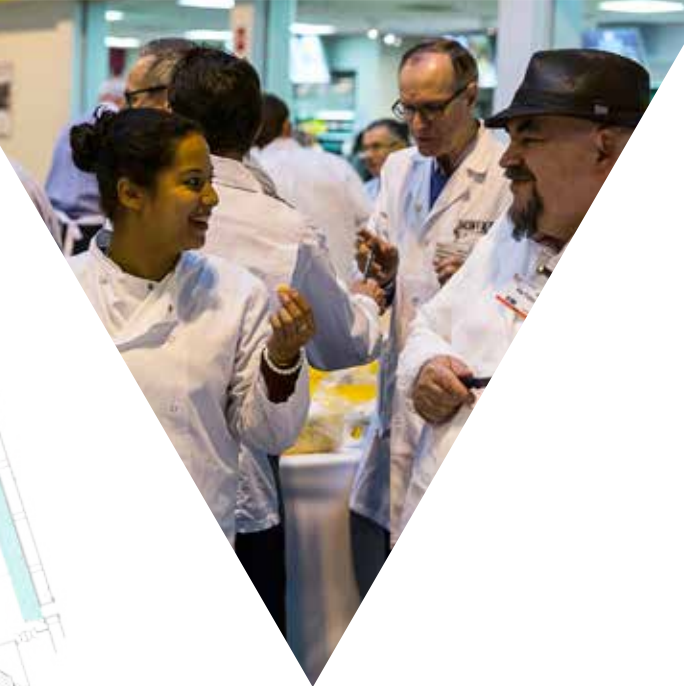
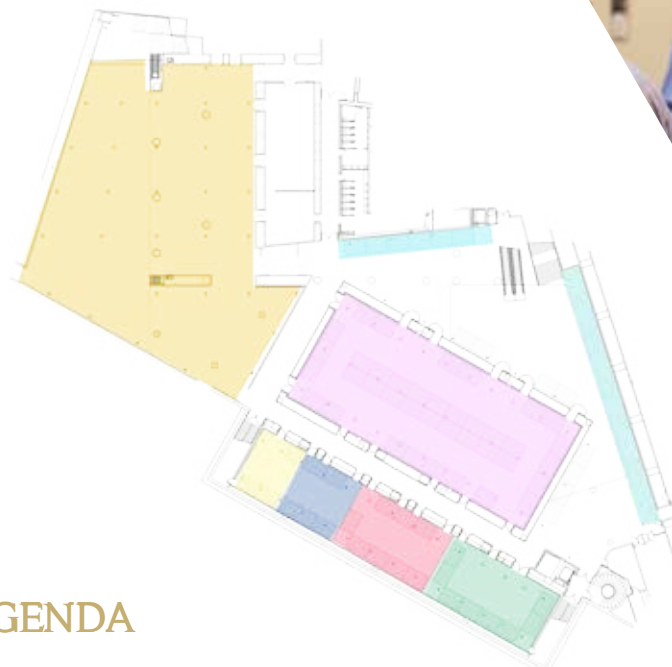
## INTERNATIONAL CHEESE FESTIVAL

The World Cheese Awards will form part of the International Cheese Festival in 2016, the most important gastronomic celebration in San Sebastián during the city's tenure as European Capital of Culture.

With the support of the Basque Country Government, Artzai Gatza has partnered with the Guild of Fine Food to create a truly global cheese event in Europe's unofficial culinary capital.

Organisations including Idiazabal PDO, the Council of Gipuzkoa, the Basque Culinary Center and the Spanish Government have come together to help host the world's largest cheese-only awards scheme, in the process boosting awareness of local artisan cheese production and helping to promote the region's culture, gastronomy and tourism.

Open to the trade and members of the public, thousands of food professionals, buyers, retailers, consumers and tourists are expected to make their way to San Sebastián for the festival, held at the spectacular beachfront Kursaal Congress Centre.



## AGENDA

### Tuesday 15 November

WORLD CHEESE AWARDS 2016  
20.30 Welcome Party

### Wednesday 16 November

WORLD CHEESE AWARDS 2016  
10.00-18.00 Judging

### Thursday 17 November

INTERNATIONAL CHEESE FESTIVAL 2016  
Business programme of local companies, producers and gastronomic locations  
Networking events  
Technical conferences  
Stands & guided tastings of Basque Country PDO and gourmet products

### Friday 18 November

INTERNATIONAL CHEESE FESTIVAL 2016  
Gatza concept shop – a wide variety of cheese available to buy  
Stands & guided tastings of Basque Country PDO and gourmet products

\*Programme correct at time of publication



## SAN SEBASTIÁN, EUROPEAN CAPITAL OF CULTURE 2016



DONOSTIA 2016  
SAN SEBASTIÁN

With more Michelin-starred restaurants per square foot than anywhere else in the world, an abundance of seasonal produce on offer in the city's traditional markets and pintxos bars lining the streets, San Sebastián is the ultimate gastronomic destination.

Local chefs, celebrated as creators of the Basque Nouvelle Cuisine, have international influence over culinary trends, even founding the Basque Culinary Center in 2009 in association with Mondragon University to teach university degrees in the culinary arts. The second gastronomic university in all Europe is home to the Faculty of Gastronomic Sciences and the Centre for Research and Innovation, meeting the needs of culinary professionals who no longer stop at making food to eat, but seek to create emotions through all the senses.

2016 sees San Sebastián take its place as European Capital of Culture, with organisers seeking to promote stronger ties with the rest of Europe and foster innovation in the cultural sector through events ranging from participatory theatre and community dance to puppetry and music from international artists. At a time when San Sebastián shines a spotlight on its cultural richness, including its world class cuisine, the World Cheese Awards will add a stage for cheese-making excellence.

It's hardly surprising that travel writers across the world are now showering praise upon this jewel in the Basque Country's crown, with the city's dramatic rugged coastline, glittering La Concha beach and narrow Old Town streets providing the backdrop for an extraordinary calendar of cultural and culinary activities in 2016.



## IN THE WORDS OF OUR JUDGES.....

**Kirsty Grieve, Product Developer, Marks & Spencer**

I am proud to be a World Cheese Awards judge. It is by far the best industry event I attend for networking and I have personally increased my business network hugely within the international family of cheese! WCA judges come from a variety of backgrounds, the judging process is extremely robust and the range of cheeses available to see on the day is quite a spectacle. Plus the number of smaller and developing cheesemakers who enter grows every year – the feedback they receive is fantastic for their future development. A truly international event – this year in San Sebastián of course.



**Andy Swinscoe, The Courtyard Dairy**  
The World Cheese Awards is THE cheese awards to enter and be involved in. Getting a gong is a must ambition for any cheese – and to be taking place in San Sebastián – wow – what a place. The best cheeses and one of the best locations in the world come together!



**Carlos Lucas, Oldways Cheese Coalition**

The World Cheese Awards offers a unique opportunity to meet producers, consumers, industry experts and aficionados all at one event, setting the path for our industry for the year to come. Here you have the most trusted cheesemongers rubbing shoulders with the most respected cheesemakers. In San Sebastián, the WCA will open up its doors to new markets, new experts and new producers. With conferences, dinners, workshops and panels, WCA 2016 will be a truly global event for the cheese industry.

**Cathy Strange, Global Senior Coordinator – Cheese and Specialty, Whole Foods Market**

The World Cheese Awards, is an incredible international cheese competition. The mission of artisan and traditional foods is engrained in the Basque region and with San Sebastián hosting the 2016 event, it is an honour to be a judge at this prestigious competition. I am thrilled to be a part of this historic WCA event and look forward to the energy that will be generated by the event. The energy will be generated by the cheeses, the participants and San Sebastián. Gora Lehiaketa!



**James Montgomery, Montgomery's Cheddar**

From my point of view the World Cheese Awards has the most credible judging. That is why the awards gets entries from all over the world. Taking the circus to San Sebastián shows how worldwide and food-focused the competition is. That has to be good, just like the whole event will be.

**James Montgomery, Montgomery's Cheddar**

From my point of view the World Cheese Awards has the most credible judging. That is why the awards gets entries from all over the world. Taking the circus to San Sebastián shows how worldwide and food-focused the competition is. That has to be good, just like the whole event will be.

**Adrian Boswell, Cheese, Deli & Luxury Fish Buyer, Selfridges**

The World Cheese Awards, bringing together buyers, sellers and producers from across the world, is one of the most important dates in my calendar. As well as being a great place to network and discuss the future of the industry, the quality of products on show is always at the highest level and the show itself is so well organised. I am extremely excited about being a part of the WCA 2016 in San Sebastián.



, is one of the most important dates in my calendar. As well as being a great place to work and discuss the future of the industry, the quality of products on show is always at the highest level, and the show itself is so well organised. I am extremely excited about being part of the WCA 2016 in San Sebastián.



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# SPONSORSHIP PACKAGES

There are three levels of sponsorship, but we are happy to discuss bespoke packages to ensure the event meets your business requirements.

The World Cheese Awards will build upon the considerable worldwide coverage achieved over the past 28 years, through a creative and multi-lingual PR and marketing campaign. Turn over the page for a taste of what happened in 2015.

Now travelling to one of Europe's top culinary destinations during its year as European Capital of Culture, the world will be watching as the World Cheese Awards arrives in San Sebastián, offering an unparalleled branding proposition for your company and your products.

This gives you and your team a unique opportunity to network with key trade contacts, open new global markets and build brand awareness amongst an educated and high spending consumer audience.

## CONTACT

To find out more about this unique cheese industry opportunity, call John Farrand or Sally Coley on + 44 (0) 1747 825200, or email john.farrand@gff.co.uk, sally.coley@gff.co.uk.

Read more about the World Cheese Awards and to see how it looked in 2015 at [www.gff.co.uk/wca](http://www.gff.co.uk/wca).

### MAIN SPONSORS – £10,000

- Branding on all printed and electronic literature throughout the awards process, on the judging day and throughout the consumer event
- Nominate two key customers to attend the awards and judge, with accommodation and flights (if appropriate and within Europe) included
- Be a part of the publicity and marketing activity based around World Cheese Awards and the International Cheese Festival
- Ten invitations to the Welcome Party
- A free stand within the World Cheese Awards area, with the option of increasing the stand size or space at discounted rates
- Exposure to the UK and international trade and consumer press through PR activity and through the pages of Fine Food Digest and Good Cheese magazines
- Sponsorship of a major award
- Rights to use the World Cheese Awards logo on marketing and supporting materials

### San Sebastian will host the international cheese competition World Cheese Awards



It may just cheese in a food fest in San Sebastián, Spain, but the World Cheese Awards will take place within the Euzkadi-Basque Country International Cheese Festival, which runs from 14 to 18 November.

### TROPHY SPONSORS – £2,000

- Your brand is associated with a particular trophy
- Coverage in post Awards press releases
- Coverage in Fine Food Digest and Good Cheese magazines
- Logo on website around the results pages for maximum coverage
- Rights to use World Cheese Awards logo on marketing and supporting materials
- 2 invitations to the Welcome Party
- Level 2 branding on signage in the World Cheese Awards arena on the judging day and throughout the International Cheese Festival



EL MUNDO

### STAND UPGRADE – £500

You can be part of the International Cheese Festival and have a stand within the World Cheese Awards area by upgrading your Trophy or Supporter Sponsor package.

### SUPPORTER SPONSORS – £1,000

- Coverage in post Awards press releases
- Coverage in Fine Food Digest and Good Cheese magazines
- Logo on website around the results pages for maximum coverage
- Rights to use World Cheese Awards logo on marketing and supporting materials
- Level 3 branding on signage in the World Cheese Awards arena on the judging day and throughout the International Cheese Festival



delicious – January 2016

## THE PR POWER OF WORLD CHEESE

**SOCIAL MEDIA** – over 15,000 Twitter followers, staying up to date with the action via the #WorldCheeseAwards hashtag, and more than 37,000 YouTube channel views

**PRESS COVERAGE** – over 360,000,000 opportunities to see in 2015

**WEBSITE** – over 20,000 unique visitors in 2015

## WHAT THEY SAID ABOUT US

- [www.elmundo.es](http://www.elmundo.es) – 30 September 2015
- BBC World News – 26 November 2015
- delicious – January 2016
- [www.theaustralian.com.au](http://www.theaustralian.com.au) – 28 November 2015

From: John Farrand  
Sent: 06 April 2016 15:12  
To: 'Roger Trewella'  
Subject: RE: Jersey Cheese Awards

Hello Roger

Following our meeting my understanding is the following. General plan would be to incorporate the entries of the WJCB awards into the WCA.

Guild of Fine Food to provide

1. Benefits to trophy sponsorship
2. Over and above the benefits of trophy sponsorship we would offer WJCB an info point within the WCA arena on judging day
3. WCA to identify a trophy sponsor through its existing mechanism or if there is no Super-Gold offer re-judge of all Gold /Silver/ Bronze as appropriate
4. WCA to allow one space on Super Jury panel to a WJCB judge approved by both parties

WJCB to provide

1. Sponsor a trophy @ £2000
2. Promote entries in the awards to its members / audience
3. Provide some editorial support in any membership comms?
4. Details of appropriate sponsor as appropriate

I think that was pretty accurate?

JF

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