**WJCB Secretary’s Report 2020**

On 28th February 2020 I attended the Jersey judging day at SIAL in Paris. This ‘complete panorama of French agriculture in Paris’ attracts over seven-hundred thousand visitors, annually, in nine-days. European media was full of news about an infectious new coronavirus which had spread to Bergamo, Italy; coincidentally host city of the 2019 World Cheese Awards (see [www.worldjerseycattle.com/cheese-awards](http://www.worldjerseycattle.com/cheese-awards) ). The soon-to-arrive spring weather was expected to end this infection which had spread from China in very short time.

Unfortunately, that was not to be. Our thoughts go to all those in the Jersey community who lost family and friends. By the end of summer the Bureau Annual Meeting in Canada, the 2020 World Cheese Awards and the 2021 Bureau International Conference, to be hosted in Australia, had all been cancelled. Activity in all member countries was affected.

Yet work on farms continued, as could be seen from the **Bureau facebook** page where success stories, calls for technical help, setbacks and humour combined to keep the world of Jersey cattle breeding turning. Farming’s achievement should not be underestimated.

The pandemic has taken ‘virtual’ communication to a new level. The **Latin American Jersey Forum,** earn especial praise for their regular technical and marketing briefings. They have brought together breeders across the region, generating enthusiasm and being rewarded by a healthy rise in demand for Jersey cattle.

**‘Gone Global’** was the standout event of the year. The brainchild of Andrew and Jennifer Vander Meulen, this on-line auction was expertly staged with highly professional promotion around it. The mood was captured in a typically modest eve of sale post by Russell Gammon: ‘I promise to look at this website no more than 1000 times tomorrow, well maybe 1500,’ Noteworthy that the highest priced animal was polled. Congratulations to all involved.

The **Council Meeting of the Bureau** was satisfactorily concluded by correspondence. Delegates spanned across a twenty-hour zone from Auckland to San Fransisco making a standard format meeting, even Virtually, impractical and unaffordable. An outcome of the meeting was confirmation and formal welcoming of Chris Sorenson as **Vice-President, North America.** Chris is concluding the term started by Katherine Roxburgh who had left employment with Jersey Canada to start a family and establish a farming business. We thank Katherine, wish her well and look forward to remaining in contact with her as a Life Member.

The 2020 Council meeting provided a good learning base as we embark upon a hybrid meeting for 2021; initially By Correspondence before concluding with a Virtual meeting.

Respectfully submitted.

Roger Trewhella, WJCB Secretary.