



Jersey NZ Annual Report - WJCB Trip June 2018

The Jersey NZ board, comprising of 4 elected and 2 appointed directors, has reviewed their strategic plan to the following:

Our vision is: **Jersey – No 1.**

Last year JerseyNZ was a little cautious with its visionary statement and couched it with the following statements:

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

However, the board has become bolder and added:

BHAG (Big Hairy Audacious Goal): **Jersey #1 Breed**

2020 -15% 2025 - 25%, 2030 - 40%

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

Our Values: **Collaborative** **Sustainable** **Integrity** **Quality**

Our Strategic Focus Areas:

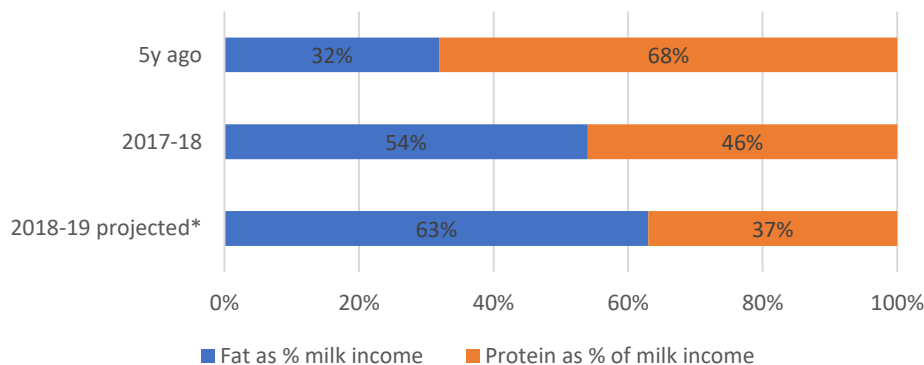
1. Marketing and Promotion
2. Jersey Genetic Advancement
3. Youth
4. Governance & Management Capability

We have recently refurbished our office and now have our values graphically displayed on the office and Board room walls.



JerseyNZ is delighted to report that the Jersey breed in New Zealand is poised for a resurgence. Fonterra has increased the payment for fat (Fig 1) and have announced that they wish to market A2A2 milk. Couple this with the consumer demand for greater accountability with regards to disbudding of calves, the interest in polled genetics is playing very much into the hands for marketing Jersey genetics. There is even talk that some Jersey semen will sell out!

Fig 1: Relative fat and protein income for a Fonterra supplier producing company average milk



All of this is excellent news and provides our Industry Affairs and, Marketing and Promotion Committees with plenty of ammunition to go forth and tell the Jersey story. Some of the recipients of this story will be Rural Bank Managers and Consultants and a number of articles are being published in the myriad of farming newspapers.

As always, with marketing, is the associated cost and our team have had lengthy discussions as to creative ways to work around this. Many of these ideas boil down to member engagement as they are the passionate people to talk to the neighbour, hand out a copy of our magazine or information booklet, put up a JerseyNZ road sign and promote jerseys at discussion groups. We are encouraging our members to be “loud and proud”.

Industry Affairs Committee focus areas:

- Discussions with LIC regarding the disconnect between Breeding Worth (BW) and Production Worth (PW) which adversely affect Jerseys has met with some success and after 20 years the PW has been revised.
- Discussions with NZAEL (NZ Animal Evaluation) have highlighted the importance of quality data from farmers particularly around parent verification
- Regular communication with Massey University and their OAD trials and information now provided to the membership.
- Discussion with DairyNZ and councils emphasising the difference Jerseys have in terms of environmental footprint.

The Genetics Committee in collaboration with LIC are into their second year of the Jersey Future initiative – while ostensibly a young sire catalogue available only to members, it is also an opportunity to capture new members. In this year’s catalogue it is great to see the inclusion of two bulls bred by two of our younger breeders and three others sired by the Danish bull DL Zaga.

Jersey Genome™ is a joint venture with CRV Ambreed designed to identify and acknowledge the best pedigree Jersey breeding in New Zealand and hence source potential bull mothers for Jersey NZ and CRV AMbreed to generate sires. Currently the potential females are being DNA tested and breeders will now shortly which of their heifers have been selected.

The Youth Council is now in its fourth year. As the term is three years by rotation, two have resigned and we welcome Cameron Townshend and Sophie Clark to the table. The Council's governance training began in their March meeting and will be conducted as a two-hour session prior to each meeting.

A number of youth initiatives developed, have facilitated a notable growth in youth involvement:

- Rosettes awarded to the highest place youth in the open classes at Dairy Event
- A number of competitions implemented to encourage youth participation
- Youth attendance/participation at the Australian Dairy Week with financial support from the Youth Council. Those who participated were very grateful and appreciative of the Australian hospitality and support. Well done Australia!
- Development of Youth Ambassadors
- Development of a Youth Committee to provide the "doing" support to the youth council
- The "Next Generation" sale encouraging youth to purchase calves and show them over the next two years with the grand finale at Dairy Event
- Youth section offered in the Semex on-farm challenge
- A \$3000 Scholarship to have a youth attendee at the WJCB Conference 2018 – Joanna Fowlie was the successful recipient
- Judging and Classification training days – encouraging youth to "have a go" and understand what is involved.

All of our committees now operate under a set of Committee Guidelines, Code of Conduct and Terms of Reference.

Jersey Marketing under the leadership of Ross Riddell is gaining traction both in the Waikato and Northland and have a number of sales on their books, including the Jersey Pride sale which is held every year at Conference. Our annual conference will be held in Whangarei and promises to provide our membership with an interesting few days. Speakers include John Wilson, Chair of Fonterra and Dr Dorian Garrick, Geneticist from Massey University. The theme for the conference is *Jerseys – more than a pretty face*.

While there is still much to do, JerseyNZ is in good heart and we appreciate the very positive feedback we have received from the WJCB member countries via email.

