

## President's Report

It is my pleasure to present this President's Report on behalf of **World Jersey** for the past year. As the global representative body for the Jersey breed, our organisation continues to strengthen its commitment to promoting Jersey cattle, supporting our member organisations, and advancing the interests of Jersey breeders throughout the world.

The past year has demonstrated the enduring strength and resilience of the global Jersey community. Despite ongoing economic pressures, changing market conditions, and the increasing demands placed on livestock industries, Jersey cattle continue to prove their value through exceptional efficiency, sustainability, profitability, and the production of high-quality milk.

One of the highlights of the year was our successful **World Jersey Annual Tour in Australia**. Members had the opportunity to visit 17 outstanding Jersey herds, witnessing first-hand the remarkable advancement of Australian Jersey genetics and the passion of Australian breeders. The tour was complemented by an excellent programme of speakers, providing valuable insights into breeding, management, and the future of the dairy industry. On behalf of World Jersey, I extend our sincere thanks to Glen Barrett and Jersey Australia for their outstanding organisation and hospitality, which made the tour both informative and memorable.

The Australian tour also marked an important milestone for our organisation, with the official introduction of the new World Jersey logo. The new branding provides a modern, recognisable identity that reflects our role as the global voice for the Jersey breed and will strengthen our presence across all communication platforms.

This year has also seen significant progress in our digital presence. We have developed a new World Jersey website that is cleaner, more modern, and considerably more user-friendly. The website provides improved access to information for members and visitors alike and better showcases the global Jersey community. I would like to acknowledge the considerable work of Olivier Bulot and Steve Le Feuvre, whose dedication in populating the website has been instrumental in bringing this important project to fruition.

Another exciting initiative was the launch of our first World Jersey Photographic Competition. The quality of entries exceeded expectations and demonstrated not only the beauty of the Jersey breed but also the enthusiasm and creativity of our members around the world. Beyond recognising outstanding photography, the competition has provided World Jersey with a valuable library of high-quality images that will continue to enhance our website and promotional material, ensuring our communications remain current, engaging, and visually representative of our global membership.

Collaboration remains one of World Jersey's greatest strengths. Through regular communication, knowledge sharing, and international cooperation, our member countries

continue to exchange genetic information, research, and breeding expertise, ensuring innovation benefits Jersey breeders across the globe.

Global interest in Jerseys remains strong as producers increasingly recognise the breed's ability to deliver efficient production with reduced environmental impact. Jerseys are uniquely positioned to contribute to sustainable dairy systems through superior feed conversion, longevity, fertility, and milk solids production. These qualities continue to reinforce the breed's reputation as dairy industries respond to evolving consumer expectations and environmental challenges.

Looking ahead, we are currently developing a membership survey that will be distributed to our member organisations. This initiative is designed to better understand the needs, priorities, ideas, and recommendations of both our members and member associations. The feedback received will play an important role in shaping the future direction of World Jersey, ensuring that our activities and services continue to reflect the expectations of the global Jersey community.

As we look to the future, our priorities remain clear: strengthening our international network, increasing member engagement, promoting the unique advantages of Jersey cattle, encouraging the next generation of Jersey enthusiasts, and embracing new technologies that support communication, education, and breed advancement.

None of these achievements would have been possible without the dedication of our Executive Committee, Board members, member organisations, volunteers, and industry partners. I sincerely thank each of you for your ongoing commitment to World Jersey and to the continued success of the Jersey breed worldwide.

Together, we continue to build a strong, progressive, and internationally connected organisation that proudly represents Jersey breeders across the globe. I look forward to working with you all in the coming year as we continue to advance the breed and strengthen World Jersey's position as the recognised international voice for Jersey cattle.

I look forward to seeing many of you in South Africa in September where we will enjoy all that South Africa has to offer in the Jersey world followed by the African Jersey Forum in Namibia.

Respectfully submitted,

Alison Gibb

**President  
World Jersey**