



Vice President's report Europe - August 2026

"Every Farm year brings a new challenge, and it could be more than one" is the saying I was told growing up and that was certainly the case for a dairy farmer in Europe 2025/26.

Starting from decent milk prices in mid-2025, a down spiral set in due to rising milk production across Europe. This was, among others, a logical result from getting the blue tongue disease under control and the catching-up process that followed this. Rising costs on the entire range of farm supplies is putting the pressure to the max on the finances; a relief is at the moment not in sight due to geopolitical issues. Unprecedented heat waves and droughts across Europe in 2026 brings dairy farmers right to the limit, some countries (parts) are hit more than others...

There are some lights at the end of the tunnel, processed milk products have been sold in the higher product months from spring and early summer, the industry in reporting empty warehouses and with less farm milk being produced due to heatwaves and fodder difficulties, the prices are starting to rise starting this month. The amount of farm milk that will be produced this winter is anyone's guess. Due to poor fodder quality and amounts available. This should push the milk prices to a higher level. Fat and protein kilos are getting paid better, which is good news for us as Jersey farmers. This and other advantages, like better heat resistance and environmental benefits for the Jersey breed has and will ensure growing herdbook numbers across Europe.

That the interest in the breed is growing, was demonstrated by the numbers of people and companies attending and sponsoring the European Jersey forum meeting 2025 in Berlin. A staggering number of 120+ people from 14 countries visited a very successful meeting with great farm visits, interesting presentations and lively discussions among the participant's during the meetings and day. Promoting the Jersey breed has become a lot easier the last few years. There was a time that you were defending yourself as a Jersey farmer here in Germany (and probably other countries) in discussions with Holstein breeders. That changed significantly to providing information and even experience curiosity and admiration for the breed. Surely the Jersey breed profited enormously from the advances made in genomics (helping on the inbreed issue) and sexed semen (male calf problem). We should honourably mention all the promoting on a local and global level during the last decades. A sincere appreciation to all the people that were or are still involved on any level in a Jersey organisation sacrificing their spare time, al for the beautiful Jersey breed.

This year the European meeting will be held 14/17 of November in Switzerland. Planed was a summer forum meeting but due to issues out of our control the date had to be postponed, apologise for if this has been causing any inconvenience. Looking forward to an interesting forum meeting, with lively discussions/exchanging information and hopefully with acceptable weather.

Respectfully submitted

Jurgen Kouwert

World Jersey Vice President Europe