

Secretary's Report

Annual Council Meetings in South Africa – September 2026

Our Council Meeting and Tour in Australia in April 2025 was a great success and a truly memorable experience, thanks to the excellent organization led by Glen Barrett and his team at Jersey Australia. The program included a large number of herd visits, each one showcasing the qualities of the Jersey breed and the strength of Australian genetics. High-level speakers also provided valuable insights into the Australian dairy industry and current scientific research. Congratulations to everyone involved in making this such a memorable tour for all those who had the opportunity to attend.

Over the past year, we have focused on developing the communication pillar of the World Jersey strategy. The new website was launched on December 4, 2025, and continues to grow with new content and information. Each Regional Forum now has a dedicated page where it can share information about its activities and events. The excellent work carried out by the European Jersey Forum on the lower environmental footprint of the Jersey breed, through the **“Jersey, the Climate Queen”** initiative, has also provided an important source of scientific information that is accessible through the website. Contributions from all World Jersey member associations are very welcome and will help us continue to develop and enrich the content of the World Jersey website.

Our presence on Facebook and Instagram has also strengthened, with a **25% increase in followers since April 2025** and a total of **491,559 views over the past 12 months**. Several new series have been developed, including *Meet Our Members*, *The Jersey Advantage*, *Jersey Milk Difference* and *Jerseys Fit Everywhere*. Success stories from all countries are very welcome and will help World Jersey showcase the diversity, strengths and global presence of our breed.

Our first World Jersey Photo Contest was a great success, with **180 photos submitted by 45 photographers from 20 countries**. A warm thank you to the panel who had the difficult task of selecting the winners. Congratulations to all participants for their enthusiasm and strong commitment to showcasing the Jersey breed around the world.

In September 2025, an impressive number of participants attended the European Jersey Forum in Germany, with an excellent program organized by the German Jersey Association. Events such as these are important opportunities to strengthen links between Jersey enthusiasts across all continents, encourage exchanges and share experiences and ideas for the future of our breed.

We are now looking forward to discovering the Jersey breed in South Africa during our next Annual Council Meeting and Tour, through an extensive and very attractive program prepared by the Jersey SA team. I wish everyone a very inspiring and enjoyable experience.

Unfortunately, I will not be able to attend the African Jersey Forum in Zambia, but I would also like to wish everyone involved a very successful event and hope it will contribute to further developing and promoting the Jersey breed across the African continent.

Olivier Bulot
Secretary, World Jersey
August 2026