

## WJCB Development

The world has changed beyond imagination since Officers were requested to review Bureau' modus operandi. Despite the uncertainties, Officers have committed to devoting a meeting to the topic in early 2021.

Discussion to date includes ensuring that the significant **benefits** the Jersey breed offers in both **production** and **marketing** terms are not overlooked.

It is **marketing** that **adds value**. Jerseys are **consumer-friendly** while providing milk for **nutrient rich** food and a **taste** and **texture** to please.

The breed has a global edge in **environmental care**; on the farm it is **feed efficiency** and **climatic adaptability**; for processors **exponential yield**.

The change in **farming structures** is on-going and looks set to accelerate (50% herds in Canada and 33% in The Netherlands recently forecast to exit by 2030).

In developed regions this will polarize between **industrial** or **producer-processor-retail**, for the latter **organic** with Jerseys is particularly suited. The breed's role in **smallholder self-sufficiency** in developing nations was particularly well presented at the launch of the 2019 African Jersey Forum.

**Asia** is home to 60 per cent of the global population, yet it is inconsequential in Bureau activity. The current Membership structure will not be appropriate for this huge and diverse continent, any more than it may be suitable for westernized nations' agri-business.

The Bureau's forthcoming meeting programme already highlights the role **Regional Forums** will play. The success in Europe has been through a decade of consistent work. For **Latin America** it is much quicker, driven by adoption of **social media**; an area where a Bureau survey confirmed a desire for greater knowledge sharing between Associations. The Bureau must broaden its gateway, potentially through Regional initiative and responsibility.

Shorter and sharper Annual Meeting / **Study Tours**, focusing on the business end with pre and post opportunities to include wider cultural interest.

**JETA** is viewed as an exceptional leadership development programme or an expensive and exclusive sinecure with a high wastage rate. The individual development of future officers must be maintained even if funding, selection and programme are adapted.

From conception to consumption, businesses building on Jersey advantages seek information exchange, support, and a reference for standards – the Bureau can provide by adapting for the new while catering for its existing membership.