

WORLD JERSEY CATTLE BUREAU

PRESIDENT'S REPORT 2021

We live in unprecedented times, but I would urge all Bureau members and the wider Jersey “family” to take any opportunity available to celebrate our wonderful Jersey breed. Many have taken to social media to keep in touch with fellow Jersey breeders, and I would urge more to create a presence and share their successes and those of their Jerseys. The world may have changed inexorably, but the Jersey cow has not, and she is still the most versatile and profitable dairy animal known to man.

You will recall that my last report covered events in 2019 and took account of some of the happenings during 2020, particularly relating to the COVID-19 pandemic and its effects on the world. Sadly, nothing really improved during 2020 from that perspective, and it is only with the introduction of effective vaccines to the general public in early 2021 that we have begun to see hope of an end to this awful ordeal. Now the global challenge is to get the vaccines out to the whole world along with remedy medicines that are being developed, so hopefully that light at the end of this long tunnel will shine brightly fairly soon.

Unfortunately, the traditional annual meetings and tours of the Bureau have been severely affected due to travel restrictions imposed in most parts of the world, but again I am hopeful that within the coming 12-24 months we will be able to resume regular in person gatherings safely, including those that bring our international members together to celebrate our wonderful Jersey cow.

In December 2020 we held our Annual Council Meeting in a “by correspondence” format, and we were able to complete successfully all the necessary business of the Bureau, including the election of a new Vice President for North America, Chris Sorenson. We had (written) contributions from many members from all around the globe, and I would like to thank all those who took the time and effort to get involved.

The Officer team has continued to be very active in holding regular “virtual” meetings on-line, and this has kept us in touch with each other and continuing to understand and appreciate the issues that affect the five regions of the world. The Officer team is separated by 18 time zones, so I commend them all for their commitment and resolve to make these meetings happen and be meaningful and for the benefit of all members that they represent.

Bureau finances are in good shape despite the drop in income due to being unable to hold physical tours for the past couple of years, and I commend our Treasurer and Secretariat for managing that crucial aspect of our organisation so efficiently. However, with the many issues surrounding Brexit and the banking system, it seems logical to look to move the day to day management of our finances away from mainland Europe and back to Jersey Island.

For our upcoming 2021 Annual Council Meeting, I was determined that we would hold part of it “virtually” but I do appreciate that this is going to be very challenging technology-wise for everyone, as broadband width and availability is the fundamental decider as to whether participants have a good experience and can participate in the meeting in a meaningful way. We will be holding the first part of the meeting “by correspondence” again, with contributions to be received in writing by 28th November, and then the second part of the meeting will be “virtual” and real time on Thursday 9th December (or Friday 10th December early morning if you are in Australia or New Zealand).

The Vice Presidents have reported on the activities in their own regions, and the common theme running throughout is the good position that the Jersey breed finds itself in. Milk prices to farmers are of course key to the success of their businesses, but we know that there are many other pressures that we all have to contend with, including the “carbon” and “environmental sustainability” issues that are going to increase in importance over the coming years.

The Jersey cow compares very favourably to other dairy breeds, and this will be a key advertising tool moving forward.

We now have three regional "Jersey Forums" working effectively alongside the Bureau, with the European Jersey Forum and Latin American Forum both providing a vital and very active role in galvanising the interest and passion of the Jersey breeders and enthusiasts in their regions. They have both been able to hold virtual gatherings as well as some small physical events despite restrictions being imposed due to the pandemic.

I am pleased to report that the embryonic African Jersey Forum, which has been hampered by the onset of the pandemic shortly after it was launched, is going to be a reality very soon with its inaugural annual meeting taking place on 2nd and 3rd November 2021. Members are encouraged to join in "virtually" but all the sessions will be recorded for anyone unable to attend. Details can be found on the AJF web site - <https://africanjerseyforum.com>

At one stage it was hoped that the postponed 2021 International Conference in Australia could have been moved to April/May 2022, but unfortunately we have had to make a decision to cancel that plan. In its place Jersey Australia has offered to hold on-line conference papers/sessions for Bureau members, and it is hoped that this will be held sometime between March and early May 2022. The Bureau is extremely grateful for this offer, and we look forward to working with Jersey Australia on this exciting programme.

Under very difficult and sometimes trying conditions over the past year, our Secretary, Roger Trehwella, has managed the day to day correspondence and coordination of the Bureau admirably. Behind the scenes there are many issues and matters to deal with, and members will note that the web site and our Facebook presence is kept up to date and current at all times. Roger is ably assisted by Adela Booth on the financial side, and together they form the Secretariat function that is so vital for the smooth running of the Bureau.

I wish all Bureau members and your families continued success with your Jerseys and businesses, and look forward to communicating with you in the future. I am very active on Facebook, so why not send me a message or share your experiences of how the breed is progressing in your part of the world.

Respectfully submitted,

Stephen V Le Feuvre
President, WJCB
Oct 2021