

## WORLD JERSEY CATTLE BUREAU

### PRESIDENT'S REPORT 2020

Whilst this report is meant to relate to the activities of the WJCB during 2019, the unprecedented times in which we live with the COVID-19 pandemic means that it will take on a slightly different structure to normal with mention also of this current year. The virus has affected every single country in the world, and at the time of writing it has caused over 1.2 million deaths and of the 45 million people who have contracted it and survived, many millions are suffering from resultant serious long-term health issues. Not since the outbreak of Spanish flu over a century ago has the world experienced such a devastating virus, but of course we are fortunate in that medical science has advanced tremendously since the early 1900s, and hopefully an effective vaccine and better treatments will be found soon to begin a long road to the eradication of this deadly virus worldwide.

As a result of the pandemic, our Annual Council meeting and tours in Canada in June 2020 were cancelled, and my officer team has decided that this years' Council meeting will be held in the form of an exchange of correspondence between all parties, as opposed to attempting a "virtual" on-line meeting. The sheer logistics of attempting to hold a virtual real time meeting of 40+ people spanning over 17 time zones was felt to be beyond our means and technical abilities.

I would urge members and national organisation representatives to participate in the meeting by sending comments and questions they see as significant to points on the agenda by to the secretary by e-mail. At the conclusion of the meeting, we will send out a report to all members on the decisions taken by the Council. Whilst we cannot rule out having to repeat this exercise again for the 2021 meetings, we very much hope that the situation worldwide will have improved sufficiently to allow for safer travel towards the back end of next year.

Getting back to the business of the Bureau during 2019, it can truly be described as a ground-breaking year for our organisation. The annual meetings and tours were held in Rwanda and Kenya and included a range of fascinating and educational tours over the course of the two weeks. One of the highlights for me was the inaugural Africa Dairy Workshop with participation from around 120 delegates from over 20 countries, and this will live long in the memories of those members who were fortunate to be part of this unique experience.

Out of our visit to East Africa to support those involved in the emerging dairy industry, there will be many benefits for our Jersey breed in this part of the world, not least our facilitating of the solid foundation for the formation of the African Jersey Forum. In this hugely diverse continent both in terms of culture and climatic conditions, I believe the Forum will have a crucial role to play in advancing the Jersey breed to assist in the provision of a much-needed boost to the eradication of poverty and malnutrition by providing a sustainable food supply.

The formation of the African Jersey Forum brings the total regional organisations to three, adding to the thriving European Jersey Forum and the recently formed and very active Latin American Jersey Forum. This is a logical way of spreading the Jersey message locally and regionally, with the WJCB being the umbrella and coordinating organisation.

From the Vice President's reports we see that the Jersey breed is flourishing in all parts of the globe. Members in many countries are reporting that the pandemic has provided and enhanced opportunities for many businesses making use of the superior component levels in Jersey milk. We as a breed need to capitalise on these natural component advantages, and ensure that they are not lost in future breeding plans and strategies.

Moving forward we need to look at the Bureau's youth initiatives, particularly our JETA (Jersey Educational Travel Award) programme and its funding. Many of our national breed associations have superb youth programmes of their own and these need to be encouraged and supported to further the growth of Jerseys in their respective countries. The model of the Bureau's JETA scheme needs to be looked at before the next International conference, and the officer team will be doing this in the coming months to bring forward suggestions of how it can be better funded and enhanced to make it more meaningful for this decade.

With the postponement of our scheduled 2021 International Conference in Australia to April/May 2022 as a result of travel restrictions due to the COVID-19 pandemic, the Bureau officers will work with Jersey Australia to ensure that the programme is both inviting and educational, and hopefully world travel will have reverted to near normal well before then.

In conclusion, I would like to take this opportunity to give special thanks to the officer team and their considerable input to the running of the WJCB. We have regular on-line meetings, and due to the differences in our time zones it inevitably means that for some it is early morning, and for others it is late at night. The five Vice Presidents do sterling work to keep the Jersey flag flying in their respective regions, and at this point I acknowledge the work of Kathryn Roxburgh for her service to the Bureau as Vice President for North America over the past few years, but who had to resign from this position.

The Secretary and Treasurer continue to provide splendid support to me with regard to the day to day business of the Bureau, and I appreciate their counsel particularly during the past few months particularly when we were all in lockdown during the early and uncertain stages of the pandemic.

In these unprecedented and trying times I wish all Bureau members and your families continued success with your Jerseys and businesses, and hope that you all keep safe and well.

Respectfully submitted,

Stephen V Le Feuvre  
President, WJCB  
Oct 2020