

WORLD JERSEY CATTLE BUREAU

NOTICE OF THE ANNUAL COUNCIL MEETING 2015 – GERMANY

To commence at the:
Gersfeld, Mosbach at 14.00 hours on WEDNESDAY 24th JUNE 2015

The meeting will continue at:
**Van der Valk Hotel, Berlin Brandenburg at 16.00 hours
on Friday 26th JUNE 2015**

AGENDA

- 1. President's Welcomes**
- 2. Record those present and receive apologies for absence**
- 3. Approve Minutes of the Council Meeting held in September 2014 in South Africa**
- 4. Matters arising from these Minutes**
- 5. Bureau Business**
 - a. President's Report
 - b. Vice Presidents' Reports
 - c. Receive nominations and appoint Treasurer (Mr S Le Feuvre nominated by the President)
 - d. Secretary's Report
 - e. Treasurer's Report
 - f. Approve Accounts for 2014
 - g. Membership Fees
 - Full National
 - Associate National
 - Affiliate National
 - Individual Life
 - h. Appoint Auditors
- 6. WJCB Strategy Review**
- 7. World Jersey Cheese Awards**
- 8. Lord Jersey Research Trust**
- 9. Scientific Advisory Committee**
- 10. WJCB Meetings**
 - a. 2016 Annual Meeting & Regional Conference, UK
 - b. 2017 Annual Meeting Costa Rica
 - c. 2018 International Conference USA
- 11. Any Other Business**
 - a. Digital Photography

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PRESIDENT'S REPORT 2015

When I wrote my report for 2014 – just a few months ago, world milk prices were buoyant and farmers were basically receiving a fair price for their milk. Today is a very different situation with world milk prices having tumbled considerably and dairy farmers having to search for ways to reduce costs to become even more efficient.

One way to do this, it seems, is to cross-breed to more Jersey bulls, or even better, to change to the Jersey breed. There is evidence that this is what is happening in many countries, with strong growth for the Jersey. We, as Jersey breeders, have long been aware of the efficiency of our cow and farmers with other dairy breeds are recognising this fact more and more.

20th WJCB International Conference

The event that dominated the WJCB's attention during 2014 was the very successful 20th International conference held in South Africa last September. A range of highly reputed speakers delivered very interesting and informative addresses to the 160 delegates from 19 countries. We learned about the Jersey breed and dairying in South Africa- Jerseys represents 50% of all dairy cattle in South Africa; how to create a market for Jersey milk; the latest development in genomics and the strong need for Jersey genetics across the African continent.

The conference days were interspersed with farm visits in the Western Cape Province where delegates observed the high standard of dairy cattle on well-managed farms.

The conference, along with the interesting tours planned by Jersey SA and its members gave everyone an opportunity to learn more about the country and its history, culture and natural scenery.

On behalf of all delegates and the council of the WJCB, I record our grateful appreciation to the South African organisers.

JETA

Five young people from around the world represented their areas in the Jersey Educational Travel Award (JETA) when they each gave a talk on their farming background, work and ambitions with the Jersey breed at a lively evening function. Emerging as winners of the twenty original contestants were Arno Theron from South Africa, Martin Schuler from Switzerland, Vanessa Ruiz from Costa Rica, Brian Barlass from the USA and Jane Sykes from Australia. All five took part in the conference and tours and were outstanding young representatives for their regions.

The JETA competition is staged at each conference and I would like to thank the AJCA for generously sponsoring costs of the North American JETA nominee. This support for the JETA programme is much appreciated and I urge other associations to plan to assist in the costs of sending young regional people to the next conference in the USA in 2018.

World Jersey Cheese Awards

During the conference period, the fourth World Jersey Cheese Awards were held in Stellenbosch. High quality Jersey cheeses from around the world competed for Gold, Silver and Bronze awards and the overall winner and judged to be the world's best Jersey cheese was Olde Remeker, a 14-month matured cheese from the Van der Voort family in The Netherlands. This was the second time that Olde Remeker cheese has attained this high award as it also won the first WJCA competition in 2008.

A note of interest is that the 2015 WJCB annual tour includes a visit to the Van der Voort farm in The Netherlands.

Changes in the WJCB Secretariat

At the meetings of the Council of the WJCB last September, a new Secretary for the organisation was appointed. Roger Trehwella from England took over the role from James Godfrey from Jersey. James has been WJCB Secretary for more than a decade and I want to record my personal thanks and that of the WJCB for his dedication and guidance through the years.

I also thank the Vice Presidents and the Treasurer, Steve Le Feuvre, for their valuable input to the running of the WJCB during the past year.

WJCB Council Decisions

Following a decision of the council to establish a Future Strategy for the Bureau, a working group invited input and comment from a cross-section of members, culminating in a number of priorities and objectives. This working document will be discussed fully this year and implementation will follow.

Following discussions during the council meetings, it was agreed to progress with establishing a Scientific Advisory programme under the direction of a dedicated coordinator. Discussions have ensued with Mr. Duane Norman of the USA to undertake this important task and a progress report will be presented to the council in 2015.

During the conference and the council meetings in South Africa, there was considerable discussion on establishing a foundation to identify and assist nascent Jersey populations with breeding material. Work has been going on particularly in Jersey with the charity "Send a Cow" and it is planned to deliver considerable quantities of Jersey bull semen to Rwanda, Kenya and Albania during 2015.

2015 Annual Council Meetings and Tour

In June 2015, the WJCB council will be meeting in Germany, and the tour will take delegates to The Netherlands, Switzerland, Germany and Denmark. This promises to be an excellent tour organised by representatives of the four countries under the guidance of members of the Verband Deutscher Jerseyzüchter, the German Jersey association. I look forward to seeing many WJCB members, farmers and friends during this year's tour and meetings, and thank the organisers for their excellent work in the preparation of the events in June.

Respectfully submitted.

Derrick Frigot, MBE
President

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MINUTES OF THE ANNUAL COUNCIL MEETING – South Africa, 2014

The meeting convened at 06:30 hrs on Sunday 14th September,
at the Protea Hotel, Stellenbosch, South Africa.

1) President's Welcome:

Derrick Frigot, President WJCB, welcomed delegates and members to the annual meeting of the Council and the 20th International Conference. He thanked Jersey South Africa for hosting the Bureau in 2014, its President, Dr. Johan Jooste, the WJCB Vice President for Africa, Johannes van Eeden, and the staff of Jersey South Africa together with all those involved for their hard work in putting together such an informative and excellent programme which had attracted some 160 delegates from 20 countries.

2) Members present:

Councilors: Derrick Frigot (President, Jersey), Johannes Van Eeden (Vice President Africa, South Africa), Peter Ness (Vice President Oceania, Australia), Dr Cherie Bayer (Vice President North America, USA), Anders Levring (Vice President Europe, Denmark), Agustin Robredo (Vice President South America, Argentina), Steve Le Feuvre (Treasurer, RJA&HS, Jersey), James Godfrey (Secretary, Jersey), Dr Johan Jooste (President, Jersey SA), Jannie Nel (Jersey SA), Brian Carter (President, Jersey NZ), John Bailey (Jersey NZ), Trevor Saunders (Jersey Australia), Scott Joynson (Exec. Sec. Jersey Australia), David Shaw (President, UK Jerseys), Rachel Richardson (UK Jerseys), Martin Schuler (Swiss Jerseys), James Huffard (AJCA, USA), Brian Barlass (AJCA, USA), Ian Mitchell (RJA&HS, Jersey).

Observers: Ben Tyrrell (Jersey Cattle Association of Ireland), Benoit Guioullier (Jersey France), Winsome Anderson (Australia), David Hambrook (Jersey), Roger Trehwella (UK).

Apologies were received from: Bruno Schuler (President Jersey Switzerland), John Le Feuvre (Jersey), Paul Houze (Jersey), Bill Maness (USA), Mark Taylor (UK), Mogens Stendal (Denmark), Dr Delfine Sebastiano (President, Jersey Italy), Ian Anderson (Australia), Robert Anderson (Australia), Lyndsey Anderson (Australia), Kelvin Trotman (Australia), Maurice Core (USA), Neil Smith (USA), Suzanne Le Feuvre (Jersey), Hans Norgaard (Denmark), Jacobo Cabassa (Guatemala), Andrea Trajani (Albania), Cecilia Gallinal (Uruguay).

3) To approve the minutes of the meeting of Council held in Australia, May 2013:

The minutes had been circulated previously and were adopted by unanimous approval on the proposition of Peter Ness, seconded by Cherie Bayer, and duly signed.

4) Matters arising from the minutes:

- a) Ethics of cattle showing: Peter Ness requested that this matter be discussed and he had brought a template copy of some show ethics that the Secretary would distribute.

5) To discuss Bureau Business:

It was noted that the following reports had been posted on the web site in advance of the meeting.

- a) President's report: This was adopted on the proposition of Peter Ness, seconded by Cherie Bayer, with all in agreement.
- b) Vice President's reports: These were adopted on the proposition of Cherie Bayer, seconded by Trevor Saunders, with all in agreement. Steve Le Feuvre suggested that it

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might be helpful if the reports were compiled in a common format for ease of reference. Johannes van Eeden felt that this would be a good idea although obtaining up to date information from each country can be difficult. Cherie Bayer suggested that the table produced in the Dairy Queen publication might be a good starting point.

- c) Secretary's report: This was adopted on the proposition of Peter Ness, seconded by Cherie Bayer, with all in agreement.
- d) Treasurer's report: This was adopted on the proposition of Johannes van Eeden, seconded by Trevor Saunders, with all in agreement.
- e) Approval of Financial Statements for 2013: The President informed the meeting that approval would be sought at the next session following an 'audit team' inspection.
- f) Membership Fees for the year: The President suggested that this item be deferred to the next session and all agreed.
- g) Appointment of auditors: The President asked the meeting to appoint members to act as the 'audit team' as in prior years. The meeting suggested John Bailey, Jim Huffard and Trevor Saunders, all agreed. The 'audit team' would examine the Financial Statements for the year end 31st December 2013, along with the supporting ledgers and bank statements and report back to the Council at the next session.

6) Report of the Lord Jersey Research Trust:

Steve Le Feuvre summarised the outcome of a meeting of the Trustees held on the 11th February 2014, as posted on the website, who had concluded that the Trust should be 'wound up' with the residual balance of funds, including the £20,000 loan paid to the Bureau to complete publication of the Dairy Queen book, be placed in a designated fund within the Bureau accounts and to be applied to youth projects associated with the Jersey breed. They had also concluded that any further proceeds from book sales, which were to be paid to the Trust, should therefore also be paid into the new designated fund.

Cherie Bayer asked if there were any more specific guidelines for the proposed new designated fund and Steve Le Feuvre confirmed that there were not, however he gave the example of the JETA Programme, which he felt should be paid for by sponsorship. John Bailey questioned whether the focus on youth was too restrictive and Trevor Saunders felt that the issue should be tackled in two parts; whether to agree with the 'winding up' proposal and then what to do with the residual funds. Johannes van Eeden proposed the establishment of a sub-committee to consider the matter which Peter Ness felt should also consider the terms of any future fund. The meeting agreed and proposed that the group should be formed of Steve Le Feuvre, Cherie Bayer, John Bailey and David Hambrook. The President also informed the meeting that the Bureau had received a bequest from the estate of the late Anne Perchard for £5,000 to be applied at the discretion of the Council and which should be considered at the same time.

John Bailey congratulated the President on his receiving the award of MBE in recognition of his services to the Jersey breed, the Council concurred with warm applause. The President thanked the Council and declared the meeting adjourned at 07:30. The meeting was reconvened at 06:30 hrs on Wednesday 17th September at the Arniston Hotel. The attendance was as above including Kathryn Kyle (Exec. Sec. Jersey Canada), Peter Larson (Exec. Sec. Danish Jerseys), Bent Olsen

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(Danish Jerseys), Juan Pablo Chevallier (Jersey Argentina), Vanessa Ruiz Hoepker (Jersey Costa Rica).

Items held over from the previous session:

5e) Approval of Financial Statements for 2013: Steve Le Feuvre reported on the accounts for the year end 31st December 2013 highlighting the excellent results from Jersey Australia in achieving a commission, ahead of budget, of £5,760 on the annual meetings. He also noted that the figures were in line with prior years or the approved budget where there had been agreed expenditure. He reported to the meeting that sponsorship income and costs of production of the Dairy Queen book were now complete and over the four years of the project total sponsorship income had been £91,745 and total costs had been £93,901 (including some £43,000 paid to Danish Jerseys for initial work on the publication), this left a net cost to the Bureau of £2,156 or £0.86 per copy on the print run of 2,500 copies. At the year end some 1,221 were left in stock.

The President asked the audit team to report on their deliberations. John Bailey informed the meeting that the process had been introduced to save full audit costs and were felt to be sufficient for the sums involved. The Audit Committee had reviewed the detailed ledgers and bank statements, and was satisfied that the financial statements as published provided an accurate representation of the financial affairs of the Bureau. He proposed, seconded by Jim Huffard, that the financial statements be approved. The meeting was in agreement.

5f) Membership fees for the year: The President reported that he had discussed the issue during the year, as agreed at the last meeting, and he concluded that there was no better way of setting membership fees whilst staying true to the principle that member countries had equal representation at the Council table based on their level of membership. Johannes van Eeden asked about the collection process and the Secretary confirmed that the process worked smoothly. Trevor Saunders felt that a separate strategy should be developed to bring in additional income and not just rely on subscriptions and study tour commissions. On the proposition of Peter Ness, seconded by Cherie Bayer, it was unanimously agreed that the subscriptions remain the same.

7) To accept and vote on nominations for Officers of the Bureau to present to the full Bureau Meeting.

It was noted that the following nominations had been correctly received (with the nominating countries in brackets), to serve a term until the end of the 21st Conference in the USA in 2018:

- a. President – Derrick Frigot (USA, Jersey) and Peter Ness (Australia)
- b. Vice President for Africa – Arno Theron (South Africa)
- c. Vice President for Asia-Oceania – Trevor Saunders (Australia)
- d. Vice President for Europe – Anders Levring (Denmark) [*Second term*]
- e. Vice President for Latin America – Agustin Robredo (Colombia) [*Second term*]
- f. Vice President for North America – Kathryn Kyle (USA)

The Chairman asked for a ballot to be held for the position of President and the meeting appointed Ben Tyrrell and Benoit Guioullier as scrutineers. A ballot was undertaken of the

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members of the Council eligible to vote and the scrutineers announced that Derrick Frigot had been elected to serve as President. The President thanked the Council for their support. He then declared that as the nominations for Vice Presidents were uncontested the Council would be able to recommend the election of President and Vice Presidents to the Bureau accordingly. The meeting was in agreement.

The President noted that there had been two applications received to provide a Secretariat service to the Bureau, details of which had been posted on the web site. The first from the RJA&HS in Jersey, with James Godfrey stepping down from the role of Secretary to be replaced by David Hambrook, and the second from ABA Associates in the UK with Roger Trehwella to take the role of Secretary.

Roger Trehwella addressed the Council saying that he was well qualified for the role and was prepared to devote whatever time to the WJCB as the Council felt was needed. Mr Godfrey spoke of how the RJA&HS had supported the WJCB well in excess of the fee received over the years and that it was pleased to continue to do so, however should the RJA&HS be appointed the time was right for him to step aside and allow David Hambrook to take the role of Secretary, noting that at all times the office of the Society work together to support the activities of the Bureau. The Council undertook a separate ballot conducted in the same way as the first and agreed to appoint Roger Trehwella as Secretary supported by ABA Associates.

The President then asked for a Treasurer to be appointed. Steve Le Feuvre felt that after ten years in the position it was time for a change, however, it was pointed out that under the Bureau Constitution either the Secretary or Treasurer must be resident in the Island of Jersey. Steve agreed to continue as Treasurer for one further year until the Constitution could be amended. The meeting was in agreement. The President thanked Steve for his continued support and hard work on behalf of the Bureau.

8) To discuss future strategy for the Bureau:

It was agreed to appoint a working party to consider the published Strategy Review and report back with recommendations. The meeting nominated the following to the Strategy Working Party; Anders Levring, Trevor Saunders, Roger Trehwella, John Bailey and a member from the USA to be decided.

The President declared the meeting adjourned at 08:20. The meeting was reconvened at 11:00 hrs on Thursday 18th September at the Die Herberg Hotel, Arniston. The attendance was as above including Thomas Scholz (Jerseys Germany), Gebhard Rehberg (Jerseys Germany).

Items held over from the previous sessions:

6) Report back of Sub-Committee on the Lord Jersey Research Trust: David Hambrook reported that the Sub-Committee had concluded the following:

- a. The Trust should be closed and the residual funds after closure should be transferred to a designated fund within the Bureau accounts for “Jersey Development Initiatives” to be based on the four aims of the Bureau as set out in the Constitution.

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b. The Officers of the Bureau should seek clarification from the Trustees as to whether the £20,000 loan for the Dairy Queen should be paid back first or transferred in to the new fund directly. Also if they would be content that the sale proceeds from the remaining Dairy Queen books should go into Bureau reserves.

c. The bequest from Anne Perchard should also be put into the new fund.

Steve Le Feuvre proposed, seconded by Trevor Saunders, that the above be undertaken. All were in favour.

9) To discuss future WJCB Meetings:

a) Annual Meetings 2015:

The President asked Thomas Scholz to outline an invitation to hold the Annual Meetings in Germany. Thomas outlined a programme starting at the end of June to hold the meetings in Germany with a short visit to Switzerland prior, and followed by a study tour in Poland and Denmark to finish on 2nd July with a visit to the Herning Show. The Council meetings would be held over a two or three day period to enable people who could not afford the time to attend the meetings only. It was proposed by John Bailey, seconded by Ian Mitchell, that the invitation be accepted. The meeting was in favour.

b) Annual Meetings & Regional Congress, UK 2016:

David Shaw gave a summary of the programme starting on 3rd June in Dublin, with visits planned in the Republic of Ireland and Northern Ireland prior to travelling to Scotland for dairy visits and driving down through the North of England to attend a congress at the Duke of Westminster's estate in Cheshire. A few days study tour would be added at the end to travel to the Island of Jersey to take in a show and celebrate the 150th anniversary of the founding of the Jersey Herd Book.

c) Annual Meetings 2017:

The President announced that he had received a letter from the Jersey association in Costa Rica inviting the Bureau to hold its annual meetings in their country in that year with a study tour on to Ecuador. It was proposed by Peter Ness, seconded by Johannes van Eeden that the invitation be accepted. The meeting was in favour.

d) 21st International Conference, USA 2018:

Cherie Bayer reported that the programme was being developed with a likely timing of the first week in July.

10) To discuss any other business:

10a) JETA Programme for 2018:

The President asked the Council to consider how this could be funded, noting with thanks that for this year's JETA awards the AJCA had donated the proceeds of selling the Dairy Queen in the USA which has been sufficient to sponsor the 2014 North American winner. There was considerable discussion on how this could be funded in future. Cherie Bayer questioned whether it might be appropriate to review the package and suggested co-funding arrangement whereby the Bureau funded the conference attendance with the winner sponsoring their travel costs. Trevor Saunders and Peter Ness agreed to form a

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small team to seek £20,000 sponsorship for the next awards in 2018. This was agreed on the proposition of Steve Le Feuvre and seconded by Brian Carter.

10b) Establishment of a designated Youth Fund:

It was noted that with the discussions on the Lord Jersey Research Trust this matter had been superseded.

10c) 5th World Jersey Cheese Awards 2016:

It was noted that a provisional idea to hold them in Jersey in conjunction with the 2016 study tour had been made and Ian Mitchell agreed that the RJA&HS would be happy to host them.

10d) EU legislation on breed associations:

Roger Trehwella briefed the meeting that proposed legislation in the EU would enable breed associations to offer services across traditional national boundaries, and indeed enable more than one association to operate in any one country, which could have implications for the future membership structure of the Bureau in terms of being forced to acknowledge multiple societies in each country. Steve Le Feuvre felt that this did not necessarily follow as the Bureau was a global organisation incorporated under the laws of Jersey and therefore not bound to follow EU legislation at all. Johannes van Eeden pointed out that this could have implications where breed associations merge with A.I. companies as was already the case in Denmark. It was agreed that a watching brief would be kept on this matter.

10e) Show ethics:

Peter Ness circulated the paper previously referred to and it was agreed that this should form part of the deliberations of the Strategy Working group along with the paper on establishing a foundation to help newly established Jersey populations.

10e) WJCB Constitution:

Steve Le Feuvre advised the meeting that he would be happy to take up this matter with the authorities in Jersey upon his return.

The meeting was adjourned at 12:30hrs and reconvened at 15:20 on Friday 19th September at the Arniston Hotel. The attendance was as for the first session with the addition of more observers ahead of the meeting of the Bureau which was held after.

Items held over from the previous sessions:

8) Future strategy for the Bureau:

Anders Levring reported that the group had met and decided split up their focus into a series of small groups to look at separate issues:

- i) The first group would conduct interviews with the countries with smaller Jersey populations to see what services they would like to receive from the Bureau.
- ii) The second group would contact the staff of the main Jersey associations round the world to ask what they would like to see the Bureau doing.
- iii) The third group would interview young Jersey breeders seeking their involvement.

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The Working Group wished to involve as many people as possible and will continue its work to report back at the meetings next year. The work will be coordinated by Roger Trehwella. All were in favour.

10f) To establish a foundation to assist with nascent Jersey populations:

Peter Larson introduced the paper which had been published on the web site. He proposed that member associations around the world identify countries in need with this assistance particularly in relation to breeding material. Much had been discussed at the conference on this subject and the Bureau should contact A.I. companies and ask for donations of semen. There is much experience in the Island of Jersey in doing this and perhaps they could be asked to establish it.

Steve Le Feuvre felt that any such programme must be properly coordinated which was echoed by David Chamberlain who also suggested that the Bureau should work with Send-a-Cow in this regard. Cherie Bayer proposed the adoption of the report as lodged, seconded by Peter Ness, with all in agreement.

10g) World Youth Congress 2018:

Cherie Bayer explained that she had been in discussion with the team set up to look into this matter, which included, with her, Lisa Broad (Australia), Alison Gibb (NZ), Maria Uricoechea (Colombia), with the addition of Kathryn Kyle (Canada), Rachel Richardson (UK) and Brian Barlass (USA).

The concept was to set up a parallel programme for young breeders and students aged between 20 to 35 years. They would travel on one bus separate to the main study tour in 2018, although they would meet up with the main party at various events. Five places would be reserved for each of the Bureau regions which would be coordinated by the AJCA. The commission of 6% to the Bureau would apply to the costs of this tour as well. The group would receive information, lectures, discussions and visits on the following topics; an open forum for attendees, Farm Business, Economics & Financial management, Genomics, Nutrient management and Agronomy.

Peter Larson, proposed the adoption of the report as lodged, seconded by Ian Mitchell, with all in agreement.

10h) Budgets:

Steve Le Feuvre circulated a budget which although covered the years 2015 to 2018 felt should only be considered for 2015 bearing in mind potential changes as a result of the discussions now being held. He noted the following points:

- i) The budgeted income of £12,900 was based on the average commissions received from previous annual meetings and a modest target of book sales.
- ii) The Secretariat fee had been increased to £6,000 in line with the proposals received and that this would include all expenses with the exception of travel by the Secretary to attend the annual meeting. Other costs were in line with the current year, being; audit, bank charges, web site subscription, gifts and general overheads. He had included a £1,000 contingency which he did not expect to be used. With total expenditure of £10,250 this would leave a surplus of £2,650.

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The budget was adopted on the proposition of Peter Ness and seconded by Cherie Bayer, with all in favour.

10i) Youth exchange:

David Shaw expressed concern at the level of service being offered by Agri-Venture which was echoed by Alison Gibb. They did not seem very flexible with their structure and the service did not live up to what they had led people to believe. It was agreed that the President and Secretary would arrange a meeting with the company to discuss the matter and how things could be improved. Martin Schuler suggested that a specific leaflet be prepared to advertise the Jersey specific programme.

10j) Scientific Advisory Committee:

Peter Larson congratulated the Committee on what had been prepared and suggested that this be continued with a dedicated coordinator. It was suggested that Duane Norman might apply his considerable experience in this regard. Mr Norman said he would be interested to know more of what it might entail and the Secretary would contact him in this regard.

There was no further business and the President concluded the meeting by thanking Jersey South Africa, and Dr Johan Jooste as President, for hosting the Council this year and congratulating them on an interesting and challenging programme. He remarked how delegates had been impressed with the high quality of the cattle viewed on farms and touched by the warmth of the welcome they had received. The meeting closed at 16:20 hrs.

To be signed on adoption by the Chairman of the meeting:

..... Date:.....

Printed name:.....

Africa Vice-President Report 2015

South Africa was very fortunate to host the WJCB congress in 2014, in the Western Cape Province. Feedback was very positive and a lot of visitors now have a different conception of the quality of Jerseys in South Africa.

A lot of challenges are currently being experienced in South Africa. Uncertainties of political decisions regarding land ownership has a negative effect on commercial farmers. The inability of the government to stabilise the energy problems, prevents businesses to expand. Corruption and crime needs urgent attention.

The tendency of dairy farmers to change from stud breeding to commercial has been continued over the past decade. The South African registered herd has declined from over 90000 animals in 2002 to 55832 in 2014. The total number of Jerseys increased though, with Jerseys being in high demand and still being popular. In 2014, 278195 straws of imported semen, and 65066 straws of local semen was sold. That puts the fact into perspective of how many cows and heifers are being bred to Jersey bulls.

Taurus Evolution (France) acquired the largest local AI company in South Africa. This is excellent news for South African stud breeders. A lot of genomic testing will be done on young bulls and females. They aim to export a lot of semen to other countries where they are involved. They are particularly interested in the untapped potential of the South African families.

The active members of Jersey SA is 206. A new council is to be elected in June. They will have a big task to promote the importance of registering and performance testing.

The exportation of Jerseys from South Africa to other African countries continued successfully. Serious talks are being held with authorities to only allow the export of registered cattle to maintain a high standard. Up to now, grade animals were also exported making it difficult to keep track of records.

Export numbers on record are 292 to Zambia and 219 to Malawi. Large unofficial numbers also to Mozambique. Swaziland and Lesotho often buys grade animals. According to the exporters the biggest challenge is logistics, as roads and distances are a challenge. South Africa also recently had enquiries from Dubai. As there is a shortage of fresh milk in Africa, Holsteins are currently in favour by buyers.

The sale of Jersey semen seems to be increasing. A number of companies distribute semen from all over the world via South Africa to the rest of the continent. Dr Charles Dulle from Tanzania confirms this, with ABS being well represented there. He is positive about the expansion of Jerseys in Tanzania. One farm called, Rutuba Farm, now has over 400 head. Another farm in the east with 350 head.

My wish for 2015/16 is that communication between African countries improve, so that assistance can be given where needed to developing countries.

Working together has proved to be successful time and time again.

Arno Theron
WJCB VP Africa

No more milk quotas in Europe!

From April 1st the milk quota system in Europe stopped, after restricting farmers for more than 30 years. Now European farmers can focus on maximizing production per livestock unit (environmental restrictions), which leads to comparing the profitability of the dairy breeds. It seems like the result is higher demand for the small efficient Jersey all over Europe.

Albania

In Albania there is only one big company owning 160 Jersey cows. The farm is situated near Tirana city and their products serve for that big market. The company assures the concentrate, hay and other feeding elements by contracts.

The farm named Natural (www.naturalfarming/al) is producing nearly 4,500 liters of milk/year for each cow and has successful original products in Tirana market such as cheese, natural yogurts (more than 1,200 liters/day, much preferred by the market), milk with 1.5% fat and butter. Based on this success the company Natural is planning to increase the number of cows and other persons have expressed interests for Jersey cows.

Denmark

Lots of successes and new records:

Herd size keeps increasing. Now 177 cows on average (20 cows more than in Holstein herds). Average production has broken new records over the last year. More than 7,000 kg milk and 300 kg protein. Currently the average production is 7,248 kg milk, 5.86% and 425 kg fat, 4.14% and 300 kg protein.

The demand for Jerseys is very high both for export and on the domestic market. More and more focus on efficiency and environment makes farmers realize that Jersey is the breed fulfilling the demand for profit, environment friendly and problem free production best and quickest.

Breeding continues to change. Now all young sires in semen production are used as Sires of Sons as soon as the semen is available. No bull calves are bought, if they are not considered as Sires of Sons. Generation interval is lowered all the time. Sires of sons are only 12-18 months and bull dams are heifers. The ratio of genomic bulls used for insemination in the herds has increased to 71% and the ratio of daughter proven bulls has dropped to 29. The use of sexed semen is 16-17% of all inseminations.

France

The number of Jersey cow is still increasing and there are now 6,300 cows under milk control.

Around 500 herds have Jerseys and 50 herds are 100 % Jerseys.

The average milk production is: 5,052 kg, 5.53% fat and 4.04% protein.

Average age at first calving is 26 months.

17,143 inseminations were done with Jersey (+15% compared to 2013).

Sexed semen represents 21% of the inseminations.

Crossbreeding with Jersey bulls represent 25% of the inseminations mainly on crossbred Jersey and Holstein females.

111 herds are now members of Jersiaise France services.

Germany

Number of registered cows in VDJ (German Jersey Association) is 1,643 cows and went up with 126 cows compared to the year before. In addition to this there is a few hundred cows also registered in regional herdbooks.

There is a high demand for registered Jerseys. Much more demand than available.

Average production of registered Jersey cows: 6,217 kg, 5.52% and 343 kg fat, 4.02% and 593 kg protein.

AI: Percentage of sexed semen used went up to 30%. Percentage of doses by polled bulls is at 35%.

Italy

Our association is today involved in a lot of objectives such as genomics, beta casein and a cow mating plan through the Italian Holstein Association program. The demand of the Jersey milk is still increasing particularly for the payment of the components in the milk, and also for producing a variety of excellent

Italian cheeses: Parmesan, Caciocavallo, Provolone and fresh cheeses. I.Q.J index - quality milk, is our goal work with emphasis on: protein % and a mammary system of minimum 45%.

In 2000 there were 460 herds with 4,601 milk cows recorded, producing in 305 days 5,251 kg with 5.64% fat and 4.08% protein. In 2014 there were 727 herds and 7,272 cows producing 6,314 kg milk with 4.85% fat, 3.90% protein (percentages are given weight on weight – weight on volume percentages are 5.16% fat and 4.11% protein).

Year	Herds	Cows	Milk Kg	Fat %	Fat Kg	Protein %	Protein Kg
2000	460	4,601	5,251	5.64	296	4.08	214
2001	488	5,000	5,235	5.61	294	4.09	214
2002	532	5,499	5,290	5.46	289	4.09	216
2003	560	5,870	5,420	5.44	295	4.04	219
2004	594	6,050	5,613	5.42	304	4.01	225
2005	603	6,117	5,706	5.37	306	4.00	228
2006	656	6,346	5,857	5.28	309	4.00	234
2007	683	6,391	5,953	5.20	310	4.00	238
2008	718	6,488	5,901	5.10	301	4.02	237
2009	736	6,506	5,949	5.08	302	4.02	239
2010	729	6,593	6,168	5.09	314	4.03	249
2011	726	6,771	6,207	4.98	309	4.01	249
2012	725	7,063	6,293	5.01	315	4.02	253
2013	721	7,275	6,197	4.92	305	3.92	243
2014	727	7,272	6,314	4.85	306	3.90	246

The average number of annual registrations is around 1,800. Demand for heifers is still exceeding the domestic availability and nearly 40% of heifers are imported from Denmark. All cows are milk recorded once a month and type evaluated once in their lifetime or more, upon request from the breeder.

The national herd size average for Jerseys is 10 cows per herd. Although there are few pure Jersey herds, most of the Jersey cows are bred in mixed herds with Holsteins and some with other breeds. The majority of Jerseys live in intensive herds from 40 to 800 animals with free stalls (cubicles) bedding or pack bedding. They are fed on total mixed rations with no or very limited pasture. Jersey cows clearly showed their adaptability under intensive conditions, being very competitive in terms of longevity, health resistance, heat and cold tolerance. However farming conditions in Italy include very different situations for climate and environment; there are Jerseys in the Alps or near the Mediterranean Sea where they also adapted very well.

Jersey Island

The Jersey breed, in its country of origin, is a unique population in the global dairy community. The Island continues to be the source of the highest health status purest pedigree Jerseys in the world and this is recognised by the increasing export sales of both genetics and products.

As Jersey Island operates outside the European Union the local controls on milk intake to the Island's dairy remain in place.

Norway

The interest in the breed is increasing and the price of heifers has reached 2,500 euro. Unfortunately it is impossible to import live cattle, but The Norwegian Jersey Cattle Association has just ordered 50 sexed embryos from Denmark. In 2014 the use of Jersey semen was 5,000 doses of which 30% was sexed. The use of Jersey semen for crossbreeding is common.

Production results 2014: Average production was 6,166 kg milk, 5.96% and 367 kg fat, 3.99% and 246 kg protein.

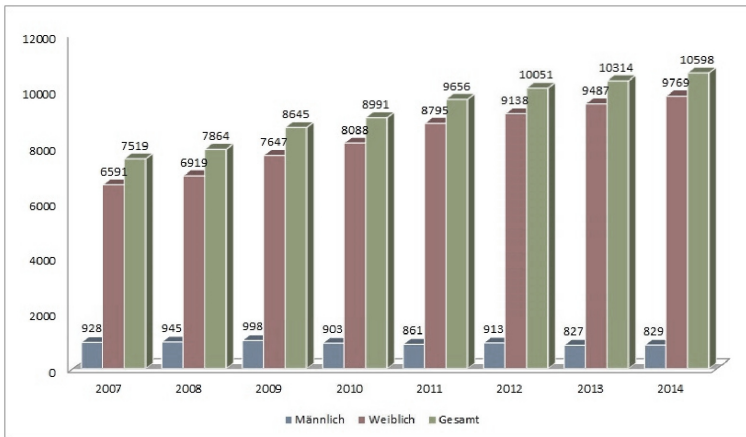
Switzerland

The Jersey population in Switzerland is growing slower as expected (see graph below). The reason may be extremely low milk price, the lowest since 1964, and the use of beef-bulls approx. 50% (no one will buy Jersey bull calves).

The demand for incalve heifers is low and the export price is too high.

The number of dairy farmers is going back.

At the Jersey office Silvia Hauswirth has resigned and been replaced by Daniela Häfelfinger as secretary.



Sweden

The small Swedish Jersey population is the eldest in Northern Europe, established in 1890. Today we have 2,000 pure breed and milk recorded cows. Average production is 6,780 kg milk, 5.81% and 394 kg fat, 4.20% and 285 kg protein.

The breeding program is merged with the Danish Jersey program in VikingGenetics. During the past 25 years the use of bulls has been the same in the two countries. A result of a high genetic trend in Sweden has been that 3 Swedish born bull calves has been sold to the breeding program during the past year.

UK

In the UK sales of Jersey semen are increasing, highlighting future expansion for the breed. Milk recorded pedigree cow numbers were at their second highest this century (18,504 completed 305-day lactations), and milk production per cow has broken through 6,000 kg (6,024). It is important to note that UK production is made up of a cross section from totally housed (7,000+ kg) through to NZ style once-a-day milked grazing herds (4,000 kg maximum).

UKJ was lead partner in a research project at Reading University, completed by Dr Julie Bland. The project compared the qualities of Jersey and Holstein milk for cheddar cheese making. Throughout the three year project Lye Cross Farm, commercial farmhouse cheddar makers, used the information to ensure its practical application. The result is that 100% Jersey cheddar is a very real opportunity. Now several farmhouse cheesemakers (up to 135 supplying farmers for the largest) are looking to Jersey and an inclusion of at least 25% Jersey milk.

Our appreciation goes to Dr Julie Bland who provided some insightful information on the relationship between fat globules and protein micelles in the cheese making process.

The breed has also captured the public's imagination, and set a storming pace for pedigree dairy farmers, with an unprecedented level of success in Showring Interbreed success.

European Jersey Forum, EJF

In EJF 12 national member organizations are working with various topics, which affect the economy of having Jersey livestock.

At the latest EJF meeting in Italy (October 2014) the Italian Jersey Association had arranged a conference regarding the value of genomic selection and the increasing value of using Jersey milk for cheese making.

We are working on establishing a debate forum on the internet for members.

EU legislation is also a subject which interest EJF.

Furthermore a list of international judges will be set up and be available on the internet or can be asked for by the organizers of Jersey shows in Europe.

Anders Levring
Vice-president of Europe

World Jersey Cattle Bureau
Report of the Vice President, North America Region

The Jersey breed continues to grow and thrive across North America!

American Jersey Cattle Association (*Cherie L. Bayer, Ph.D., Director of Development*)

2014 was the fifteenth consecutive year of Jersey breed growth in the United States, and another record-setting year for the American Jersey Cattle Association.

At January 1, 2015, Jerseys comprised 11% of the U.S. cow population, or 1,018,600 milking cows. This is a three-fold increase since 2000, when multiple component pricing (MCP) was implemented in a majority of federal milk marketing orders.

Two factors are driving breed growth: (1) competitiveness against other breeds, particularly Holstein, and (2) semen sales.

Production. The official Jersey lactation average increased to 19,560 lbs. milk (8,872kg), 944 lbs. fat (428kg), and 713 lbs. protein (323kg). Nationally, Jersey production gains led all breeds. Milk yield increased by 2.2%, fat yield by 25 pounds per cow, and protein yield by 19 lbs.

The genetic base change in December 2014 revealed that decade gains in Jersey production—76 lbs. protein and 114 lbs. fat—exceeded those made by the Holstein breed (60 lbs. protein and 71 lbs. fat).

Semen Sales. North American A.I. companies sold 4,698,840 units in 2014, a decade increase of 119%. Domestic sales were 2,970,148 units, a 7.0% gain over the previous year, and representing 12.5% market share. Export sales grew 8%, to 1,355,247 doses.

A summary of AJCA activity follows.

Registrations. For the fourth consecutive year, a new record was set for registrations at 118,235. 2014 was the third consecutive year over 100,000 registrations. Twelve percent of 2014 registrations came through Genetic Recovery and Jersey Expansion. In the 40 years since Genetic Recovery was implemented January 1, 1975, a total of 512,999 animals have been recorded, or 19.7% of all registrations across those four decades. Ownership transfers reached a level not seen for decades as 45,578 animals were processed during 2014, nearly twice the number of 2013.

Performance Programs. On December 31, 162,536 cows were enrolled in performance evaluation programs offered by the AJCA, an increase of 3.3% over 2013. This is a new record. REAP enrollment also set a new record at 157,752 cows. For the second time in history, more than 100,000 cows were scored under the linear type traits appraisal program. 2014's tally of 109,963 cows scored was a gain of 9.2% over the previous year.

Jersey Marketing Service. 2014 was the fourth-best year in JMS history, with marketings of US\$ 9,502,291. Prices reflected a strong dairy economy but independent of that, strong demand for high component Jersey milk. Live animals sold at private treaty averaged US\$ 1,806.76, those crossing the auction block, US\$ 2,316.86. A new record average was established for The All American Jersey Sale (US\$ 11,972.78) and the National Heifer Sale erased the record set in 2013 by averaging US\$ 6,555.88.

Genomics. 2014 was marked by increased genomic testing. Jersey genotypes included in CDCB evaluations totaled 87,810 at the end of the year. Increasing confidence in the reliability of genomic evaluations was demonstrated by the fact that 64% of the animals registered in 2014 were sired by genomic evaluated young sires without tested daughters.

Selection Index. Jersey Performance Index™ (JPI™) was updated for 2015, with implementation in December. Geneticist Kent Weigel of the University of Wisconsin–Madison analyzed records from 328,312 Jersey cows with first calving from January 1, 2001 through December 31, 2012, the most extensive evaluation of production, longevity and health data ever undertaken for a JPI™ update. Traits and their relative weights in JPI₂₀₁₅ are 43% PTA protein; 15% PTA fat; 15% Functional Trait Index; 10% Productive Life; 6% Somatic Cell Score; and three fertility traits: 7% Daughter Pregnancy Rate, plus 2% Cow Conception Rate and 2% Heifer Conception Rate (*both new traits*). Regrouping by functional categories, production had 58% of the emphasis in the new formula, udder health at 20%, 11% on longevity and 11% on fertility.

Going forward, the Association will continue to pursue three primary objectives:

- To promote the productive capacity and profitability of Jersey cows in all operations;
- To promote the advantages of the Jersey breed everywhere, and
- To increase the demand for and add to the value of Jersey milk, Jersey cattle and Jersey genetics—in markets near and far.

Jersey Canada (*Kathryn Kyle, Jersey Canada General Manager*)

2014 was a somewhat slow year for Jersey registration activity in Canada. Record-high cull cow prices lead to a decrease in the number of dairy calves registered in Canada for all breeds, including Jerseys. Despite the temporary slowdown in registry activity, enrolment in breed programs and marketing maintained promising enrollment levels across the country.

Registrations: Jersey Canada provides tools for continuous breed development to meet the demands of a changing dairy industry. In 2014, a total of 8831 Jerseys were registered in Canada. Strong cull cow prices resulted in this 4% decrease in the number of Jerseys registered from 2013, however it should be noted that Jersey registrations have increased by 33% over the past 10 years (6592 registrations in 2004), and 37% over the past 20 years (6444 registrations in 1994).

Performance Programs: The Canadian Multi-Breed Classification program operates on a seven-month cycle. During the most recently completed classification round, 3150 first-lactation Jerseys were scored, indicating consistent participation in the multi-breed classification program compared with the previous year.

In 2014, there was a 64% increase in the number of Canadian Jerseys which received genomic evaluations, increasing to 9907 animals in 2014 from 6046 animals tested in 2013. As the number of Canadian Jersey genotypes steadily increases, so too do GLPI reliabilities (57% in 2014, up from 49% in 2012).

The current National Average Production for Canadian Jerseys rests at 6659kg Milk, 328kg Fat (4.95%), and 252kg Protein (3.79%). This represents an 18% increase in total solids over the past two decades.

Marketing Efforts:

Throughout 2014, Jersey Canada's marketing efforts focused strongly on promoting the University of Guelph study titled, "Economic Analysis of Dairy Breeds" by Associate Professor Elliott Currie. This study outlines the financial performance of each of the seven dairy breeds in Canada. Jersey Canada worked hard to promote the finding that, "Jerseys overall are the calculated superior breed due to the overall higher profit, all generated on lower investment." Although Jerseys generate lower total revenue than other breeds, they also incur much lower operating expenses, resulting in the largest profit margin in the industry. Jerseys win out because they are more efficient at converting feed to milk, get in calf sooner and with fewer inseminations, have fewer birthing and health issues, and require less area for housing and manure storage.

Jersey Canada's reach through electronic and social media outlets continues to climb. The E-blast distribution list grew by 35%, Facebook likes increased 42%, and Twitter followers climbed by 47% in 2014. The *Canadian Jersey Breeder* magazine is Jersey Canada's chief communication outlet. This magazine is distributed to over 1450 members & subscribers in over 20 countries, five times per year. Ongoing efforts focus on improving bilingual content (English and French), and balancing interesting and relevant editorial content.

Jerseys have made the largest market penetration of all coloured breeds in Canada over the past decade, and it is Jersey Canada's goal to continue this upward trend through accountability, accuracy, growth, leadership, and service, as it is these core values that ensure the efficiency, profitability, and opportunity of Canadian Jerseys.

Respectfully submitted,

Kathryn Kyle
WJCB Vice President – North America

OCEANIC REGION REPORT

Jersey Australia The Australian Dairy Industry remains stable at 1.69 million cows of which 13.2% are Jerseys. The Australian Dairy Herd produced 9.24 billion litres of milk in 2014 spread across 6314 dairy farms with an average herd size of 268 cows.

Australia consumes 62% of all the milk it produces with the average citizen drinking 106 litres of milk per year and eats 13 kg of cheese per person. Australia's dairy industry exports 38% of its annual production which accounts for approximately 7% of all world dairy trade. Major markets for Australian dairy products are Greater China, Japan, Singapore, Malaysia and Indonesia.

Jersey Australia has approximately 550 members and budgeted for 15000 animal registrations for the 2014/15 year only to see a final quarter surge in live Jersey Exports push the annual tally to a new record of 24996. Jersey Australia classified 6671 animals during 2014 which is up from the previous year's total of 5378.

Jersey Genomic Data was boosted considerably during 2014 largely from research projects funded by Dairy CRC & Dairy Australia. Jersey Australia membership utilisation of the genomic sampling service was a modest 200 animals submitted for the year, a situation that would rapidly improve with lower testing fees and improved data turn around.

Jersey Australia is forecasting some degree of slowing down of the export trade for the forthcoming year while hoping to capitalise on the large surge in Jersey semen usage across the nation's dairy herd. A NHIA survey across all AB Companies showed Jersey semen usage lifter to 15% of all semen sold in 2014 which was up 60000 straws on the previous year.

Jersey New Zealand: Things are settling down after an extremely difficult period with Ross Riddell the new Council President. Vice President is Delwyn Goldsack, a new and young director trained in HR and marketing, from a Jersey family and has already proven her worth. Two new Council members have recently been elected to fill all positions on the five member Board. Now that it is all settling down we will have a lot more horsepower on council alongside the new and stronger management so the future looks much brighter.

Office restructure is on the agenda at the moment which is intended to be finalised by mid-June.

The former General Manager gets sentenced on June 2nd. The ANZ bank have coughed up with a confidential settlement that we are satisfied with but there is little to be confident about regarding reparation from Jenny Taylor (despite earlier hope)

It is unfortunate that some people have got hurt through this process but it will allow JNZ a clean sheet going forward. Governance and Management are stronger, the membership seems to be galvanising and other people and organisations are offering to help.

Ross is confident that JNZ has turned the corner and once the strategy is finalised will concentrate resources on marketing and promotion and in other fertile areas. The Jersey Breed has had some very good news recently so we are very keen to take full advantage. (This is related to changes to the AE model that have really benefitted Jerseys)

Ross says the people should not feel sorry for JNZ now. **THEY LOOK TO THE FUTURE WITH OPTIMISM**

South America Vice-Presidents Report 2015

ARGENTINA

We are living the worst moment of the Dairy Business. The milk price is going down, and on June and July we expect 7% of another price reduction. The price we are receiving now is less than one year before. We have in Argentina a big problem: 35% of inflation. It's impossible continuing milking with these political regulations. Since January, every week, two dairies were closed, and begin planting soya.

The milk plants are trying to receive less milk, because the can't export their products (powder milk)

During the period 1988-2012 the dispersal sales were 2.6%. During 2013-2014 only was 3.6%. This means 320 dairies closed in one year. And we believe the future is not favourable for the milk business.

The average of the land used on dairies was 195 hectares on 2012-2013.

77% of the total dairies produce 43% of the milk. Only 7% produce more than 6000 litres per day.

The average of the herd is 175 cows per day.

The world production in 2013-2014 increased 3.8% and in Argentina decreased 1.8%.

In addition to the economic problems we have suffered heavy rains in the production facilities with flooded fields.

Despite this, the interest on Jersey breed is growing, looking for the best fertility, less calving problems, and fast growing on number of animals.

The male sales are increasing. The use of insemination in Argentina is about 70% only. There are a lot of dairies using live bulls in the herd. The number of straws imported also increased last year. We have attended a new dairy show in the eastern region of Buenos Aires, where the crossbred has a good demand.

Now, we are planning to do a research on production and reproduction on purebred Jersey and cross herd. It will take 3 years, and a good number of dairies around the country are involved. Also we are trying to put emphasis in terms of genetics.

Argentina, May 2015

COLOMBIA REPORT FOR 2015 COUNCIL MEETING

In March was held our Annual General Meeting where the new board of members was elected: Gonzalo Maldonado Gómez – Presidente, Maria Uricoechea – Vicepresidente, vocales Alexandra Greidinger, Juan Carlos Hurtado, Ivan Darío Cely, Juan Carlos Parada, Roberto Páez, Mario Carvajalino, Lorena Builes y Álvaro Barriga. Lina continue her work as director.

In 2014, 12 new jersey breeders entered the Association, reaching a total of 96 active members.

Since it's founding in 1982 until February 2014, have been issued 25579 animal registrations, 17564 purebred females, 3182 crossbreds females, 1659 males, and 3174 founder cows.(first, second and third generation)

In 2014, 561 females were registered (27% less), 256 crossbreds females (59% less) 619 founder cows (18% more), and 106 males (212% more), for a total of 1542 registrations.

In linear classifications the Association recorded 1587 females (14,4% more), who obtained an average score of 82,3 points, slightly below the previous year.

In Colombia a small increase in milk production and also in the formal gathering around 5% over the previous year was reflected.

The milk price was slightly higher than a year ago, however meaning on constant pesos a loss of competitiveness was appreciated by the producer.

Inventories of powder milk and UHT at the end of 2014 were quite high, because imports represented a significant volume, most from USA with 11.416 tons.

This and the low international prices had the major impact on shaping the outcome of the formula for setting the milk price for 2015, which was 0% of increase by the government.

Fortunately, the solid contents in the jersey milk, has a huge consideration on the calculation of the price, nearly 25% above the other breeds.

We organized three exhibitions: "Exponovillas", in June, and the 28° Jersey National Expo, in October. Also during this event was a Conference about Jersey benefits, and a big sale was planned.

Additionally we had the following two sales of jersey animals: "Bajo el sol de Toscana" (Down Toscana's sun) planned and sponsored by Toscana Farm and supported by Asojersey, in August. All the animals sold were registered and obtained a great success.

In special act, the Asojersey presented the "Jersey Medal Merit" to Dr Jenaro Perez, for his strong support stood out to the breed.

Foncegan, in Curitiba City, held at their facilities a sale of different breeds, Jersey included, pure and crossbreeds, during the 5° Milk Festival and Brown Swiss National Exhibition, in September.

During October, the ASOJERSEY printed his magazine where articles of technical interest for producers were published.

With the "National Program for Bovine Genetic Improvement", with Government resources, the Association could meet 22 pilot farms, monitoring individual milk production, fat and protein percentage, and somatic cells count.

Currently we are working on the presentation of a consolidated data from all region records, allowing us to analyze the overall performance of the jersey breed.

Bogota DC, June 2015

WJCB Secretary's Report 2015

- 1. Introduction** – It is an honour to have been appointed Secretary to WJCB and the first seven months have been dominated by bringing together a review of strategy and transfer of administration. The strategy paper will be presented at the Annual Meeting where decisions made by Council will affect how we communicate with members and wider industry in the future.

It is particularly pleasing to report the applications for Full membership from VDJ (Germany) and Jersey Cattle Breeding Society of Ireland (RoI). Similarly, renewed interest in the Bureau from the Czech Republic is welcomed and we look forward to developing stronger links with the Jersey organisations in The Netherlands during the forthcoming Annual Meeting Pre-tour programme.

- 2. Finance** – transfer of all banking arrangements were finally completed on 18th March 2015, six months after the Bureau Conference. Money-laundering controls by the UK government on transactions with Jersey Island were at the root of such a protracted process – albeit the Bureau was only seeking to change a signatory!

The Bureau now has its own credit card receipt facility and a healthy asset base of over £50k cash, along with 1000 copies of The Dairy Queen.

- 3. The Dairy Queen** – capitalising this asset will set-up the Bureau for many years and means of achieving this end are being explored for the forthcoming meeting.

The stocks remain on the Island due to the potential tax liability which the Bureau could incur from re-importing to the UK. We were recommended against taking the obvious and practical step of simply putting them on a pallet and transporting as this could be viewed as tax evasion.

- 4. Strategy** – the Working Group of Anders Levring (Denmark), Trevor Saunders (Australia), Cherie Bayer (USA) and Ben Tyrrell (Republic of Ireland) worked in a diligent and methodical manner, and it was quite surprising to find such consensus surfacing within their views. Coordinating and reporting for the group has taken well over one week's work, and shows just how time consuming it can be to produce a relatively short but important document.

The Council discussion will almost certainly have implications for future **communications, Youth and Cheese Awards** activity. In addition, the Bureau's knowledge transfer activity in the research field seems set to increase and, potentially, its involvement representing the breed on an industry basis, globally.

All of this leads for an exciting future for the breed and the Bureau as the Jerseys' efficient, environmentally-friendly production is recognised increasingly by dairy farmers and industry.

Respectfully submitted:

Roger Trehella (Adela Booth Associates Ltd)
Secretary

WORLD JERSEY CATTLE BUREAU

Treasurer's Report for the 2015 Council Meeting

The Financial Statements for the year ending 31st December 2014 are published on the website and form the basis of my report.

Financial Statements as at 31/12/2014

I would like to highlight the following items within the accounts for Council's attention:

- Surplus on Conference: I should like to record thanks to all those involved with the excellent 20th International Conference in South Africa in September 2014. This produced a commission income of £11,246 a quite splendid result, and praise must go to those involved at Jersey SA.
- Subscriptions: These remained the same at £500 for National Full Members, and £50 for National Associate Members. This gives much-needed annual income of £6,550. For clarity, a list of Members can be found below.
 - National Full Members – 12: Argentina, Australia, Canada, Colombia, Costa Rica, Denmark, New Zealand, Jersey, South Africa, Switzerland, UK, USA.
 - National Associate Members – 3: France, Germany, Guatemala.
 - National Affiliate Members – 20: Albania, Brazil, Chile, Czech Republic, Ecuador, Ireland, Italy, Japan, Kenya, Mexico, Mozambique, Netherlands, Nicaragua, Norway, Panama, Sweden, Uruguay, Venezuela, Zambia, Zimbabwe.
- 'Dairy Queen' publication: As anticipated, sales of the Dairy Queen book dropped during 2014 compared to the initial year of sales in 2013 – but still produced a good income of £3,824.
- World Jersey Cheese Awards: The highly successful 4th World Jersey Cheese Awards in South Africa attracted good sponsorship, and was superbly administered by Jersey SA. As per the Council decision in 2013, we contributed £3,000 towards this international event.
- J.E.T.A. – with sponsorships received for certain J.E.T.A. winners, the total amount spent on this vital activity of the Bureau amounted to £4,467, well below the budgeted figure of £8,000.
- Net assets: The Balance Sheet position of £51,051, up 20% on the previous year, is very pleasing compared to the situation just a couple of years ago prior to the production of the highly acclaimed "Dairy Queen" book. This is boosted by the £20,000 loaned from the Lord Jersey Research Trust being gifted to the Bureau in the winding up process of the LJRT. This has yet to be ratified by the Trustees of the LJRT, but is in process.

Conclusion

The financial position of the Bureau has improved dramatically over the past two years, and hard work and diligence has created a 'buffer' financial reserve which has now been consolidated.

Whilst I still urge caution to protect the healthy accumulated reserves, there is now some scope for the Council to direct moderate funding towards some of their strategic plans for the future to enhance the Jersey breed around the world, both in developing and developed cattle populations.

Moving forward I still urge the Council to continue to seek outside sponsorship for J.E.T.A. and the World Jersey Cheese Awards, with a view to having both vital activities to be nil cost to the Bureau.

Respectfully submitted,

Stephen V. Le Feuvre
(Honorary Treasurer, World Jersey Cattle Bureau)

April 2015

WORLD JERSEY CATTLE BUREAU

**UNAUDITED
FINANCIAL STATEMENTS**

AT 31 DECEMBER 2014

WORLD JERSEY CATTLE BUREAU

PRESIDENT

D Frigot

TREASURER

S Le Feuvre

SECRETARY

J W Godfrey (retired 19th September 2014)
R Trehella (appointed 19th September 2014)

ADDRESS

Royal Jersey Showground
La Route de la Trinité
Trinity
Jersey, JE3 5JP

ACCOUNTANT

ABC (Accountancy & Bookkeeping Company) Jersey
Four Seasons, La Rue de la Rosiere
St Mary
Jersey, JE3 3DH

WORLD JERSEY CATTLE BUREAU
INDEX TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2014

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2	Income and Expenditure Account
3	Statement of Total Recognised Gains and Losses
4	Balance Sheet
5-6	Notes to the Financial Statements



ABC (Accountancy & Bookkeeping Company) Jersey
Four Seasons, La Rue de la Rosiere,
St Mary, Jersey, JE3 3DH.

**Chartered Accountant's Report to the Members
on the Unaudited Financial Statements of the World Jersey Cattle Bureau**

In accordance with the terms of my engagement letter, and in order to fulfil your duties, I have compiled the financial statements of the Bureau which comprise the Income and Expenditure Account, the Statement of Total Recognised Gains and Losses, the Balance Sheet and the related notes from the accounting records and information and explanations that you have given to me.

This report is made to the Bureau's Members in accordance with the terms of my engagement. My work has been undertaken so that I might compile the financial statements that I have been engaged to compile, report to the Bureau's Members that I have done so and state those matters that I have agreed to state to them in this report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the Bureau's Members for my work or for this report.

I have carried out this engagement in accordance with technical guidance issued by the Institute of Chartered Accountants in England and Wales and have complied with the ethical guidance laid down by the Institute relating to members undertaking the compilation of financial statements.

You have acknowledged on the balance sheet for the period ended 31 December 2014 your duty to ensure that the Bureau's Council Members have kept proper accounting records.

I have not been instructed to carry out an audit of the financial statements. For this reason, I have not verified the accuracy or completeness of the accounting records or information and explanations you have given to me and I do not, therefore, express any opinion on the financial statements.

..... 2014

Chartered Accountant

WORLD JERSEY CATTLE BUREAU**INCOME AND EXPENDITURE ACCOUNT****FOR THE YEAR ENDED 31 DECEMBER 2014**

	Notes	2014 £	£	2013 £	£
INCOME					
Sales of History of the Jersey Cow Book			3,824		20,938
Subscriptions:					
Member Societies		6,000		6,500	
Associate Members		150		100	
Life Memberships		400		200	
			6,550		6,800
Surplus on Conference		11,246		5,760	
Bank Deposit Interest		1		1	
Donations and Sundry Income		5,045		10,994	
			16,292		16,755
			26,666		44,493
EXPENSES					
Secretariat Services		5,250		5,000	
History of the Jersey Cow Book		395		7,811	
World Jersey Cheese Awards		3,000		-	
Travel Expenses		2,665		5,204	
Gifts and Donations		951		996	
Advertising & Subscriptions		698		987	
Bank and Card Charges		179		106	
Exchange Loss		78		-	
Accountancy Fee		240		555	
Depreciation	2	93		103	
			13,549		20,762
NET PROFIT FOR THE YEAR					
TRANSFERRED TO THE ACCUMULATED FUND	5		£13,117		£23,731

The notes on pages 5 to 6 form part of these financial statements.
Accountant's report on page 1.

WORLD JERSEY CATTLE BUREAU

STATEMENT OF TOTAL RECOGNISED GAINS AND LOSSES

FOR THE YEAR ENDED 31 DECEMBER 2014

	2014	2013
	£	£
J.E.T.A.	(4,467)	-
Net profit for the period	13,117	23,371
TOTAL RECOGNISED GAINS AND LOSSES FOR THE YEAR	<u>£8,650</u>	<u>£23,731</u>

The notes on pages 5 to 6 form part of these financial statements.
Accountant's report on page 1.

WORLD JERSEY CATTLE BUREAU

BALANCE SHEET AT 31 DECEMBER 2014

	Notes	2014 £	£	2013 £	£
TANGIBLE FIXED ASSETS	2		836		929
CURRENT ASSETS					
Sundry debtors	3	2,086		4,573	
Cash at bank:					
NatWest Bank Plc – Current Account		48,922		37,342	
NatWest Bank Plc – Capital Reserve Account		1,745		1,745	
		52,753		43,660	
CREDITORS: Amounts falling due within one year	4		2,538		2,188
NET CURRENT ASSETS			50,215		41,472
TOTAL ASSETS LESS CURRENT LIABILITIES			£51,051		£42,401
 ACCUMULATED FUND	5		59,649		50,999
YOUTH SCHOLARSHIP FUND	5		(8,598)		(8,598)
			£51,051		£42,401

The financial statements were approved by the Bureau's Members, who confirmed that they had made available all relevant records and information for their preparation, on 2014 and signed on their behalf by:

.....
President

.....
Treasurer

The notes on pages 5 to 6 form part of these financial statements.
Accountant's report on page 1.

WORLD JERSEY CATTLE BUREAU

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2014

1. ACCOUNTING POLICIES

1.1 Basis of accounting

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (April 2008) and accounting principles generally accepted in the Channel Islands.

1.2 Income

Income arising from subscriptions is recognised in the income and expenditure account when it is due to the Bureau. Donations received by the Bureau are recognised when they are received by the Bureau.

1.3 Bank deposit interest

Bank deposit interest is recognised in the income and expenditure account when it is received by the Bureau.

1.4 Depreciation

Depreciation is charged on all tangible fixed assets on a reducing balance basis, calculated to write each asset down to its estimated residual value over their expected useful life of 10 years.

1.5 Donated artefacts

These are not recorded as assets in the Balance Sheet of the Bureau as they are considered to be only of an intrinsic nature.

1.6 The History of the Jersey Cow Book

The Bureau's members have decided that all costs incurred in the production of the book and all donation income received as contributions towards these costs are to be recognised in the Income and Expenditure Account in the year that they are paid or received.

Therefore no carrying value will be shown in the balance sheet for these books, particularly as all proceeds, as outlined in note 6 of the accounts, may end up being paid over to the Lord Jersey Research Trust.

2. TANGIBLE FIXED ASSETS

	Fixtures & Fittings £
Cost	
At 1 January 2014 and 30 December 2014	7,952
Depreciation	
At 1 January 2014	7,023
Charge for the period	93
At 31 December 2014	7,116
Net book value	
At 31 December 2014	£836
At 31 December 2013	£929

WORLD JERSEY CATTLE BUREAU

NOTES TO THE FINANCIAL STATEMENTS (continued)

FOR THE YEAR ENDED 31 DECEMBER 2014

3. SUNDRY DEBTORS

	2014	2013
	£	£
Member Society Subscriptions due:		
Argentina (2013 & 2014)	984	1,500
Colombia (2014)	514	1,500
Life Membership Subscriptions due	50	50
Book sales income due	433	2,240
Sundry debtors	105	783
	<hr/> £2,086	<hr/> £4,573

4. CREDITORS: Amounts falling due within one year

	2014	2013
	£	£
Accounts payable	2,198	1,608
Accountancy Fee	240	480
Subscriptions received in advance	100	100
	<hr/> £2,538	<hr/> £2,188

5. RECONCILIATION OF MOVEMENTS IN FUNDS

	Accumulated Fund	Youth Scholarship Fund	Total
	£	£	£
Balance at 1 January 2014	50,999	(8,598)	42,401
Total recognised gains and losses for the period	8,650	-	8,650
Balance at 30 December 2014	<hr/> £59,649	<hr/> £(8,598)	<hr/> £51,051

6. THE LORD JERSEY RESEARCH TRUST

At its Council Meeting of 14 September 2014 the Bureau accepted the terms for winding up the Lord Jersey Research Trust and is committed to placing the £20,000 loan and residual funds within the Trust in to a designated youth project fund. Future sales of The Jersey Queen book are to contribute further to this designated fund.

Item / Year	2015 Budget	2016 Budget	2017 Budget	2018 Budget
Income				
Full Member Subs	6,500	6,500	6,500	6,500
Assoc. Member Subs	150	150	150	150
Life Member Subs	200	200	200	200
Surplus on Annual Meeting	5,000	5,000	5,000	12,000
Sponsorship - JETA	-	-	-	16,500
Sales of Dairy Queen	1,000	1,000	1,000	1,000
Misc	50	50	50	50
Total Income	12,900	12,900	12,900	36,400
Secretariat Expenditure				
Secretariat	6,000	6,000	6,000	6,000
Travel	500	300	2,000	1,500
Audit	600	600	600	600
Bank	200	200	200	200
Web site	700	700	700	700
Gifts	750	750	750	750
General Overheads	500	500	500	500
Contingency	1,000	1,000	1,000	1,000
Sub-total	10,250	10,050	11,750	11,250
Project Expenditure				
Youth Travel (JETA & Awards)	-	-	-	16,500
World Jersey Cheese Awards	-	3,000	-	3,000
Jersey Classifiers TIPE Programme	-	-	-	-
Sub-total	-	3,000	-	19,500
Total Expenditure	10,250	13,050	11,750	30,750
Net Income	2,650	-150	1,150	5,650
Net Income over four years 2015-2018				8,150

World Jersey Cattle Bureau

Strategy Development Document (February 2015)

Process – At the WJCB Conference in South Africa, 2014, the Council of the Bureau appointed Anders Leving (Denmark & VP Europe), Trevor Saunders (Australia & VP Oceania), Cherie Bayer (AJCA), Ben Tyrrell (R o Ireland) and John Bailey (NZ) to prepare a Strategy for the Bureau. Roger Trehella was appointed to be secretary to the working group.

The outcomes to be circulated to member organisations in spring 2015 and to be presented to the Council Meeting in Germany, 2015.

The working group invited input and comment from a cross-section of members at the S Africa Conference.

Subsequently a paper exercise has been completed where each working group member (Appendix A)

This Discussion Document is the result of prioritising objectives and activities from all the input above.

(The priorities and expectations of the working group have been remarkably convergent in arriving at the outcome below)

Document framework – this document is divided into 8 sections as below.

- 1. Strategy Adopted 2011**
- 2. Objectives for Strategy 2015**
- 3. Priorities**
- 4. Activities**
- 5. Funding**
- 6. Lower Priorities**
- 7. Implementation, Monitoring & Review**
- 8. Appendices**

1. Strategy 2011

The 2011 Strategy has given structure to the organisation with clear Objectives with activity concentrated around three areas:-

- i. Communications – via website and facebook
- ii. Events – Conference (usually triennial), Annual Meetings (interim years) and WJ Cheese Awards (biennial)
- iii. Youth – three travel plans; JETA, Scholarship & Agriventure

2. WJCB Strategy Objectives 2015

The Objectives from the working group can be summarised into the three areas below:-

- i. Add value to the breed, globally, making it the breed of choice for producer profitability
- ii. Support national organisations by developing international influence, and assisting member organisations to ensure they meet their responsibilities and opportunities
- iii. To be the recognised information hub which enables i and ii above

3. Priorities

The exercise to bring some objectivity to establishing a Strategy resulted in Priorities being clearly bundled into three groups – with clear water between each of the groupings

High Priority

The three areas of **Conference, Full Members** and **Scientific Committee** all received equally priority, closely followed by **Industry Representation**.

Annual Meetings plus **Communications** through website and facebook completed this leading group

Medium Priority

Cheese Awards and its **Communication** led this tier, accompanied by all other membership categories of **Associate, Life and Affiliated**

Lower Priority

Low priority was accorded to **Youth Activities** and **Send-A-Cow**

Additional Areas for Consideration

Recognition was made of the need to remain cognisant of all channels of **Social Media**, and to adopt and respond appropriately; the potential for the Jersey breed in **Cross-breeding**; and **governance and management** of WJCB to fulfil its ambitions.

4. Activities

- i. To develop activities and information exchange which supports national organisations in growing the Jersey population in their countries
- ii. To ensure the Conference is focused on progressing towards the Objectives of the Bureau and refining the aims of forthcoming Annual Meetings towards the same outcomes
- iii. To facilitate the Scientific Committee with the goal of identifying research and transferring knowledge, relevant to the expansion of the Jersey breed globally
- iv. To ensure the interests of the Jersey breed is adequately represented on the international stage

5. Funding

- i. Assets - WJCB starts 2015 with £50000 cash and an inventory of 1000 copies of The Dairy Queen
WJCB has 14 Full + 2 Associate + 245 Life Members
In addition there are non-paying Affiliate Members (14) + email Contacts (1201)
- ii. Income (budgeted @ £13000) is generated from:-
 - Full Member Subscriptions
 - Conference / Annual Meeting Levy
 - Dairy Queen Sales
 - Life Member recruitment
- iii. Expenses - Administration + Overheads total £10000 / year
 - Project Costs (JETA +WJCA) average £7000 on an annualised basis
- iv. Income Generation – Sponsorship, conversion of Contacts to Life Members (ensuring our offering is relevant to the 30 – 45 year-old group is highlighted as important for the future of the breed), plus Dairy Queen sales offer considerable scope, along with return on assets
- v. Financing the Strategic Priorities, including administration and governance, is estimated to cost £15000 / year

6. Lower Priorities

Youth Activity and The Cheese Awards are clearly expensive in the context of the Bureau's budget

The Cheese Awards are scheduled for Jersey Island in 2016 and USA in 2018

The costs of retaining **JETA** (£16500 / Conference) and enhance the promotional impact made by the **Cheese Awards** (£10,000 biennially) average in excess of £10000 on a spread cost basis

Both projects offer attractions to potential sponsors, as well as merit in retaining them – the Cheese Awards have made significant impact for a

number of artisan Jersey cheesemakers, and JETA is a training ground for the international platform sought

7. Implementation, Monitoring and Review

The Council seeks to agree a Strategy at its 2015 Annual Meeting in Germany

Implementation should be with immediate effect and presentation to Council should include:-

- Review of web and facebook costs
- Firm commitment from JETA and Cheese Award sponsors
- Marketing plan for The Dairy Queen (recommend bundling with Life Membership offer to Contacts)
- Objectives and method of participation in the industry at international level
- Presentation of a balanced budget to facilitate

Monitoring against agreed milestones should be conducted annually by the Officer team and reported back to Annual Meeting / Conference

Review of significant directional change should be at the 2021 Conference, unless external factors require a major revision sooner. However the Annual Review should address slippage as well as confirm goals for the forthcoming year

8. Appendices

- A. Strategy questionnaire
- B. Budget 2015 - 18

Proposed Communications Strategy

World Jersey Cattle Bureau Communications Sub-Committee, June 2015

Sub-Committee members: Kathryn Kyle (Canada), Sarah Jarvis (UK), Bent Olesen (Denmark), Bruno Schuler (Switzerland).

Goal: *To improve the channel of communication, and to make the Bureau more visible.*

The proposed strategy to improve the channel of communication and to make the Bureau more visible relies on both member country breed associations feeding information in, and WJCB pushing information out. Initially, the proposed strategy will take a three-pronged approach: increasing WJCB's Facebook presence; enhancing the WJCB website; creating topic-specific communication groups.

Increasing WJCB's Facebook Presence

Why? The key to effective social media communications is finding ways for followers to engage in the WJCB Facebook page. This is accomplished by "liking" photos, commenting on posts, sharing posts, and sending private messages. An effective social media program is the most efficient way to make the Bureau more visible. The WJCB manages a Facebook fan page, currently with 3160 "followers."

How? The proposed strategy is to increase WJCB Facebook activity to daily posts. This would include a wide variety of content, including photos of Jersey events around to world, snippets of information about WJCB programs, links to the WJCB website, regional news from WJCB member countries, and messaging to consumers. ***The key is to have at least one post every day, covering a wide variety of aspects of the Jersey industry.***

Who? To ensure daily posts on the WJCB Facebook page, and to ensure well balanced coverage of all member countries, each WJCB Vice President will act as an administrator of the WJCB Facebook page. If a Vice President is not comfortable being a page administrator, they may designate another individual from their region. Having multiple administrators around the globe will ensure daily Facebook activity, content representation from all regions, and will minimize the time input required by Vice President administrators.

When? The Vice Presidents (or their designate) will be set up as page administrators immediately. Daily Facebook posts will begin immediately, with all Vice Presidents conscientiously monitoring page activity.

Cost? No cash outlay.

Enhancing the WJCB Website

Why? It is the WJCB's ambition to be a communication hub for member countries, both receiving information, as well as disseminating that information with all interested parties. A well organized, carefully maintained website is an effective tool for housing important Jersey information, ideas, and resources.

How? The proposed strategy is to create a "message board" facility on the WJCB website. The message board would include areas of interest such as genetic improvement, marketing, research, national show

results, production, nutrition, and youth. As a member country makes developments in any area of interest, a brief description and contact details would be posted on behalf of the member country. An automatic notice would be emailed to representatives of each member country, indicating that a new item has been posted on the website. ***The message board facility will act as a communication hub for member countries.***

Who? The message board facility will require participation from member country breed associations as well as Bureau administration. Designated contacts from member country breed associations will be encouraged to provide updated information directly to the “message board administrator,” specifically, an individual appointed by the Bureau to manage and maintain the message board facility. The appointed administrator will be responsible for receiving and posting updates, as well as notifying participants of new posts.

When? Creating a message board facility and improving the overall organization and accessibility of the WJCB website may require changing website hosts. Therefore, the following timeline is recommended:

- September 1, 2015 – collect and compile quotes from three website providers for the set-up, housing, and support of a revitalized website.
- October 31, 2015 – WJCB Council to approve successful website host.
- January 31, 2016 – approve a mock-up design of revitalized website, appoint website administrator, and message board administrator.
- March 1, 2016 – press release to member countries launching website and message board facility, encouraging regular participation in this communication tool.

Cost? Further investigation is required.

Creating Topic-Specific Communication Groups

Why? Many WJCB member countries offer similar streams of programming and activities. Topic-specific communication groups would facilitate brainstorming and sharing of ideas between countries, and encourage an open channel of communication.

How? The proposed strategy is to create and maintain email contact lists for key contact people in each member country, specific to topics such as youth programming, genetic improvement, and marketing. As a question arises from a given member country, ***group email discussions will encourage the development of Jersey programs around the globe.***

Who? Member countries would provide contact information for key individuals for each of youth programming, genetic improvement, and marketing. Contacts may include the Chair of a Youth Committee, manager of breed association, or designated member country representative. Only one individual per committee per country is required. Email addresses would be shared among group participants, and updated annually.

When? Member countries will be contacted to provide email contact information for key individuals immediately. Communication groups will be established and circulated by September 1, 2015.

Cost? No cash outlay.

WJCB Proposed Communications Strategy

June 2015

To improve the channel of communication,
and to make the Bureau more visible.



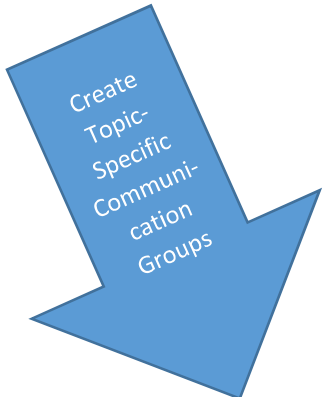
Minimum one post every
day, covering wide
variety of content.

July 2015



Create a message board
facility to act as a
communication hub.

March 2016



Email discussion groups
to develop programs
around the world.

July 2015

WJCB Strategy Summary (Round 1) Feb 2015

Objectives – views are remarkably convergent and can be summarised in 4 points:-

- **Breed Improvement & Growth**
- **Support National Associations** (need to define if WJCB is to act like a ‘trade’ body, or proposes to ‘do’ for all)
- **Developing countries** (do the priorities match the sentiment?)
- **Profit**

Activity	A / B / C	RT comment
A scored 30+ on Potential Benefit. 3 x A1 means equal score		
Full Member	A1	
Triennial Conference	A1	
Scientific Committee	A1	
Industry Representation	A4	
Website	A5	Future is admin tool?
Annual Meeting	A5	
Facebook	A7	How edit the dress and avoid all time consuming Future No1 promotional vehicle?
B scored 20+. Highest = 27 so clear difference from A		
WJ Cheese Awards	B1	Cost, admin, amateurish PR & below
WJCA facebook	B1	WJCA excellent for artisans. Up to A or out?
Associate Membership	B3	Need something for sub
Life Member	B4	Must become A. Critical for success of Conference / Meetings & source future officers 1240 freeloaders on email database – see Dairy Queen
Affiliate Member	B5	Must pay annual fee + benefit (S-A-Cow)
C scored >20 – 14 highest		
JETA	C1	My real difference. Exceptional means of developing breed leaders for Indus Rep & Scientific Committee. Needs funding source for A rating (Dairy Queen?)
Youth Scholarship	C2	Out?
Agriventure	C3	Out?
Dairy Queen	C4	Income generation, bundled with Full Member offer for freeloaders
Send-A-Cow	C5	Politically sensitive. Access for Affiliate Members at small subscription?

NEW proposed

Admin

Income – see Dairy Queen (£25k after distribution costs)

Governance

Twitter

Cross-breeding – important to have a position

Small countries – see Affiliate / Send-A-Cow

Expanding Global Jersey Research to Support Breeders

H. Duane Norman, April 6, 2015

A focused and expanded scientific initiative as requested by the WJCB will benefit the Jersey breed in various ways. Of course the obvious thing on any wish list is that there exists a large funding source so that the structure can be set up to rank projects that would benefit the breed. This would be followed by funds for the proposals selected. I'm assuming that prospect does not seem to be in the cards in the immediate future. So then one asks what can be done with minimum resources. The obvious answer to me is to first be cognizant of what Jersey research is being conducted within the participating countries. I believe an effort to compile some of these research results was initiated prior to the WJCB conference in South Africa. You can be sure that the amount of research being done is insufficient, but I'm confident the same can be said for (all) other dairy breeds as well, regardless of where located. The two things that can be done with limited resources is to compile and keep a current inventory of Jersey research activities along with the results when they become available, and make the pertinent information available to breeders in a user friendly manner. The two means of presenting the best of the material seem to be through the various countries' Jersey publications and/or directly through internet media.

Perhaps the first thing is to identify a person in each country that can help me to determine where the best sources of research results might be found. For example, in the U.S. it would appear excellent information on research is available in the Journal of Dairy Science. Considerably fewer, but a few articles will appear in the Journal of Animal Science. In addition, management reports are published annually by the Council on Dairy Cattle Breeding which has been extremely favorable to the Jersey breed by showing breed difference for such traits as annual increases in the milk traits, reproduction, productive life, etc. In addition, the American Jersey Cattle Association has a research foundation that distributes funding for ranked research proposals. The summaries from these projects need to be included. These 4 sources are all valuable, and need to be screened routinely. Perhaps the vice-presidents for the various WJCB continents can help us identify individuals from their region who have a research background as well as an interest in Jerseys. It would be helpful if instead of just compiling a list of journals, or other sources, from each area, but to provide some indication of the relative value of these various sources, e.g., probability that research articles on Jerseys might be produced.

I would appreciate feedback on whether you believe the approach outlined would be valuable, or what other initiatives might work better.

Program of the 2015 Annual Meeting Tour of the WJCB World Jersey Cattle Bureau

As of March 21, 2015

Sunday, June 14, 2015:

Arrive in Amsterdam (Schiphol Airport)

Individual check in at Crown Plaza Hotel Amsterdam City

(www.crowneplaza.com)

The welcome reception takes place on a boat cruise.

18.30 h Meeting in the hotel lobby and short walk to the embarking point

19.00 h – 21.00 h Amsterdam Dinner cruise

Enjoy an exclusive and delicious fine dining experience whilst taking in the magically lit canals of Amsterdam.

O/N at Crown Plaza Hotel Amsterdam

(Our bus will be there from 14.00 h on, and is available for shuttle service from Schiphol to the hotel)

Monday, June 15, 2015:

09.00 h Departure from hotel. Cross the Afsluitdijk and go to It Heidenskip - Friesland (135 km)

11.00 h Visit the Jersey herd (Ursuladijk 28, It Heidenskip) and cheese plant and shop (Lange Leane 10, Workum) of the Bokma family (Ursuladijk 28, It Heidenskip).

13.30 h Proceed on to Kamperveen (75 km) Drive through the North Eastern Polder and
15.00 h visit the Jersey herd of the Koers family (Leidijk 13, Kamperveen)

17.00 h Continue to Zwolle (20 km)

17.30 h Arrival and check in at your hotel "Van der Valk"

19.00 h Dinner at the hotel restaurant

O/N at Van der Valk Hotel Zwolle

(www.hotelzwolle.nl/de)

Tuesday, June 16:

08.30 h Departure for Lunteren (85 km)

10.00 h Visit the Jersey herd and cheese plant of Jan Dirk van der Voort (Postweg 110, Lunteren)

12.30 h Proceed on to Xanten (Germany) (100 km)

14.30 h Approx. time of arrival and visit the Archaeological Park Xanten.

The Open Air Museum shows the life of the ancient Romans at the Rhine. Imposing reconstructions of buildings such as the amphitheatre and the harbour temple give an impression of everyday life in the Roman provinces.

Free time for shopping etc.

17.30 h Transfer to Kleve (30 km)

18.30 h Approx. time of arrival and check in at the Rilano Hotel Kleve. **(End of pre tour)**

MAIN Tour begins:

Individual arrival for later participants possible;

(Köln Bonn airport 150 km, Düsseldorf airport 95 km)

20.00 h combined dinner with all participants this evening at the hotel restaurant.

O/N at Hotel Rilano Kleve

(www.rilano-hotel-kleve.de)

Wednesday, June 17:

09.00 h Departure for Rees (30 km)

09.30 h Visit Jersey herd of Heidrun & Robert Klinkhammer, Rees

11.30 h Proceed on to Kerken (50 km)

12.00 h **Optional:** Lunch at restaurant "Zwielturm" or individual Lunch on your own

14.00 h Visit Jersey herd of Arno & Michael Leurs GbR, Kerken

16.00 h Return to Kleve (50 km)

17.00 h Approx. time of arrival and free time for leisure.

20.00 h Dinner at a local restaurant e.g. "Altes Landhaus Kleve"

O/N again at Hotel Rilano Kleve

Thursday, June 18:

09.00 h European Meeting at Hotel Rilano Kleve (30-40 persons)

12.00 h Drive to Cologne

09.00 h Alternative program: Departure for Jüchen (105 km)

10.30 h Arrival and visit Schloss Dyck. It is culturally and historically one of the most important moated castles in the Rhineland.

13.30 h Proceed on to Cologne (55 km)

14.30 h Visit the dome and old city of Cologne,

17.00 h Proceed on to Limburg

18.30 h Approx. time of arrival and check in at your hotel.

19.30 h Dinner at the hotel restaurant

O/N at Arcadia Hotel Limburg

(www.arcadia-hotel.de)

Friday, June 19:

08.30 h Departure for Sulzbach (70 km)

10.00 h Visit Holstein / Jersey herd of Manfred and Andrea Uhrig in Sulzbach

12.00 h Proceed on to Merlischachen (450 km) stop en route

18.00 h approx. time of arrival and check in at your hotel "Swiss Charlet"

20.00 h Dinner at the hotel restaurant

O/N at Swiss Charlet Hotel Merlischachen (www.swiss-chalet.ch)

Saturday, June 20:

Boat tour to Weggis

11.15 h departure Vitznau to Rigi Kulm with cogwheel train – Rigikulm 1797 m above sea level

11.47 h Arrival Rigi Kulm

12.30 h Lunch at Rigi Kulm

Enjoy the panorama of the Alp Mountains

15.03 h departure Rigi Kulm to Vitznau with cogwheel train

15.45 h Arrival and return to your hotel Swiss Charlet Merlischachen

17.45 h Transfer to Küssnacht (5 km) for Swiss Jersey Night Show

18:00 h Swiss Jersey Night Show

O/N at Swiss Charlet Hotel Merlischachen

Sunday, June 21:

10.00 h Drive to Sörenberg (56)

11.30 h Visit Family Epp making cheese on the Alps

15.30 h Visit breeding herd Martin and Corinne Zemp with Icecream production

18:00 h Dinner in hotel restaurant Hammer in Eigental (hotelrestauranthammer.ch)

O/N at Swiss Charlet Hotel Merlischachen

Monday, June 22:

- 09.00 h Departure for Friesencham (20 km)
- 10.00 h Visit breeding herd of Patrik Unternährer in Friesencham
- 12.00 h Proceed on to Hünenberg (4 km)
- 15.00 h Visit Interfarm.ch of Martin Schuler, Hünenberg
- 18.00 h BBQ at the farm enjoy the last evening in Switzerland
- 22.00 h Return to your hotel Swiss Charlet Merlischachen

Tuesday, June 23:

- 08.00 h Departure for Rothenburg ob der Tauber (370 km) stops en route
- 14.00 h Approx. time of arrival and city walk with local guides.
- 17.00 h Proceed on to Fulda (165 km)
- 19.00 h Approx. time of arrival and check in at your hotel "Bäder Park Fulda"
- 20.00 h Dinner at the hotel restaurant.
- O/N at Hotel Bäder Park Fulda
(www.baeder-park-hotel.de)

Wednesday, June 24:

- Morning: Visit Jersey herd of Thomas & Elke Scholz gersfeld mosbach (25 km)
- 14.00 h – 17.00 h Meeting of the WJCB Council (25-30 persons)
- Alternative ladies program – thermal bath „Sieben Welten“ or visit the city castle
- Time for shopping
- 19.00 h Dinner at brewery restaurant in Fulda
- O/N as June 23

Thursday, June 25:

- 10.00 h City tour in historical Fulda, twinned town of Crediton, UK, and birthplace of St Boniface
- 12.00 h End of city tour and free time for lunch on your own.
- 13.30 h Drive to Eisenach (110 km)
- 15.00 h Visit the historical Wartburg in Eisenach
- 16.30 h Continue to Erfurt (75 km)
- 17.30 h approx. time of arrival and check in at your hotel.

19.00 h Dinner at your hotel or a nearby restaurant

O/N at Victoria Residenz Hotel Erfurt

(www.victors.de)

Friday, June 26:

08.00 h Drive to Potsdam (275 km)

12.00 h approx. time of arrival and city tour of Potsdam

14.00 h visit the Sanssouci castle

15.00 h Proceed on to your hotel Van der Valk Berlin Brandenburg (40 km)

16.00 h Meeting of the WJCB Council (25-30 persons)

19.00 h Dinner at your hotel

O/N at Hotel van der Valk Berlin-Brandenburg

(www.berlin.vandervalk.de/)

Saturday, June 27:

09.00 h Departure for Schoebendorf (45 km)

10.00 h Visit farm Agrargesellschaft Schoebendorf (farm of Gebhard Rehberg), Germanys largest registered Jersey herd

14.00 h "Harmonization of Classification" workshop on the farm

13.00 h Departure for Lübbenau (55 km) and start a tour to the Spreewald (Spree Forest) a protected UNESCO biosphere reserve since 1991. It includes low-lying areas in which the river Spree meanders in thousands of small waterways through meadows and forests. It is a beautiful, unique landscape worth seeing.

(Overcharge € 12,50 per person)

17.00 h Return to Schoebendorf

18.00 h evening program and dinner, sponsored by Agrargesellschaft Schoebendorf

23.30 h Return to the hotel

O/N same as June 26

Sunday, June 28:

09.30 h Drive to Berlin (30 km)

10.00 h start the city tour of Berlin

13.00 h Free time for Lunch

14.00 h boat cruise at river Spree

16.00 h Free time for shopping or own arrangements.

19.00 h Dinner at your hotel restaurant

Optional: Evening event like "Stars in Concert" (price per person approx. € 45,00 cat. 1)

O/N at Winters Hotel The Wall

(http://www.winters.de/de/hotels/city/berlin/berlin_the_wall)

Monday, June 29:

1. Coach: Transfer to the berlin airport (**end of main tour**)

2. Coach: Bus tour from Berlin to Copenhagen (about 4,5 hours).

13:20 Ferry from Puttgarden to Rodby. Lunch on ferry.

15:00 Herd visit at Aagaarden. 500 Jerseys. Robot milking.

18:00 Arrival in Copenhagen and check at your hotel Copenhagen Crown situated in the city centre.

19:00 Tivoli visit and dinner

O/N at Copenhagen Crown hotel

(<http://copenhagencrown.dk/>)

Tuesday, June 30:

Morning: Sightseeing in Copenhagen

14:00 Egeskov Castle and museum

16:30 Haugstedgaard herd. 170 Jerseys. Breeder of VJ Hoj, DJ Broiler, FYN Haug

20.00 h Dinner at the hotel restaurant.

O/N in Odense at First Grand Hotel Odense

(<http://www.firsthotels.com/Our-hotels/Hotels-in-Denmark/Odense/First-Hotel-Grand-Odense/>)

Wednesday, July 1:

Morning: Juulsgaard herd. 450 Jerseys. Breeder of DJ Holmer, VJ Hilario, VJ Lurik

Afternoon: Ravinggaard herd. 500 Jerseys. Robot milking

Sightseeing in Ribe and the marsh lands

O/N at Scandic Hotel Regina in Herning

(www.scandichotels.de/Hotelsuche/Danemark/Herning/)

Thursday, July 2:

Danish National Show in Herning

16:00 Proceed on to Billund (58 km)

17:00 Arrival Billund and visit the "Legoland"

19:00 Continue to Vejle (30 km) and check in at hotel "Munkebjerg"
(www.munkebjerg.dk)

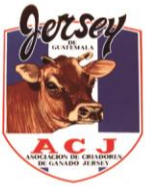
20:00 Farewell dinner at the hotel

O/N in Vejle

Friday, July 3:

Transfer from Vejle to Billund Airport.

End of program. Participants can fly out of Billund Airport. **(End of post tour)**



Mr. Agustín Robredo:

In regards to the jersey cattle in Guatemala, let me share with you the following:

Up to date there are 93 associates, which are distributed in the 15 counties and the total registered cattle is 3,744 and the media of the annual register is 855.

We have not had a significant growth the previous years; we assume it's because most of the people buying registered jerseys are not keeping up with the registry. As a board director we are trying to make them know the importance to keep such registries.

The jersey breed keeps growing among other dairy breeds and that being not only in Guatemala but in Central America Salvador, Panamá and México.

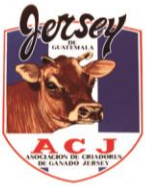
As a board of Director, we have defined the support of commercialization as one of the main priorities. Though the web page www.jerseyguatemala.com we have capture some clients interested in the purchase of jersey cattle, serving also as a link to contact our associates. We had last April an auction of registered jersey cattle in our establishment, it's important to mention that in Guatemala we don't have the habit of buying or participate at auctions, but we are interested in start the habit of auctions since they are realized in many countries.

In august 2014 we had the visit of Asociación Mexicana de Criadores de Ganado Jersey Registrado de AC., whom visited us with the interest of buying registered jersey cattle in Guatemala, and we have contacted the department of agriculture (MAGA) to work with the animal health protocols and with that make such exportations, hoping both governments define such requests.

In order to strengthen our association through actions that let us function more efficiently, searching for additional funds to finance our expenses and to give a better service to the associates through working together with local companies, we also made an acquisition of a milkotester that is available to the associates and to keep statistics of milk quality also the modification of the register program that let us have the percentage of inbreeding that can give ranges individually, by herd or national.

This year by now, we already have the same visits to farms that were done last





year through all the year and that is to have more presence within the farms and get closer with the associates.

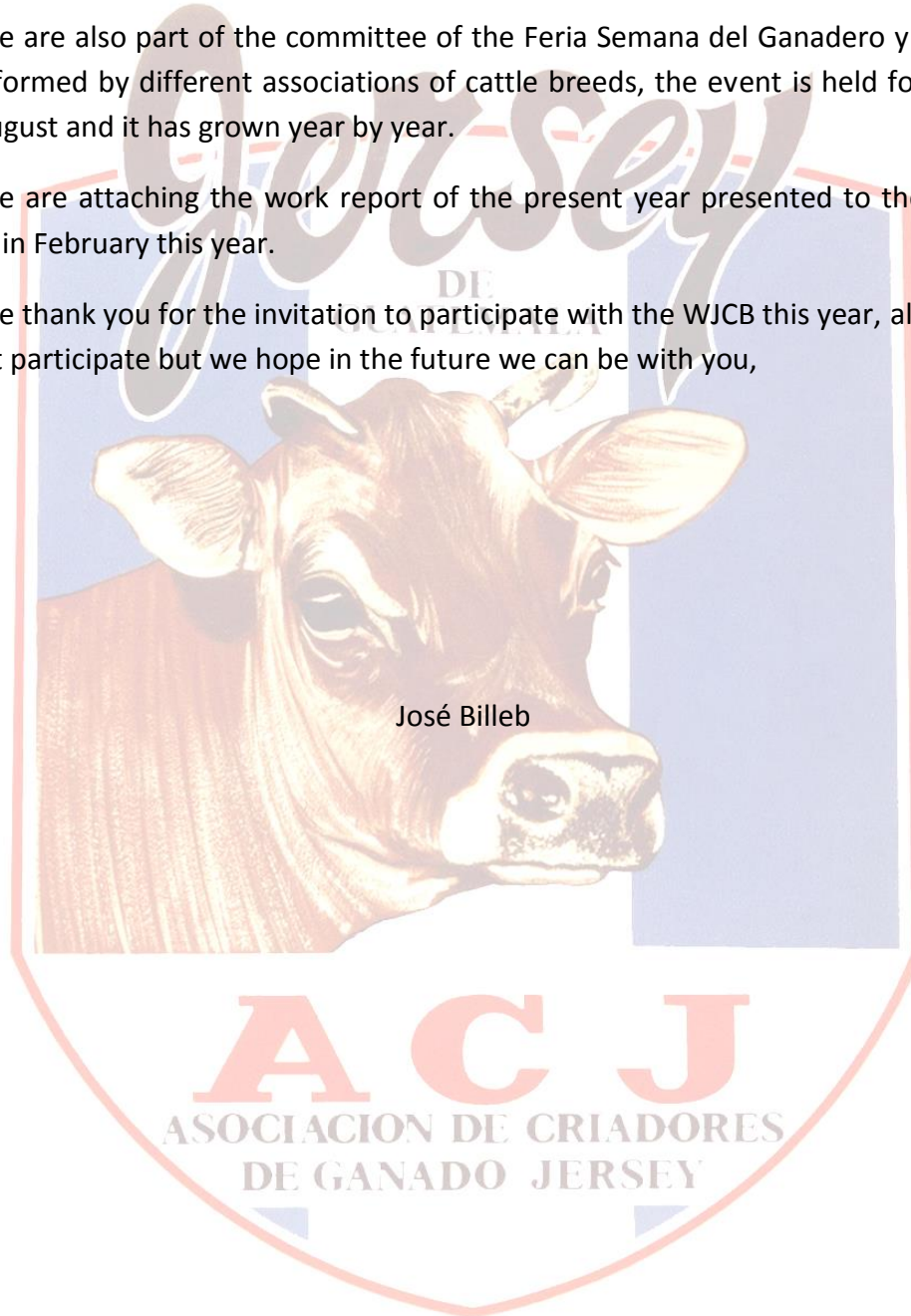
We are also part of the committee of the Feria Semana del Ganadero y Expoleche which is formed by different associations of cattle breeds, the event is held for the third year in august and it has grown year by year.

We are attaching the work report of the present year presented to the Board of Directors in February this year.

We thank you for the invitation to participate with the WJCB this year, although we might not participate but we hope in the future we can be with you,

Sincerely

José Billeb



WORLD JERSEY CATTLE BUREAU

MINUTES OF THE 2014 MEETING

Held at 16.20 on Friday 19th September 2014, at the Arniston Hotel, South Africa.

1) To appoint a Chairman:

It was noted that the President, Derrick Frigot, was in attendance and on the proposition of Steve Le Feuvre, seconded by David Shaw with all in favour, he took the Chair.

2) President's Welcome:

The Chairman welcomed the delegates to the meeting of the WJCB held during the 20th International Conference. He congratulated the organisers and the host association, Jersey South Africa, for the 2014 programme, noting that some 160 delegates had registered from 20 countries. He particularly thanked Dr. Johan Jooste (President, Jersey SA) together with Jannie Nel and Tessa Opperman from the staff, who had all done so much to ensure that the conference had been such a success.

3) Record of those present and apologies for absence:

Some 42 members and observers were present including: Derrick Frigot (President, Jersey), Anders Levring (Vice President Europe, Denmark), Dr. Cherie Bayer (Vice President North America, USA), Peter Ness (Vice President Oceania, Australia), Agustin Robredo (Vice President for South America (Argentina), Steve Le Feuvre (Treasurer, Jersey), James Godfrey (Secretary, Jersey), Brian Carter (President, Jersey NZ), Dr Johan Jooste (President, Jersey SA), Ian Mitchell (President, RJA&HS), David Shaw (President, UK Jerseys), Rachel Richardson (UK Jerseys), Kathryn Kyle (Jersey Canada), Roger Trehwella (UK), Peter Larson (Denmark), John Bailey (New Zealand), Trevor Saunders (Australia), Scott Joynson (Australia), Martin Schuler (Switzerland), Benoit Guioullier (France), Vanessa Ruiz (Costa Rica), Christiaan Koers (Netherlands), Lars Soderland (Sweden), Ben Tyrrell (Ireland), David Chamberlain (USA), Winsome Anderson (Australia), David Hambrook (Jersey), Paulo Borello (Italy).

Apologies were received from: Johannes van Eeden (Vice President for Africa, South Africa), John Le Feuvre (Jersey), Paul Houze (Jersey), Bill Maness (USA), Mark Taylor (UK), Mogens Stendal (Denmark), Dr Delfine Sebastiano (President, Jersey Italy), Bruno Schuler (Switzerland), Ian Anderson (Australia), Robert Anderson (Australia), Lyndsey Anderson (Australia), Kelvin Trotman (Australia), Maurice Core (USA), Neil Smith (USA), Suzanne Le Feuvre (Jersey), Hans Norgaard (Denmark), Jacobo Cabassa (Guatemala), Andrea Trajani (Albania), Cecilia Gallinal (Uruguay).

4) Notice of the meeting: Notice of the meeting was read having been called according to the Constitution.

5) To approve the minutes of the meeting of the Bureau held in Hamilton, New Zealand, February 2011:

The minutes had been posted on the web site and were adopted by unanimous approval on the proposition of Brian Carter and seconded by Agustin Robredo.

6) Matters arising from the minutes of last meeting: There were no matters arising.

7) To discuss any matters arising from the reports of the President, Vice Presidents, Secretary and Treasurer presented to the Council since the last Bureau meeting:

It was noted that these were published on the web site and there were no matters arising.

8) To receive the recommendation of Council regarding the election of Officers of the Bureau:

It was noted that the following nominations had been correctly received (with the nominating countries in brackets), to serve a term until the end of the 21st Conference in the USA in 2018:

- a. President – Derrick Frigot (USA, Jersey) and Peter Ness (Australia)
- b. Vice President for Africa – Arno Theron (South Africa)
- c. Vice President for Asia-Oceania – Trevor Saunders (Australia)
- d. Vice President for Europe – Anders Levring (Denmark)
- e. Vice President for Latin America – Agustin Robredo (Colombia)
- f. Vice President for North America – Kathryn Kyle (USA)

WORLD JERSEY CATTLE BUREAU
MINUTES OF THE 2014 MEETING

The Chairman noted that on a ballot the Council had elected Derrick Frigot to serve as President and that the nominations for Vice Presidents were uncontested and therefore he was able to recommend their election to the Bureau accordingly. The meeting was in agreement.

The Chairman noted that there had been two applications received to provide a Secretariat service to the Bureau. The first from the RJA&HS in Jersey, with James Godfrey stepping down from the role of Secretary to be replaced by David Hambrook, and the second from ABA Associates in the UK with Roger Trehwella to take the role of Secretary. The Council had agreed to appoint Roger Trehwella as Secretary supported by ABA Associates. The meeting was in agreement.

The Chairman noted that Steve Le Feuvre (Jersey) had agreed to continue as Treasurer for one further year and he was pleased that the Council recommended that appointment. The meeting was in agreement. The Chairman thanked Steve for his continued support and hard work on behalf of the Bureau.

9) To confirm and adopt any changes to the Constitution recommended by the Council and subject to the approval of the Royal Court:

The Chairman noted that a Bureau meeting would be held next year to consider a change to the constitution which required either the Secretary or Treasurer to be resident in the Jersey.

10) To discuss any other business:

- 10-a) WJCB Awards: The President congratulated Dr Duane Norman, Mr Dick Clauss and Johannes van Eeden on being awarded the Distinguished Achievement Award by the Council of the Bureau.
- 10-b-i) 2015 Annual Meeting in Germany: The Chairman noted that the Council had agreed to accept an invitation from the Jersey cattle association in Germany to hold the meetings in that country at the end of June. A pre-meeting study tour would be held in Switzerland, the meetings in Germany and a post-meeting study tour to Poland and Denmark.
- 10-b-ii) 2016 Annual Meeting and Regional Congress in the UK: David Shaw introduced the programme starting in Ireland at the beginning of June and travelling through Northern Ireland, Scotland and the North of England finishing with a few days in Jersey to celebrate the 150th anniversary of the founding of the Jersey Herd Book.
- 10-b-iii) 2017 Annual Meeting in Costa Rica: The Chairman reported that an invitation had been received from Jersey Costa Rica to hold the meetings in that country and the Council had accepted.
- 10-b-iv) 2018 21st International Conference in USA: Cherie Bayer advised that plans were being developed, particularly on an International Youth Congress, details of which can be found in the minutes of the Council meetings.
- 10-c) Vote of thanks for the Secretary: Trevor Saunders proposed, and Scott Joynson seconded, a vote of thanks to James Godfrey for all his work over eight years as Secretary. The meeting was in favour to much applause. The Chairman also thanked James Godfrey noting that he had proved to be an excellent administrator of Bureau affairs, commenting on how much he had achieved for the Bureau which was now much stronger as a result of his efforts.
- 10-d) Vote of thanks for the Vice Presidents: The Chairman also thanked the retiring Vice Presidents, having completed their terms of office; Cherie Bayer for North America, Peter Ness for Oceania and Johannes van Eeden for Africa. Their input and support had been invaluable.
- 10-e) Vote of thanks for the President: Steve Le Feuvre proposed a vote to thanks to the President for his continued dedication to the Bureau. He also congratulated the President on being awarded an MBE for his services to the Jersey breed.

There was no further business and the Chairman declared the meeting closed at 16:50.

To be signed on adoption by the Chairman of the meeting:

..... Date:.....

WORLD JERSEY CATTLE BUREAU

MINUTES OF THE 2015 COUNCIL MEETING

Held at 14.00 On Wednesday 24th June 2015 at Gersfeld, Mosbach, Germany

1. President's Welcome

The President welcomed delegates to the meeting and congratulated the organisers and host association, VDJ Germany, for the successful and ambitious programme which will conclude with visits to four countries, The Netherlands, Germany, Switzerland and Denmark. An appreciation for the cooperation of the breeders and member organisations in these other countries was also recorded.

In particular, he thanked Hubertus Diers and Birgitta Brentrup of WWS Germany who had done so much to ensure the success. The President made special reference to an apology for absence from Steve Le Feuvre, Treasurer, who is recovering very well from a serious of operations on his jaw.

The President then invited Dr Wilhelm Wemheuer, Georg August University, Gottingen, to present a paper on 'Breeding Polled Cattle – Jerseys the background and problems.' The presentation can be viewed on the Bureau website.

2. Record of those present and apologies for absence (see below for attendance at Continuation Meeting on 26th June)

23 members and observers were present including D Frigot (President, Jersey), A Levring (Vice President Europe, Denmark), Kathryn Kyle (Vice President North America, Canada), Trevor Saunders (Vice President Oceania, Australia), Roger Trehwella (Secretary), G Rehberg (President VDJ, Germany), B Schuler (President, Jersey Switzerland), D. Shaw (President, UK Jerseys), Miss S Jarvis (UK Jerseys), Mrs A Gibb (Jersey New Zealand), Mrs A Shaw (UK), Mrs W Anderson (Australia), P Nicholson (Jersey Australia), D Hickey (Jersey New Zealand), A Leurs (VDJ, Germany), B Olesen (Danish Jerseys), K Trotman (Australia), H Diers (Germany), T Sorensen (New Zealand), R Norman (Jersey), R West (New Zealand), L Wilson (New Zealand), S Anderson (New Zealand), C Cille (South Africa), J Vandestappen (USA) J Godfrey (Jersey).

Apologies were received from Augustin Robredo (Vice President South America, Argentina), A Theron (Vice President Africa, South Africa), Steve Le Feuvre (Treasurer, Jersey), Mogens Stendahl (Denmark), Johannes van Eeden (South Africa), Chris Sorenson (AJCA, USA), Dr Cherie Bayer (AJCA, USA), Peter Ness, (Australia), S Joynson (Jersey Australia), H Roloffova (Czech Republic), P Larson (Denmark), B Tyrell (Republic of Ireland), L Anderson (Australia), I Anderson (Australia), R Anderson (Australia) G Moldonado (Colombia).

3. Approval Minutes of the Council Meeting held in September 2014 in South Africa

The Minutes had been posted on the website and were adopted unanimously on the proposal of T Saunder seconded by A Levring.

4. Matters arising from these Minutes

D Shaw informed the meeting that he not been able to receive an appointment from Agriventre to meet them.

5. Bureau Business

a. President's Report

The report as posted on the website was accepted unanimously on the proposal of T Saunders, seconded by A Levring.

b. Vice Presidents' Reports

The President referred members to the reports as available on the website, pointing out the valuable overview which can be gleaned from reading them. On the proposal of D Hickey, seconded by D Shaw, the reports were accepted unanimously, en bloc.

c. To receive nomination and appoint Treasurer

The President nominated Steve Le Feuvre who has confirmed his willingness to complete the term until the 2018 Conference. Seconded by A Levring the nomination was accepted unanimously.

d. Secretary's Report

The report as posted on the website was accepted unanimously on the proposal of K Kyle, seconded by A Levring. Particular note was made of the re-established contact and interest from the Czech Republic and The Netherlands. The formal applications to upgrade to Full Membership were welcomed and approved on the proposal of K Trotman, seconded by C Cillie

e. Treasurer's Report

The Treasurer's report was received in his absence and The President remarked on the positive comments included within its Conclusions. While the reserves allow for moderate funding towards the strategic objectives, this is dependent upon both JETA and the World Jersey Cheese Awards being budget neutral.

f. Approval of Accounts for 2014

The President noted the excellent Conference surplus in 2014, and that The Dairy Queen is 'in profit.' The accounts were accepted, unanimously, on the proposal of K Kyle, seconded by T Saunders. The President confirmed that the accounts are unaudited, in line with small company law in Jersey where the organisation is incorporated.

D Hickey, B Schuler and D Shaw were nominated to complete the Bureau's usual overview of the accounts by T Saunders, seconded A Levring and approved unanimously.

g. Membership Fees

In light of the Bureau's relatively strong financial position and the increase in Full membership applications, fees were held at their existing level for all membership categories for 2015; this unanimously on the proposal of T Saunders, seconded by P Nicholson

h. Appointment of Accountants

ABC (Accountancy & Bookkeeping Company) Jersey were appointed to compile the accounts, unaudited, for the bureau for 2015, unanimously on the proposal of D Shaw and seconded by P Nicholson.

6. WJCB Strategy Review

A Working Group under the chairmanship of A Levring and including T Saunders, C Bayer and B Tyrell with R Trehwella as secretary had been setup and met in South Africa.

R Trehwella provided background to the strategy adopted in 2011 and the process of reaching a point where strategic priorities had been agreed by the group. He stressed the group sought agreement of the organisations objectives, strategic priorities and the factors against which the ensuing strategy will be monitored on an annual basis.

A draft Vision with mission statement to achieve it was presented along with the high priority areas of maintaining a successful annual programme of Bureau meetings; activation of the Scientific committee; and establishing a means to gain higher industry influence for the breed.

Communications were viewed as medium priority, from a strategic viewpoint, and the existing suite of communications channels needs to be consolidated to deliver the updated goals. Within the rapidly developing communications world, assistance in defining the routes to deliver knowledge and information successfully will be required from member organisations.

The limited benefit and high cost exposure for both the existing World Jersey Cheese Awards and the youth programme were viewed as constraints on providing services and support to Full member nations. Full members have the capability and responsibility to cascade information down to other member categories. The Bureau can maximise its value especially to active breeders through this approach.

There was criticism and considerable debate about the lack of focus and clarity within the presentation. Until a Vision statement is achieved against which proposed objectives can be tested in terms of realisation, then development of strategic priorities will not be successful. At the same time it was recognised that organisational support and enthusiasm must not be lost due to prolonged delay.

The Vice Presidents were allocated responsibility to discuss with delegates present and resolve the areas of Vision statement (A Levring), Communications (K Kyle) and Youth (T Saunders), reporting back at the continuation of this meeting on Friday 26th June 2015 when actions will be implemented.

7. World Jersey Cheese Awards

WJCA have been held on a biennial basis since 2008. It has been very successful in attracting entries of approximately 100 cheeses at each competition, mainly from artisan producers. The Awards have been expensive to run and it has proved difficult to achieve significant publicity beyond the efforts of some enthusiastic individual competitors.

The 2014 Awards in South Africa cost Jersey S Africa £16000 to stage, although C Cillie was of the opinion that an earlier start to organising could have reduced this total.

When asked, J Godfrey confirmed that RJA&HS will run the 2016 Awards, although the Bureau will need to underwrite costs estimated at £16 – 18000. Fifty per cent of the cost is in freight, and the Awards require some 220 staff hours to organise.

T Saunders proposed, A Gibb seconded, that the Bureau thank RJA&HS for the offer to host the 2016 Awards on Jersey, but that the Bureau cancel the event at this cost.

Carried by 11 votes with 1 against and RJA &HS abstaining.

The secretary has discussed the potential of the Awards being hosted within a number of alternative, established, Cheese Shows. The World Cheese Awards, currently staged within the BBC Good Food Show, appears a compatible and potentially cost-effective option.

Proposed J Godfrey, seconded T Saunders, that the Bureau writes to AJCA confirming their existing offer, and terms, to host the 2018 event in the USA; at the same time the secretary continues negotiations with the World Cheese Awards. A decision on the outcomes to be taken by the officer team. Carried Unanimously.

8. Lord Jersey Research Trust

The President reported that the Trust can be wound-up through the Jersey Law Authority, at a cost of £60 plus legal fees estimated at £200.

Alternatively the Trust can be allowed to lie dormant. The assets of approximately £26000, including the £20000 loan to the Bureau, have been transferred to the Bureau by the Trustees. In 2014 the Bureau agreed to set-up a designated fund within its accounts for the value of the loan. Discussion ensued where it was deemed appropriate to wind-up the Trust, formally. At the same time, but as a separate issue, the Bureau may wish to review its constitution. This latter point was deferred to AOB.

Proposed J Godfrey, seconded D Shaw that the Bureau winds-up the Lord Jersey Trust in the most cost-effective manner. Agreed Unanimously.

9. Scientific Advisory Committee

Dr Duane Norman has requested that each Bureau region supplies names and contact details for researchers potentially able to interact with Dr Norman regarding existing and proposed Jersey related research projects. It was agreed that the Vice Presidents be responsible for ensuring this is achieved. Dr Norman will be asked to provide an annual written report, and it is hoped he will make a presentation at the 2018 International Conference in the USA. A section of the Bureau website is to be dedicated to maintaining an index of projects and researchers.

11. Any Other Business

- a. In light of the comments in 8 above, proposed J Godfrey, seconded D Shaw, that the Bureau reviews its constitution, particularly the requirement that either the secretary or treasurer are residents of the Island. Any amendments to be formally notified for approval at the 2016 Annual Meeting & Regional Conference. Agreed Unanimously.
- b. C Cillie requested that sponsors are not allowed to influence the cow selection for presentation at farm visits during Bureau tours. This was agreed unanimously.

- c. T Saunders provided an example of a calendar as a means of generating additional income for the Bureau. Agreed the officer team seek ways of generating additional revenue.

The President closed the meeting at 18.10 and informed members of the Continuation Meeting to be held on 26th June

Continuation of the Annual Meeting of Council on Friday 26th June 2015 at 16.00 hours at the Van Der Valk Hotel, Berlin Brandenburg

The President welcomed the 29 members and observers, as below, and formally welcomed Germany and the Republic of Ireland to their first meeting as Full Members of the Bureau.

2. Record of those present and apologies for absence

29 members and observers were present including D Frigot (President, Jersey), A Levring (Vice President Europe, Denmark), Kathryn Kyle (Vice President North America, Canada), Trevor Saunders (Vice President Oceania, Australia), Roger Trehwella (Secretary), G Rehberg (President VDJ, Germany), B Schuler (President, Jersey Switzerland), D. Shaw (President, UK Jerseys), Miss S Jarvis (UK Jerseys), Mrs A Gibb (Jersey New Zealand), Mrs A Shaw (UK), Mrs W Anderson (Australia), P Nicholson (Jersey Australia), D Hickey (Jersey New Zealand), B Olesen (Danish Jerseys), K Trotman (Australia), H Diers (Germany), T Sorensen (New Zealand), R West (New Zealand), L Wilson (New Zealand), S Anderson (New Zealand), C Cille (South Africa), J Vandestappen (USA), Mrs A Vanderstappen (USA), Mrs C Frecklington (NZ), Mrs M Jacobsen (Denmark), M Moelter (Germany), Mrs B Brentrup (Germany), T Evangelo (USA), K Brady (Republic of Ireland), J Bailey (NZ) J Godfrey (Jersey).

Apologies for absence as at 24th June plus Mr R Norman (Jersey)

R Schmitt gave members an interesting update on the history and successful development of the Jersey breed in Germany.

6. WJCB Strategy Review(cont'd)

Each Vice President reported on their Strategy Working Group proposals.

Vision - A Levring led the discussion. It was agreed that a Vision needs to be succinct; able to stand the test of time; stretching yet achievable; not make claims which are factually incorrect.

It was agreed that the breed's strengths and future prospects would be encapsulated in '**Jerseys – THE sustainable choice**'

Communications – K Kyle set out the aim to improve all channels of communication for Bureau members and to make the organisation more visible. A three pronged approach is to be employed. Facebook has a strong presence with 3160 followers. Greater engagement is to be achieved by ensuring there is at least one post per day. VPs will be responsible for ensuring there is a facebook contributor in their region. These nominated contributors will also be responsible for monitoring content.

Website reach is to be enhanced by using facebook and group emails to drive traffic. The website is to become the communications hub for all countries with each member linking updates to WJCB. The Bureau site is to be a message board, sub-divided by relevant category. The President and secretary are to pursue a more appropriate domain name. Quotes for website design are to be requested by end July 2015 with a redesign functioning by early 2016, latest.

E-comms groups. Clustering by area of interest, each group is to be the catalyst for two-way feed of all Bureau communications.

Scientific Committee – The proposals as 9 above are to be implemented before December 2015.

Youth – T Saunders expressed the key objectives of ensuring that young people have a good experience within Bureau' programmes, within legal requirements.

JETA is to be reviewed by the 2017 Annual Meeting with the aim of making it a leadership development programme; funded through sponsorship. The application process, delivery within the Conference and subsequent follow-up activity are all to be addressed.

The Agriventure Youth Exchange programme is to be revisited, with possible alternative providers identified for 2016. Each country is requested to appoint a youth coordinator who will contribute to the communications group as well. It was recognised that not all countries share the same culture, and so it will not be compulsory to participate.

A Levring proposed, seconded by K Brady, that the Strategy development to date be carried forward into a completed document by 31 December 2015. Unanimously agreed.

10. WJCB Meetings

a. 2016 D Shaw presented a video inviting members to the British Isles for an Annual Meeting & Regional Conference between 3rd and 22 June 2016

b. 2017 The President confirmed contact with Costa Rica and that he will take responsibility for developing the programme, with a possible post-tour to Ecuador

c. 2018 The proposed programme for the USA was enthusiastically welcomed

11. Any Other Business

d. Review of Annual Accounts D Shaw reported on behalf of the group including himself, D Hickey and B Schuler who had reviewed the Bureau accounts for 2014. Two points arose:-

i. Reference is made of a 'loan' from the Lord Jersey Trust, yet no liability remains on the balance sheet. Agreed that ABC (Accountancy & Bookkeeping Company) be asked to explain the notes 1.6 and 6 in the accounts.

ii. Interest received for the year was only £1. S Le Feuvre to be asked to look at higher return alternative accounts.

e. ICAR The secretary reported on a World Breed Federation Working Group. Agreed to maintain contact with its work.

f. Digital Photography Discussion took place around the lack of implementation of Bureau policy. While frustration exists about the

falsification of images, it is equally difficult to know what impact the Bureau can make.

- g. EC Zootechnic Directive** J Godfrey asked the secretary for an update. Drafting continues to be reviewed. The European Commission anticipates a consultation period in early 2016. Thereafter it will be approximately two years before EU-wide legislation is implemented.
- h. Nascent Jersey Populations** J Godfrey requested that the Bureau identify complementary parties to provide semen for a number of developing countries. As much as 0.5 million doses are required over a two year period for Send-A-Cow projects. Delay could result in alternative breeds filling the gap.

The President thanked everyone for their participation, along with the four host nations and farmers, most especially VDJ Germany for their wholehearted commitment to arranging the programme. The meeting closed at 18.10

Signed:.....
..... Date:.....

President:.....
.....