



Jersey NZ Annual Report - WJCB Trip June 2019

The last 12 months have seen the jersey breed going from strength to strength in New Zealand. The key driver for this is the increased pay out for fat. Butter and anhydrous milk fat are still reaching high prices relative to skim milk powder on the global dairy trade platform so we can expect high fat Jersey milk to retain a significant premium payment over low fat high protein equivalents of other breeds for several years to come.

Jersey semen sales have increased 20% as increase in fat value spills over to the BW system. Of the top 30 bulls on the RAS list (Ranking of Animal Sires), 25 of them are Jersey and the other 5 are crossbreds. The crossbred market is where the sale of semen has increased as farmers look to increase the jersey genetic component in their herds in order to capture the additional pay-out for fat. Added to this is the interest in A2A2 genetics as Fonterra is now marketing the A2 milk although the premium it offers is not a great incentive.

We have an Industry Affairs committee that has been very active in promoting and advocating for the jersey breed with many of our industry players. We are now gaining some traction with some of the key industry contacts asking when they'll be invited to our next meeting as they value our input. It is really encouraging to think that the views of JerseyNZ are being acknowledged and considered. Those industry contacts include: Fonterra, Waikato Regional Council, NZAEL, CRV Ambreed, LIC, DairyNZ, Massey University, Meat Industry Association and Greenlea meats.

The Genetics Committee in collaboration with LIC are into their third year of the Jersey Future initiative – while ostensibly a young sire catalogue available only to members, it is also an opportunity to capture new members at the same time providing us with the ability to have six more bulls proven that wouldn't normally be so. Genomic bull selection is happening but NZ seems to be moving very cautiously in this space as the demand for daughter proven bulls is still high.

Jersey Genome™ is a joint venture with CRV Ambreed designed to identify and acknowledge the best pedigree Jersey breeding in New Zealand and hence source potential bull mothers for Jersey NZ and CRV AMbreed to generate sires. JerseyNZ is currently enjoying an extra injection of funds as a result of the royalties coming through from a number of graduates from this scheme, in particular Drumclog Manzello Lucas JG and Puketawa King Connacht JG. The current 2018 team of genome comprises of 49 2-yr-olds represented from 21 breeders

Jersey Marketing under the leadership of Ross Riddell, has renamed itself "Link Livestock Ltd" with the by line "Linking Buyers and Sellers". The main reason for the name change is to attract business from the other breeds in order to increase its business. The official launch for Link Livestock Ltd occurred at our recent conference in Dunedin. We are pleased that they are going from strength to strength (turning a profit) and now employ two extra agents. Although New Zealand has been challenged by the Mycoplasma Bovis, a positive is that it has helped lift our spring bull sales however the lift in fat pay-out has not had a substantive effect on breed choice or stock sale values at this stage.

The youth council continue to grow the interest of our young people and were very delighted when our team of young people who travelled to Australia to the International Dairy Week to partake in the Youth challenge, were victorious and won the event. Once again, the Australian farmers were very good to them and the youth were very appreciative and complimentary about the help they were given by the locals. Thank you, Australia.

For the last two years Jersey Australia and JerseyNZ have exchanged board director attendees at our annual conferences. This year Peter Gilbert from NZ represented the JerseyNZ board and Lisa Broad represented Jersey Australia. Both boards value the opportunity to exchange ideas and share the challenges that we each face going forward.

Just this week Pam Goodin, our General Manager, and I attended the Lewis Road Creamery launch in Auckland. They are now marketing Jersey milk nationwide and will hit the supermarket shelves tomorrow. This is very

exciting news for although we have Bella Vacca and Jersey Girls Organics marketing jersey milk, this is on a very small scale and in relatively niche markets. Lewis Road actively sought us out and we are helping them to tell the jersey story. We will also be working with them with regards to marketing and sending the correct messages with their images, i.e. good-looking stock with full tails, good conformation and uniformity.



Lewis Road's main office is in Queen Street Auckland and they have placed a jersey cow on the roof overhanging the street below and generated interest by asking the public to name her. Who would've thought we'd have a jersey cow in Queen St Auckland?



Lewis Road also market butter, steak butter, ice-cream and sour cream and are currently in talks with Whitakers Chocolate company to produce jersey milk chocolate. Peter Cullinane from Lewis Road very kindly came down to Dunedin to share the news of this launch with the membership at our JerseyNZ conference last week. This relationship with Lewis Road Creamery is an exciting venture for JerseyNZ and its members and provided us all with a great boost.

The JerseyNZ board has had some changes; Steven Ireland has stepped down, although will continue working on the Genetics committee; Peter Gilbert was re-elected, I am now an elected Director, Tony Landers has been reappointed as an appointed director and we welcome Julie Pirie as our second appointed director. Glenys Ellison and Barry Montgomery continue in their terms as elected directors. JerseyNZ is continuing to rebuild its credibility and feel we are in a strong position going forward.

Alison Gibb
President

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