



**The World Jersey Cattle Bureau
In partnership with
Jersey Australia Inc
present the**

2022 WJCB Global Online Conference

Apr 28, 2022, 06:00 AM Canberra, Melbourne, Sydney

Register in advance for this meeting:

<https://us02web.zoom.us/meeting/register/tZUkdOqqqTgsEtadrSDqSjAiR3emr0Xnfkq>

After registering, you will receive a confirmation email containing information about joining the meeting.

JERSEY
Australia



<p>Session 1</p>	<p><u>Global Data Sharing Initiatives and Opportunities</u> Dr Matthew Shaffer will explore global data sharing initiatives and opportunities that are / can be available to Jersey Breeders across the globe and how Jersey breeders and Jersey Associations can work to support and grow open data flow for the betterment of industry.</p>	<p>Speaker: Dr Matthew Shaffer. Chair Interbull Steering Committee and CEO of DataGene Ltd</p>
<p>Session 2</p>	<p><u>Gene Editing</u> Professor Alison Van Eenennaam will present on the Synergistic power of genomic selection, assisted reproductive technologies, and gene editing to drive genetic improvement of cattle</p>	<p>Speaker: Prof: Allison Van Eenennaam Professor of Cooperative Extension Animal Genomics and Biotechnology Department of Animal Science University of California</p>
<p>Session 3</p>	<p><u>Maintaining a Social Licence</u> The modern dairy farm is full of many challenges at a business level and even more challenges at a consumer level as a consumer and retailers strive harder an expect more from their suppliers and food generators across the globe to meet higher standards and expectations in animal welfare, climate change and environmental concerns.</p> <p>Eduardo Robert Urena will explore what the Dairy Industry needs to do to meet the social challenges we face in areas such as climate change, animal welfare and environmental impacts and will look into the crystal ball on what the future may hold for the industry.</p>	<p>Speaker: Eduardo Robert Urena Senior Specialist Dairy Value Chain with emphasis in Sustainable Development.</p>
<p>Session 4</p>	<p><u>Jersey Most Profitable and Sustainable Cow.</u> In 2021 Jersey Australia commission a project to identify and understand the commercial and economic benefits of the Jersey Cow in its contribution to farm profitability to understand if there were any clear advantages for the Breed.</p> <p>The project was undertaken by leading researcher Dr Steve Little and agricultural economist Scott Barnett with the support of Dr John Morton and undertook a detailed analysis of Australia data and globally published research papers to identify and confirm the Jersey cow has a more profitable and sustainable advantage.</p> <p>Dr Little will provide an overview of project and its outcomes.</p>	<p>Speaker: Dr Steve Little Director: Capacity Ag Consulting.</p>

Speaker Profiles

Eduardo Robert Urena

Experienced Director with over 20 years' experience in AgriFood Value Chain . Knowledge in organizing farmers, growth and harvest, packing, distribution, marketing, sales and other value-adding processes. Moreover, has been the member of the Board at the largest Food Company of Central America and the Caribbean for over 12 years and has 5 years of experience in the analysis of Agri-food trends and Crisis management. Also, an avid spokesman, has been the lobbyist and advocator for various private and social projects with governments of Central America and the Caribbean

LinkedIn: <https://www.linkedin.com/in/erobertu/>



Dr Steve Little



Dr Steve Little, of Capacity⁺ Ag Consulting, is an Australian veterinarian with additional qualifications in ruminant nutrition and agribusiness management. He is an honorary fellow and chief examiner of the Australian Association of Ruminant Nutrition. He is also a past president of the Australian Association of Ruminant Nutrition and the Cattle Chapter of the Australian and New Zealand College of Veterinary Scientists.

Steve has extensive experience as a farm advisor, providing herd nutrition, reproduction, health and productivity advice, and as a consultant to animal nutrition and health companies, other commercial agribusinesses and public sector research and development organisations. He has led or contributed to many R & D projects and extension programs in Australia including InCalf, feed.FIBRE.future, Feed2Milk, Cool Cows and Feeding the Genes. Steve also developed the *Advanced Nutrition in Action* training program for dairy farmers and advisors now being delivered

across Australia by Dairy Australia.

LinkedIn: <https://www.linkedin.com/in/steve-little-7b221838/>

Dr Matthew Shaffer

Matt Shaffer is the CEO of DataGene limited, the dairy industry organisation responsible for genetic evaluation, herd testing software, a central data repository and industry delivery of herd improvement initiatives.

Matt Shaffer grew up on a farm in Western Pennsylvania where his first paying job was milking cows. He went on to attend Penn State and Cambridge Universities before joining Hancock Agricultural Investment Group as Director of International Operations.

While working for Hancock, he moved to Australia to open a subsidiary and has been here ever since. Before joining DataGene, Matt was the CEO of Holstein Australia and Program Manager for Genetics and Data Management for Dairy Australia.



Professor Alison Van Eenennaam

Professor of Cooperative Extension in Animal Biotechnology and Genomics at University of California, Davis and is leading global expert in gene editing.

Alison is well known for her award-winning animal genomics and biotechnology research and extension programs focusing on the use of biotechnology in agricultural production systems. Alison have given over 700 invited presentations to audiences globally and use a variety of media to inform general public audiences about science and technology.

LinkedIn <https://www.linkedin.com/in/alison-van-eenennaam-70680a25/>

