

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:.....
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