

# WORLD JERSEY CATTLE BUREAU

## MINUTES OF THE ANNUAL COUNCIL MEETING – Australia 2013

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The meeting convened at 06.30 hrs on Tuesday 14<sup>th</sup> May,  
at the RACV Club Hotel, Inverloch, Victoria, Australia.

### 1) President's Welcome:

Derrick Frigot, President WJCB, welcomed delegates and members to the annual meeting of the Council. He thanked Jersey Australia for hosting the Bureau in 2013, its President, Trevor Saunders, the WJCB Vice President, Peter Ness, and the staff of Jersey Australia together with all those involved for their hard work in putting together such an informative and excellent programme which had attracted some 60 delegates.

The President then asked the Council to stand in remembrance of the Bureau Patron, Anne Perchard, who had passed away on 1<sup>st</sup> April and had inspired so many people around the world.

### 2) Members present:

Councillors: Derrick Frigot (President, Jersey), Peter Ness (Vice President Oceania, Australia), Dr Cherie Bayer (Vice President North America, USA), Agustin Robredo (Vice President South America, Argentina), Steve Le Feuvre (Treasurer, Jersey), James Godfrey (Secretary, Jersey), Roger Trehwella (Exec. Sec. UK Jerseys), Brian Carter (President Jersey NZ), Maurice Pedley (NZ), Poena van Niekerk (President, Jersey South Africa), Bruno Schuler (President Jersey Switzerland), Scott Joynson (Exec. Sec. Jersey Australia)

Observers: Paul Frecklington (NZ), Tony Sorensen (NZ), Lloyd Wilson (NZ), Des Hickey (NZ), Winsome Anderson (Australia), Richard Gibson (NZ), Kelvin Trotman (Australia)

Apologies were received from: Johannes Van Eeden (Vice President Africa, South Africa), Anders Levring (Vice President Europe, Denmark), Trevor Saunders (Australia), Gonzalo Maldonado (Colombia), Maria Uricoechea (Colombia), John & Thelma Bailey (NZ), Rodney & Jocelyn Dobson (NZ), Peter Larson (Denmark), Jacobo Cabassa (Guatemala), Ian Anderson (Australia), Andrea Trajani (Albania), Miroslav Vagner (Czech Republic), Ross & Carol Turner (NZ), Rainer Schmitt (Germany), Karin Knolle (USA), Cecilia Gallinal (Uruguay), Bill Maness (USA), Kathryn Kyle (Executive Secretary Jersey Canada), Anne Corner (UK), Bob & Annette Potts (NZ), Maurice Core (USA), Neil Smith (Executive Secretary AJCA, USA), Mark Taylor (President UK Jerseys), Calvin Covington (USA).

### 3) To approve the minutes of the meeting of Council, held in Colombia, June 2012:

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

### 4) Matters arising from the minutes:

- a) Ethics of cattle photography: The Secretary noted that the communiqué agreed had been distributed widely following the last meeting. A number of member associations had responded saying that they were adopting the policy with regard to their publications. Steve Le Feuvre explained that the RJA&HS in Jersey would only be commissioning photographs in accordance with the policy. Roger Trehwella noted that UK Jerseys supported the statement but felt it was difficult to impose. Cherie Bayer confirmed that the AJCA in the USA had adopted the wording in principle although agreed that it is difficult to enforce. Brian Carter added that Jersey NZ supported the position. Scott Joynson informed the meeting that

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Jersey Australia had adopted the statement as part of a policy on show ring ethics. The President felt that progress was being made and that the Bureau should continue to promote the standard.

- b) Establishment of a foundation to support nascent Jersey populations: The Secretary informed the meeting that he had received a communication from Peter Larson to say that a report was in preparation.
- c) Classification harmonisation meetings: The Secretary had received a communication from Peter Larson on this subject as well to say that a report was in preparation.
- d) Invitation for Jersey breed representation at ICAR: The Secretary informed the meeting that Peter Larson was attending the meetings in May to represent the Bureau.
- e) Membership Fees – report back: The Secretary reported that he had considered the matter as requested and had concluded that there was no simple solution that accommodated the considerable differences between populations and asked that the matter be considered by the Audit Committee during the week.
- f) European Jersey Forum: The Secretary noted that a meeting of the EJJ had been in Jersey last October and further meetings would be held in Switzerland from the 8<sup>th</sup> to the 12<sup>th</sup> November 2013 and in Italy in 2014 and Norway in 2015.

#### 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 Agustin Robredo, with all in agreement.
- b) Vice President's reports: These were adopted on the proposition of Brian Carter, seconded by Poena van Niekerk, with all in agreement.
- c) Secretary's report: This was adopted on the proposition of Roger Trehwella, seconded by Peter Ness, with all in agreement.
- d) Treasurers report: This was adopted on the proposition of Cherie Bayer, seconded by Brian Carter, with all in agreement.
- e) Approval of Financial Statements for 2011: 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 two members to act as the 'audit team' as in prior years. Peter Ness suggested Roger Trehwella and Brian Carter and all agreed. The 'audit team' would examine the Financial Statements for the year end 31<sup>st</sup> December 2012, along with the supporting ledgers and bank statements and report back to the Council at the next session.

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#### 6) Report of the Lord Jersey Research Trust:

Steve Le Feuvre circulated a report previously published indicating that the Trust had retained reserves of some 3,294 GBP at the year end and that the Trustees would be called upon to meet in early course.

#### 7) To discuss future WJCB Meetings:

##### a) Annual Meetings 2015 & 2017:

The Secretary circulated an outline proposal received from a Danish agri-travel company who had been in contact with Peter Larson. There was discussion on the merits of a visit to India in which it was recognised that the country had the largest dairy industry in the world and the matter would be further discussed during the week and finalised at the next session.

##### b) 20<sup>th</sup> International Conference, South Africa 2014:

Poena van Niekerk presented the detail of the programme for the conference based in the Cape area commencing Friday 12<sup>th</sup> September and finishing on 20<sup>th</sup> September with post conference study tours to Natal or Namibia. The President thanked Poena for coming and there was some discussion on the conference papers with further development to be worked on between Jersey SA and the Bureau.

##### c) Annual Meeting and regional conference, UK 2016:

Roger Trehwella provided an update with the dates being considered as 20<sup>th</sup> May to the 10<sup>th</sup> June starting in Ireland followed by the regional conference in the North of England with a possible add on to the Island of Jersey for the Spring Show.

##### d) 21<sup>st</sup> International Conference, USA 2018:

Cherie Bayer reported that there was further planning to be done and in answer to a question from Roger Trehwella on the youth agenda was able to elaborate that the age group targeted would be undergraduate level with a group of 45 to 50 students and a fuller detail would be available at the conference next year.

#### 8) To discuss any other business:

##### 8a) JETA Programme for 2014 and potential sponsorship:

The President felt that in light of the current financial position and the cost of this programme it was important to discuss its future. The Council unanimously agreed, on the proposition of Peter Ness and seconded by Cherie Bayer, that it was one of the best initiatives of the Bureau and should continue. There was some discussion on the funding possibilities and it was felt that if the member associations were able to effectively market the new book then proceeds from this should fund the programme in 2014. It was agreed, on the proposition of Peter Ness and seconded by Poena van Niekerk, that in the meantime member associations would be contacted to encourage a specific fund raising programme for a dedicated JETA fund. Brian Carter felt that New Zealand could be counted on to raise NZ\$ 500 each year for a JETA fund for future years.

##### 8c) Process for advertising and appointment of a Secretary:

The Secretary explained that he had taken on the role in 2006 at short notice to fill an unexpected vacancy, with appointment confirmed at the conference in Jersey in 2008 and

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reconfirmed for a further term at the conference in New Zealand in 2011. He felt that it was important for the Council to confirm an appointment at the conference in South Africa in 2014 and in so doing it has the opportunity to gauge interest from all countries in taking on the role. To do this it is important that the position is advertised to enable interested parties to consider making an application. The Council agreed that the Secretary issue a request for interest in the position.

The meeting was adjourned at 09.30hrs and reconvened at 13.45 hrs on Wednesday 15<sup>th</sup> May at the offices of Jersey Australia. The attendance of Councilors was: Derrick Frigot (President, Jersey), Peter Ness (Vice President Oceania, Australia), Dr Cherie Bayer (Vice President North America, USA), Agustin Robredo (Vice President South America, Argentina), Steve Le Feuvre (Treasurer, Jersey), James Godfrey (Secretary, Jersey), Roger Trehwella (UK), Brian Carter (President Jersey NZ), Maurice Pedley (NZ), Poena van Niekerk (President, Jersey South Africa), Bruno Schuler (President Jersey Switzerland), Scott Joynson (Exec. Sec. Jersey Australia)

7a) Annual Meetings 2015 & 2017:

There was further discussion on the outline programme for India in 2015 and it was agreed on the proposition of Cherie Bayer and seconded by Peter Ness that a request for proposals be circulated with the Officers able to select an operator and develop the programme with the meetings to be held in that country.

Poena van Niekerk invited the Council to consider holding the annual meeting in 2017 in Africa again but in Zambia, Zimbabwe and Mozambique. There is active promotion of the Jersey breed in these countries with David Harvey and the Land 'O Lakes milk co-operative. It was agreed, on the proposition of Poena van Niekerk and seconded by Peter Ness, that Poena take the lead in developing this programme with further information to be provided in South Africa in 2014.

8b) Future role of the WJCB:

Roger Trehwella introduced a paper received in the name of the European Jersey Forum, signed off by Anders Levring, which the Council noted should have come under the name of a member association rather than the EJF. Mr. Trehwella complimented the Council on the impressive list of achievements detailed in the Secretary's report, which he felt had been undertaken in a professional manner, and which also provided the opportunity to discuss the future role of the Bureau. The Secretary thanked Mr. Trehwella for his comments and added that the achievements had been as a result of a collaborative effort from the Council and others consistent with the strategy agreed some years ago. That said he felt it was important for the Council to review strategy progress and direction at this time following concerns raised by a Vice President that the Bureau was not developing in the right direction.

The Council endorsed these views, and in lengthy discussion on the work of the Bureau felt that the establishment of a Facebook page would encourage engagement with the Bureau's activities. There was also discussion on the merits of running annual study tours, with disappointment being registered that two Vice Presidents were absent from this year's programme, and in consideration of the attendance of some 60 delegates it was felt that

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whilst people wished to attend study tours the Bureau should arrange them. It was agreed on the proposition of Roger Trehwella and seconded by Cherie Bayer that the Secretary drafts a strategy review for the Officers to consider and further presentation at the conference next year.

8d) Arrangements for marketing the new history book:

The Secretary summarised the position agreed by the Officers that the Bureau would not enter into retail sales of the book but instead offer the publication at a wholesale price to member associations to market thus providing an opportunity for the associations to raise funds as well as the Bureau. The price points for order sizes were discussed as well as the idea of setting a recommended retail price but it was felt that these matters should be left to the individual associations.

The meeting was adjourned at 16.30hrs and reconvened at 07.30 hrs on Friday 17<sup>th</sup> May at the Novotel Forest Resort, Creswick. The attendance was as for the first session with the addition of: Trevor Saunders (President Jersey Australia), Ian Anderson (Australia), Gary Baldwin (NZ), Brett Thompson (NZ), David Glass (NZ), Paul Johnson (NZ), Tony Luckin (NZ).

5e) To approve the Financial Statements for the year end 31<sup>st</sup> December 2012:

Roger Trehwella and Brian Carter confirmed that they had met with the Secretary and Treasurer earlier that morning and reviewed the accounts, nominal ledgers and bank statements and found all to be in order. The Council approved the accounts on the proposition of Peter Ness and seconded by Cherie Bayer which were duly signed.

The Secretary circulated an updated rolling budget for the years 2011 to 2014. He highlighted that the stock of books was being held at no value, with sponsorship income and publication expenses being accounted for in the year in which they arose, thus leading to the full sales revenues also being realised in the year they arose. The importance of generating book sales was therefore noted and as an example should 1,000 copies be sold during the year then the GBP 20,000 loan from the Lord Jersey Research Trust would be repaid, and with a second 1,000 copies sold next year then the Bureau would have been able to fund the JETA programme for the 2014 conference and retain a surplus.

5f) To set Members Fees for the year:

The Secretary explained that he had looked into the matter as requested last year and discussed it in some detail with the audit team who concurred that it was difficult to find a consistent approach to members finding difficulties with the fees as there was no correlation with size of population or state of the national economy. There was some discussion on how to ease the situation for individual countries with a suggestion that those finding it difficult could apply for a suspension until such time as their situation improved. It was also suggested that fee increases should commence and possibly on a three year cycle at each international conference. It was agreed on the proposition of Cherie Bayer and seconded by Peter Ness that the President establishes a special committee to consider this and circulate a report for comment by 1<sup>st</sup> January 2014.

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It that context it was agreed on the proposition of Steve Le Feuvre and seconded by Poena van Niekerk that the fees remain the same for the next year.

8e) To discuss holding the 4<sup>th</sup> World Jersey Cheese Awards, possibly in South Africa in conjunction with the 20<sup>th</sup> International Conference in 2014:

The Secretary introduced the item and gave a summary of a post event report on the 3<sup>rd</sup> event. Poena van Niekerk explained that Jersey SA were very happy with the concept of hosting the WJCA next year but would like to confirm that following close liaison with the secretariat on what is involved which will be completed during the next two months. It was agreed on the proposition of Poena van Niekerk and seconded by Cherie Bayer that the event be held in South Africa next year.

8f) To discuss genomics and international collaboration in the Jersey breed:

Roger Trehwella spoke to the subject by saying that whilst much research was taking place round the world it appeared that there was some duplication and how there must be a role for greater collaboration. Brian Carter agreed particularly in the area of genomics. Cherie Bayer also agreed stating that it was important for the Bureau to take a lead and asked the Secretary to enlarge on conversations held during the week. The Secretary, speaking in his capacity as representative of the RJA&HS, explained that he and a number of Councilors had felt that the limited funding available to the Jersey breed must be directed as efficiently as possible and that the Bureau could help by highlighting research being undertaken and possibly with the raising of funds for breed specific work at the most appropriate place. It was agreed, on the proposition of James Godfrey and seconded by Roger Trehwella, that the Bureau forms a Scientific Advisory Committee comprising of the association executives of the member countries with a number of other members to be appointed by the President, and the Secretary taking the Chair.

There was no further business and the President concluded the meeting by thanking Jersey Australia, and Trevor Saunders as President, for hosting the Council this year and congratulating them on an excellent and inspiring programme. He remarked how delegates had been extremely impressed with the high quality of the cattle viewed on so many farms and overwhelmed by the warmth of the welcome they had received. The meeting closed at 09.00 hrs.

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

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Date:.....

Printed name:.....