



President's New Year Message

As an action-packed 2018 draws to a close, the Jersey breed is ever-more popular around the world, and we reminisce on the success of our World Conference held in the USA in June. A memorable event on a number of fronts - fabulous herd visits, inspiring papers, wonderful company - and special thanks goes to the American Jersey Cattle Association for hosting us. My over-riding memory of the main week in Ohio just has to be the quality of the 2018 JETA winners and also the abundance of young Jersey breeders at the event that were present for the Young Jersey Breeders' Congress facilitated by the AJCA. This bodes very well for the future of our breed, and encourages the World Jersey Cattle Bureau Council to ensure that the Jersey Educational Travel Award continues to be funded at every International conference in the future.

The World Jersey Cheese Award was won this year by "Lancewood Mascarpone", making it the second year in succession that a South African entry has triumphed. The Bureau is proactive in encouraging Jersey cheese entrants, and is a prominent advertiser in the *Good Cheese* magazine which promotes this prestigious event. The World Jersey Cheese Awards will be contested in Italy in October 2019, and we look forward to seeing a greater number of Jersey cheeses from more countries.

2018 heralded a number of changes in the Bureau officer team, and I was deeply honoured and humbled to be elected as your President after having served for thirteen years as Treasurer. I look forward to working with the officers and all the Jersey associations around the world to make our beloved Jersey cow the breed of choice, in all climates and conditions.

There are new Vice Presidents in Europe and Latin America, Benoit Guioullier from France and Jacobo Cassaba from Guatemala, respectively. Alison Gibb from New Zealand replaces me as Hon Treasurer. Embarking upon their second term as a Vice President are Arno Theron in Africa, Trevor Saunders in Asia / Oceania, and Kathryn Roxburgh in North America.

Our Secretary, Roger Trehella, continues to do a fantastic job on behalf of the officers and members, and I was so pleased that he agreed to carry on in this vital role for another three year term. He is ably assisted by Adela Booth, who carries out administrative duties quietly and professionally in the background. Thank you, Roger and Adela.

I pay a special tribute to our out-going President, Derrick Frigot, for a lifetime's commitment to the Jersey breed and the Bureau. During the World Conference in June, Derrick was elected as Patron of the Bureau, as well as receiving our highest honour of Distinguished Achievement Award; surely very fitting recognition of his dedication to the Jersey breed over many years.

We also thank others who have served our breed nationally and internationally over recent years, in particular the out-going Vice Presidents for Europe (Anders Levring) and Latin America (Agustin Robredo) for their many years of service to the Bureau, and Dr Cherie Bayer who retires at the end of 2018 having contributed so much to the AJCA as well as the WJCB over many decades.

For 2019, the Bureau is offering members and friends an experience of a lifetime as we move our Annual Meeting and tour to East Africa, specifically Rwanda and Kenya. There is huge potential for the growth of the Jersey breed in Africa, and we hope to give those attending this special trip a taste of the role that our beloved cow can have in tackling the eradication of poverty and malnutrition in this vast continent.

Since 2004, the Royal Jersey Agricultural & Horticultural Society has been involved in assisting Rwanda with its dairy industry, and has recently embarked on a further development programme with the Jersey breed at the forefront. The "Jersey Inka Nziza" project has been running for two years, and is an RJA&HS led programme involving Send a Cow, generously funded by the Jersey Overseas Aid Commission. A further three year extension to this vital programme is envisaged covering 2019 through to the end of 2021.

Culturally, East Africa is very traditional and diverse, and delegates on the 2019 tour will see this first-hand and be able to get right down to grass roots level witnessing the challenges and potential that dairy farming has to offer. The Jersey cow is ideal for the predominant small scale farming in this region of Africa, and you will see this not only from the practical level, but also with the interesting scientific research that is under way.

During the week in Rwanda we will be holding a one-day regional Dairy Workshop, and will have participants and speakers from around a dozen African countries. This will be an ideal opportunity for the tour delegates to interact and to learn more about how the Jersey cow is developing in all of those countries.

2019 will be a very special annual meeting personally for me, not only because it will be the first WJCB Council meeting that I will chair, but also because of its location, as I spent my formative years until I was nineteen, living on a farm with Jerseys in Kenya. The sounds and magic of Africa really gets in to your inner soul unlike anywhere else on earth.

I conclude by wishing all Jersey breeders and enthusiasts, as well as everyone involved with the breed around the world, a happy, healthy and prosperous 2019, and would encourage all of you to consider joining us in Rwanda and Kenya in June 2019 for the "trip of a lifetime".

Best wishes.

Steve Le Feuvre
President

Dec 2018