

THE NEW ZEALAND JERSEY CATTLE BREEDERS ASSOCIATION (INC)

jersey FOCUS

OFFICIAL PUBLICATION OF JERSEY NZ | ISSUE SEPTEMBER 2017

2017 WJCB Annual
Conference & Tour

T.O.P WE NEED YOU!

jersey^{NZ}

LEMONHEAD A2

Steinhauers Samson Lemonhead

SAMSON X RENEGADE X HALLMARK



- IMPROVED FERTILITY: **1.9 SCR & 0.8 DPR**
- OUTSTANDING UDDERS: **22.3 JUI & TYPE: 2.00 PTAT**
- HIGH PRODUCTIVE LIFE: **4.0 PL**



Lemonhead's MGD:
Steinhauers H Mark Applepie EX-92

NITRO A2

All Lynns Hendrix Nitro

HENDRIX X TBONE X LOUIE

- EXTREME FERTILITY: **3.5 SCR & 3.4 DPR**
- HIGH MILK: **773**
- SHALLOW UDDERS
- DAUGHTER PROVEN



Nitro Daughter:
Chilli Nitro Cabo-ET VG-89

High Fertility

BY DESIGN...
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Brad's taking a less than traditional approach to providing Jersey bulls for the industry.



Youth Initiatives | 40

It is an indisputable fact that the future of any organisation lies with the youth.



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13 members of Jersey NZ set off to a country many of you have had to think twice as to where it is.

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ISSN 2537-9232.

Disclaimer

Statements made by contributors to the Jersey FOCUS or views expressed by writers of Letters to the Editor of the Jersey FOCUS are not necessarily those of the New Zealand Jersey Cattle Breeders Association (Inc).

Front cover

Winning photo from Herd Scene class
2017 World Wide Sires Photo Competition
Leithlea Jerseys - Tony & Maureen Luckin

President's Perspective

Having returned from an amazing trip to Costa Rica where the Jersey breed is their number one choice, it amazes me that here in New Zealand there is the perception that the only thing the Jersey cow is good for, is the higher fat component in the milk.

I refer to the article in the NZ Farmer where Chris Lewis, National Dairy Chair for Federated farmers, was quoted as saying "Dairy fats are now being seen as a healthy option, so we might see the Jersey come back in fashion", only to then put forward the caveat that he couldn't see farmers changing their herds overnight as breeding is a long-term game. It would be interesting to hear Katie Milne's (National President of Federated Farmers) response to this given that she is a Jersey breeder from the West Coast.

I know I am preaching to the converted but if you read Joe McGrath's feature article later in this magazine he puts forward some excellent reasons for considering the Jersey breed and in particular her efficiency. Joe refers to an article by Jamie Drury entitled "Holstein to Jersey – The decision-making process behind the change". I urge you to google this article, which is part of the University of Sydney's 2017 Symposium, as I am sure you will find his comments very interesting. It is also an excellent article to pass onto any farmer friend who maybe considering the change to Jerseys.

Added to the Jersey's attributes is her ability to adapt to a Once A Day milking regime as is covered in the article from Nicholas Lopez Villalobos and his team from Massey University and their OAD trials. I firmly believe that each and every one of the membership can do a great deal to spread the word and encourage farmers to consider the Jersey.

Having said that, we have highlighted in this edition a few of our members who are doing truly amazing work with young people in order to foster the interest and passion in animals.



Alison Gibb

Showing cattle isn't everyone's idea of fun but it must be acknowledged that it is an excellent forum for engaging with young people and generating an interest in animal husbandry, dairy farming and a passion for the breed. The growth of youth members entering at the NZ Dairy Event in Feilding this year certainly is testament to that.

As the election looms it is a concern as to what lies ahead for the dairy industry. We talk about farmers needing to be resilient such as; to weather patterns, fluctuations in pay-out, interest rates, animal welfare legislations and health and safety protocols.

It would now appear we have to be resilient to the vagaries of politicians who want to reduce the number of cows, charge farmers water royalties while solely blaming the dairy industry for water quality or lack of it. While it may be a concern for the dairy industry I believe it is an excellent opportunity to promote the qualities of the Jersey cow with regards to the reduced environmental impact.

I leave you with a statement that was used in the promotional material on Grahams farm in Scotland;

"The humble brown cow is actually a green cow."

Alison Gibb - President

The Jersey FOCUS

The Jersey FOCUS is the official publication of Jersey NZ published bi-annually in March (Autumn) and September (Spring) respectively.

Jersey NZ is the official trade name of the New Zealand Jersey Cattle Breeders' Association Inc.

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General Manager's Comment

Looking back on my column in the last Jersey FOCUS, I cannot do anything but comment on the irony of my first sentence – “the drought is broken!” While we were coming out of a dry summer at that point, my comment then was really about the magazine drought as we rebranded. Now though, we are in the midst of one of the wettest winters throughout the country that many can recall. Spring is just around the corner, so I hope that you all get the opportunity to dry out soon!

We were greatly heartened by the fantastic response from members to the new look and newly named Jersey FOCUS produced earlier this year. While some members felt the name change was a step too far, most appreciate that the use of the word focus involves looking forward, not backwards. It was a hotly contested race as to which of our new columnists gained the most favourable response, so we are delighted to have them all back again this issue. Kylie Harcourt, HGB consulting, will suggest how you can develop your own brand on farm. Dr Joe McGrath discusses the efficiency of the Jersey cow, and PwC Director Brent Goldsack discusses learnings from the tough times.

Brad Payne and Claire Brodie are new members to Jersey NZ, successfully farming a group of Jerseys in a large mixed-breed herd. Feeding is the key in this herd, and Brad is using technology to very quickly develop an elite Jersey family within his herd.

The Industry Affairs Committee has had a busy few months, with one promising outcome for the Jersey breed in particular. Convenor Roger Ellison has contributed an excellent article on the difference between BW and PW, and their differing uses as an on farm tool.

You will be aware that this issue is a couple of weeks earlier than usual. The Jersey FOCUS will now be issued on 1 March and 1 September annually. This is to ensure that we are able to maintain great magazines throughout our programme under the Memorandums of Understanding we operate with Ayrshire New Zealand and NZ Milking Shorthorn. It may take a little time to get used to different deadline dates, but we will endeavour to keep reminders in front of you.

Pam Goodin

Jersey NZ has been operating with a set of values for a few months now. Those values are:

Collaborative Sustainable Integrity Quality

We endeavour to keep those values to the forefront of our decision making process. We keep the values in front of you too in our publications & promotional material and on the website. As part of an office upgrade, we are producing artwork for both the office and Board room. The focus on each is slightly different whether aimed at staff or Board members. That is the true beauty of the Jersey NZ values – they are easily adaptable across the cow, the organisation (membership), the Board / Committees and staff. Personally, I have found my decision making process enhanced by referral to the Jersey NZ values, and value the benefit they have brought to my role.

Pam Goodin - General Manager

Our Strategic Purpose

To promote and drive the growth of the Jersey breed throughout New Zealand.

Animal Evaluation Data

Unless otherwise stated, all BW, PW and LW ratings shown throughout this issue are as at the Animal Evaluation run of 14 August 2017.

Unless otherwise stated, all NZMI figures quoted throughout this issue are as at the NZMI run of 14 August 2017.

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Board Sub-Committees 2017–2018

Following each Annual General Meeting, all Committees, panels and working groups are re-appointed by the Board. These groups all play a vital role in the functioning and decision making process of the Association, providing advice and recommendations to the Board in all aspects of the organisation's activities. Many are also actively involved in the organisation of activities in their specialist areas.

The six Board members are involved in Committees, all of the main Committees are convened by a Board member. In addition there are another 37 Jersey NZ members serving on Committees, panels and working groups. These members all play an important role in the Association, ensuring that member's voices are heard.

There are areas of crossover between Committees. As a result some Board members will sit on more than one Committee. In part this is designed to ensure that any areas of crossover are developed for the benefit of the organisation. All Committees have a level of involvement with management and/or staff.

Recently, the Board has considered pathways to

Committee involvement for members.

While formal guidelines are still be written, the basis will be as follows:

- Expressions of interest can be taken by the Committee Convenor at any time, members can be co-opted at the discretion of the Committee.
- The Committee Convenor can co-opt additional members to fill gaps
- Expressions of interest will also be called for in April of each year in the lead up to Conference, also from existing members who wish to remain on Committees
- All Committees will be ratified by the Jersey NZ Board
- No Committee shall have more than eight (8) members

A Standard Operating Procedure (SOP) is also being prepared for contact with all existing and proposed Committee members after each AGM as the new Committee is formed. Terms of Reference for all Committees, panels and working groups are also being reviewed.

Feedback and ideas are always welcomed by Committee Convenors.

Please see contact details on pg 3 for Board members, or call the Jersey NZ office for contact details.

COMMITTEES, PANELS AND WORKING GROUPS 2017 – 18

INDUSTRY AFFAIRS COMMITTEE

Roger Ellison
Warren Berry
Scott Townshend
Toby Sneddon
Julie Pirie
Glenys Ellison
Alison Gibb
Clive Perrott

JUDGING COMMITTEE

Barry Montgomery
Peter Gilbert
Ross Riddell
Richard Adam
Christina Jordan
James Wallace

PROMOTIONS COMMITTEE

Alison Gibb
Glenys Ellison
Angela Makara
Marion Johnson
Phillipa Adam
Colin Hickey
Danyel Hosto
Michelle Flay
Alayna Wallace

YOUTH COMMITTEE

Peter Gilbert
Euan Reeve
Julie Pirie
Matthew Satherley
Graeme Wallace
Nick Browning
Corey Ferguson

CLASSIFICATION COMMITTEE

Peter Gilbert
Graeme Collins
Maurice Pedley
Robert Hall
Barry Montgomery

GENETICS COMMITTEE

Steve Ireland
Trent Paterson
Tony Landers
Ross Riddell
Toby Sneddon
Barry Montgomery

ANNUAL CONFERENCE ORGANISING COMMITTEE

Marian Wallace
Alison Gibb
Pam Goodin
Karen Fitzgerald
Ross Turner
Marion Johnson
Gail Gray

INNOVATIONS COMMITTEE

This Committee is still being formed

JERSEY MARKETING SERVICES LTD

Trent Paterson – Director
Warren Berry – Director
Alison Gibb

YOUTH COUNCIL

Euan Reeve
Philip Brewster
Paul Edwards
Colin Hickey
Melissa Stephen
James Wallace
Alison Gibb

BOARD EXPENSES REVIEW PANEL

Rob Farley
Euan Reeve

APPOINTMENTS PANEL

Mark Townshend
Ross Riddell
Bruce Cutforth

GOVERNANCE PANEL

Maurice Pedley
Mark Townshend
Barry Montgomery
Andrew Shaw

JERSEYGENOME™ WORKING GROUP

Trent Paterson
Freya Lynch
Glenys Ellison
Tony Landers

JERSEY FUTURE SELECTION PANEL

Steve Ireland
Trent Paterson
Toby Sneddon

Office News

Staff changes

Sadly in this issue, we farewell Samantha Thornborough from the Jersey NZ team.

Samantha joined us in May 2016 originally as Member Services Administrator, later switching roles to fill a gap in a new role of Administration Assistant.

Many members have come to know Samantha over the last 14 months particularly through her work with TOP and the Youth Council. Here in the office we will miss Samantha's bubbly personality and 'can do' attitude, not to mention her awesome Microsoft Excel skills! Listen out for Samantha though – you may come across her in her new role in the MINDA call centre.

We are actively trying to replace Samantha, but she is proving a hard act to follow! The role has been expanded to a full time Business Administrator, and will see day to day accounting work back in our office. We will let you know who our new team member is shortly.

Xero accounting package

We are now five months into the use of new accounting package. If we have your e-mail address all of your invoices and statements will now be e-mailed, unless you request us not to. This programme is also now being integrated with our Customer Relationship programme, which will provide even more efficiencies.

If you are concerned that you have not yet paid your annual membership subscription, please check your e-mails for your invoice and statements. If you think you may not have received them, please contact us.

Sustainable

Here in the Jersey NZ office, we take all the values of the organisation seriously. While we believe that the Jersey cow is the most sustainable breed, we are also doing our bit for the environment in our day to day practice. The Xero accounting package and Outreach CRM database in particular allows us to store almost all membership material electronically. As time allows, we are also scanning old membership files and storing these electronically, both of these activities will free up storage space in the office. We are taking care to retain historical memorabilia, and this is stored offsite. Even the Jersey NZ office is becoming sustainable!



Three Generation Pedigrees

We are delighted to advise that the rebranded logo on pedigrees has now been updated. Thanks LIC, who were able to include this in their own logo updates to this report.

Office Update

We are planning some major upgrades around the office. Having been on site for over 30 years, it is finally time to repaint and recarpet. In fact, we were recently told that the Jersey wing is the only original part of the building left! We also hope to install AV equipment into the meeting room and upgrade our desks.

So just a heads up – we are as unsure to timing and dates as yet but we will almost certainly have to work elsewhere on site or from home for a few days to accommodate this. We may not be easily contactable by phone during this period. We will keep you posted.

Ongoing – Standard Operating Procedures

Many functions carried out here in the office are documented by Standard Operating Procedures or Process Documents, some better than others. We are working through these, implementing or reviewing as necessary. This work will be continuous as we strive to provide the best and most efficient service possible to members.

VISION			
JERSEY – NO 1			
PURPOSE			
To promote and drive the growth of the Jersey breed throughout New Zealand			
VALUES			
Collaborative – Sustainable – Integrity - Quality			
STRATEGIC FOCUS AREAS			
MARKETING & PROMOTIONS	JERSEY GENETIC ADVANCEMENT	YOUTH	GOVERNANCE & MANAGEMENT CAPABILITIES
<ul style="list-style-type: none"> Develop Marketing & Communication plan for the next 12 – 24 months Develop value statement propositions Locate research that supports marketing plan 	<ul style="list-style-type: none"> Jersey Future promoted and active JerseyGenome promoted and active BW development with NZAEL Develop research opportunities with Dairy NZ TOP & Classification 	<ul style="list-style-type: none"> Review membership database / categories to reflect youth involvement Development / support of Youth Council Youth Ambassador programme implemented Youth scholarship programme re-launched Judging 	<ul style="list-style-type: none"> DIGAD – Breed Society solution decided Compliance – Policy Reviews, Standard Operating Procedures, Audit & Risk Committee formed Human Resources – Staff training and development, Board and staff appraisals implemented Sponsorship – opportunities identified Committee Development Financial Capabilities Jersey Marketing Services Ltd

September 2017

- 13 Board meeting
- 20 Jersey National Bull Sale
- 25 JMS Bull Sale
- 27 Youth Council Meeting

October 2017

- 16 T.O.P member tours start
- 23 Labour Day - office closed
- 31 Herd Book issued

November 2017

- 10-11 South Island Champs - Marlborough
- 13 Semex Jersey On-Farm entries close
- 30 Production Book issued

December 2017

- 1 Semex Jersey On-Farm Judging starts
- 6 Board Meeting
- 14 Youth Council Meeting
- 23 Office closed for Xmas break

January 2018

- 8 Office re-opens
- 30 NZ Dairy Event
- 31 North Island Champs - NZ Dairy Event, Feilding

Paynes pedigrees – a herd to watch

Brad Payne is no newcomer to the Jersey breed, but he is a new member to Jersey NZ. As Pam Goodin, General Manager of Jersey NZ discovers, Brad's taking a less than traditional approach to providing Jersey bulls for the industry.

Farming in Waikato's golden triangle between Cambridge and Te Awamutu, Brad and partner Claire Brodie are in equity partnership with Brad's father. Their Jersey farm totals 265ha and includes a neighbouring 50ha lease block. Brad and Claire have recently purchased a neighbouring farm and are in the process of increasing herd numbers.

The farm boasts a 60-bale rotary shed, and it comes with all the bells and whistles – cup removers, drafting, cell count sensors to name a few. This makes it possible to be operated as a one-person shed. Brad has three staff members and his father pitches in where needed, feeding the calves and helping on the farm. Claire also helps with the calves, although with four-year-old twins Austin and Archie now at morning kindergarten, her time is limited.

A mixed herd

The Payne's herd totals 800 cows, including around 180 Jerseys. The balance is made up of Holstein-Friesian and crossbreeds. Milking occurs year-round. Approximately 140 cows were milked through the winter including a few carryovers, and around 40 of the neighbours carryovers too. This benefits Brad's operation with a deal done for the use of equipment as required.

AB is carried out for nine weeks and each breed is mated to their own. The yearlings go to AB for just six weeks, then bulls are run with them - the only group that does so.

Feeding plays a huge part in Brad's operation, and he acknowledges he feeds his cows more than most. He believes strongly in feeding cows to promote their best performance. The collars the cows wear aren't just for use in the shed and yards; they also monitor the time each cow spends eating as well as being an activity monitor, telling Brad the optimal insemination time for each cow.

Brad is an AB technician and boasted an enviable 7% empty rate last season. He puts this success down to a combination of the activity monitoring and having well fed cows, but he's still aiming to reduce his empty rate further to 4%.



Production potential

Brad's goal is to have his cows well fed so they can all reach their production potential, and he does it all without any input from nutritionists.

His supplementary feed blends have been developed through his own trial and error, and he remains flexible. As has been the case throughout most of New Zealand, this has been a particularly wet winter in the Waikato. When asked how he has mitigated this Brad responds simply "by feeding them more".

There are two feedpads on the property: the larger feedpad hosts the cows twice a day year-round; the smaller pad is where the calves are fed daily. Split into two herds, each herd has time on the pad prior to milking. The cows are split by herd based on when they come into the shed post-calving.

Feeding is two tier, utilising both the feedpad and the in-shed feed system. All cows receive 3kg maize daily year-round out on the feedpad. When milking, they receive a base ration that includes soy bean hulls and tapioca. The base ration used to include broil, but this can no longer be sourced. At the start of the season all cows receive a milking ration that includes hominy, wheat DDGS and cotton seed. After the first herd test, only the bottom 25% of the herd remain on the base ration.

The current system that Brad operates to mix his feed rations is fairly labour intensive, so he is looking forward to his new system being in operation shortly. This will reduce the process to a one-man job. With no setup required, he will be able to load tractor buckets of feed through an augur into the chosen silo and mixed. Brad puts a lot of effort into sourcing the best product and negotiating a great price. Rather than put all his eggs in one basket, he is happy to use multiple suppliers if it gets him the best result financially.

Managing optimum herd numbers

With herd numbers growing to meet the additional land, there are very few cows being culled at present. As a rule, Brad tries not to cull, instead preferring to sell in-milk cows. In a normal year cows will be sold in milk once they reach eight years of age. From next season, as they reach peak numbers, the nine and 10-year-olds will be culled. If a cow is sold before the age of eight, it will be based on her BW/PW performance being in the bottom of the herd. When the optimum herd number is reached, Brad will revert to selling at eight years again.

Herd performance backs up Brad's feeding theory. Last season, the farm produced 340,000kg MS at the factory. The herd averaged 550 MS per cow, with the Jerseys sitting at 530. Brad admits to being a little surprised at the Jersey performance, but very pleased. With the recent land purchase, he bought in another 120 Jerseys from three different sources. On record, none of these animals had produced more than 300kg MS previously and are now averaging 530kg MS. They all settled and milked well, calved easily and improved production once fed. Brad also says these new additions proved to be very adaptable and fitted in well.

Calving has progressed well this season, with about 140 cows left to calve when visited in mid-August. AB calves are sitting at around 50% heifers and 40% heifers for the ET calves. Brad is looking for around 240 replacements this season. The bottom 25% are sold, and bobbies are on the truck via the new bobby shed.

Brad will DNA test all his replacement calves quickly. While all matings are recorded, he uses DNA testing to supplement this information. He wants confirmation of ancestry on all calves as soon as possible so he can decide which heifers will be sold.



Two of the "Jersey Family" heifers

Paynes pedigrees – a herd to watch

Continued

Taking a punt

Brad has been an early adopter of new technology in many aspects of his farming operation, referring to himself as a punter, happy to take risks on new technology like genomics. He is also taking, what would seem to most breeders, to be a very technology-based path. Looking to establish a breeding line in each the Jersey and Friesian portion of his herd, he is also establishing two crossbreed lines.

Across the herd, Brad will implant around 400 embryos this season, using MOET and TVR methods. The embryos have come from his own herd, and will be implanted into his own recipient cows.

A pedigree family

Brad's "Jersey family" is a group of 12 recently registered pedigrees. Working to grow an elite family as quickly as possible, Brad has fully recorded ancestry information to ensure the highest possible registration status. The family is literally a family.

Now three years in the making, Brad's goal is to have Jersey bull calves purchased by AB companies to go into the industry. Selecting one cow, he has flushed her with five heifer progeny resulting from only seven embryos. The heifers have been genomically tested with four testing better than parent average, and all are in the process of being flushed as yearlings.

The same sire will be used across the ET programme with heifers. Their female progeny will be genomically tested and flushed in their turn as yearlings. He is hoping for at least 20 calves next season and 80 the next. After that he will start to be choosier about which calves he retains for the herd. The foundation cow of this line is Paynes 12-121 S3J. Sired by Daltons LT Finesse S3J, she averaged 7109 litres, 367kg fat, 335kg protein in 290 days at four years. She boasts indexes of 172 BW, 276 PW and 273 LW. This season Brad will classify his elite family.

When breeding, Brad's three leading qualities are udder, temperament and capacity. The size of the Jerseys in the herd does vary, but Brad prefers a slightly larger Jersey as he finds them easier to deal with. He acknowledges that Jersey calves do need a bit more work in the first two days, but after that they are fine and no different to calves of other breeds. In the milking herd, he finds management issues no different with Jerseys than with other breeds. He believes strongly in feeding his young stock well, with the expectation they will be fully grown at two years when they enter the milking herd. If that goal is reached, the heifers are quite capable of averaging 500kg MS.

Jerseys fit well into Brad's multi-breed herd. They grow well, produce well and, as he says, "do the business". Payne's Jerseys will be a breed to watch over coming years as Brad works towards his long-term farming and breeding goals of developing an elite herd.



Paynes 12-121 S3J



GOLDEN HERD IN GOLDEN BAY FOR SALE

Chardonnay Jerseys

BW 113 PW 121

WILL PULL THE CORK AT SEASON'S END

- **Plan A** for next season....no more milking, herd to be sold.
- **Plan B** ... there isn't one.
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Jersey NZ Youth Polo shirt

(Sizes: 4-16 children) & (Sizes up to 2XL)

\$55.00 inc GST



TO ORDER PLEASE CONTACT
07 856 0731 or email amakara@jersey.org.nz

Further apparel lines to be introduced at a later date

These awards are designed to acknowledge members' support for the Association through use of its products and services.

Members must 'qualify' for consideration of the award in the following areas:

1. They must use Jersey Future (must purchase Jersey Future semen for use in their own herd-any quantity)
2. They must TOP & Classify their entire two year old contemporary group of heifers
3. They must register all animals over Jersey 12 content (excluding any lease animals)
4. They must complete a minimum of four Herd Tests within a season
5. They must submit at least one heifer for consideration for the JerseyGenome™ programme.

To acknowledge the number of years the breeder has achieved the award, a number will appear at the end (For example, Jersey NZ Services Award 1 indicates one year of meeting all criteria).

Each recipient will receive: A mailed certificate; a listing in the Annual Report, Awards Presentation and Jersey FOCUS; authorisation to use their award level in any form of advertising, including in any sales catalogue where an animal of their breeding is featured (either in the footnote or foreward).

Congratulations to the following breeders:

Kevin & Christine Tucker	Kaycee Farms	JNZSA 2
Brian Nesbit	BW Nesbit Farm Ltd	JNZSA 2
Graham & Lyn Lawry	Wairakau Farm Trust	JNZSA 2
Roger & Glenys Ellison	Cannock	JNZSA 2
Brian & Julie Pirie	Ngatea Jerseys	JNZSA 2
Wayne & Ruth Johnstone	Glen Rata	JNZSA 1
Eric & Colleen Bocock	Merridowns	JNZSA 1
Glenn & Chantal Wilson	GPS 2007 Ltd	JNZSA 1
Ron & Jackie Monk	Hawthorne Grove	JNZSA 1
Steve & Nina Ireland	Lynbrook	JNZSA 1

OAD Milking – Dairy 1 Massey University

Type Traits and Productive and Reproductive Performance of Holstein–Friesian, Jersey and Crossbred Cows Milked once–a–day at Dairy 1 Massey University

Contributed by Nicolas Lopez–Villalobos, Jolanda Amooore, Juan F Rocha, Nicholas Sneddon, Jennifer Burke and Danny Donaghy

Massey University Dairy 1 is a 120 ha pasture-based dairy farm located along the Manawatu river, close to Massey University's Manawatu Campus, and is the site for Project Dairy 1. Project Dairy 1 is about developing a low input, future farm business that is kind to the environment, livestock and people.

Due to the environment at Massey University Dairy 1 converting from a twice-a-day (TAD) milking, split calving, town milk supply system to a once-a-day (OAD), spring calving, seasonal milk supply system was one option to meet the objectives of Project Dairy 1. From the start of the 2013/2014 season the herd has been made up of Jersey (~20%), New Zealand Holstein-Friesian (~30%), and crossbred (~50%) cows. The aim is to get to a three-way even split of breeds and this is now close to being achieved.

Data from the first three full lactation seasons of OAD milking at Massey University's Dairy 1 are presented in Table 1. Over the three lactations all breeds had the same lactation length of 245–246 days, on average. For milk yield and liveweight, Jersey cows had the lowest, crossbred cows were intermediate and Holstein-Friesian cows were the highest. When milksolids production per kilogram of liveweight was calculated, the Jerseys and crossbred cows at 0.75 and 0.71 kg milksolids/kg liveweight (respectively) produced more than the Holstein-Friesian cows which produced 0.66 kg milksolids/kg liveweight. There was no difference in somatic cell count between the breeds. Cow ages and submission rates were not different between the three breeds.

Breeding worth was not different between Holstein-Friesians or crossbreds, but was higher for Jerseys, while PW was greater for Jerseys and crossbreds than Holstein-Friesians.

As well as production data, T.O.P. (Traits Other than Production) data has been collected on these cows for the three lactation seasons and is presented in Table 2. For most T.O.P. scores there is no difference between breeds, such as for; adaptability to milking, shed temperament, milking speed, overall opinion, capacity, rump angle, legs, rear teat placement and body condition score.

As expected Jerseys which are a smaller cow had the lowest stature and weight scores. For udder related T.O.P, Jersey cows had the highest front udder score and crossbred cows the lowest.

Jersey cows had the highest scores for udder support, rear udder, front teat placement and udder overall, whereas the crossbred and Holstein-Friesian cows did not differ for these traits. For dairy conformation, the Jersey cows scored the highest, but Holstein-Friesian cows were similar to the Jersey cows and crossbred cows similar to the Holstein-Friesian cows.

This better udder conformation would make Jersey cows better able to adapt to the shift from TAD to OAD milking compared to crossbred and Holstein-Friesian cows. Differences in udder conformation has affected the culling rate among breeds in this university herd, with crossbred and Holstein-Friesian cows having a higher likelihood of being culled than Jersey cows. This is explained by the fact that cows with stronger udder support, stronger front udder and higher rear udder are more desirable for OAD milking, as was shown in an evaluation of the differences between retained and culled cows at Massey University Dairy 1.





TABLE 1. Mean and standard error (SE) of production traits, fertility traits and herd characteristics of Holstein-Friesian (F), Jersey (J) and crossbred cows (FxJ) from Massey University Dairy 1 over three lactation seasons

	BREED			
	F	FxJ	J	SIGNIFICANCE
PRODUCTION				
Days in milk	245	246	246	ns
Milk yield, kg	4181 ^a	3897 ^b	3231 ^c	*
Fat yield, kg	185 ^b	195 ^a	186 ^b	*
Protein yield, kg	157 ^a	155 ^a	137 ^b	*
SCS ¹	6.42	6.33	6.15	ns
Liveweight, kg	513 ^a	493 ^b	431 ^c	*
FERTILITY				
SR21, % ²	95.6	93.8	95.2	ns
SR42, % ³	99.1	98.3	98.9	ns
SMFS, days ⁴	10.28	11.08	10.85	ns
HERD CHARACTERISTICS				
Age	5.09	5.05	5.06	ns
BW, \$/5tDM ⁵	110 ^b	111 ^b	137 ^a	*
PW, \$/5tDM ⁶	120 ^b	149 ^a	157 ^a	*

¹SCS = Somatic cell score calculated as \log_2 (somatic cell count)

²SR21 = Submission rate at 21 days after the start of mating

³SR42 = Submission rate at 42 days after the start of mating

⁴SMFS = Interval from start of mating (SM) to first service

⁵BW = Breeding worth

⁶PW = Production worth

ns = non significant effect of breed

* = significant effect of breed

^{a,b,c} Means with different superscript are significantly different

OAD Milking – Dairy 1 Massey University

Continued

TABLE 2. Mean and standard error (SE) of traits other than production of Holstein-Friesian (F), Jersey (J) and crossbred cows (FxJ) from Massey University Dairy 1 over three lactation seasons.

Trait	BREED			SIGNIFICANCE
	F	FxJ	J	
Adaptability to milking	7.10	7.21	7.07	ns
Shed temperament	7.98	8.01	7.98	ns
Milking speed	6.53	6.56	6.45	ns
Overall opinion	7.80	7.86	7.60	ns
Stature	7.36 ^a	6.63 ^b	4.88 ^c	*
Weight	6.40 ^a	5.71 ^b	3.93 ^c	*
Body capacity	7.15	6.95	7.05	ns
Rump angle	4.03	4.14	4.07	ns
Rump width	6.74 ^a	6.45 ^b	6.05 ^c	*
Legs	6.11	6.18	6.22	ns
Udder support	5.73 ^b	5.71 ^b	6.19 ^a	*
Front udder	5.65 ^b	5.30 ^c	6.05 ^a	*
Rear udder	6.02 ^b	6.05 ^b	6.31 ^a	*
Front teat placement	4.47 ^b	4.50 ^b	4.71 ^a	*
Rear teat placement	6.07	6.04	5.86	ns
Udder overall	5.57 ^b	5.53 ^b	6.13 ^a	*
Dairy conformation	6.98 ^{ab}	6.86 ^b	7.16 ^a	*
Body condition score	4.51	4.52	4.44	ns

ns = non significant effect of breed

* = significant effect of breed

^{a,b,c} Means with different superscript are significantly different

ACKNOWLEDGMENTS

The following organisations have provided funds to this project: Livestock Improvement Corporation, Cecil Elliot Trust of New Zealand, Jersey NZ and Massey University.

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Jersey Future – Your Future

Genetic gain is a fundamental driver for the success and sustainability of Jerseys in New Zealand.

Both Jersey NZ and LIC are committed to the future of our golden cow and together with this partnership – Jersey Future, we will deliver unmatched success.

This program is yours - every member of Jersey NZ will benefit from the outcomes and we are excited about the opportunity this new scheme has to offer our breed.

LIC realise the gain brought about by Jersey NZ members' passion and investment and want to be part of it. Jersey NZ are delighted to be working alongside an organisation with the expertise and reputation of LIC.

International milkfat values have doubled in the past 12 months. Our industry is striving for efficiency and sustainability. We recognise that the Jersey breed is well positioned to add significant value to farmers' profits into the future.

LIC's market share and the Premier Sire Scheme liquid semen distribution will allow our top graduates to achieve considerable inseminations across the national herd.

Process:

- Annually up to 8 bulls will enter the Jersey Future scheme.
- Members are asked to nominate elite bull calves, born before 9th September, 2017
- 9th September final date of nomination
- Jersey NZ will accept nominations and pass those nominations onto the Jersey Future selection panel. The selection panel consists of up to three Jersey NZ members and up to two LIC representatives. Jersey NZ and LIC have 50% voting rights
- LIC will provide Bull Acquisition Reports and 3GPs for consideration.

Nominations will be considered for Genomic testing fortnightly from 2nd August to 9th September. LIC will genomically test up to 50 member nominated bulls annually.

Some members will have elite females represented in LICs breeding scheme and the Jersey Journey project, we see opportunity to bring some of these genetics to Future.

LIC FIELD ASSISTS will contact you to sample bull calves

LIC will inspect Jersey Future selected bull calves and dams as part of their scheduled bull buying round

commencing in November

Bulls will be selected 20th November and LIC will pay the breeder \$4000+GST for AI breed bulls and \$5000+GST for ET generated.

Helpful hints for bull selection:

1. We require bulls from strong maternal lines with a minimum three generations of outstanding cows
2. Less than 3 generations of full J16 pedigree will only be accepted with exceptional circumstances
3. Jersey Future provides opportunity to prove some elite diverse genetics – nominations of outcross bulls are encouraged and will be seriously considered for inclusion into the Jersey Future team.

We emphasise the opportunity for genetic outcross potential within this program

Once bulls are selected:

- Jersey NZ will graze and manage the bulls until they reach graduation.
- Up to 2000 straws will be collected by LIC
- LIC and Jersey NZ will promote and market the team.

Jersey NZs responsibility:

- Jersey NZ has the responsibility to ensure 70 herd tested daughters in 35 herds from each bull. Incentives will be offered to the owners of Jersey Future sired two year olds ensuring we meet our obligations
- LIC will market elite graduates in ALPHA nominated and PSS bull teams.
- LIC will pay Jersey NZ agreed royalties which will cover Jersey NZ costs and any surplus will be invested back into your organisation.

In conclusion we encourage you to offer your very best genetics.

Our success depends on you:

Please consider Jersey Future with your 2017 mating program.

The resulting offspring have the potential to contribute significantly to our breed.

Contact the Jersey NZ office with your nomination/s.

Jersey Future – Joint breeding programme

LIC reinforces commitment to Jersey breed with Jersey NZ agreement

Some of the country's top Jersey genetics from a joint breeding programme between LIC and Jersey NZ are now available to farmers.

Breed society, Jersey NZ, and herd improvement company, Livestock Improvement Corporation (LIC), signed the Jersey Future agreement in June last year, and have worked together over the past year to jointly select and prove the genetic merit of top young Jersey bulls. Jersey Future aims to increase genetic gain in the breed for New Zealand dairy farmers and produce more bulls for the Jersey breed that deliver diversity, reliability and longevity.

A limited number of artificial breeding (AB) straws from the seven handpicked Jersey bulls are now available for farmers to purchase from Jersey NZ for the upcoming mating season.

Casey Inverarity, LIC bull acquisition manager, is excited about the benefits the programme will bring to the breed and dairy industry.

"Jerseys once dominated the dairy industry in New Zealand. Focussed breeding programmes like Jersey Future help ensure there is enough genetic diversity

and gain for the breed to continue to strengthen and develop."

Jersey NZ board member Steve Ireland said the relationship between LIC and Jersey NZ was valued and the sort of collaboration that Jersey Future offered was vitally important for the breed's future growth and the dairy industry's continued success.

"Jersey Future offers us the opportunity to prove bulls in a widespread manner which I'm certain will generate high quality animals for the industry and that's our way of helping with continued genetic gain within the Jersey breed."

To ensure the success of the programme, a minimum of 70 herd tested heifers per bull within 35 herds have to be generated.

By purchasing straws from these golden sires, farmers will be doing their part to benefit the Jersey breed. Farmers interested in purchasing these straws can find out more from Jersey NZ.



Top 30 Jersey Bulls on RAS list

The following list ranks Jersey bulls for BW using the Animal Evaluation run of 14 August 2017

BULL CODE	BULL NAME	BW	FAT	PROTEIN	MILK	LWT	FERT	SCC	RESID	TOTAL LONG	BODY CON	GENE TEST	SIRE	MARKETER
313563	CRESCENT OLM LEX	214/77	5.98	5.22	-288	-66.4	4.2	-0.385	71	376	0.059		OKURA LIKA MURMUR S3J	CRV Ambreed
312047	ARRIETA TERRIFIC DESI ET	2047/85	16.16	-3.5	-891	-49.6	6.3	-0.469	-100	251	0.111	B-C-V-S-	LYNBROOK TERRIFIC ET S3J	LIC
313516	BRAEDENE PAS TRIPLESTAR	206/77	23.73	5.72	-491	-42.8	2.1	0.307	16	351	0.205	S-	PUKETAWA AD SUPERSTITION	CRV Ambreed
312023	BONACORD TGM BROCK	206/97	10.07	-3.75	-464	-85.8	6.9	-0.301	152	404	-0.173	B-C-S-	TAWA GROVE MAUNGA ET S3J	LIC
313006	KAIMATARAU INDY GOLLUM	204/79	9.1	-3.32	-666	-77.3	3.3	-0.367	43	326	0.095	B-C-S-	UPLAND PARK TS INDY S3J	LIC
313045	OKURA 5-STAR INNES	202/82	7.13	4.52	-340	-73	-0.1	-0.354	54	322	0.143	B-C-S-	HILLSTAR TERRIFIC 5-STAR	LIC
312034	OKURA GOLDIE INDEX	201/83	33.75	10.06	-7	-69.3	-3.0	-0.208	-133	196	0.067	B-C-V-S-	PUHIPUHI CAPS GOLDIE S3J	LIC
312031	MOHAU SLO FLAME S3J	199/84	-12.04	0.48	-657	-60.4	6.1	0.135	218	463	0.219	B-C-V-S-	SHANTILLY LOT ONE S2J	LIC
313040	FICHTL 5-STAR SULTAN S3J	199/80	10.95	2.11	-427	-51.5	4.3	-0.491	-10	324	0.156	B-C-S-	HILLSTAR TERRIFIC 5-STAR	LIC
312501	ROMA MURMUR KINGPIN S3J	199/97	14.74	9.97	0	-50.5	0.9	-0.664	118	380	-0.065	B-C-V-S-	OKURA LIKA MURMUR S3J	CRV Ambreed
312014	CHARDONNAY FRANKIE	199/88	1.1	-4.32	-670	-78.2	4.7	-0.327	44	332	0.17	B-C-V-S-	OKURA LIKA MURMUR S3J	LIC
313016	BONACORD MURMUR BOLT	198/98	19.04	4.09	-250	-70.8	3.2	-0.533	-141	181	-0.038	B-C-S-	OKURA LIKA MURMUR S3J	LIC
313046	OKURA OLM KAINO ET	198/95	11.8	-0.44	-362	-71.3	4.1	-0.404	-31	306	0.159	B-C-S-	OKURA LIKA MURMUR S3J	LIC
312057	BELLS CM CONRAD S2J	198/85	20.21	6.5	-202	-15.4	9.8	0.097	-24	408	0.225	B-C-V-S-	CRESCENT AMC MARVEL	LIC
312060	KAITAKA MURMUR LEO ET	197/90	6.14	-3.09	-565	-83.6	3.0	-0.416	148	363	-0.066	B-C-V-S-	OKURA LIKA MURMUR S3J	LIC
313018	BONACORD MURMURS BOY	195/83	9.85	-7.14	-625	-87.4	4.1	-0.179	95	367	0.094	B-C-S-	OKURA LIKA MURMUR S3J	LIC
312045	FLAXMILL LT DANE S3J	192/84	24.79	17.07	141	-40.1	0.5	-0.226	-87	206	-0.097	B-C-V-S-	LYNBROOK HTA TOPGEAR ET	LIC
311013	OKURA LT INTEGRITY	192/99	26.76	1.57	-447	-46.5	2.2	-0.069	-114	266	0.29	B-C-V-S-	LYNBROOK TERRIFIC ET S3J	LIC
313047	EVLEEN INTEGRITY LARSON	189/95	24.51	11.93	-22	-23.3	0.5	-0.361	-24	323	0.184	B-C-S-	OKURA LT INTEGRITY	LIC
313043	PINEGROVE INDY CALDER	188/81	6.01	-7.29	-833	-64.2	4.2	-0.382	105	365	0.141	B-C-S-	UPLAND PARK TS INDY S3J	LIC
313527	CRESCENT OLM MASTER ET	188/81	4.41	-1.08	-362	-56.1	5.0	-0.417	23	375	0.329	B-C-S-	OKURA LIKA MURMUR S3J	CRV Ambreed
313528	FREYDAN CNP PHOTON ET	188/76	10.44	1.73	-373	-60	5.0	-0.237	59	324	-0.031	S-	CANAAN NEVVY PIONEER S3J	CRV Ambreed
313010	MAKARIOS MURMUR LAZARUS	187/80	9.86	7.97	88	-42.5	5.1	-0.351	-1	369	0.232	B-C-S-	OKURA LIKA MURMUR S3J	LIC
312054	TIRONUI MUR KELSTON S3J	185/85	11.46	0.06	-375	-68.7	1.6	-0.669	-72	229	0.139	B-C-V-S-	OKURA LIKA MURMUR S3J	LIC
312005	SHELBY HC LARRY S3J	184/97	20.35	-1.11	-246	-70.2	4.8	-0.167	104	368	-0.11	B-C-V-S-	HARRGATES TM CHAMPION S2J	LIC
312522	AYEMON MURMUR MARIUS	184/78	22.64	5.42	-258	-40.3	2.7	-0.182	-84	261	0.166	S-	OKURA LIKA MURMUR S3J	CRV Ambreed
311536	FREYDAN GOLDIE PRESELY ET	181/89	12.74	-0.91	-332	-52.4	3.4	-0.509	171	430	0.039	S-	PUHIPUHI CAPS GOLDIE S3J	CRV Ambreed
313054	LOCKHART OLM JEFFREY S3J	181/80	9.62	-0.52	-415	-52.1	7.0	-0.381	-134	230	0.198	B-C-S-	OKURA LIKA MURMUR S3J	LIC
310507	PUKETAWA AD SUPERSTITION	181/98	20.4	0.45	-613	-43.9	3.5	-0.327	-109	196	0.067	B-S-	ARRIETA TGM DIABLO ET	CRV Ambreed
313019	CRESCENT OLM VINDICATE ET	180/97	12.5	0.56	-457	-49.5	3.8	-0.287	8	301	0.125	B-C-S-	OKURA LIKA MURMUR S3J	LIC



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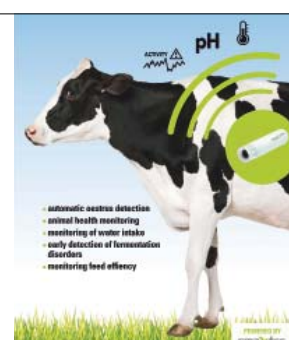
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JT Thwaites Sire of the Season 2016–2017

Braedene PAS Triplestar (BW 208/77) as at 20 May 2017, bred by Brett Thompson, was awarded the prestigious JT Thwaites Sire of the Season award by Jersey NZ.

Triplestar – Jersey bull at the top of the game – contributed by CRV Ambreed

He's big, strong and handsome and he's not only winning accolades, but fans across the country.

CRV Ambreed Jersey bull Braedene PAS Triplestar (Triplestar) featured in the top three of Dairy NZ's Ranking of Active Sires (RAS) list following the May 2017 Animal Evaluation run. Triplestar sat at number three according to their overall Breeding Worth (BW).

CRV Ambreed MD Angus Haslett says Triplestar's success is indicative of the great work going on behind the scenes to advance the herd improvement company's breeding programme.

"At CRV Ambreed we are committed to excellence and are very proud of our talented team of staff working together to get the best possible results for dairy farmers," Haslett says. "We have some exceptional bulls on offer this year which puts us in a fantastic position to support dairy farmers across the country to breed the best herds possible."

Triplestar was also named the JT Thwaites Sire of the Season by Jersey NZ. The award goes to a registered, New Zealand-born, J16 breed bull which meets T.O.P (Traits Other than Production) criteria including not less than +0.1 BV (Breeding Value) each of overall opinion, udder overall and dairy conformation, has T.O.P daughters spread over at least 10 herds and has a minimum of 20 T.O.P daughters in the evaluation.

Triplestar's win is great news for his breeder, Ohaupo's Brett Thompson and the award adds to CRV's long history in breeding exceptional Jerseys. In the past 10 years, five CRV Ambreed bulls have been awarded JT Thwaites Sire of the Season, including top-ranked bulls Manhatten, Murmur, Pioneer, Manzello and now Triplestar.

Triplestar is one of the top bulls for protein. His daughters are fertile, capacious and of good stature. He offers great longevity, superb udder overall, positive conformation, and has a good body condition score. CRV Ambreed considers Triplestar one of the most complete bulls available and he has been a top seller this season.



Braedene PAS Triplestar

Haslett says the team at CRV is delighted Triplestar has been named the best in his field by Jersey NZ.

"Triplestar is also one of our LowN Sires bulls and is part of an innovative genetics programme undertaken by CRV Ambreed," he says.



Brett Thompson

Haslett says Triplestar is genetically superior for a new trait that is related to urea nitrogen in milk. His progeny will have reduced concentration of Milk Urea Nitrogen (MUN), which means that they are expected to excrete less nitrogen in their urine. "This could have a major impact on the environment and potentially bulls such as our LowN Sires could save New Zealand 10 million kilograms in nitrogen leaching a year. Triplestar represents the smart future of dairying in New Zealand and internationally."

On the RAS list on 20 May, Triplestar was ranked number three for Jersey bulls and ranked number 11 across all breeds and Haslett says he's heading towards becoming one of CRV Ambreed's elite 'Hall of Fame' bulls.

Haslett says the company has made a significant impact on the progression of the Jersey breed in New Zealand. Because of CRV's work, the industry is now seeing high-impact Jersey bulls contributing positively to stronger, more robust, better-uddered cows that provide better profitability for farmers and add greater value to the dairy industry.

The high-ranking sires and awards are good news for New Zealand dairy farmers who partner with CRV Ambreed, who will not only have access to top genetics for their cows and breeding programmes but also to a strong focus on customer service.

Haslett says CRV's field consultants travel the length of the country, visiting New Zealand dairy farmers to discuss breeding direction and how genetics can help. "The

CRV team is passionate about helping farmers, and we believe strongly in the mantra of Better Cows Better Life."



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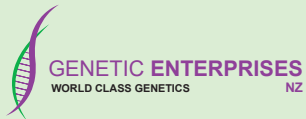
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The 2016-2017 registration is behind us and we are looking forward to the new season of registrations. Thank you to all those members who have responded to Melissa and sent back your standing order forms. If you have signed up to a standing order, sit back and relax, Melissa will contact you according to the information you have provided. If you are wanting to sign up to a standing order send Melissa an e-mail or call the office to arrange the details. You can also find more information about registrations and the standing order process on the Jersey NZ website.

Having members on our standing order system for those who register is important for Jersey NZ in order to try and predict workloads and allocate time accordingly. This allows our administrative team to schedule, plan and organise appropriately. Additionally, we have found that members who are on a standing order appreciate the way the system works and reminds them about registrations – which can be forgotten in the chaos of daily events. The great thing about this standing order process is that it means we get registrations started for you each year based on parameters set by you, but then the ball is entirely in your court. If you want to make changes or not register that season let us know, but if you are happy with the information we have provided and don't get back to us we will go ahead and process your registrations for you.

Why are registrations important to you?

- Your stud name is your brand. It labels your herd, genetic and achievements. Brand marketing options through the Association will be increasing in the coming months – think farm signs, Jersey Focus advertising, website and social media advertising; participation in joint venture programmes.
- Registered cattle give more options for how they can be marketed, on average a registered herd sells \$200-\$800 per cow above similar herds.
- Registration is a prerequisite for successful bulls in the genetics industry, most AB companies require young Jersey bulls to be registered in the Jersey Herd Book.
- Higher genetics bulls sold as service sires often attract a premium when registered.
- A registered herd has a profile through the herd name that offers many value added opportunities, including buyer preference in the budget cow market.
- The animal and herd are eligible for various awards administered by Jersey NZ.

- The animal and herd is known to Jersey NZ members and staff.
- Automatic access to the JerseyGenome™ programme.
- Industry good. Your registrations increase the subset of Jersey animals whose data we can access, increasing reliability for education and advocacy purposes.

For more information and how to register, visit the Jersey NZ website where you will find detailed information, an online registration application, or a printable pdf version. On request Melissa can also provide for you a 'what if?' report which lists all females in your herd eligible to be registered and their registration status once registered.

Why are registrations important to us?

The primary reason is information. As part of our data access arrangements we can readily access information on the subset of registered Jerseys within the national herd. The more information we can access (i.e. the greater number of registered Jerseys), the more reliable that data is.

Registrations generate income for Jersey NZ. It is that income that provides the resource for Jersey NZ to advocate and work alongside industry partners on your behalf; educate Jersey and dairy farmers, and the industry, about the benefits of the Jersey breed; driving the growth of the Jersey breed.

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Bull calves: \$16.00 ea

Older Bulls: \$52.00 ea

T.O.P. EXPERIENCES

Contributed by Robert Hall

Despite our aim to make the most of TOP inspectors' time while they are away from their farms by filling in their days, sometimes there is some downtime.

For early SPS, inspections are restricted to 9am-3pm period, so there is time for exploring before it is dark (and there are after dark activities also!). In recent years I have visited the Blue Spring near Putaruru, where most of NZ's bottled water comes from, climbed Mt Maunganui, biked the Hauraki Cycle Trail to the Karangahake Gorge, looked into the Waihi Goldmine, enjoyed the view from the Papamoa Hills and viewed White Island from the Toi Walkway at Whakatane.

On classification tours later in the season I have seen the beautiful Hokitika Gorge (I think on a fine day, one of the most beautiful places in the world!), the Glaciers, Mt Taranaki, Pupu Springs (Takaka) and some distinctive peaks near Dargaville and Whangarei Heads. There are some memorable meals as well - the lamb shanks in Dannevirke, the fresh fish in Dargaville and the custard squares in Pleasant Point, to name a few.

On a more educational side, I have seen some very well run farms, many of them being aesthetically pleasing as well. There is always an opportunity to pick up an idea or philosophy from the many interesting people you meet. I never cease to be amazed at the variability and talent our farming community possesses.

I'm sure that the early TOP season this year will have a political bent. As well, you get to see the whole range of dairy cow conformation levels. You will see some brilliant dairy animals of all colours and sizes but sometimes when you get home you are very pleased with what you have bred yourselves! With Sire Proving you see a few roughies also. You will learn to appreciate good dairy conformation from the vast numbers of animals you see.

Being a TOP inspector has some intangible rewards, as well as the more realistic pay rates we have today. I encourage you to consider becoming a TOP inspector. We need more inspectors scattered around the country so that each is not overworked. Sire Proving work is also good income for Jersey NZ which helps to keep our fees down.



Blue Spring, Putaruru



Cherry Blossoms on a farm near Whakatane



View of Mount Maunganui from Papamoa Hills

We need more inspectors

WE NEED YOU



Our pool of inspectors is growing smaller and we are seeking members who may be interested in becoming involved and qualified. With a wider pool of inspectors available we hope to be able to shorten both tour length and daily hours. Having more inspectors will also take the pressure off those inspectors who already commit year in and year out and are having to do more and more as the pool of inspectors lessens.

If you are keen to be involved with TOP but can't commit to being an inspector or feel that it doesn't fit, we are also seeking interest for those who want to be an RTC (Regional Tour Coordinator) for the tours that happen in your area. The RTC works in liaison with the TOP convenor, coordinator and the Jersey NZ office in order to offer local support and knowledge on the area for visiting inspectors.



What does it take to become an inspector?

All that is needed are people with good stock sense and a keen eye for conformation, who can talk to farmers.

Each year in March certification days take place in the North Island, plus every two years in the South Island. Certification is a two day process, with training on day one and a certification process across three farms and three breeds on day two. Only certified inspectors can undertake assessments that will be included for animal evaluation. Inspectors are also required to become certified Body Condition Score inspectors. Inspectors are required to re-certify for T.O.P every four years, certify for BCS every three years and recalibrate BCS annually.

No prior qualifications are required and Jersey NZ covers all costs involved with getting your certification.

How do the tours work?

Each year, we contact all inspectors to check on their availability for the season. It is up to you how much you are prepared to be involved and this may vary from season to season. The TOP Convenor and Co-ordinator will then work with Melissa and the regional RTC to produce the tour schedules.

Will I be working on my own?

That is dependent on cow numbers within individual herds. Due to data validation requirements, herds under 90 cows must be inspected by one inspector. Where there are more than 150 cows, we will ensure that a second inspector joins you. New inspectors are always accompanied by a more experienced inspector. The time scheduled for each farm is calculated by the number of animals to be inspected. With over 18,000 animals to be inspected by Jersey NZ during the season, time is of the essence. However, extra time is usually allowed for member herds where they are undertaking inspections for the first time. This is to give the member a better idea of the process and allow you to go over a couple of animals with them.

Do I get paid?

For inspections, Inspectors are paid a daily allowance, plus all expenses are covered. These may include rental cars, petrol, accommodation and meals.

WE NEED YOU



**IF YOU WOULD LIKE
TO BECOME AN
INSPECTOR, OR FIND
OUT MORE CONTACT;**

TOP CONVENOR

Peter Gilbert m: 027 435 6334

e: pgilbert@jersey.org.nz

TOP CO ORDINATOR

Robert Hall m: 027 431 8610

e: 8raro8@gmail.com

MEMBER SERVICES ADMINISTRATOR

Melissa Goodman p: 07 856 0731

e: mgoodman@jersey.org.nz

Members, are you interested in classifying your herd?

Objective of T.O.P

Traits Other than Production (TOP) measure the physical attributes of dairy cattle. Farmers score animals for traits relating to their management at milking time and qualified inspectors score traits relating to the physical conformation of the animals. In addition to scores on individual traits, registered animals receive a classification award that categorises them based on the standard of conformation overall.

The main objective of the TOP system is to provide accurate and unbiased comparisons of cows and sires, thus providing herd owners with easy-to-use information.

1. When all two year olds in the herd are inspected, breeding values for the TOP traits are fine-tuned for the individual animals resulting in a more accurate prediction for how the animal is expected to breed the trait concerned. This is like "herd testing" for conformation traits. The reliability for the breeding values increase when generations of two year olds are inspected over time.
2. The raw scores for individual traits paint a picture of how the cow appears for each trait. This adds significant value for marketing the cow or her progeny, especially where the ancestry is also assessed. In addition to scores on individual traits, animals receive a classification award that categorises them based on the standard of conformation overall.
3. TOP raw scores for individual traits contribute to sire proofs and the calculation of TOP BV's for individual bulls. Specifically, information collected on two year old daughters of bulls also receiving their first production proof is vital industry good information.

Classification Awards

Classification awards are given to all in milk heifers and cows. To be eligible for classification awards, animals must be registered with Jersey NZ. When all two year olds are inspected in a member herd, the results are entered in the database and are used by Animal Evaluation to calculate breeding values for the traits. If a member chooses to select only a few two year olds to be inspected, the data is not used by Animal Evaluation and adds nothing to breeding values. Jersey NZ recommends that members inspect all two year olds to receive greater value from the service.

For your TOP options and to book: visit the Jersey NZ website www.jersey.org.nz for more details and how to apply.

Applications have just officially closed, so if you are interested get in quick!



JerseyGenome™

Refreshed joint venture elite heifer programme

What is JerseyGenome™?

- A programme to identify and acknowledge the best pedigree Jersey breeding heifers in New Zealand.
- A joint venture to identify potential bull mothers for Jersey NZ & CRV Ambreed, to generate sires that will enhance the future of the Jersey breed.

Benefits

- A genomic profile for each heifer tested is shared with the breeder.
- A three generation pedigree report for each heifer.
- Mating recommendation from the JerseyGenome™ working group.
- Heifer(s) receive two mating agreements over the 27 month contract and semen is supplied for those matings.
- Opportunity for Elite Status – Acknowledgment of the best performing registered Jersey heifers in the JerseyGenome™ programme.
- ET programme – Elite graduates will be placed into an ET programme. All embryo production costs are covered.
- Female progeny are automatically nominated for selection back into the first stage of the JerseyGenome™ programme.
- Selected male progeny advance to CRV Ambreed for consideration.
- Competitive royalties or graduation payment will apply to bulls graduating (either proven or Insire) from the scheme.
- Young bulls will be considered for CRV Ambreed Insire Teams.

Terms & conditions for all heifers progressing from selection to genotyping stage:

- Owner agrees to submit a hair sample from each animal to CRV Ambreed for genotyping by a date to be confirmed.
- The owner will receive a free genomic profile per animal selected for stage two.

Additional terms and conditions for all heifer(s) accepted into the final JerseyGenome™ Team:

- An administration fee of \$50 + gst will be payable to Jersey NZ for each heifer selected into the 2017 JerseyGenome™ Team.
- Each heifer remains on own farm for the season and completes a minimum of four (4) herd tests within her first lactation.
- The Owner/s agrees to TOP & Classify the entire two-year-old contemporary group within the herd.
- The Owner/s agree the heifer will be weighed at the start of the season OR weighing will be part of the contemporary group within the herd and will occur around the time of the TOP and Classification.
- Mating agreements will be in place for 27 MONTH matings for each heifer within the JerseyGenome™ programme.
- If any of the aforementioned conditions (B – D), are not met, the cost of genotyping may be charged back to the owner, if the owner's explanation is deemed insufficient.

Jersey NZ is now accepting nominations from members for the 2018 JerseyGenome Team (2017 born).

Please phone the Jersey NZ office with the ID of the heifer you would like to nominate

JerseyGenome™ update

2015 JerseyGenome™ Graduated team (2014 born)

Congratulations to the 13 breeders of the 27 heifers that graduated from the 2015 JerseyGenome™ Team. Of the 27, two heifers were awarded an ELITE status, six MERIT and 1 with the newly formed PERFORMANCE AWARD that is based on the graduating criteria and had the largest lift from her ancestry NZMI to NZMI post four herd tests. See table below for graduates.

The new JerseyGenome™ award structure has been created to clearly represent three distinct levels of participation in the program and a one-off award for an outstanding performer.

1. **Graduates:** Heifers that complete the program.
2. **Merit Graduate:** Heifers that complete the program with distinction. Who are in the top quarter of the JerseyGenome™ team graduating that year.
3. **Elite Graduate:** Heifers that complete the program with excellence, and are in the top group of highest indexing heifers in New Zealand.

Graduating heifers have now finished testing however we will still tracking their progeny.

HEIFER NAME	BREEDER NAME	AWARD
PUKEROA DEGREE BURLESQUE	Murray Green & Sandy Upton	PERFORMANCE
MOUNT COSY STAVOS POLLY JG	Summit Farms (Otorohanga) Ltd	ELITE GRAD
PURIRI TERRIFIC SAMMY	Wilson Farms	ELITE GRAD
ASHVALE SPEEDY EYESIGHT	Ashvale Jerseys	MERIT GRAD
RIVERMERE SPEED SHEENA JG	Barry & Mary Montgomery	MERIT GRAD
CANAAN LT JANE S2J	Canaan Jerseys No 2	MERIT GRAD
MOUNT COSY ISAAC PANDA ET	Summit Farms (Otorohanga) Ltd	MERIT GRAD
PURIRI TERRIFIC OPAL	Wilson Farms	MERIT GRAD
PURIRI TERRIFIC DALE	Wilson Farms	MERIT GRAD
ASHVALE SPEEDY ERICA	Ashvale Jerseys	GRADUATED
CANAAN INGOT HANNAH JG	Canaan Jerseys No 2	GRADUATED
CANAAN MANZ IMP	Canaan Jerseys No 2	GRADUATED
FREYDAN SUPER TERESA	D J & F J Lynch Ltd	GRADUATED
FREYDAN INGOT ADORA	D J & F J Lynch Ltd	GRADUATED
FREYDAN HARRY PIXIE	D J & F J Lynch Ltd	GRADUATED
FREYDAN INGOT PARI	D J & F J Lynch Ltd	GRADUATED
TWO VIEW JESSIE S3J	Gavin & Christine Vowles	GRADUATED
GLENUI SPEEDWAY SPRING	Goreland Partnership	GRADUATED
CLUAIN ZELLO TOYAH	Iain & Joanne Emslie	GRADUATED
GLEN KAYCEE SPEED SKATER	Kaycee Farms Ltd	GRADUATED
KENDRE OLM SCENE ET S3J	Kendre Farms Ltd	GRADUATED
KENDRE MURMUR SCALLOP ET S3J	Kendre Farms Ltd	GRADUATED
THORNWOOD ZELLOS NELLY	Shaun & Michelle Good	GRADUATED
PURIRI TERRIFIC NAOMI	Wilson Farms	GRADUATED
PURIRI BOLT CANDY	Wilson Farms	GRADUATED
UPLAND PARK EX AZALIA	Andy & Nicki Walford	GRADUATED

JerseyGenome™ update

Continued

2016 JerseyGenome™ Team (2015 born)

The 44 heifers in the 2016 JerseyGenome™ Team have begun their testing season and we will be sending regular updates to each owner. These results will also be available on the Jersey NZ website.

In the testing year for each JerseyGenome™ animal the programme requires they complete aspects of the criteria - see additional terms and conditions as noted on page 26. We look forward to tracking this team and their progeny.

2017 JerseyGenome™ Team (2016 born)

Congratulations to the 19 breeders of 60 heifers that have been selected for the 2017 JerseyGenome™ Team.

A total of 464 heifers were available for selection after analysing the top 1000 cow listing with 152 selected for genotyping.

From genotyping the final team of 60 were selected.

We look forward to working with these breeders and thank members for their continued support of the JerseyGenome™ Joint Venture programme.

Below is the 2017 JerseyGenome™ Team list.

HEIFER NAME	BREEDER
DRUMCLOG INGOT GORGEOUS	AJ & SA Hamilton
ASHVALE PRESELY EYEBRW JG	Ashvale JerseysLtd
CHARDONNAY INT DONELLA	BW Nesbit Farm Ltd
CHARDONNAY PKC ECLAN	BW Nesbit Farm Ltd
CHARDONNAY IND GEN	BW Nesbit Farm Ltd
GLENCOLBE OLM VIVA S3J	Colin & Berenice Jensen
GLENCOLBE LT MARBLE S3J	Colin & Berenice Jensen
GLENCOLBE MANZ HEART S3J	Colin & Berenice Jensen
GLENCOLBE T KELI S2J	Colin & Berenice Jensen
FREYDAN SUPER MAX DORA	DJ & FJ Lynch Ltd
FREYDAN INTEGRITY RETA S3J	DJ & FJ Lynch Ltd
FREYDAN LT LORA	DJ & FJ Lynch Ltd
FREYDAN LT ENIGMA S3J	DJ & FJ Lynch Ltd
FREYDAN MANZ LENA	DJ & FJ Lynch Ltd
FREYDAN DYNAMO FIONA S1J	DJ & FJ Lynch Ltd
FREYDAN SS CLAIRE	DJ & FJ Lynch Ltd
FREYDAN DYNAMO DEAR	DJ & FJ Lynch Ltd
EVERGREEN KINGS DARCIE	Evergreen Jerseys
EVERGREEN LT ANGELA	Evergreen Jerseys
EVERGREEN MANZ VIKKI	Evergreen Jerseys
CAWDOR OGI TANSY	Fraser & Christine Macbeth
CAWDOR KPIN TESSIE	Fraser & Christine Macbeth
CAWDOR FIP SIERRA JG	Fraser & Christine Macbeth
CAWDOR ADG TAILOR	Fraser & Christine Macbeth
CAWDOR LT SORREL S3J	Fraser & Christine Macbeth
TWO VIEW MANZ JEMMA	Gavin & Catherine Vowles
TWO VIEW MANZ ADORA	Gavin & Catherine Vowles
TWO VIEW MURMUR PRINCESS S3J	Gavin & Catherine Vowles
WEE BURN OPH RACER	GPS 2007 Limited
WEE BURN LT CORRA	GPS 2007 Limited
WEE BURN RTD INKA JG	GPS 2007 Limited

HEIFER NAME	BREEDER
HOROPITO DEGREE GIRL	Horopito Jerseys Ltd
THORNLEA SPEEDIE MEG	Just Jersey Limited
THORNLEA LT DALLAS	Just Jersey Limited
THORNLEA SPEEDY HERON	Just Jersey Limited
GLEN KAYCEE OTI BUDWEISER	Kaycee Farms Ltd
GLEN KAYCEE SKALLYWAG JG	Kaycee Farms Ltd
GLEN KAYCEE OTI BIANKA	Kaycee Farms Ltd
GLEN KAYCEE PKC BLACKBIRD	Kaycee Farms Ltd
GLEN KAYCEE SPEED KARAKA	Kaycee Farms Ltd
GLEN KAYCEE JOSKINS BOSSY	Kaycee Farms Ltd
KENDRE TERRIF DASHA	Kendre Farms Ltd
LYNBROOK KINGP TRAIL	Lynbrook Farm Ltd
LYNBROOK KINGP TRINNIE	Lynbrook Farm Ltd
THORNTON PARK LT LETTIE	MR & SJ Booth
RUANUI TERR DAISY	Robert & Stephanie Trainor
ELLISON SPEEDY GWEN	Roger & Glenys Ellison
ELLISON TERRIFIC EMMA S3J	Roger & Glenys Ellison
ELLISON SS SHEVON JG	Roger & Glenys Ellison
ELLISON INTEGRITY LAURA JG	Roger & Glenys Ellison
MOUNT COSY SUPER PRIMROSE	Summit Farms (Otorohanga)
WAIKAKAU SPEED DINKY	Wairakau Farm Trust No1
WAIKAKAU SPEED NORA	Wairakau Farm Trust No1
WAIKAKAU CONNACHT NETTIE	Wairakau Farm Trust No1
WAIKAKAU PIONEER BELINDA	Wairakau Farm Trust No1
PURIRI MAXWELL REVA	Wilson Farms
PURIRI HEADSTART SALLY	Wilson Farms
PURIRI INTEGRITY ANNA JG	Wilson Farms
PURIRI DEGREE JESSICA	Wilson Farms
PURIRI DEGREE DAISY	Wilson Farms
PURIRI TERRIFIC PADDY	Wilson Farms
PURIRI TERRIFIC PAIGE	Wilson Farms

Jersey NZ Conference 2017

Jersey NZ's Annual Conference kicked off on the Tuesday evening with over 100 members and guests attending the annual Awards Dinner, which was held in the Grand Hall, Parliament House. Conference was officially opened by the Hon Paula Bennett, Deputy Prime Minister.

Following the presentation of awards, where members received certificates and prizes for the Semex Jersey on-farm Challenge, World Wide Sires Photo Competition, JerseyGenome™, Member Services Awards, JT Thwaites Sire of the Season, Distinguished Member Awards, and the and JW Singer Award, a lively and entertaining debate was held between a team of MPs and a team of well-known Jersey members and industry leaders.

The debate that ensued was lively, political and thoroughly entertaining. Overall a fantastic opening night.

Wednesday morning saw delegates choosing from four industry based workshops, followed by the keynote speaker Brent Impey, Chairman, NZRU who spoke on the importance of culture in an organisation.

Delegates then visited Weta Workshops before touring Sir Peter Jackson's Great War Exhibition, at the Pukeahu National War Memorial Museum before settling in the Museum's troopship styled café for the Jersey Pride Sale. After the Jersey Pride Sale delegates had the opportunity to wander off into the hum of Wellington city and discover it's culinary delights and entertainment.

The Annual General Meeting was held on Thursday with good discussion on a range of topics. Conference concluded with a 'Gold Masquerade' Dine & Dance at Rydges Hotel.

Delegates made the most of the 'Gold Masquerade' theme by arriving in a range of masks and costumes. Entertainment was provided by a two piece band which gave many delegates the opportunity to dust off their dancing shoes.

The evening ended with the announcement of the re-appointment of Alison Gibb as President and Steve Ireland as Vice-President.

1. Hon Paula Bennett opens the conference
2. Grand Hall, Parliament House
3. Awards presentations - Steve & Naiouli Wilson and Emma Hewson & Molly Fletcher
4. JerseyGenome™ Elite winners - Steve & Naiouli Wilson
5. Gold Masquerade dinner - Alison Gibb
6. Keynote speaker - Brent Impey (Chairman NZ Rugby Union)
7. Jersey Pride Sale held at the Pukeahu National War Memorial Museum
8. Euan Reeve asks Gollum where the "Precious" is while visiting Weta Workshop
9. Dr Joe McGrath talks to members during workshop sessions
10. Lynley & Graham Lawry with Richard & Joy Gibson during the Gold Masquerade Dine & Dance



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Jersey New Zealand Conference 2017



Distinguished Members Award

Congratulation to David Ireland – recipient of the Distinguished Member award as nominated by Jersey NZ Directors. The citation below was written and read by Steve Ireland at the Jersey NZ conference 2017:

This award is for your outstanding contribution to classification and TOP. You started initially as a judge in 1975 and then as a classifier in 1981 and from 1988 as a TOP inspector. Back then you had to be 40 years of age before you could become a classifier, you tell me in the early days; your work with Sire proving gave you a chance to learn from the likes of Harvey Temporo.

Times have changed considerably since you started back in 1981. Cows were prepared quite differently for classification then. Almost all cows were bagged for classification day and it was common practise to clip ears, udders and tails - you tell me you remember clearly one herd having nicely polished horns.

I can clearly remember some of the great cows in your Ladybank Jersey herd. You used Glanton Red Dante before most Jersey breeders caught on to this great iconic bull who was a game changer for our breed. Te Rata Magic Flyer also did an outstanding job in your herd.

In the early days you and Elspeth bought part of the family farm in Tokoroa and then moved to a larger farm in Arapuni before a move to your Kiwi fruit farm in Te Puke in the Bay of Plenty.

Even though you left the dairy industry, you've continued working as an inspector; you tell me you've enjoyed it so much. Being an inspector has allowed you to maintain many friendships with fellow inspectors and breeders. You tell me you plan to continue as long as you can.



Amazingly you have only missed one year since starting and that was because of a hip replacement in 2002. You tell me you recall attending a field day at Roma Jerseys while on crutches.

Breeding values derived from TOP are a major contributor to genetic gain today. The, literally, thousands of cows you have inspected over the 36 years of service has created significant value for the Jersey cow for all Jersey farmers and for Jersey NZ.

We simply shouldn't underestimate how much influence and value you have created for the Jersey breed.

David Ireland, On behalf of Jersey NZ and all of our past and present members we congratulate you and thank you.

Distinguished Members Award

Congratulations to Des Hickey – recipient of the Distinguished Member award as nominated by the members of the Lower Waikato Jersey Cattle Club.

Des Hickey is currently in his third term as Club President and has been member of the Lower Waikato Jersey Cattle Club since 1974. During this time, he has been made an Honorary Life member, awarded the Jock Singers Scroll in 1996 and has participated fully in all annual club shows, heifer competitions and our annual Type and Production competition; most often with great success. Our club has hosted two annual conferences, 2001 and 2013, and on both occasions Des was fully involved on the organising committees.

Des' love of the Jersey cow and showing cattle also spills over into areas beyond the immediate club. As well as being Past President of the Te Kauwhata A&P Show he is now the Patron of this event. Des has bred and exhibited many show winners over forty years at this show, is Patron of the Lower Waikato Calf Club Group and has been a calf club judge for over 20 years.

At national level, Des is a TOP inspector, is on the Board Expenses Review Panel, regularly submits animals in the

Lower Waikato Invitational sale held in May each year and Annual Pride Sale.

In 2005, Des was the winner of the RAS Gold Medal for National All Breeds In-Milk Heifer competition, has had three JerseyJET elite animals and is the only one to have had both Dam and Daughter achieve the elite status. In January of this year two of the top eight proven sires were bred by Des.



Since 1995, Des has attended every world conference and attended numerous Bureau Annual Meetings during the intervening years. In 2011 he was part of the World Jersey Cattle Bureau organising committee for the world conference which was held here in New Zealand and was a tour leader for this.

The Lower Waikato Jersey Cattle Club fully endorses Des Hickey as a nominee and believes him to be a thoroughly worthy recipient.

Jersey NZ Conference 2017

JW Singer Efficiency Award

Congratulations to Cliff Shearer recipient of the JW Singer Efficiency award nominated by the Hawera Jersey Club. Following is his citation:

Cliff has been a member of the Hawera club for over 40 years. During this time he has been a past president, our publicity officer and for a number of years our official photographer. He has established a Facebook page for the Hawera Jersey club, and is always show-casing our cattle around the world.

Cliff has never missed our annual club show and always enters a great team of Jerseys. His herd has topped New Zealand production records for milk solids/ cow over a great number of years, obtaining records up to and over 700 m/s per cow.

Cliff has a real passion for the Jersey cow, and is always happy to promote and share his viewpoints with his many followers and friends around the world, and throughout New Zealand.



President Alison Gibb with Cliff Shearer presenting his award at the July board meeting in Hawera.

We feel Cliff would be a deserving recipient of the JW Singer Efficiency Award.

Kelvin Tosland, Secretary Hawera Jersey Cattle Club

jersey^{NZ} 2017 ANNUAL AGM & CONFERENCE, WELLINGTON

JERSEY NZ

would like to thank the following sponsors:



Next generation sale

All Breeds Dairy Auction

Supporting youth members of all dairy breed associations

Friday 27th October 2017 @ 7pm

Held in conjunction with Waikato A & P Show

Breeders are invited to submit a Heifer calf born from the 1st June 2017
Sale is unreserved and restricted to a maximum of 25 Lots

Criteria

To be eligible Heifer calves must be:

- Of excellent dairy type/show quality
- Minimum 3 generations of full recorded ancestry
- Registered with a breed society
- Eligible to be shown under the rules governed by individual breed societies
- Halter trained
- Clipped

Only spring born heifer calves sold at the Next Generation Sale are eligible for Futurity classes held at Waikato show and NZDE.

Submissions must be on an official application form

- Purchasers are required to pay \$100 above purchase price.
- This money is inclusive of entry fees for all Futurity classes.
- Revenue goes towards a prize pool for the Futurity 2yr old in milk classes in 2019/20 show season.

A Full set of rules can be obtained from the show secretaries, Breed Associations or Heather Fowlie ph 0274 521416, Duncan Pipe ph 07 8279525, Kevin Hart ph 0272 915575, Brian Robinson ph 0272 410051

Auctioneers



Brian Robinson 07 858 3132 or 027 241 0051
b.robinson1@extra.co.nz

Kevin Hart 07 854 6220 or 027 291 5575
sallyandkevin@extra.co.nz

Selwyn Donald 06 308 9942 or 027 437 8375
sdonald@clear.net.nz

Neil McDonald 06 765 6304 or 027 218 8904
snowline6304@yahoo.com

Jersey Youth – Incentives

Jersey NZ Youth Council want to promote the many competitions that are on offer to Youth who have a connection or would like to connect to the Dairy Industry.

Please take the opportunity to tear out this section and hand out to any children whom might be interested in Jersey Youth or been part of any youth activities that are available to them.

If you would like to join Jersey Juniors fill out the form on page 36 or visit www.jersey.org.nz or our facebook page **Jersey Youth**.

SHOW RING READY

A Beginner's Guide to Showing Dairy Cattle



NZ Dairy Breeds Federation



Working with dairy cattle and preparing them for a show can be an extremely rewarding and fun experience, teaching young people many valuable lessons and skills that can be applied to all areas of their life.

Responsibility, patience, self-confidence, teamwork, sportsmanship, problem-solving and organisational skills are just a few things youth will gain throughout their project work.

This workbook is designed to serve as a guide for youth, parents and dairy leaders who are invested in learning the basic skills associated with caring for and exhibiting dairy cattle at shows.

The workbook can be downloaded from the website www.jersey.org.nz

If you would like a hard copy please contact the Jersey NZ office. p: 07 856 0731

Calf Club

Draw your Calf Competition

As part of its annual Calf Club sponsorship, LIC is again holding its famous artwork competition.

The artwork competition is open to all Primary-school aged children throughout the country – and there are some great rural prizes up for grabs.

Simply send the co-operative a drawing of your calf (lambs and kid goats are okay too) and be in to win. Find out more through the LIC website: www.calfclub.co.nz

For practical Calf Club tips, go to the student resources part of the **LIC website: www.calfclub.co.nz**

DairyNZ's Education Programme

The Rosie's World website is an element of DairyNZ's Education Programme. It's a safe, fun and educational website designed to entertain children and help them learn where their milk comes from. From games and videos to competitions and moovellous facts, Rosie – DairyNZ's cowbassador – shares our dairy stories. Visit www.rosiesworld.co.nz

DAIRYNZ'S EDUCATION PROGRAMME

IN THE CLASSROOM...
We're helping children and their teachers learn more about the dairy industry – and where their dairy products come from! Partnering with School Kit, teachers are using our stimulating learning resources to teach daily subjects like science, social science and technology – providing a dairy farming context to learning. Kiwi as! Take a look at what children have learnt at Ourfarmvisit.co.nz

VISIT A FARM!
DairyNZ has teamed up with farmers all around the country to give schools the opportunity to visit a dairy farm! Dairynz.co.nz/find-a-farmer

ROSIE'S WORLD
Rosie's World is a safe, fun and educational website designed to entertain and educate kids. Through games, videos, competitions and facts, Rosie – the dairy sectors cowbassador – shares our dairy stories. Rosiesworld.co.nz




rosiesworld.co.nz
rosieseducation.co.nz

DAIRYNZ.CO.NZ

Other information:

- Did you know that Calf Club has been around for almost 100 years? Wow, it's a rural New Zealand tradition!
- Dairy cows came to New Zealand on sailing ships with early settlers during the 1800s. By the early 1900s, the industry was prospering and growing with farmers joining together to form herd testing co-operatives (which would, in time, become today's LIC) and dairy factories to process the milk their herd produced.
- As the adult side of the industry grew, so too did the junior, and the earliest recording of a Calf Club event was in 1911, when the Boys and Agricultural Group began in Otago.
- The natural partnership of children and young animals was encouraged as farmers recognised the benefits to be gained by children having the responsibility of training and caring for a young animal.
- In regions around the country, the enthusiasm of farming parents combined with local schools gave life to Calf Club. And so it has been for nearly 100 years.
- Today, many dairy farmers and their children look back with affection at the time they spent selecting, feeding and training calves for Calf Club and the events continue to be held each year in a large number of rural schools and communities across New Zealand.

Jersey Youth – Application Form

Jersey NZ is the official trade name for the New Zealand Jersey Cattle Breeders' Association (Inc)



Return form to:
Jersey NZ, 595 Ruakura Road, RD 6, Hamilton 3286

Surname:	First Name:
Address:	
Town / City:	
Telephone: (0)	
Email:	
Date of Birth:	

I wish to register a Prefix and submit below a list of selected names, in order of preference.

First Choice	Second Choice
Third Choice	

Annual Subscription
Annual membership subscriptions will fall due on 1st April in each year. The subscription will cover the year from 1st April to 31st March.

Prefix Application
There is a one-off fee of \$50.00 plus GST to apply for a herd prefix.

Youth Membership \$15.00 plus GST
Any person aged from 5 years and under 18 years. A Youth Member is not entitled to exercise any vote at any meeting of Jersey NZ nor is the member eligible to hold an elected office of Jersey NZ. On the 1st of April next following the Members' 18th birthday, the membership status will automatically become that of an Associate or Senior Member (dependent on the number of registered animals).

I hereby apply for membership of the New Zealand Jersey Cattle Breeders' Association. I have read the Rules, By-laws and Regulations of the Association and agree to conform to them until the termination of the financial year in which notice of my resignation is received in writing by the Secretary of the Association. I authorise access to my records with MINDA for the purposes of registration (where applicable).

Signature:	Date: / / 20
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Marcus Trotter Award

This is an award for cattle showing by a Junior Member. It is open to Jersey NZ Youth members (under 13 yrs), who show their animals at A & P Shows.

Results: for 2016/17 season

1. Gregory Capper-Conijn - 28.50 points
2. Gabrielle Scherer, Morrinsville - 12 points



Holley Geck Memorial Junior Showing Trophy

This Junior Showing Trophy Competition is open to Jersey NZ Youth members (14 – 17 yrs) who show their animals at calf club days (including school and/or A & P Shows).

Results: for 2016/17 season

1. Molly Fletcher, Hamilton - 240 points
2. Gabrielle Scherer, Morrinsville - 112 points

The rules for both the Marcus Trotter Award and Holley Geck Memorial Showing Trophy are currently under review by the Judging Committee.

Updated rules will be emailed to members, and advertised on the website and facebook once available.



COMPETITION REMINDERS

Photo competition
Closing Date 1 March 2018

Marcus Trotter Award
Holley Geck Memorial Junior Showing Trophy
Entry forms will be available online or by request from the office
Closing Date 28 April 2018

More than Luck

courtesy of Fairfax Media (NZ Dairy Farmer)

Molly Fletcher, 11, from Rotokauri is having great success in the calf club showing scene. She has completed two seasons, coming home with an impressive number of placings each time.

Molly and her family live on a lifestyle block in Rotokauri, west of Hamilton, and she attends Rotokauri School.

In her first season she had a lovely Jersey calf, Goldie, she leased from local farmer Neil Bateup to take to the school's ag day. After that she managed to convince mum Emma Hewson to take her and Goldie to Group Day and from there they competed in another 17 shows through the region and beyond.

This season she borrowed a calf from Natalie Gibb, who breeds pedigree Jersey cattle. This calf, Luckie, went on to place 101 times with Molly across 21 shows. Molly and Luckie brought home 39 first placings and were made supreme champion four times.

At Jersey NZ's conference in April Molly, was awarded the Holley Geck Memorial Junior Trophy. The trophy is awarded to the highest points tally for under 13s showing Jersey calves throughout New Zealand. She broke the record for the most points acquired and hopes to break her own record again next season.

Molly's interest in calf club stemmed from her family's move from town to a lifestyle block where they rear Jersey bull calves. Hewson has judged calf club for a number of years and is pleased Molly has found the passion for showing.

Molly advises other young people to "get out and give it a go, but you've got to work hard if you want to succeed. "Practising is key, in our 21 shows this season we never missed a placing in a leading class. Take the time to form a bond, without it they won't do anything for you."

This keen 11-year-old already has her own stud, Panorama Jerseys, and hopes to win a supreme champion ribbon from one of her own cattle one day. Next season she will have another calf from Natalie, Goldie's first calf and Luckie will be in the show ring again as a yearling. The family has had to upgrade their float.

Molly's mum says she's just the driver.

"I'm really proud of Molly, it takes a lot of commitment," she says. "It's around nine months from when the calves arrive to when they go home. She gives up a lot of time to look after them. I think it's inspirational and would really like to see other kids giving it a go.

"It doesn't matter what your background is, if you set your mind to something you can succeed."



Youth Council Report

What's coming up

- 1 September 2017, Entries for the Ian Harris Memorial Competition close
- 16 October 2017, Applications close for Youth Council candidates
- 7 November 2017 Panel Interview for Youth Council applicants
- 14 December 2017 Successful applicants attend first Youth Council Meeting
- 20 - 25 Jan 2018 International Dairy Week Youth Challenge, Australia
- 31 Jan - 3 Feb 2018 NZ Dairy Event, Feilding. We will be entering a Jersey NZ Youth Team. If you are under the age of 26 on 1 January 2018 and are interested in being in a team please contact James Wallace on 021 201 0280 or ja.tarnhowe@hotmail.com
- 2018 National All Breeds Youth Camp, 27-30 January, Manfield Park, Feilding
- World Congress Youth Symposium. 23 – 30 June 2018 Columbus, Ohio, USA . Youth Council and Jersey NZ Board are looking to support limited people to attend this symposium.

Ian Harris Memorial Competition

Do you have that special heifer in your herd or reckon that you can pick a 'good one'?

Then why not enter her into the Ian Harris Memorial Heifer competition and be in to win up to \$250!

- The competition is open to all youth aged between 8-35 years of age.
- There are two categories, Junior (8-17), and Senior (18-35)
- Entrants must be a member of the society OR associated with a member who retains a Senior or Associate membership with Jersey NZ. (e.g. family member or employer)
- Entrants can nominate 1 animal only.
- The competition is open to any in milk 2 yr old (J14 or above) born between 1 January and 31 December 2015 due to calf in spring 2017.
- Animals need to be nominated by 1 September 2017
- Animals can be entered from other herds if you have the permission of the herd owner.
- Points will be awarded for production, T.O.P scores and fertility.

Scoring information is available on the entry form.

Jersey Youth Council Applicants

The Youth Council is looking for two new members for governance training and helping the Youth Council to achieve its vision of "Jerseys Connecting Youth" with the purpose of "Engaging youth for the future prosperity of Jersey NZ".

Two of the founding group (Colin Hickey and Melissa Stephen) are stepping down after a term of three years. Every year two members will step down to allow two new members to apply for the opportunity.

This is allowing the opportunity to bring new members into the group to continue the journey of learning about governance, the difference between governance and management, strategic thinking and planning, and leadership.

Applications can be submitted on line now. If you feel you want to add value to the Youth Council and the future of the Jersey breed apply now.

International Dairy Week Youth Challenge and Study Tour – Australia

Following the success of their team 'Top Shots' at the Semex Youth Challenge at NZ Dairy Event, Matt Satherley and Julie Pirie set their sights on getting a team to the International Dairy Week (IDW) in Australia.

The Youth Challenge at IDW involves a team of 10. Four clip an animal, three judge animals and the other three compete in a handler section.

IDW runs from 20 - 25 January 2018. After competing in the youth challenge, the team from New Zealand will stay on and enjoy the spectacle of the youth and breed classes.

The team is:

Hope Satherley, Loren Osborne, Celine Pirie, Ethan Thorpe, Zoe Botha, Hannah Nicholson, Lily Maitland, Thomas Riddell, Katie Mears, Georgia Whitworth.

The team will be accompanied by five adults. Congratulations guys and best of luck!!

Youth Initiatives

It is an indisputable fact that the future of any organisation lies with the youth. Within the Jersey NZ membership we have some amazing people, who actively engage with young people encouraging and mentoring them on a regular basis.

Here are some of their stories.

Julie Pirie from Ngatea, strongly believes that, “if we want to make a difference in our community, our industry or for ourselves, we need to find something that we are good at, that is achievable, and make it available to a number of people. In other words, don’t wait for someone else to do something, get out and do it yourself”.

With this belief in mind Julie decided to encourage children onto the farm to raise an animal for 12-14 weeks, and show it at the school calf club. The combination of calf club numbers declining and kids complaining about having nothing to do prompted her to provide them with a solution and encourage them to raise a beef animal for calf club. The popularity of this activity has grown from five children to twenty-four and from beef to dairy with the choice of either Jerseys or Friesians.

“I believe the future of dairy farming relies on fostering an interest in animals at an early age. The opportunities for children to interact with animals are becoming less – particularly those in town. Many rental homes do not allow pets, and the cost of having animals is prohibitive”.

Julie says it is great fun working with youth but notes that they fall into three distinct age groups:

Primary – these children have a real thirst for knowledge, and ask a lot of questions. They have fantastic imaginations, and a natural caring attitude. A great age to capture the interest in animals - actual farming, breeding etc is not relevant, but having an animal is.

13 – 17 years - Kids in this range relish competition and winning but need guidance in becoming good losers and winners. Activities around improving their abilities and working in groups is a key for engagement with this group.

18-30 years - Youth in this age group are more settled in their outlook – can see a bigger picture of how they fit into the world, and what the world can offer them. Nurturing this group is important for the long-term future of any organisation.

The biggest challenge for Julie is adult perception: “Many people ask me how I get on with health and safety when having children on the farm. Firstly, I make sure that the area they work in is as safe as I can make it.

Secondly, I make up a set of rules – some about having fun, helping others and others about keeping safe. The children and their parents/caregivers need to sign this. I believe if we make things too safe for kids, they will end up living in cotton wool”.

Julie’s desire to develop a programme was first prompted by her involvement with Calf Club and A&P shows. Her motivation was the opportunity to offer underprivileged children the option of having an animal as a pet and then experience the reward of receiving a ribbon at Calf Club. Over time this has progressed into providing all children with the opportunity while simultaneously allowing parents to experience farming and improve the understanding of the daily workings on farm coupled with the need for good animal husbandry.

Over time Julie has noticed that by having a group of primary aged children (20) on the farm that there are a number of important life and social skills that are aided: - working as a team, helping out each other, work ethics, patience, accepting praise and learning to deal with disappointment, to name some of them!

From the primary school aged children, this has now progressed to teenagers as Julie encourages and helps them show at A & P shows and NZ Dairy Event in Feilding – in particular the Semex Youth Challenge. Matt Satherley and Julie will be taking a group of young people to Australia next January to participate at the International Dairy Week. What a wonderful experience they will have.

Through this experience Julie has learnt not to judge too quickly: “Some children have a very tough time of it growing up, they know no differently, but there is a huge sense of pride in seeing them bond with an animal and achieve success”.

Going forward, Julie would love to see a greater connection with the work the Young Farmers do in their Youth Ag programmes at schools and sees it as an opportunity for Jersey NZ members to become involved. “Senior members need to realise that young kids don’t care about BW’s, breeding objectives etc – the way to capture them is at a young age and involve them in the rearing process and competing in Calf Club and other shows”.



Earlier in the year Country Calendar featured Evan and Shirleen Smeath from Hikurangi; Jersey NZ members for twenty years.

Evan is actively involved with youth in a number of ways: Chair of Northland College Farm Committee; Whangarei Agricultural Society which runs two forms of scholarships; and willingly opens his farm to Taratahi students, Whangarei Boys High School and Whangarei Girls High School.

Evan believes that as the youth are our future, it is important that they are encouraged and supported, particularly as many don't have the opportunity to connect with the rural sector.

"They appear to be really interested in what we do and when they are asking the right questions, it is very encouraging. They are keen, focused, and are hungry for more information. This industry has done me proud and I'm only too willing to share that with these young people."

One of the highlights for Evan is working with the Hukerenui school on their maize growing programme – a project which has been running for the last three years. This initiative was featured in the Country Calendar episode - for those of you unable to see the programme, the school has an area of land on which they plant maize. Evan is instrumental in teaching the children about fertiliser needs, pest control and all things pertaining to cropping including cost analysis from planting through to harvesting.

Obviously woven through this are key maths, science and accounting lessons with the spin-off of developing the passion and enthusiasm for the land. When the crop is harvested the school sells the maize to Evan. "The school and surrounding community was very excited when they featured in the programme."

Evan would like to see more opportunities of this nature offered at schools through work experience, farm trips and good advice given on subject choices at Year 9 level so that students can continue this through. "We need to do so much more to attract them into the Agricultural sector".

"What I notice is that there are some students who are more interested in the farm and tractor work while others prefer the animal husbandry. We also have forestry on the Northland College farm and some of the students gravitate towards this aspect of agriculture. Out of this we need to make sure there is a range of agricultural related opportunities for individuals to pursue."

Margaret Pinny (Northland) and her late husband Rex often had a small group of children visit the farm each day and rear their calves ready for calf club. This practice has continued on the Pinny farm and daughter Megan and grandson Nick are now involved in helping encourage some of the local school children to care for their calves and learn how to prepare them for the school calf club.

Youth Initiative

Continued

To ensure the continuance of this practice as well as keeping the membership of the club growing, the Northern Wairoa Jersey Club decided to introduce a youth membership fee of \$5 to encourage these young people to develop their passion for Jersey cattle. Thus far they have had nine young people between the ages of 5-21 years join the club with some of these young people being grandchildren and nieces and nephews of current members. "It is very encouraging to see the follow-on generations getting involved and enjoying Jerseys" says Margaret.

Another initiative by the club is to host an all breeds show after calf clubs have been completed for the children in the district. The children are encouraged to not only show this year's calf but to enter last year's calf and create a yearling heifer class and the Northern Wairoa Club has agreed to put some money towards the show to assist with the costs of ribbons.

Barry Montgomery has been invited to judge the show and to take the opportunity to talk to the children about type so that they may understand what to look for when choosing animals to show.

Megan, Margaret's daughter is very involved in the local Ag day which can involve as many as 60 calves plus lambs and goats.

Three of the club's young members achieved prizes in the overall RAS Northern District Young handlers' competition held this year at the local A&P shows in Northland.



Danika Beardsall - Junior member

The power of owning your brand



Kylie Harcourt | HGB Director
www.hgb.co.nz

The old saying is we are what we eat, and to an extent, so is a brand – it is made up of everything we put into it.

Branding gives a business its unique identity. From how it looks to the way it sounds and resonates, an effective brand will give your business, organisation or product a major edge in increasingly competitive markets.

What exactly does 'branding' mean? And why should farmers care?

A brand goes beyond just the name or logo of your organisation. It represents your company's message, your goals and objectives. A brand embodies the overall feelings and impressions of your company and builds trust with your audience.

People develop associations with brands – when you see golden arches do you think burgers? When you see the colour purple, do you want chocolate? When you see four circles together do you think of cars? These brand associations follow you everywhere and are the foundation to a brand becoming credible, trustworthy and ultimately successful.

A good example of this is the Nike tick. You know the brand without seeing the name, you know what it represents, and you have an immediate emotive reaction to the product. You see it, you buy it. Nike – trust, expertise, results. This is the experience the purchaser feels.

The retail Angus beef brand is growing in New Zealand. It has a high per kilo cost price which provides the perception it is better than other beef (that's a debate best left between yourselves).

Let's make a working example around the effect of owning your brand:

Picture two farms side by side, both breed superior Jersey cows. The farm on the left has a lovely driveway flanked by lush green paddocks and great looking Jersey cows; you can tell the owner cares.

The one on the right is visually the same, but when you approach the farm you are welcomed by a sign with the logo "Jones Superior Jerseys – six-time award winning". The farmer's car is branded on the door and you learn they publish their breeding success on Facebook.

Which farm do you perceive has more credibility?

Branding is about communicating to your audience. Building a story around your brand makes you memorable, and can perceive you as an 'expert'.

There are many considerations when building your brand:

- Core purpose – why do you do what you do?
- Values – what are your rules for behavior?
- Brand promise – the single most important thing you promise to deliver
- Location – where do you do business? Regional, national, international, B2B (business-to-business)
- Customers – who is going to buy your product?
- Needs – what are the biggest needs of these customers?
- Positioning – where will your product be positioned in the market?
- Symbolism – does it need an illustration to define who you are or will the context tell the story?
- Tagline – will you require a tagline to support your business? i.e. award winning
- Personality – are you fun, serious, corporate, earthy – how do you want others to see you?

Once you've developed your brand there are ways you can cost-effectively promote your company (or farm or breed):

- Road signage – be proud of your brand and place a sign at the front gate promoting your name and brand. Co-branded signs can be purchased from Jersey NZ to show the alignment between your farm and that of the quality breed organisation.
- Vehicle signage – logos on vehicles are great and act as moving billboards.
- Business cards – hand out business cards at the sale yards and animal shows (you can get 500 cards for less than \$100).
- Letterhead (Word document) – put your logo in the header and contact details in the footer (DIY, free).
- Website – you can buy a template (WIX, Wordpress) and upload your logo, images and content to give yourself an online presence (DIY, less than \$100).
- Email signatures – put your logo in an email signature to sign-off your communications professionally (DIY, free).
- Social media (Facebook, Instagram, Twitter) – a great way to engage with an audience to build a following and communicate on a regular basis (DIY, free).
- Uniform – staff love to wear branded clothing – t-shirts, jackets, hats, beanies – they look great when branded, build pride and helps spread awareness of your brand through these beloved ambassadors.
- Merchandise – pens, pads, travel mugs, as much as your budget allows you!
- A valuable brand needs protection from copying, abusing and misrepresentation. It's important to distinguish your brand and trademark your name/logo and for this you need to engage a good Intellectual Property lawyer.
- The power of owning your brand is understanding your business better, building reputation, adding credibility, motivating staff and improving returns.

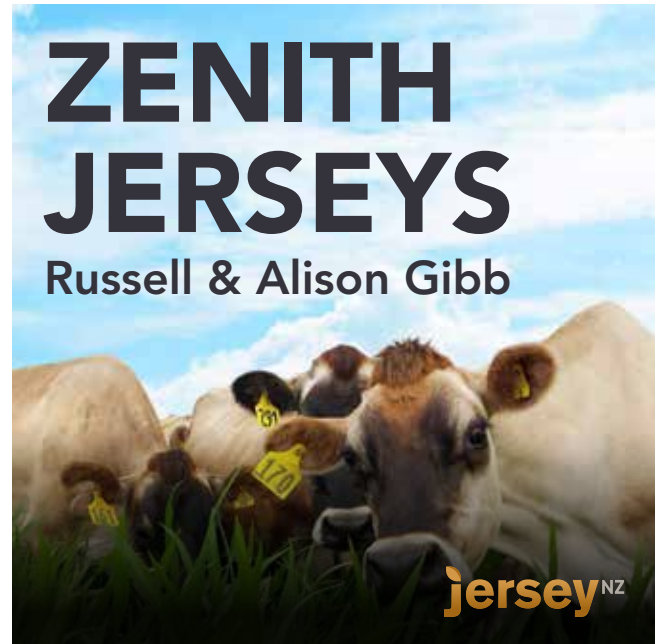
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**COMING SOON
OPPORTUNITY TO BRAND YOUR OWN FARM SIGN**

Keeping accurate records pays dividends

contributed by Melissa Stephen, NZAEL

Collecting cow performance data on-farm is a powerful management tool that enables farmers to make informed decisions about which cows to breed from and which to cull.

Cow data contributes significantly to the rate of genetic gain across the national herd when sent to the Dairy Industry Good Animal Database (DIGAD). New Zealand Animal Evaluation Limited (NZAEL), a wholly owned subsidiary of DairyNZ, then uses this data to improve the reliability of Breeding Worth (BW) and Production Worth (PW) indices.

Create a strong foundation with parent records

Calving and mating records are often used to determine the dam (mother) and sire (father) of a calf. Records create a 'link' between a calf and its parents, which allows data to flow between the animals. That's why it is crucial to keep accurate records.

When a heifer calf is born, her BW is calculated as an average of her parents' BW.

Once she starts her first lactation, any performance data collected will strengthen not only her own BW, but those of her mother, father and relatives.

Fast Facts

- Quality cow performance data allows bulls and cows to be objectively ranked to help with breeding and management decisions.
- Breeding Worth ranks animals on their ability to breed profitable replacements.
- Production Worth ranks female animals for their lifetime performance and can be used for culling decisions.
- Mismatching sires and dams with calves will slow genetic gain in your herd.

Data drives BW accuracy

Breeding Worth incorporates the genetic merit of an animal across eight different traits: milk protein yield, milk fat yield, milk volume, liveweight, fertility, body condition score, survival in the herd, and somatic cell score.

Most of the data collected on farm flows into BW. Key measures include herd testing, weighing and accurate calving and mating records.

Herd testing

Herd testing determines a cow's productive ability. Herds are typically tested on various days across the season and that information is used to estimate the somatic cell count average and the milk protein, fat, and volume yield for the season.

Herd testing is now more flexible than ever before. Advances in how herd test data is interpreted mean farmers can now choose how many tests to complete, and whether they'd like to sample the herd at both morning and evening milkings, or just morning or evening.

Completing fewer herd tests or opting for a single sample herd test can save time and money, but there is a trade-off in that the production data will be less accurate.

To obtain accurate genetic estimates for selection or culling purposes, DairyNZ recommends four double-sample herd tests each season.

Read more about herd testing at dairynz.co.nz/herdtesting.

Weighing the herd

Weighing the cows in your herd will help you identify animals that are producing milk solids most efficiently. The liveweight data that is collected will also feed back into the Animal Evaluation (AE) system, strengthening liveweight breeding values for all animals across the industry.

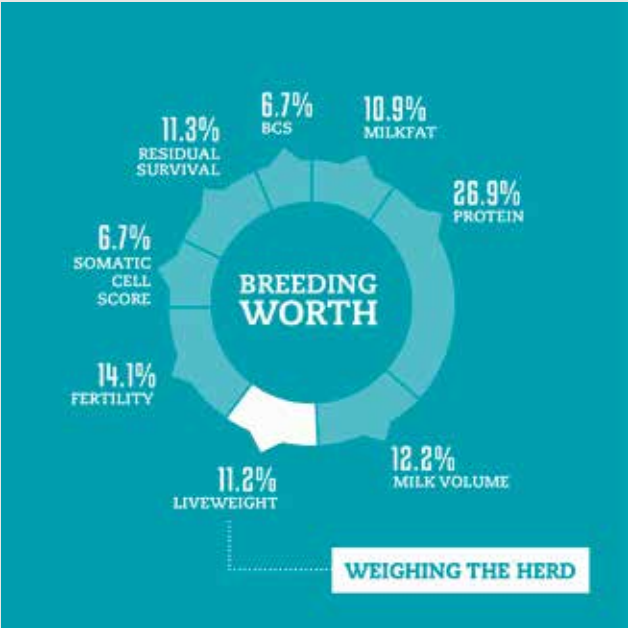
Most of the weight data that is used to calculate liveweight breeding values is collected on two-year-old heifers within progeny testing schemes. This data is then converted into a mature weight before it enters the AE models. The accuracy of this conversion is driven by the volume of mature weights that are collected across all breeds of cows and NZAEL relies on farmers for this data.

A cow with a high liveweight will be less efficient than a lower liveweight animal with similar production. As an industry, we aim to increase the genetic potential of our cows for producing milk solids, while maintaining a constant liveweight.

It is beneficial for farmers to weigh cows at least once during their time in the milking herd as this is likely to have a noticeable impact on their BW and PW indices. Weighing cows when they are mature (aged 5 and over) provides extremely valuable data to the AE system. This mature weight data allows NZAEL to produce accurate breeding values for ranking animals across breed.

The AE system currently only recognizes static weights, but development is underway to allow walk over weigh data to flow into the system and add value.

Liveweight is a key trait in Breeding Worth (BW) – when you weigh your herd this data is used to improve the accuracy of BW.



2017 Breeding Worth

Calving and mating records

Keeping accurate calving and mating records not only provides vital pedigree information for the replacement heifers in your herd, but it's also essential for estimating a cow's genetic merit for fertility.

Cows that are submitted for mating and calve earlier are generally more fertile. Therefore, it's important to know a cow's calving and mating dates to determine her genetic merit for fertility.

To learn more about the benefits of animal evaluation, visit dairynz.co.nz/nzael.

Key points

- 1. Herd test throughout the season to know which cows are your best and worst producers.
- 2. Weigh your herd – this data combined with herd test results will identify your most efficient cows.
- 3. Diligently record calvings and matings to ensure your replacement heifers have accurate BW.

SOUTH ISLAND CHAMPIONSHIP
10–11 November 2017
Marlborough

NORTH ISLAND CHAMPIONSHIP
31 January 2018
NZ Dairy Event, Feilding

Learnings from the tough times

Contributed by Brent Goldsack, PwC

Lately we have had the opportunity to reflect on what we learnt from the recent tough times. Some would say two of the four toughest years in living memory.

After the recent season of \$6.15 kgMS, a number of farmers have reflected and wondered how we actually made it all work at \$4.40 and \$3.90 kgMS. But we did.

I think the banking regulators are also surprised that farmers were able to react quickly and pull costs out of their businesses in an orderly manner. The cost structures we put in place from about January 2015 until March 2017 may not have been sustainable, but they were put in place for survival, and have had minimal long term effects on our farming operations.

None of these lessons are new. But we do have short memories and often seem to forget what has made New Zealand farmers the dairy champions of the world.

The cow

The first lesson is that the cow is the core of our manufacturing process. We are seeing more and more focus on what is the right cow. A profitable cow. This is not just breed but what attributes do we want – size, traits, feet, fertility, fat/protein.

We have also learnt that it is important to look after our cows to ensure there are less health issues, reproduction is as high as possible, and the heifers entering the herd have had the best start to life. Not only is this good farming, it is also good business.

Even for the “great unwashed” (read non-Jersey farmers), there is more and more thought and emphasis placed on cows. Fat is a hot topic, as is the continued battle with fertility, feet and feed conversion. Jersey farmers are in a privileged position and we have a head start over other farmers because of the key value differentiators of Jerseys over other breeds. However, we cannot rest on our laurels. We must continue to breed the best cow we can.

People

The second learning/reminder is the importance of great people. It is impossible to have a great farming operation without great people. Love them, grow them, give them space to try things, encourage them, praise them and support them. From recent work PwC has done with MPI, a key differentiator between a good and great farming operation is the people.

People have a bigger impact on profitability than the type of farming system you run. They are key. So treat them as a precious and rare asset, and try to get them to the status of a family heirloom.

People are also the key to enjoying farming, it is very satisfying working with great people. If the “muppet factor” is too high, trade up to a better pedigree, and work with them so that they can grow and develop.

Grass

The financial, scientific and anecdotal evidence is all pointing to the need to be careful as to when you use supplemental feed. PwC have modelled (and Dairy NZ have reached similar conclusions) that in spring where cows are leaving 1,600 residuals, the marginal break even milk price is in the range of \$8.40 to \$10.60. A number of people are horrified and disbelieving. But trust us, we are accountants! We are not kidding. We don't kid ever. We have no sense of humour.

With standing Maize looking to be around 24 – 25 cent kgDM this coming season, it is going to cost 32 cents in the stack. Maize is an excellent feed but it is unlikely to generate profit unless it is fed at the appropriate times. Here in the Waikato, we are predicting a shortage of grass silage as it is so wet. We have had the annual average rainfall already and still have 4 months to go. This means grass silage could be expensive.

All this does not mean you never use supplementary feeds. We often see 500kg /cow being fed and it is appropriate due to feed quality and/or quantity, weather and animal welfare.

But the learning – Cows eat grass. Cows like grass. For the majority, profit comes from grass.

Advice and guidance

Again from PwC's work with MPI, the more profitable farmers obtain guidance and advice from a wide range of sources and they have the ability to analyse that information and then make decisions. There is so much information out there today. Some say feed fancy compounds and more vitamins than your neurotic auntie, and others say grass only. Some pour on the fertiliser and others mine the nutrients. Some are into technology, spending a heap, and others use limited technology.

There is no right or wrong answer. Rather find sources (and people) that you trust, have more than one source of information, and if possible have sources that have differing views.

Farm Working Expenses and Break Even Milk Prices

We have control over farm working expenses. We don't have control over the milk payout or the weather. So we should control what we can control, and be informed as to things we can't control.

In relation to farm working expenses, some are fixed (rates) and others have degrees of flexibility. In the South Island we would say costs are less flexible than in the North, due to irrigation and winter grazing.

We saw a number of farmers reduce labour costs. It was a case of survival and for a number it had to be done. But it is not a long term solution, and in some cases was penny wise but pound foolish. Where labour units were reduced, there were situations where jobs were not done, which resulted in higher animal wastage, increased empty rates, and increased stress levels.

In some cases, fixed term contracts were used for staff to work through the busy season until Christmas or January. This is a sensible strategy and there are a number of staff for which this works well.

We also saw owners return to the shed. Fair to say, the results were mixed. One of the hardest hit age groups by the recent tough times are those aged 55 – 60. It seems a number are just sick of all the stress, the increased focus on H&S, staff, and environmental compliance. We have seen a number looking to hang up their boots. And after this wet spring there may be a few more.

It is not a bad thing to reduce fertiliser during the tough years to maintenance levels. In a number of established dairy regions we are in a habit of putting on more fertiliser than may be needed. Soil testing individual paddocks is valuable and then determine a fertiliser plan to tailor to your farms individual needs.

We have seen a number of farmers significantly reducing the application of fertiliser to high camp areas, especially at the front end of the paddock.

In relation to farm working expenses, supplementary feed is now the average farmer's largest spend category. DairyNZ have it at around \$1.35 kgMS for the 2016 season. And this is back from \$1.60 kgMS in the 2014 season. This is the average so there will be a number spending much more than this. Nuts.

There are certainly farmers who can make money with high input systems. But they are few and far between.

PwC's back of the envelope recommendation is that your Break Even Milk Price should be less than \$5 kgMS so that you can make healthy profits in the good times (ie now) and can weather the poor payout years. And we all know there will be sub \$5 kgMS payout years ahead.

It takes time to recover

At PwC we are predicting it will most likely take 2-3 years for the average farmer to restore their balance sheet to what it was back in December 2014. Some thought that one good season (for example \$6.15 kgMS) would see us right and all the sins from the past would be forgotten. But that was not going to happen. For the majority there is between \$1 – \$3+ kgMS of profit we have to make to replenish the balance sheet back to the December 2014 position.

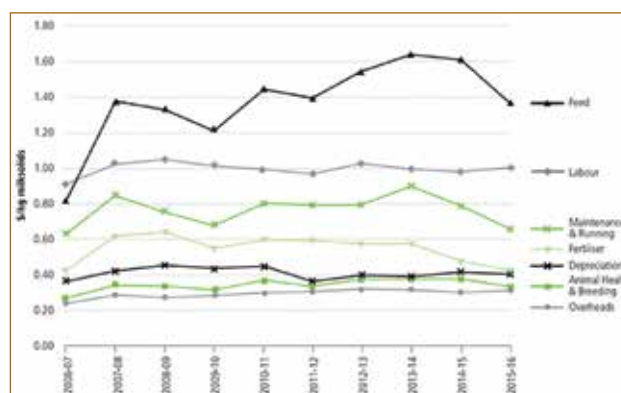
That said, this time next year, if we have had another good payout, the balance sheet should be looking pretty good. Prepare budgets, work with your banks. Farming is a wonderful vocation, an excellent investment and we get to feed the world with an amazing product at the same time. And we should never forget the privilege it is to farm (even in the mongrel wet!).

Brent Goldsack is a partner with the PwC Agri team based in the Waikato.

Supplementary Feed Profitability

	Usual argument	Spring, (Residuals > 1,600)
Cost of feed	\$0.24	\$0.24
Indirect costs	\$0.11	\$0.11
Reponses (Df to kgMS)	12	20
Cost (90% utilisation)	\$4.50	\$7.49
Milk price	\$6.15	\$6.15
Labour (contract)	\$1.20	\$1.20
Net income	\$4.95	\$4.95
Profit	\$0.45	\$(2.54)
BEMP	\$5.70	\$8.69

Farm Working Expenses 2007 – 2016



Source: DairyNZ Economic Survey 2015-16, figure 5.4 page 24

Industry Affairs



Getting to grips with Production Worth (PW)

The issues about PW and the anomalies around how it is calculated have been well circulated to Jersey NZ members. This article is not about these issues except to say that good positive progress towards a resolution is being made with LIC.

When the Industry Affairs Group first became involved in this, we had to delve into the deep dark world of genetic indexes in order to understand and be able to communicate the problem Jersey NZ had to LIC, the owner of this index. In the process, we learned a lot about PW and what value it has to the industry. This article is about sharing this information with members.

What is the difference between PW and BW?

The respective definitions highlight the differences:

Breeding Worth (BW): is an estimate of the ability of a bull or cow's progeny to convert five ton of feed dry matter into farm profit.

Production Worth (PW): is an estimate of the ability of a cow herself to convert five ton of feed dry matter into farm profit over her lifetime.

BW is mostly about offspring whereas PW is mostly about the cow herself. Hence, BW is the index to use when selecting bulls for your herd or when purchasing cows/heifers to be used for generating replacements.

PW is the index to use when considering which cows to cull on the basis of production. It is also a useful index to use when purchasing cows where the main purpose is to fill a gap within the herd (rather than for breeding replacements). It is not that useful an index to use when purchasing young-stock (see later).

How is PW calculated?

The PW index is made up of several traits each with its own production value (PV). PVs are like BVs in that they are calculated from a combination of a cow's ancestry, her own performance and the performance of her offspring. The PW of a calf or yearling is based entirely on its ancestry (which includes all females related through ancestry, i.e. dams, sisters, nieces etc). After one lactation, ancestry weighting drops to about 50% and by five lactations, it constitutes just 15% of the weighting in a cow's PVs. In addition, as PW is an estimate of the animal's own production ability, daughter records do not contribute substantially. Even if a cow has three daughters all with lactation records, the contribution to a cow's PVs is low.

The different PVs making up a PW index are combined with their respective economic values (EVs). The EVs used for PW are different from the EVs used for BW because their purposes are different, and they are looking at a different timeframe. As BW looks at the profitability of offspring, the EVs are calculated on a long-term basis (looking forward 20 years), whereas PW has EVs that are calculated over the lifetime of a cow (10 years).

How reliable is PW at reflecting a cow's net productivity?

This is mainly dependent on two factors – the animals age and whether herd testing is performed.

In a pre-lactating heifer, the reliability of PW is typically low at about 10-14%. This increases significantly to around 50% after the first lactation if herd testing is done, with smaller increases in reliability following subsequent lactations. By the fourth-fifth lactation, the reliability peaks at around 80-83%.

The low reliability of PW in replacement heifers means that this is not a very reliable index to use when purchasing pre-lactation heifers. The reliability of BW in this age-group is much higher, typically between 30-40%. Couple this with the fact that when you are buying young animals, there is a strong likelihood that they will be used to breed replacements. Hence BW is the best index to use when purchasing from this age group.

What about herd or group indexes?

The herd BW and herd PW figures at the top of a MINDA report are straight averages of the BWs and PWs of the animals in the herd. The beauty of these indexes is that they can be used to compare all animals/herds in NZ, irrespective of age, breed, location etc. and are therefore very valuable when buying or selling.

The herd BW and PW reliabilities are also averages and the main value here is to indicate how much herd testing has occurred. As a rule of thumb, regularly tested herds typically have a PW reliability of 55-60% compared with untested herds of around 30%.

LIC produces a report called the "Age Group Performance Profile" which divides animals in a herd into thirds based on their PW and calculates the average milk production value for each of these groups (see Table). The purpose of this report is to highlight how more profitable the top third is compared with the bottom third, and hence how using PW to cull low producers will improve the productivity of the herd.

	TOP THIRD	MIDDLE THIRD	BOTTOM THIRD
PW av	235	132	35
BW av	147	121	95
Income (%)	100%	90%	79%
Income diff (\$/cow)	-	-\$292	-\$598

You can see from this report that the BWs follow a similar pattern – the top third on PW have the highest average BW of the three groups and so on. This is not surprising as high BW bulls and cows will, on average, produce cows of greater net productivity and hence PW than lower BW bulls and cows. Of course, we have all experienced the exceptions – high BW cow with a low PW and vice versa. But genetics is all about probabilities. These tend to be more the exception than the rule, a fact confirmed by the 'Age Group Performance Profile' report.

Will the proposed changes to how PW is calculated impact on any of the above?

The proposed changes will improve the indexes ability to estimate net productivity, hence it will become a better index. This will be across all breeds but Jerseys will see the greatest numerical change. However, the definition of PW and how it is used will not change.

Table: Relationship in a one herd between PW, BW and annual income for cows in the top, middle and bottom third of PW (2016-17 season)

In this herd last season, cows with a PW in the bottom third produced \$598 less milk value than cows in the top third.

Roger Ellison
Industry Affairs Committee

Semex National Jersey On-Farm Challenge November 2016 – Winners

The Semex Jersey On Farm Challenge National winners were acknowledged at the 2017 AGM & Conference in Wellington. Thank you to all the breeders who participated in this competition and congratulations to all the breeders who were successful.

- National team winners receive \$300 for first, \$200 for second
- National Conformation winners receive \$300 for first, \$200 for second (in each age class).
- Overall National Supreme Conformation Winner receives \$500
- Overall National Supreme Semex Cow Winner receives \$500

TEAMS

National Team Winners

1. Just Jerseys Ltd – N & J, R & E Riddell 46.06
2. Upland Park Jerseys – Andy & Nikki Walford 46.05

CONFORMATION

Conformation Winners – 2 year olds

1. Y-Not Gangster Mia S0J - Y-Not Jerseys 97.00
2. Glenalla Hired Lorna - Glenalla Farm 96.50



Conformation 2 year old winner
Y-Not Gangster Mia S0J - Y-Not Jerseys
Tony & Selena Jenkins

Conformation Winners – 3 year olds

1. Denson Dale Vital Filter - Denson Dale Jerseys 95.00
2. Leithlea Tequila Stacy - Leithlea Jerseys 94.50



Conformation 3 year old winner
Denson Dale Vital Filter - Denson Dale Jerseys
Lloyd & Anne Wilson

Conformation Winners – 4 & 5 year olds

1. Glenalla Time Freema - Glenalla Farm 95.50
2. Leithlea Governor Sandi - Leithlea Jerseys 94.50



Conformation 4 & 5 year old winner
Glenalla Time Freema - Glenalla Farm
Peter & Anne & Michael Gilbert

Conformation Winners – 6, 7 & 8 year olds

1. Glenalla Little Equity S1J - Glenalla Farm 97.00
2. Kohiti Nimrods Tigris - Kohitiata Jerseys 96.50



*Conformation 6 & 7 & 8 year old winner
Glenalla Little Equity S1J - Glenalla Farm
Peter & Anne & Michael Gilbert*

Conformation Winners – 9 year & older Conformation

1. Dunwald Desire Rubie - Leithlea Jerseys 98.00
1. Glenalla LM Queen - Glenalla Farm 95.00



*Conformation 9 year old winner
Dunwald Desire Rubie - Leithlea Jerseys
Tony & Maureen Luckin*

Overall National Supreme Conformation Winner

1. Dunwald Desire Rubie
Leithlea Jerseys (Tony & Maureen Luckin) 98.00



*Overall National Supreme Conformation Winner
Dunwald Desire Rubie - Leithlea Jerseys
Tony & Maureen Luckin*

Overall National Highest Semex Conformation Winner

1. Y-Not Gangster Mia S0J
Y-Not Jerseys (Tony & Selena Jenkins) 97.00



*Overall National Highest Semex Conformation Winner
Y-Not Gangster Mia S0J - Y-Not Jerseys
Tony & Selena Jenkins*

WJCB Annual Conference & Tour to Costa Rica – June 2017

contributed by Shirley Hamilton



Costa Rica

On June 9th 13 members of Jersey NZ set off to a country many of you have had to think twice as to where it is. To get to Costa Rica it required a flight into Los Angeles or Houston and then on down to San Jose into a tropical climate with very friendly and happy people. An adventure into the world of Jersey cows coping in an amazing environment and heights where we would have snow but they just grow grass and it rains!

Costa Rica is a small country which would fit into New Zealand between Taupo and Wellington. The terrain is mountainous with 200 identifiable volcanoes, 100 of which show signs of activity, five of which are active as was evident with them smoking away in the background. One of these was Turrialba Volcano which was situated 64 kms east of the city of San Jose where we were based for the majority of the trip.

The dairy farms we visited were steeped in history, one of which was the farm of Julio Sancho – those of you who went on the UK trip last year will recall Julio joining us. His farm dates back to 1904 and is 2000 metres above sea level, in mountainous terrain, sitting between two volcanoes. In those early days, his breeding was reliant on imported bulls from United States and England and although there were no roads they made cheeses which were sent to the International Cheese Fair in Rome, many of them winning medals.

In 1947 his family contributed to the building of bridges and roads in order to transport milk out of these areas and a group of twenty-five producers set up the Dos Pinos Milk Cooperative which some of you will be familiar with. This company has gone from strength to strength and our tour group were very privileged to be taken through the factory. Their milk, ice cream, yoghurt and cheeses are found throughout Costa Rica and Central America and today Dos Pinos controls over 80% of the dairy market in Costa Rica as well as exporting into USA.

One of the great things about the World Jersey Bureau trips is the opportunity to visit places not accessible by the everyday tourist. We travelled across Costa Rica to the Caribbean side where, after carrying our luggage to the water's edge, we boarded river boats and headed to a place in the tropical jungle called Tortuguero.

Here we stayed in a beautiful lodge called Pachira Lodge. The tropical flowers that were just growing outside our rooms or in the walk ways were just amazing and many of us were intrigued with the myriad of noises coming from the various creatures within the vegetation. Some of us were woken by the noise of Howler monkeys in the distance, kind of like been woken by what one imagines dinosaurs would have sounded like! I can now say that I have stood in the Caribbean Sea which was warm.



This amazing flower is a Candle Ginger Flower. Almost looked eatable.

Next morning was spent exploring the river admiring the exotic bird life and searching for otters, spider monkeys, white faced monkeys and appreciating the dense jungle with its exotic flowers. An experience never to be forgotten.

When we returned back up the river to our buses it was amusing to watch the hive of activity, albeit somewhat shambolic, as the locals beavered away unloading produce onto the boats in order to provide supplies to the small villages along the river. No such thing as mechanical assistance - just all done by hand. No lack of work.

The following day we travelled up into the hills outside Costa Rica to a stud that was established in 1909 sitting at 2170 metres above sea level. The farm started with six Jersey Heifers and today milks 275 grazing Kikuyu, rye grass and clovers.



This was a very picturesque farm with hydrangeas all the way up the drive as we headed up into the clouds.

All the cowsheds that we visited were tiled in white tiles and were absolutely spotless. Unlike New Zealand the ratio of staff to cow numbers was very high. Supplements are fed and constituted approximately 40% of the cost of farming. The meal, made up of 50% maize – 50% soya is all imported from the USA and is fed at a rate of 10kgs per cow. Pineapple pulp, a byproduct of the local markets, was added to the meal. You could smell the pineapple. The farms supplied milk 365 days a year, with average production of 23 litres per cow, and the farmers are paid on fat, protein and lactose. The semen used was predominantly American from Select Sires with small amounts of LIC and Danish.

One of the highlights of this trip was the hummingbirds. We visited the Waterfall Gardens where the hummingbirds are free to come and go and hence are very easily seen. These very active little birds were amazing to watch and so so tiny -weighing about three grams but can fly at 40 miles an hour.

Another creature that we saw was tiny little frogs with amazing colours. Some looking as though some- one had taken a paint brush to them and no bigger than your thumb nail.

Everywhere we travelled our hosts were generous providing amazing lunches and often with live entertainment. At the home of the family farm of Fernandez Faith, in the mountains of Cartago, we were treated to a magnificent lunch indicative of a wedding reception and were entertained by world renowned singer and guitarist. It was an amazing place to visit and the afternoon entertainment included a riding display on beautiful Friesian horses. These are solid black horses used mainly for dressage. Quite spectacular to see in action.

Down on the flat where it is impossibly hot and 100% humidity, we visited a research station where they are experimenting with cross breeding to find the best cattle for these conditions. Jerseys were crossed with their native breeds and so far, they have found that the best cross is a Jersey x Gee which is a South American breed.

Below is a Valentino Daughter





WJCB Annual Conference & Tour to Costa Rica – June 2017

continued

Costa Rica is renowned for its coffee and we spent a very interesting and entertaining morning visiting the coffee plantation of "Britt Coffee". This was a new experience for many of us as we'd never seen coffee shrubs before and marveled at the pods containing the beans. This plantation was very focused on environmentally sustainable growing practices. Not only were we able to see coffee roasting first hand but we were encouraged to do some coffee tasting at the various coffee stations throughout the tour. Britt also made the most amazing chocolates which we were encouraged to sample and needless to say many of us parted with our hard-earned dollars to return home with samples for friends and family.



After our Coffee Tour, we wound our way up some very windy roads into the hills that, as late as 1959, saw milk being transported out by bullock. The roads were very narrow and very high. I mention this particular visit is because it will be of interest to fellow New Zealander's who remember John Brealey who came to New Zealand for the World Conference Tour in 2010. His dairy shed was based on New Zealand plans and steel, thanks to Maurice Pedley.

John described the building of the shed as being a "bit of a chinese deal" as the plan had no instructions!! John is the LIC rep in Costa Rica so naturally many of his cows were NZ genetics and he is very happy with the progeny.

In the final days of the tour we travelled to a place called La Fortuna which was about 4 hours out of San Jose. Beautiful accommodation, with exotic flowers, birds and of course the humidity again. Another volcano, Arenal Volcano, provided a very grand backdrop to the surrounding countryside. In the afternoon, we were taken to some hot springs set in the jungle like landscape and enjoyed a relaxing afternoon.

As always, we finished our tour with a banquet and danced to the local music with all the new friends we had made, how delighted they were to have had us come and visit their farming experiences.

The World Jersey Cattle Bureau tours are well worth doing - not only do you learn by sharing farming experiences but it is an excellent way to see the breed thriving in many diverse places under very diverse conditions. The added bonus are the wonderful friends you make from all around the world.

This tour was represented by 17 different countries all with the same connection – the golden cow .

THE SUN IS STILL SHINING AT LEITHLEA

Leithlea Tequila Stacy



Leithlea Gannon Sun S2J



Leithlea Governor Sandi



Dunwald Desire Rubie



WINNER - WWS Photo competition 2017



THESE ARE THE KIND OF COWS WE HAVE AND THE TYPE OF
CONFORMATION WE NOW EXPECT IN OUR LEITHLEA COWS.

SEMEX NATIONAL JERSEY ON-FARM WINNERS AND PLACEGETTERS

Visitors and enquires always welcome

Tony & Maureen Luckin
333 Leith Rd
06 7524192 or 027 5400130
E: leithlea@xtra.co.nz

Jay & Kelly Luckin
301 Leith Road
06 7524199 or 027 3383563
E: LUCKS@xtra.co.nz

World Wide Sires Photo Competition 2017

A great way to promote, add value and brand your stud to a wider audience.

World Wide Sires and Jersey NZ have joined forces to promote the efforts of breeders who take the time to submit photos for promotional and branding purposes.

Winners and placegetters in the competition were announced at the Jersey NZ AGM & Conference in Wellington in May.

Congratulations to all the winners in this year's competition.

Jersey NZ would like to thank World Wide Sires for their continued sponsorship. A good selection of photos were submitted for each class.

Class A: Haltered 2 & 3 year In-milk

8 entries



WINNER
Glenalla Hired Lorna
Glenalla Farm Ltd



RUNNER-UP
Ferdon Volcom Connie
Ferdon Genetics Ltd



THIRD
Ferdon B Stone Viyella
Ferdon Genetics Ltd

Class B: Haltered 4 year & Older In-milk

6 entries



WINNER
Glenalla Little Equity
Glenalla Farm Ltd



RUNNER-UP
Glenalla Time Gwido
Glenalla Farm Ltd



THIRD
Glenalla Deans Tendo
Glenalla Farm Ltd

Class C1: 2 & 3 year Unhaltered

8 entries



WINNER
Norland Terr Lenise
Euan Reeve Ltd



RUNNER-UP
Lynbrook Tifc Honey S2J
Lynbrook Farm Ltd



THIRD
Totara Dale Devo Nickel
Totara Dale Farm Ltd

Class C2: 4 yr & older In-milk Unaltered 8 entries



WINNER
Dunwald Desire Rubie
Leithlea Jerseys



RUNNER-UP
Totara Dale Devo Fran
Totara Dale Farm Ltd



THIRD
Leithlea Gannon Sun
Leithlea Jerseys

Class D: Jersey Scene 18 entries



WINNER
Leithlea Jerseys



RUNNER-UP
Totara Dale Farm Ltd



THIRD
Totara Dale Farm Ltd

Class E1: Junior Member Class

6 entries



WINNER
E1-1 - Zoe Botha
Fynreath Joel Candyfloss



RUNNER-UP
E1-5 - Carl Lynch with
Freydan Presley Tahlia



THIRD
E1-6 - Adelle Johnson with
Greenleaf Degree Holly

Class E2: Junior Member Class

5 entries



WINNER
E2-5 - James Lynch with
Freydan Presley Gina



RUNNER-UP
E2-4 - Carl Lynch with
Freydan Presley Tahlia



THIRD
E2-2 - Zoe Botha with Fynreath Joel Candyfloss

Efficiency = Profitability

Dr. Joe McGrath

**Technical Manager Ruminants, DSM
Senior Lecturer – Ruminant Nutrition,
University of New England, Australia**



Joe McGrath - Technical Manager Ruminants

While I am aware that I am writing this article for a Breed Society magazine, I just can't go past the fact that feed cost is still the biggest on farm cost and therefore the most important factor for defining profitability.

If you are thinking to yourself, "well he is wrong because I don't purchase feed I have grass", I am still including the grass as you have already bought it (or from an economist's point of view it is an opportunity cost). If your land is worth \$50 000/ha then the interest value of that land at 5% is \$2500/ha. If you harvest (ie. eaten not offered) 10mt of grass per year then the grass is worth \$250/mt just in interest alone. You still must add fertiliser, chemicals, fencing, water, laneways etc. to this cost.

In other words, for a 500kg MS/yr cow earning \$6/MS, her \$3000 annual income incurs approximately \$2000 feed costs. Now, how you manage the cash flow around this is another thing. Perhaps you own the land, and do not directly incur the costs or perhaps the bank manager is happy to fund it because farm land is rising quicker than the interest cost. Either way, at the end of the day the cow will have to pay her way.

Now that we are all onboard and realize that our single biggest cost to farming is feed we can start to focus on what is the best way of efficiently turning that feed into money. In our industry that method is usually with milk. Specifically, fat and protein.

One of the myths that the proponents of black and white cattle continually raise is that they are more productive and therefore more efficient. More productive, yes, more efficient? How is this measured? Per cow? Per farm? Per unit of input cost? I would like to go with per farm.

The reason being is that the fence is usually the boundary of our system. Sure, there are outside inputs that can increase the effective size of the farm (typically feed and fertiliser), but these come at a set cost and usually show a diminishing return so are not as variable as we think.

In recent times, I have had the pleasure of working with a farmer that has several systems including pasture and TMR barns. Interestingly, in one barn he has a herd of Jerseys and one a herd of NZ Friesians. Both appear (to a nutritionist) to be a nice line of cows, with good frame and conformation. Being TMR we know exactly what they are eating. While it is TMR it is still a 70% forage based diet consisting of maize silage, grass silage and some lucerne silage. This is matched with available concentrates, typically grain and canola meal.

Both sets of cows are performing well. However, on a feed efficiency basis the golden girls are winning. The Jerseys are consuming 9.09kg of feed for every MS produced. Whereas the Friesians are consuming 9.23kg. I will say that if it was possible to put in more concentrates (ie. they were cheaper) we may see the black and whites take over.

But is that even relevant for our grass based industry?

This raises another question, what about other costs and incomes within a Jersey vs Friesian farming system. The usual suspects put forward are income from cull cows, income from Friesian bull calves, cost of extra insemination, cost of extra milking activity and cost of extra calvings. Not to mention the dreaded increase in metabolics.

In July of this year Jamie Drury, a dairy farmer in Australia, wrote a conference paper for a meeting of the Dairy Research Foundation in Port Macquarie, NSW. The title was "Holstein to Jersey: The decision-making process behind the change". This paper details the experience of changing from a pedigree Holstein herd to a Jersey herd.

To summarise his findings the benefits were as follows:

- More efficient production of milk solids.
- Increase in total farm productivity, with the increase in cow numbers more than compensating for the drop per animal. Approximately 160k MS to 200k MS per annum.
- Less use of AI, conception per insemination increased from ~30% to ~55%
- Better tolerance of heat stress
- Less labor cost for fetching cows (~\$20 000/yr)
- Freight cost per MS saving of \$0.35
- Less costs associated with feet (trimming, lame etc.)
- Calving ease
- Resistance to milk fat depression in spring.

All the benefits outweigh the cost of cull prices for male calves (not really a factor in Australia). Cull cow price is a factor. Assuming total weight turned off is the same (as the farm runs more Jersey cows, they will cull more as well), there is still less per kilogram paid for the Jersey; in Australia this is approximately 10-15%. I would suggest that this be the number used in your budgets.

So, it would appear from our NZ and Australian data they are more profitable. Importantly other findings further reinforce this, even in USA's intensive TMR systems a data set from the largest dairy accounting firm in the USA demonstrating that Jersey herds show a US\$389 profit per cow with the average of all herds at US\$267 per cow.

Ok, this all sounds great and we are preaching to the converted. But as a scientist my job is to work out the why. In our part of the world it is very simple. We do not have to dig too deep. The primary reason is that in both countries we are paid on MS not litres.

Why is this important? It takes energy to produce litres. Most of that energy sink can be defined by the production of milk sugar or lactose. The cow must produce this lactose and this effectively drives the production of litres. The black and white cow wins this fight hands down. The feed stuffs that help drive lactose include starch and other highly digestible carbohydrates.

This energy loss results in lots of the negatives associated with the larger cows, including negative energy balance, poor fertility and even ketosis. Furthermore, the genetic potential of the Holstein Friesians means that we cannot supply this energy requirement and this often manifests itself in low BCS.

Furthermore, these simple carbohydrates are not that compatible with our pasture based diets, especially in spring. That is because the grasses lack effective fibre, have high levels of poly unsaturated fats and very fast passage rates. But perhaps the biggest issue is the cost of grain in New Zealand.

The last major reason for efficiency gains in Jersey cows is that it is more likely that they are fed closer to their genetic potential than larger animals. This means that there is less maintenance cost as a proportion of total production.

To give an example of this let's consider a simple equation. Imagine that a 500Kg cow producing 2kg of MS requires 21kg/day of dry matter. Maintenance would take up the first 7kg, the first MS 7kg and the second MS 7kg. Therefore, if you drop 7kg of feed the cow would only produce 1kg MS. Put simply an increase of feed by 50% increases milk production by 100%. Or another way to look at it is feed efficiency improves from 14:1 to 10.5:1.

While this example equation is standard for all cows it is perhaps more likely that smaller cows are fed closer to their optimum than large cows in pasture based systems. Furthermore, Jerseys have a much greater intake of fibre (NDF) per Kg of body weight than larger Holstein cows. This enables them to eat closer to their potential in forage based systems.

Metabolic disease must be factored in for Jerseys. They do tend to have a much higher incidence of milk fever and associated diseases. However, there is at least one very good set of nutritional supplements in the New Zealand market that will largely control these.

There are many different techniques for increasing the feed efficiency of dairy cows in pasture based system, but the majority of these are not breed specific. The two main points mentioned above, components and feed intake are the primary reasons that Jerseys are more efficient than Holstein Friesians.

For decisions made specifically for individual farms the total cost benefit analysis of all the points mentioned above need to be considered. It is important to remember that there is a biochemical reason for all outputs and that only nothing comes from nothing. Jerseys are not magical, but they do produce what we are paid for and are a better fit for pasture based systems, well at least nutritionally anyway.

In my opinion

Denson Dale comment ...

During my travels over the years I have visited more than 60 countries and over 1000 Jersey herds and it is interesting to note that each country has its own type of cow, essentially dictated by a combination of climate, economy and historical trends.

In NZ, the trend over the last 30 - 40 years has moved towards a small cow with low milk, high components and with a very narrow rump. The follow-on effect of the narrow rumps is that these cows also have poor legs, feet and udders.

Some may ask why is that a problem?

Firstly, when we classify the daughters of NZ bulls, they are done as two-year olds as early as possible so that the AB companies can put the information into bull proofs and have the new bulls ready to go. Fine.

Our two-year olds do have good udders and do classify well, but as they get older the udders double in size and hence deteriorate rapidly. Why, you ask? We have already established that the NZ cow has a narrow rump and this greatly impacts on the room available for an udder up high and therefore the udder is forced to go down and forward, rather like a beef cow. This is attributed to the thurls and pin bones being very narrow, and the thurls a little low.

Added to this, because the thighs are also narrow this means that the back udder will be narrow and pointed at the top. The cow can only then develop an udder that has a large fore udder and a smaller back udder, like 70/30.

The flow on effect is: when the pins and thurls are narrow, the legs are hinged wrong. Interesting to note that NZ farmers don't hinge their gates wrong so why would they hinge their cow's legs incorrectly. When these cows walk, the legs crash into their udders causing a myriad of issues, including mastitis and broken-down udders. Badly hinged legs also result in cows standing down on their pasterns (heels) causing foot problems. Mastitis, broken-down udders and foot problems are all costly and impact greatly on the profitability of a farming business.

Going forward, what can be done to fix the problem?

The information that goes into the cow and bull ratings is in the system for two years and then replaced by the classification data at four years thus providing updated information. If the cow is not reclassified at four years then the bull ratings continue on based on the two-year-old information – is this accurate or indeed indicative of the true value of the bull's ability to generate good cows for the future?

We need to break the trend by insisting that cows classified as two-year olds lose that classification as a four-year-old and must be reclassified if she is to be used as a bull mother. While there is a cost to reclassify – is this not deemed money well spent as then and only then can we generate better cows.

Also change the Classifying so that that 1-9 pointing gets used, instead of using only 6 and 7, then and only then will NZ farmers will make progress.

Lloyd Wilson - Denson Dale Jerseys

jersey^{NZ}

SCHOLARSHIP FUND ROLL OF HONOUR

1992 Te Awamutu Jersey Club
1994 Matamata Jersey Club
1995 A W & E E Miers
1997 R A & E M Black
1998 Ward 5 AGM & Conference Committee
1999 Wairarapa Jersey Club
2000 North Taranaki Jersey Club
2001 Nelson / Golden Bay Jersey Club
2001 Matamata Jersey Club
2001 Lower Waikato Jersey Club

2002 Jersey Marketing Service Ltd
2002 D E & F S Black
2002 Manawatu Jersey Club
2004 T W & G Y Sneddon
2004 Whangarei Jersey Club
2005 Dannevirke Jersey Club
2007 AW Harnett Ltd
2010 North Taranaki Jersey Club
2010 RE & JC Gibson

JERSEY NZ THANKS YOU FOR YOUR CONTRIBUTION TO THIS FUND.

Mothers worst nightmare ...

Following copious quantities of rain the day dawns fine and warm, a perfect morning for mother and young son to wander around in the sunshine.

In an instant, enjoyment turns to total despair followed by panic when the precious son falls down a small hole beside a concrete covered old well and into the water.

Due to the level of the water and the small size of the hole, the mother is unable to rescue her son and calls out for help and runs around trying to attract someone's attention.

Fortunately a farmer happens to be nearby and with quick thinking and some ingenuity is able to drag the boy to safety just before he becomes completely submerged.

Apart from an overly full stomach of dirty water and some difficulty breathing, he is ok, due to some fortunate circumstances another few minutes would have seen him drown.

In reality the mother is a beef cross heifer who carried a valuable Jersey bull calf. She displayed all the same maternal instincts that a human would have under the same circumstances calling out in bovine language " I need help" and trying to attract attention.

During the emergency the farmer had the foreboding thought of having to tell the owner of the calf of its death while under his care.

There is a lesson to be learned here. It could well have been a human child who died because a hazard existed that needn't have.

How safe is your farm?

Ross Riddell - Roscliff Jeseys

Ive been thinking ...

Recently I have read some articles which left me wondering about what part Jersey NZ could play in the technological advances that will take place in the next 10-20 years.

A prominent geneticist I was speaking to recently, had some interesting insights into breeding technology and what traits will become more important in future, something that will impact on us all.

How, then, does Jersey NZ become more relevant to the average Jersey farmer and make Jersey NZ and the Jersey breed something they want to be associated with?

If embracing change and using technology to our advantage is paramount for the future, then Jersey NZ could partner with compatible industry organisation(s) to research and develop technology which could in time benefit every dairy farmer.

Any business venture has an element of risk but the future of the Jersey breed is at stake and risk can be managed by making sound decisions mixed with a dose of courage.

Our directors must have the vision to look at all possibilities to help develop additional income streams and increase the influence of Jersey NZ within the industry. If we do nothing and think "I'm okay Jack" as has happened in the past, we will become irrelevant and have no future.

There has never been a more opportune time for the Jersey breed to prosper and we need to take advantage of this and not let it pass us by. In what way are our Directors and members going to contribute to the challenge? *Don't wait to get active.*

Don Shaw - Kiwi Jerseys, Te Awamutu

Zenith

JERSEYS

UDDER CONFORMATION



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Lower Waikato Jersey Club

President Russell Gibb, Zenith
 Secretary Alison Gibb, Zenith
 Publicity Colin Hickey, Kaitaka

In April seven of the Lower Waikato Jersey Club climbed into a van and headed south for Blenheim for a week long trip. After a couple of 'welfare' breaks, we boarded the Interislander and sailed for the mainland, arriving in time to have dinner in Blenheim.

We headed for Ngakuta Bay, Queen Charlotte Drive and met Bradley Parkes (Parlan Jerseys). After a scenic drive down the farm, we saw a lovely mixed breed herd. Bradley commented how well the Jerseys were performing and hence would like to increase the number in his herd.

Next stop was Koromiko, just south of Picton, where we met Vince Fearn (Pateke Holsteins, Jerseys, Ayrshires). Vince had kindly drafted out some of his Jerseys for us to view and was keen to talk to us about their breeding. Vines Village was a great pick for lunch, great food, great views and an amazing quilting shop!

Christina Jordan (Willowhaugh Jerseys) then showed us around their herd and Ian turned up to greet us all and catch up with friends. It was a great insight into feeding by-products from Talleys, as well as their other agribusiness interests. Last stop for the day was the Omaka Heritage Museum to view Sir Peter Jackson's amazing collection of WW1 planes.

On the next day we headed to the Rai Valley, through some amazing New Zealand scenery, to visit Terry Payton's Opouri Stud. Here we saw a herd of nice typed animals under a backdrop of native bush. It was also great to see Ted and Claire Ford, who joined us for the rest of the day. It was then a short drive up the road to Steven & Sarah Leov (Registered Jerseys - Koroglen), who were recently published in numerous farming magazines. It was good to see another mixed herd with multiple breeding philosophies. They had also recovered well from their flooding a few months earlier.

After lunch at the Pelorus Bridge Café (for some amazing pies) we then visited the herd at Graham Couper's farm. This was the last year for Graham, as the herd and farm had been sold. It was great to hear about the history of the area especially in relation to the gold trail to Nelson and 'Murderers Rock'.

Before heading back to the motel, we stopped off at Upton Oaks Garden, Rapaura which is a popular garden during the Garden Marlborough festival. It was the end of the season, but the garden was still looking amazing with lots of colour still around – including some hydrangea flowers the size of a basketball.

We ended the day with happy half hour and dinner at Speights Ale House with members of the Marlborough Jersey club.

On day four we hopped in the van and headed south on State Highway 6 (the main Christchurch route now) with our destination being Korere-Tophouse Road to see Christine & Fraser Macbeth – Cawdor Stud. This was situated in another picturesque valley and it was nice to see some dams of sires in the paddock.

Lunch was gourmet pizzas at the Alpine Lodge in St Arnaud overlooking Lake Rotoiti. Last stop for the tour was another well-known Marlborough garden - Hortensia House. Everyone enjoyed the mature plantings and the glacial stream that ran through the middle of the garden.

The final day consisted of a long drive home, where we reflected on the diverse breeding and farming of the Jersey cow in the Marlborough area with the common thread of good, passionate individuals and great scenery.

A fantastic trip and well-worth venturing out and visiting other parts of the country and Jersey breeders.

Contributed by Colin Hickey



Southland/Otago Jersey Club

President	Sandy Simmons, Brydale
Secretary	Graham Smith, Harbourside
Publicity	Teena Simmons, Brydale

We have had quite an active year at the Southland/Otago Branch and there are plans underway for more events in 2017/18.

After our AGM meeting held on the 23rd July 2017 Secretary remains the same Graham Smith from Harbourside Jerseys and President Sandy Simmons from Brydale Jerseys.

A Field day was not planned last year but we are hoping for a good day out this year coming.

Congratulations to the Skedgwell Family (Mount Lake and Elmsbrook Jerseys) on winning the Southland Cow of the Year with Elmsbrook Lees Peebles. A big congratulations again to the Skedgwell family for winning South Island Heifer Competition with both their In-calf heifers and Yearlings this has been the first time one family has won both sections.

Our members have exhibited cattle at most of the Southland and Otago A & P Shows with success. It's pleasing to see our members line up in the All Breeds classes. South Island Championship was held at Gore this year, thank you to Tony Luckin for Judging. Congratulations to the Mears Family from Kirbydale Jerseys for winning South Island Supreme Champion with Kirbydale T-bone Sunny.

On 11th Feb 2017, the Club headed out to Tuatapere (Waiau) for their Annual A & P Show and to celebrate 70 years of showing with the Bennett Family. What a great achievement. The Club also held their Annual Club Show here too. A big thank you to Alan Hamilton from Willowdown Jerseys for judging the stock on the day. Champion Heifer went to Debbie Mercer of Owcharoa Jerseys with Harbourside Odin Chari and Champion Calf went to Jack Simmons of Brydale Jerseys with Brydale Lemonhead Rina.



Southland /Otago Club Show Champion Heifer Calf Brydale Lemonhead Rina Jack Simmons- Champion Heifer Harbourside Odin Chari Debbie Mercer



Southland/Otago Jersey Juniors

On the 21st July 2017, the Club gathered together to enjoy a movie for the Junior members followed by a meal at the Workingman's Club in Invercargill. After the meal, the younger members were presented with their certificates for the Jersey Juniors for 2016/17 show season.

MURRAY HARNETT CHALLENGE - JUNIOR JUDGING COMPETITION

31 January 2018

NZ Dairy Event, Feilding

If you are interested in participating in this competition contact the Jersey NZ office.

Every year the club holds a competition for the junior members and they accumulate points by participating and being placed at six Southland Shows (Wyndham, Winton Gore, Waiau, Club Show and Southland) in the Jersey Calf section and Jersey Yearling Heifer section.

This year the winner of the Heifer Calf was Paige Loveridge with Harbourside Bambi and the winner of the Yearling Heifer was Alannah Skedgwell with Mount Lake Sax Lori. In total, there was 18 certificates presented great to see so many younger members coming through.

The Club also presents a trophy (Graham Mercer trophy) to a younger member who they see is putting outstanding effort into their showing season and this year it's gone to Bailey Bennett of Tuatapere.

Katie Mears of Kirbydale Jerseys will be participating in a team at the International Dairy Week. Two more of our younger members are planning to be at the National All Breeds Youth Camp, so fingers crossed we can get them there.



Waiau A & P Show Celebrating 70 years of showing with the Bennett Family

Our Club has an on-line identity in the form of a Facebook page Southland/Otago Jersey Breeders so if anyone wants to see what we have been up to this is a good place to go.

If you are ever in Southland or Otago and one of the A & P Shows are on don't hesitate to come have a look, you won't be disappointed in the line-up of Jersey cattle.

Contributed by Teena Simmons

jersey^{NZ}

NEW MEMBERS

DEVOROW

Geof & Sacha Rowson
Waikato

FAIRLEIGH

Ken & Nancy Eade
Southland

MABLE

Michael & Leigh Holman
Waikato

KOUMA

Karl & Lee Christensen
Northland

PAYNES

Brad Payne
Waikato

PINE LYN

Sarah Pinny
Northland

SHELLES

Michelle Flay
Waikato

WAI HIWI

Alan Wayne Hutching
Manawatu-Wanganui

WEKA

Karl & Aime Dean
Southland

Genetic Choice New Zealand
Waikato

Micahel and Selena Tear
Auckland

Justin Koenig
Southland

Peter Chick - Normanton Farm
Canterbury

Hannah Nicholson
Waikato

Rikus Scheepers - Bishopdale Farm
Canterbury

Hannah Nicholson
Waikato

Te Awamutu Jersey Club

President	Shaun Good, Thornton
Secretary	Marion Johnson, Somerton
Publicity	Don Shaw, Kiwi

The Te Awamutu Jersey Cattle Club was established in 1922. Our membership ranges from young families, younger farmers right through to the 'Last of the Summer Wine'.

We have a wide range of activities on offer from topical industry matters, farming, breeding, competitions and social activities. Our farm events committee organise special interest visits, herd visits in or out of the Waikato area for a day trip or longer. Planning is underway to visit local studs to view this seasons two year olds by sires of interest, prior to the start of mating.

- Our annual On Farm Competition is held in February where we view members' herds being judged by two judges, concluding with a family pot luck dinner at one of our members' homes to present the trophies and prizes.
- Our annual production awards "A Night at the OSCOWS" is when we get together socially to announce the winners of the competition. We celebrate outstanding cattle and congratulate their breeders/owners.

Te Awamutu Jersey Club - "OSCOWS"

The annual 'Oscows' production awarded evening was celebrated at the Longacre Restaurant. Over 60 members and guests were in attendance including Jersey NZ President Alison Gibb who presented the awards along with Club Patron, Bob Potts.

To cater for the different level of farming systems of the members herds the awards are judged on the level of the cows production over and above their contemporary age group within their own herd, thereby showing truly outstanding cows.

Kara Thomas of Focus Physiotherapy T.A was the guest speaker for the evening. She relayed her experience as part of the NZ Olympic and Commonwealth games contingent from 2012 – it was an interesting address.



Te Awamutu Jersey Jaunters

- Our Jersey Classic Show held annually mid November has terrific support from both local and national sponsors with entries from districts around the Waikato. There are high quality cattle on display from novice classes through to the more experienced.
- Over the last few years we have a float in our local Christmas Parade. The Jersey cows and calves are always a favourite with the public. This is another opportunity to put Jerseys and farming in the public eye in a positive way.

Although numerically we are a strong club, we have much work ahead of us to attract new members who hopefully will go on to active roles within the Club and then become Jersey NZ members as together we prepare for the future.

Contributed by Don Shaw

The top NZ Jersey bull for 2016/2017 "Braedene PAS Triplestar" bred by local breeder Brett Thompson was a star of the evening where CRV and Jersey NZ made a special presentation of the JT Thwaites Sire of the Season to mark the occasion.

The Te Awamutu Jersey Cattle Club actively provides worthwhile farming days and family friendly social activities as we encourage the breeding and farming of Jersey cattle. All enquires are welcome.

Please contact Don Shaw 07 870 1482



FIRST NAME	PRESIDENT	SECRETARY	MAIN EMAIL	PHONE
Canterbury Jersey	Steve Ireland	Steve Ireland	lynbrook@farmside.co.nz	021 214 1613
Dannevirke Jersey	Wayne Johnstone	Ruth Johnstone	waynejohnstone@xtra.co.nz	06 374 8252
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Karamea Jersey	Brian Jones	Debbie Langford	langford@farmside.co.nz	03 782 6650
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Marlborough Jersey	Hartley Neal	Christina Jordan	wjordan@xtra.co.nz	027 628 5308
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North Taranaki Jersey	Barry Harvey	Fiona Henschman	john.fiona@primowireless.co.nz	06 752 7349
Northern Wairoa Jersey	Murray Law	Margaret Pinny	marg_pinny@xtra.co.nz	09 439 4560
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Whangarei Jersey	Lyna Beehre	Jodeen Cutforth	bluelyna@xtra.co.nz	09 433 8767

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The logo for jerseyNZ, featuring the word 'jersey' in a bold, lowercase, sans-serif font, followed by 'NZ' in a smaller, uppercase, sans-serif font. The 'j' has a small leaf-like shape above it.The logo for jerseyNZ, featuring the word 'jersey' in a bold, lowercase, sans-serif font, followed by 'NZ' in a smaller, uppercase, sans-serif font. The 'j' has a small leaf-like shape above it.

Next Issue

MARCH 2018

Deadline

Bookings for advertisements
29 January 2018

Material for advertisements
5th February 2018

Subscriptions

Published March and September of every year. Free to Jersey New Zealand members. Subscription \$60.00 plus GST per annum or \$NZ70.00 for overseas subscribers.

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KINGPIN	AE	227	199 / 97	10	15	-51	0.9	0.44	0.77

17/07/2017 