

The background of the cover is a photograph of two Jersey cows in a field. One cow is lying down in the foreground, looking towards the camera, while another is sitting to its left, facing away. The scene is set outdoors with trees and a fence in the background.

jersey^{NZ}

FOCUS

SEPTEMBER 2019 | OFFICIAL PUBLICATION OF JERSEY NZ

PG 36 **TRISH RANKIN
DWOTY 2019**

PG 43 **INTEGRITY MAKES
HALL OF FAME**

THE NEW ZEALAND JERSEY CATTLE BREEDERS ASSOCIATION (INC)

jersey FOCUS



Sample created for the open public

Feel free to share with Farmers and Friends alike
(Especially those B&W Farmers)

Join Jersey NZ to secure the full copy.

All Jersey NZ memberships include a copy of the Jersey Focus, printed
Bi-Annually every March and September.

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Table of Contents

PG#	Topic		
4	President’s Perspective	40	Obituaries
5	General Manager’s Comment	41	In my opinion - Bruce Cameron
6	Office News	42	Okura LT Integrity makes LIC Hall of Fame
7	Dates to Remember	43	WWS Photo Competition 2019 Results
7	Strategic Plan	48	WJCB Annual Tour
8	International News	54	Reading a Bull catalogue
9	Jersey Future	56	Jersey NZ Special Awards
10	The Big Five	58	JT Thwaites Sire of the Season
11	Jersey NZ Service Awards	60	Preparing for the Future - Industry Affairs
12	Introducing Peter Sharp	62	Jersey NZ Annual Conference 2019
12	DIGAD Update	66	Herby Lutz visits New Zealand
13	Jersey NZ Committees	68	Jersey NZ New Members
15	We Love Jersey Milk - Lewis Road Creamery	68	Scholarship Fund Roll of Honour
16	Jersey NZ Registrations	69	Jersey NZ Club Contacts
17	Production Awards	70	Jersey Club Reports
18	Meet the New Jersey NZ Director		
22	NZAEL Update		
25	JerseyGenome™ Update		
28	Massey University Research and Development		
30	Semex National Jersey On Farm Challenge Results		
32	Jersey NZ Regional Ambassadors		
33	Pedigree, the foundation of herd improvement		
34	Jersey NZ Youth Ambassadors		
34	Ian Harris Memorial Heifer Competition		
35	RAS List update		
36	Trish Rankin (DWOTY 2019)		
39	Lucas bound for sire stardom		

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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

Warren & Michelle Ferguson’s Jerseys catching shade. The winning shot from the WWS Photo Competition - Herd Scene class.

President's Perspective

What a great start to the spring, reasonable weather promoting good grass growth although possibly I've spoken too soon as we are now heading into a cold snap. Such are the joys of farming. While we are all busy on the farm, life beyond the farmgate continues:

At our recent conference in Dunedin, Peter Cullinane Chairman of Lewis Rd Creamery, announced to our membership the launch of Lewis Rd Jersey Milk nationwide on 1 June. This couldn't have happened at a better time with the renewed interest in the Jersey breed. Pam and I attended the official launch in Auckland where we enjoyed coffee, lemon smoothies and muesli accompanied by Jersey milk. What a fantastic event and since then we have had further conversations regarding partnership opportunities going forward. Watch this space.

The Dairy Industry Good Animal Database (DIGAD) is finally gaining some impetus and work is progressing well with regards to the Breed Society solution. Two groups have been formed to progress the Statement of Work (i.e. a signed contract in place by the beginning of October 2019 with programming ready to commence). The Governance Working Group will provide guidance throughout the tender process while the Working Group will scope the project outline and provide guidance as to how the programmes will work on a day to day basis. DIGAD was first discussed as far back as 2008 when DairyNZ established a committee headed by Professor Robert Anderson, to undertake a comprehensive review of the NZ dairy industry's animal database.

In March I indicated that the Jersey NZ Board had been involved in discussions with a group of young farmers co-ordinated by Mark Townshend, under the name Jersey Profit, who wish to promote the Jersey cow away from the constraints of a "Breed Society" and to engage with farmers beyond the Jersey NZ membership. To this end, Jersey NZ have signed

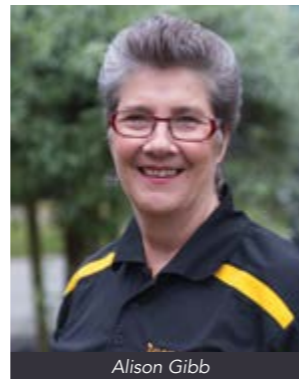
a Memorandum of Understanding (MOU) with Jersey Profit and have appointed members to sit on the Jersey Profit Board and their committees. This MOU centres around understanding the drivers of each organisation and focussing on promoting the Jersey breed albeit to different audiences. We are not in competition but together have greater strength.

There is much to do to promote the Jersey breed particularly when we continually hear discussions at government level around climate change, carbon emissions and environmental footprint. With all the solutions put forward, as to how to reduce the impact of dairying, we only ever hear the phrase "numbers" and not informative discussions concerning the impact of individual breeds. This is not through lack of trying but when there is insufficient research to back these claims the road ahead has its challenges.

I reiterate the need for us, as individuals, to tell our stories. We know why we farm Jerseys; we know the benefits of the Jersey breed – profitability, sustainability, ease of calving, milk value, lighter carbon footprint – I urge you to all to promote this to your neighbour, bank manager, local MP, discussion groups, accountants etc. we are all responsible for getting the message across.

Jersey NZ membership – Shout it from the rooftops!!!

Alison Gibb | President



Alison Gibb

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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 19 August 2019.

Unless otherwise stated, all NZMI figures quoted throughout this issue are as at the NZMI run of 19 August 2019.

General Manager's Comment

If I was asked to define the theme of this issue of the Jersey FOCUS it would be 'celebration'!

The Jersey NZ Annual Conference is a time to celebrate – we celebrate the Jersey cow, the success of our Jersey NZ members, and the success of our organisation. There was a lot to celebrate in Dunedin this year from successful animals in the various joint venture programmes and competitions, successful production herds and several successful members whose significant contributions to Jersey NZ were recognised through special awards.

From a Board perspective, we celebrated the contributions of retiring Director Steve Ireland and welcomed newly appointed Director Julie Pirie to the fold. What we may not have recognised at the time of her appointment is the gender makeup of our Board. The 2018 census showed that less than one in four members of the boards of New Zealand's top 100 companies were female. While not in the top 100 companies, Jersey NZ now has 50% female representation on its Board, certainly a first for Breed Societies in New Zealand. We are leading the way!

Another Jersey woman celebrated in this issue is Trish Rankin, 2019 winner of the Dairy Woman of the Year Award, Taranaki farmer and Jersey NZ member. Trish joins the list of Jersey alumni women who have preceded her in winning this award.

Emerging partnerships for Jersey NZ are also to be celebrated, and are indicative of the renewal in interest for the Jersey cow. We celebrated alongside Lewis Road Creamery as they launched 'Jersey' milk at both our Conference and their launch event in Auckland. This new venture from Lewis Road Creamery opens up exciting new opportunities for us to partner with them to connect with consumers.

Okura Integrity was recently admitted to the LIC Hall of Fame at the 2019 Breeders Day. Bred by Luke and Lyna Beehre, Integrity is recognised for his profound influence on the New Zealand dairy industry. We join Luke and Lyna and indeed the industry in celebrating this achievement.

After eight long years, we celebrate the agreement of a way forward to allow a solution for Breed Societies to operate their core services via DIGAD (Dairy Industry Good Animal Database). More information on this solution is contained in articles in this issue of Jersey FOCUS, but excitement is building as the 'real' work now starts. 'Go Live' for the new programmes is the end of March 2020, and prior to that here at Jersey NZ we need to have our new IT infrastructure in place. There is huge potential for all Breed Societies to streamline workloads, and eventually through judicious programming for joint ventures, competitions and other activities, increase productivity through electronic efficiency. Look out for opportunities for feedback in this magazine and coming newsletters.

Finally, as this edition hits your mailboxes we celebrate the official end of winter! Roll on summer 2020 with the hope of a resurrected show season.

Pam Goodin | General Manager



Pam Goodin

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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.

Office News

Infrastructure Changes

Considerable changes will be required to the Jersey NZ IT infrastructure over the coming months due to the implementation of the Breed Society solution for DIGAD. Traditionally, by accessing the LIC National Database to operate our core services we have also been reliant on the LIC infrastructure for all our IT requirements. This can no longer continue, and we have entered into amicable 'divorce' talks with LIC to ease the transition. At this stage we are still working through exactly what form our new infrastructure will take, but we will need to set up a new server, networking, email and software licenses, computer hardware, internet access and potentially even telephone systems. It is anticipated that there will be significant expense involved in this, on top of our commitments to the Breed Society solution for DIGAD. For an update on the progress of DIGAD, please see page 12

Change of Balance Date

Following a successful Notice of Motion at the Annual General Meeting in May, the Association's Balance Date is now 30 June. From a practical perspective, that means that this financial year will cover a period of 15 months from 1 April 2019 to 30 June 2020. Audited accounts will be made available to all members in late 2020. Interim accounts will be presented to the 2020 Annual General Meeting. At this stage there is no change to the timing of the Annual Conference, but the Board will take this period to consider the future and consult with members regarding any potential changes. Rule Book

An updated Rule Book incorporating changes made at the 2019 AGM is now available via download from the website, or hard copies are available on request. Contact Robyn at info@jersey.org.nz

TOP Ridealongs

Interested in finding out more about becoming a TOP Inspector? Give us a call and book in for a ride along – spend a day out in the field with an Inspector to get a feel for the job and all it entails. Contact Robyn at info@jersey.org.nz

Show Season 2019/20

Here at Jersey NZ, we all have our fingers crossed that members will be able to be active in the show ring again this coming season. We missed the shows also most as much as you did – and all the competitions that go with them. The Board have now confirmed that the Stratford Show will host the North Island Championships in the 2019/20 season, we are still looking out for a host for the South Island Championships.

Biosecurity New Zealand have recently developed a new booklet – Mycoplasma Bovis – Biosecurity advice for cattle showing events. This is a great resource for shows and clubs, and can be downloaded from our website at <https://www.jersey.org.nz/mycoplasma-bovis/>

IDW Youth Challenge Team

Congratulations to Jersey NZ Member Services Administrator Robyn Gordon, who has been named in the 2020 Jersey NZ IDW Youth Challenge team. This is a great professional development opportunity for Robyn, and we know that her skills will benefit the team as they defend their title from 2019.

Seeking your feedback

We currently post all registration certificates to members. Do you still require these, would you prefer to receive an electronic copy via e-mail, or the ability to choose?
Contact Robyn at info@jersey.org.nz

Jersey NZ Farm Signs

Stand out and be noticed with a Jersey NZ farm sign.

Hang it like the Lansdaal's, screw it to a fence, smack it in your shed, or jimmy up a light display from the electric fence and flash everyone who drives past.

These Signs are the perfect way to say "I farm Jerseys"
Single Sided = \$165 + GST
Double Sided = \$235 + GST
To order email krobinson@jersey.org.nz



DATES TO REMEMBER

Get all of the Jersey NZ updates, reminders and general Jersey business on our Facebook

Jersey NZ

2019
SEP

5 - Board meeting
16 - TOP Early tours commence

2019
OCT

10 - TOP Workshop
21 - TOP - Main tour commences
28 - Office Closed - Labour Day

2019
NOV

28 - TOP Main tour finishes

2019
DEC

24 - Office Closes

2020
JAN

6 - Office reopens
16 - IDW Youth Challenge trip
29 - NZ Dairy Event

2020
FEB

STRATEGIC PLAN 2019

CORE VALUES:

Jersey NZ is **Sustainable**.
Inherent Jersey **Quality**.
Integrity is paramount.
We **Collaborate**.

CORE PURPOSE:

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

BHAG (Big Hairy Audacious Goal):

Jersey as #1 Breed
2020 - 15% population
2025 - 25% population
2030 - 40% population

STRATEGIC FOCUS AREAS:

Marketing and Promotions

- Implement Promotions plan
- Develop Value Statement propositions
- Collate research that supports Promotions plan

Jersey Genetic Advancement

- Jersey Future promoted & active
- JerseyGenome promoted & active
- BW development within NZAEL
- Develop research opportunities with DairyNZ
- TOP & Classification

Youth

- Review membership database/categories to reflect youth involvement
- Development/support of Youth Council
- Youth Ambassador programme implemented
- Youth scholarship programme relaunched
- Judging

Governance & Management Capabilities

- DIGAD - Breed Society solution decided
- Compliance
- Human Resources
- Sponsorship opportunities identified
- Committee Development
- Financial capabilities
- Link Livestock Ltd

International News

Fire destroys Jersey milking barn 9 months after opening.

Jersey Canada started a Gofundme page after Delta Dairy lost their barn to a fire. Mosher was helping his neighbour bale hay late Tuesday night when Shantz came out to the field with his supper. That's when the two noticed their barn was on fire.

"I came past the trees of our neighbour's yard and just couldn't believe what I was looking at," Shantz said in a phone call from the area Friday.

"The barn had flames from one end to the other and the roof was already falling in."

The dairy farmers are both trained volunteer firefighters, with experience in similar situations, but Mosher said seeing his own barn in flames was a "nightmare."

"The first thing I did was cut the power and the gas off," he said. "But that building was so far gone."

"We got there at just the perfect time because [the cows] were actually getting ready to come inside the barn because the barn's their home — they try to go where they feel safe," he said.

The couple managed to save their entire milk herd of 56 cows, along with six calves that were shown earlier that day. However, six calves, including one they were keeping as a herd sire, died in the fire.

If you're interested in supporting Delta Dairy, any size donations can be made at <http://bit.ly/Delta-Fundraiser>

Jersey cow registrations in Canada are highest since 1963.

Last year more than 11,800 head were registered with Jersey Canada and growth for the breed is poised to continue. This is the highest number of Jerseys registered since 1963.

Membership in the Jersey association has been growing each year. In 2000, there were about 550 members and in 2018 there were 1,123 members.

"We have grown in the last five, six years. We have grown by 200, 230 per cent in our membership," said Jersey Canada president Dave Morey, who owns the country's largest purebred herd.

In 2001, 4.4 per cent of milk-recorded dairy herds in Canada included Jerseys. By the latter part of 2018, 14.3 per cent of milk-recorded herds had a Jersey presence

Ever wonder what a French Jersey farm looks like?

View the Retour a l'accueil with 360 degree photos. Get a full view of their barn, paddock's, feed pad and the sheer scale of this farm.

<http://bit.ly/French-Jersey-Farm>

China mission reveals opportunities for Australian Jerseys.

A recent dairy trade mission to China has identified potential growth opportunities for Australian Jerseys.

The mission also has sought to clear-up misconceptions about availability of the breed.

Jersey Australia general manager Glen Barrett, who was part of the delegation, said Jerseys could be the answer to many of the challenges facing dairy in China.

Australian Jersey farmers could be major beneficiaries from China's need for more dairy product while addressing many of the issues confronting the country.

China needs 109 million tonnes of dairy to meet current nutritional targets but last year Australia exported only 840,000 tonnes.

"Their dairy herd is starting to get too big and has fertility, feed efficiency and heat tolerance issues - all things where Jerseys would be far superior," Mr Barrett said.

"It is mostly a Holstein market at the moment, but the demand for Jersey is growing, particularly in southern China where the climate is warmer and the Jersey heat tolerance is beneficial."

Fifteen companies joined the fifth Austrade-co-ordinated dairy mission to China.

The program included industry briefings, site visits, business promotion, roundtable discussions and participation in the Australia's National Pavilion at the 2019 China Expo.

jersey^{NZ} FUTURE

A joint venture programme



JERSEY FUTURE ORDERS ARE SOARING!

Sales to date are well above last years Jersey Future programme. Plenty of our members and Jersey Farmers have backed the joint venture programme between Jersey NZ and LIC, and are helping prove Jersey genetics.

Orders can still be made!
View the catalogue online at www.jersey.org.nz/jersey-future

Have a look at the selection of fine genetic traits and out-crossed heritage. Ordering is simple! Select your bull options, or order a pack by filling out the form available online and send it to rgordon@jersey.org.nz

Dam: Okura NN Kea-ET, EX4



Tironui
Okura GB Kea-ET
319065
265 / 52 - gBW
453 days - Total Longevity
5.9 - Fertility
0.68 - Capacity

Dam: Wee Burn Kpin Dee S3J, VG4



Wee Burn
Desi Don
319060
277 / 56 - gBW
30 kg - Milk Fat
5 kg - Protein
0.63 - Capacity

Dam: Devon Strider Oaty S3J, VG2



Devon
Quin Ontime-ET
319061
Outcross to NZ Genetics
207 / 40 - gBW
403 days - Total Longevity
5.5 - Fertility
0.75 - Udder Overall

Dam: Tironui Integ Meg, VG2



Tironui
GB Montage-ET
319066
268 / 49 - gBW
12 kg - Protein
33 kg - Milk Fat
0.79 - Capacity

Dam: Kelland Pioneer Riana, EX3



Kelland
Triple Rockstar
319064
256 / 55 - gBW
34 kg - Milk Fat
0.76 - Shed Temp
0.66 - Milking Speed

Dam: Kaimatarau Aim Pinot, EX4



Kaimatarau
Kingpin Port
319062
202 / 59 - gBW
424 days - Total Longevity
0.7 - Udder Support
0.92 - Udder Overall

2020 JERSEY FUTURE NOMINATIONS!

If you have a favorite unproven bull in mind, nominate it for next years Jersey Future Team. To nominate you can get in touch with Robyn:

+64 7 856 0731

www.jersey.org.nz/jersey-future

rgordon@jersey.org.nz

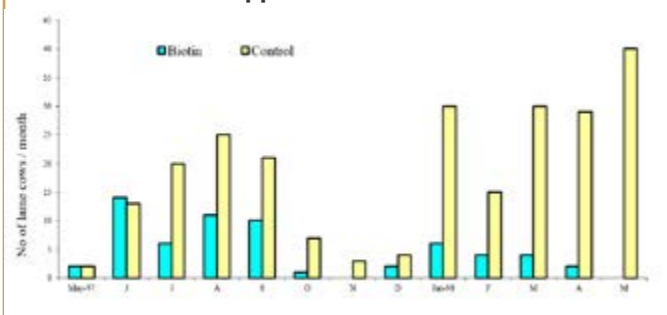
The nutritional requirements of the pasture based dairy cow

“The Big Five”



Joe McGrath
Sollus Nutritionist

Reported monthly incidence of lameness in cattle with or without Biotin supplementation.



Before you think of feed additives as a solution to a problem, regardless of whether they are organic minerals, yeasts, B-vitamins, protected and unprotected amino acids, essential oils, ionophores, antibiotics, buffers, make sure you have the big 5 right first otherwise they won't work as well.

It is also important to concentrate on nutrition year round. Many of the benefits are cumulative, a great example of this is the effect of Biotin on hoof integrity and structure. See graph demonstrating the cumulative benefit of Biotin in an Australian high rainfall (>2000mm/year pasture based system).

Calcium is also a cumulative mineral as well. It accumulates in bone, along with phosphorous and is critical for effective calving, peaks and muscle strength. Calcium, along with Phosphorus, is surprisingly a problem in NZ. It has always been a problem, but has been accentuated by fodder beet.

Leaving fodder beet to the side, higher producing cows have higher requirements and usually eat feeds lower in Calcium. Furthermore, our golden girls have a few special considerations that mean that Calcium is a big concern. The yellow in Jersey fat is a high level of Beta-carotene, which is a great antioxidant, but high levels are an antagonist of Vitamin D a key component of Calcium and Phosphorus metabolism. Also Jersey milk is higher in Calcium. The use of HyD in the diet (a key component of Lactisol) enables Jersey girls to metabolise Calcium and Phosphorus more effectively.

So, keep an eye on your minerals and vitamins in your cows as your production increases on your farm – or if you have high incidences of lameness and down cows. They are a key component and non-negotiable in regards to animal health. The main source is your feed, so leaf analysis of minerals is a great way of knowing what your cows are eating.

Talking to a Sollus team member is a great way to find out what your golden girls might be missing out on.

Contributed by Joe McGrath
Sollus Nutritionist

Pasture based dairy farms in New Zealand have continuously increased their productivity in both Kg of milk solids per hectare and per animal. This enables farms to remain competitive in light of rising input costs, both fixed and variable. Unfortunately, for the cow, this represents some challenges. Increased stocking density tends to coincide with greater pasture utilization AND increased concentrate feeding. Both activities reduce the level of fat soluble Vitamin intake (Vitamin A, D and E) as well as the vitamin Biotin, which is dependent on high roughage low concentrate diets for adequate levels.

In properly managed pasture micro minerals (minerals presented as ppm or mg/kg) are often adequate for low production cows, however, as milk production increases their requirement increases and the substitution of pasture with silage or bought in feeds reduces the intake of Cobalt, Copper, Zinc, Iodine and Selenium. Increased stocking density increases mud and transfer of disease between cows so there is a requirement for a greater concentration of Vitamin A, D, E and the minerals Se, Zn and Cu to boost immunity.

This means that in the modern pasture based dairy farm we have often increased our requirement for vitamins and minerals and decreased our inputs!

Cows have only have 5 nutritional must haves, everything else can be considered an additive that should be evaluated on a case by case basis. The big 5 are Energy, Protein, Fibre, Fat soluble Vitamins and Minerals. The use of vitamins and minerals should not be looked upon as a feed additive but as replacing what is a normal requirement of the cow on a year round basis. Any cow will not function properly in the absence of one of these 5.

COMMITTEES

BOARD SUB-COMMITTEES 2019/20

Following each Annual General Meeting, all Committees, panels and working groups are re-appointed by the Board or AGM. 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 all involved in Committees, and most of the main Committees are convened by a Board member. In addition there are another 31 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. The Committees play a pivotal role at a representation level, providing recommendations to the Board in their specialist areas.

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 the Jersey NZ team.

There are two new groups for the 2019/20 year

- **AUDIT & RISK COMMITTEE.** Headed by Glenys Ellison, the newly formed Audit & Risk Committee will assist Jersey NZ in discharging its responsibilities with respect to financial reporting and regulatory performance. Glenys is joined by former Director Trent Paterson and PwC Director Peter Sharp.
- **THE ANNUAL CONFERENCE CONSULTATION GROUP** will consult with members over the next few months around the structure and organisation of the Annual Conference and Annual General Meeting following the recent change of balance date. Any new structure is expected to be in place in 2021. Expressions of interest were recently called for from members who would like to take part in this process.

Each Committee operates under:

- The individual Committee's Terms of Reference
- Jersey NZ Committee Guidelines
- Code of Conduct
- Convenors Guidelines

Process for the formation of Committees annually:

- 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 either for a specific period of time or until ratified at the next Annual General meeting.
- Expressions of interest will 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
- Each Committee shall include at least one Board member, whose role is to provide liaison in Board meetings where the Committee Convenor is not a Board member. This will also assist with Committee crossover.
- At least three members of each Committee must be Jersey NZ members. The Convenor of each Committee must be a Jersey NZ member.

Feedback and ideas are always welcomed by Committee Convenors
Please see the contact details on page 3 for Board members, or call the Jersey NZ office for contact details

COMMITTEES, PANELS AND WORKING GROUPS 2019/20

JUDGING & CLASSIFICATION

Barry Montgomery, Peter Gilbert, Ross Riddell, Richard Adam, James Wallace, Graeme Collins, Maurice Pedley, Robert Hall, Warren Ferguson

PROMOTIONS

Colin Hickey, Pam Goodin, Alison Gibb, Glenys Ellison, Marian Wallace

YOUTH

Julie Pirie, Peter Gilbert, Graham Wallace, Ruth Jeyes, Crystal Scown

GENETICS

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

ANNUAL CONFERENCE ORGANISING COMMITTEE

Marian Wallace, Gail Gray, Alison Gibb, Ross Turner, Michele Capper, Pam Goodin

JERSEY FUTURE SELECTION PANEL

Steve Ireland, Trent Paterson

LINK LIVESTOCK LTD

Trent Paterson – Director
Warren Berry – Director
Alison Gibb

BOARD EXPENSES REVIEW PANEL

Euan Reeve, Steve Ireland

APPOINTMENTS PANEL

Ross Riddell, Robert Hall, Trent Paterson

GOVERNANCE PANEL

Maurice Pedley, Mark Townshend, Barry Montgomery, Andrew Shaw

JERSEY GENOME WORKING GROUP

Tony Landers, Trent Paterson, Glenn Wilson, Glenys Ellison

Convenors in **BOLD ITALIC**. Please see contact details on page 5 for Board members, or call the Jersey NZ office for contact details.



WE ♥ Jersey MILK.



We love Jersey Milk

Lewis Road began its milk journey with Jersey Milk. Founder, Peter Cullinane, is a big fan of Jersey cows, he knows it the creme de la creme of milk and naturally better in so many ways. But shortly after launch, supply quickly became an issue and after only a few months it was clear the company would need to move to a mixed herd organic offering. Since then, it has long been the Creamery's dream to reinstate a single breed Jersey Milk into supermarkets nationwide. So, they have, in not one way, but two! Firstly a partnership with the team at Jersey Girl Organics in Matamata to bring New Zealanders a gold standard milk, Lewis Road Creamery's Organic, Non Homogenised Jersey Milk with A2 Beta Casein Protein with Jersey Girl Organics, quite a mouthful so they've coined it 'Gold Top'. And more recently they've launched a mass premium range of Jersey Milk which is sourced from TheLand Farm in the Waikato.

The Lewis Road team have a serious passion for the Jersey breed and are busy educating consumers on why the milk from the humble Jersey cow is so special. From placing a fibre glass life-sized Jersey cow (Bella) on the roof of their downtown Auckland office, to sampling at events such as Fieldays and schools. We have been working closely with them on their journey and we look forward to sharing the full story with you in the next issue of Jersey Focus.



Jersey NZ Polo Shirt

(Women sizes: 8-24; Men sizes: S - 3XL, 5XL)

\$55.00 inc GST**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 krobinson@jersey.org.nz

2019 Jersey NZ Production Awards

Production awards are a recognition to members with significant herd and production statistics. These awards were presented at the last Jersey NZ AGM and Conference in Dunedin. Congratulations to all those who received awards

(Top Herd by Milksolids)**Jubilee Cup – Presidents Section****Herd Size 20-150 cows – Cliff Shearer**

Milksolids: 604, Registered Jerseys: 29, Milk: 6,441 litres
Fat: (kgs): 333, Protein (kgs): 271, DIM: 292

Jubilee Cup – Council Section**Herd Size 151-300 cows – Christine Frecklington**

Milksolids: 617, Registered Jerseys: 194, Milk: 6,497 litres
Fat: (kgs): 345, Protein (kgs): 272, DIM: 287

Jubilee Cup – Breeders Section**Herd Size 301-500 cows – Ashvale Jerseys Ltd, R & J Dobson**

Milksolids: 496, Registered Jerseys: 429, Milk: 4,892 litres
Fat: (kgs): 284, Protein (kgs): 212, DIM: 263

Jubilee Cup – Pioneers Section**Herd Size 501+ cows – Kaycee Farms Ltd, K & C Tucker**

Milksolids: 534, Registered Jerseys: 526, Milk: 5,646 litres
Fat: (kgs): 312, Protein (kgs): 222, DIM: 260

Jersey NZ Production Award Trophy**Top Milksolids Cow – Ferdon Genetics, W & M Ferguson Ferdon Comerica Viyella, Ex7**

Milksolids: 935, Milk: 9,078 litres
Fat: (kgs): 615, Protein (kgs): 320, DIM: 296

KA Bennett Memorial Trophy**Top Milksolids Cow (10 years & over)
Lynbrook Farm Ltd, S & N Ireland
Lynbrook OM 528 S3J, Ex2**

Milksolids: 687, Milk: 7,018 litres
Fat: (kgs): 398, Protein (kgs): 289, DIM: 291

Mitchell Challenge Trophy**Top BW Cow
Summit Farms (Otorohanga) Ltd No 1, S Singh
Mount Cosy Pioneer Peb ET, Ex4**

BW: 288

Top herd by BW**Palm Grove Trust, G Tosland**

Cows: 20, Milksolids: 252, Milk: 2,494 litres
Fat: (kgs): 142, Protein (kgs): 110, DIM: 257, BW: 160

West Lynn Trophy**Leading living lifetime producer
I & C Jordan**

Willowhaugh BR Rowena, Ex4

Milksolids: 6402kg in 14 lactations



Meet the New Jersey NZ Director

Hauraki Plains dairy farmer Julie Pirie was recently appointed to the vacant role of appointed Director for Jersey NZ for a two year term, and has immediately taken up a leadership focus with youth as Convenor of the Jersey NZ Youth Committee. A relatively new Committee, the Youth Committee seeks to support the Youth Council by implementing youth programmes.



Julie Pirie - Appointed Director

The Appointed Director position became vacant in June when President Alison Gibb was successful in being elected to the Board, filling an election position vacancy. Appointed Directors are elected by the Appointments Panel after careful consideration of the makeup of the Board at that time (strengths/weaknesses), and its goals & strategic objectives. Julie is no stranger to either governance within the industry, or to Jersey NZ members. A keen advocate for youth, Julie supports local children who visit her farm through the spring and show season, selecting and learning to look after their calves as they take part in show activities including calf club and local A & P shows.



Julie Pirie's personal Jersey calves - ADORABLE

Almost two years ago, Julie was the driving force behind a team of dairy youth travelling to 2018 International Dairy Week in Australia to take part in the Youth Challenge as a study tour. Following a good result and successful trip with an almost all-Jersey team, in 2019 that evolved into the Jersey NZ sponsored IDW Youth Challenge team that came out triumphant over 12 Australian teams. With a title to defend (and clearly being a glutton for punishment), Julie is in the throes of organising the 2020 team although she is passing the leadership baton as team co-ordinator to Hannah Nicholson who will be attending her third challenge.

Donald Pearson Farm Ltd is chaired by Julie. Owned by NZ Young Farmers, the vision is to promote agriculture to South Auckland children and help them to understand where their food comes from. The farm was bequeathed to NZ Young Farmers by Donald Pearson, a Milking Shorthorn breeder, for this specific purpose. With a family background in Shorthorns, Julie was ideally placed to take on this role. While there will always be Milking Shorthorns on the farm, there is a growing Jersey presence alongside them.

Julie comments that it is a beautiful farm, but as a small farm it is a challenge to create enough income to be able to have the extra personnel required to either host visitors or train students. Several additions to the farms infrastructure were needed, which slowed progress. However, the Board is now working with industry partners to speed up progress to meet the farms goals.

Julie is also currently a Fonterra Shareholder Councillor, a role that she intends to relinquish soon as elections loom in November. She has enjoyed this role, and has relished learning more about Fonterra and the size of the organisation internationally, but feels that she has gone as far as she wants to. Working on potential nominees, she is hoping to encourage an election for her position once vacant.

In illustrious company, Julie has also been a finalist in the Dairy Woman of the Year Awards in both 2016 and 2019 where she has enjoyed the contacts and networking that these nominations have generated. In October this year Julie will be attending the Women in Leadership Summit, inspired by the theme 'take action', where she is hoping to learn more about nurturing other women into leadership roles. A 'doer', Julie likes the concept of 'achieving' rather than just 'talking'. Walking the walk, she has pulled back a bit recently on some of her volunteer roles to concentrate more on doing, especially around her involvement with youth.

Julie and husband Brian farm 850 cows at Waitakaruru on the Hauraki Plains. 250 cows are registered Jersey with all J12 & over animals registered. Jersey numbers are increasing, with their goal to have one third of the herd Jersey well in sight. The balance of the herd are crossbreed, 80-100 Holstein Friesians, and three Milking Shorthorns belonging to daughter Ella (14).



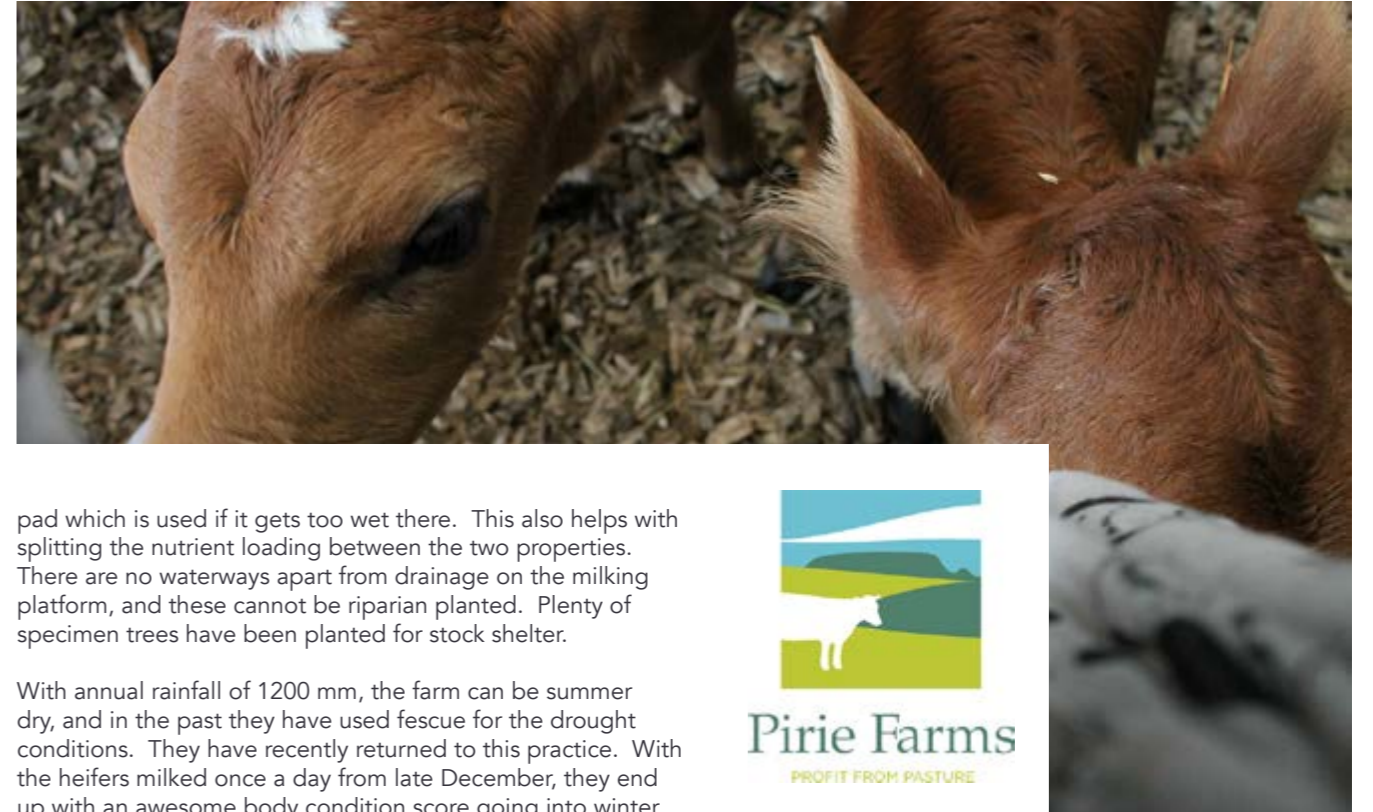
Julie in full flight as organiser for the 2019 IDW Youth Challenge in Australia

Ella is in her first year at Hauraki Plains College, with plans to complete an Ag degree. Julie comments that Ella really enjoys working with animals and has a real passion for dairy stock. Older daughter Celine (21) is in her third year at Massey completing an Ag Science degree. An opportunity to work with DairyNZ last summer taking secondary students around farms has prompted a change in calling. She will complete a teaching diploma next year and now intends to become a secondary school teacher specialising in agriculture.

Both coming from pedigree backgrounds, Brian & Julie met through Young Farmers when Julie was in her final year at High School. Leaving school, Julie worked as a Dairy Board Consulting Officer in Otorohanga after completing a four year Ag Science degree at Massey University. Julie grew up on the Laurendale Milking Shorthorn stud at Morrinsville, daughter of Miles & Marion Laurence. With Miles a well-known Milking Shorthorn judge, showing has always been a part of Julie's life. Brian grew up on a pedigree Holstein-Friesian farm and also has family Jersey connections via his grandfather Sidney Fleming of Te Awamutu. They married in 1990 and went sharemilking in Te Aroha, eventually building up the herd and in 1993 they purchased 50 hectares at Ngatea where they milked 150 cows for the next four years. Julie continued to work as a Consulting Officer on the Hauraki Plains for a further eight years. Keeping that farm, they returned to sharemilking at Kaihere building up to 500 cows over the next seven years. On selling the herd they purchased two adjoining farms at Waitakaruru totalling 234 ha, and a 170 ha runoff. The dairy farms had originally been Lands & Survey ballot farms in the 1980s.

High on a hill midway between the dairy farm and the runoff, overlooking the Hauraki Plains and out to the Firth of Thames, Julie and Brian have also purchased a 6 ha property where they have built a spectacular home. Each working property is only a five minute drive away, and although in spring it can be a challenge not being on farm, there are definite benefits in terms of having staff on farm and not being permanently underfoot. Julie believes that the advantages outweigh the disadvantages, especially from the perspective of capital investment and for succession planning.

The herd was originally milked through three sheds following the addition of more land, and the shed at the runoff was even used for a year. Ten years ago a 70 bail rotary shed was built central to the old sheds, and the farm was set up for the cows with appropriate paddock sizes and races. With the farm only one metre above sea level good drainage is vital, so the paddocks and drains are set up to minimise soil damage and nutrient runoff. The drains are blocked through the summer to keep the moisture on the farm. This good drainage allows them to make the most of farming the peat soil of the plains, with plenty of grass on hand at the moment. Brian notes that the Jerseys also suit the soil conditions better than other breeds. The cows go up to the runoff for the winter, and onto a woodchip wintering



pad which is used if it gets too wet there. This also helps with splitting the nutrient loading between the two properties. There are no waterways apart from drainage on the milking platform, and these cannot be riparian planted. Plenty of specimen trees have been planted for stock shelter.

With annual rainfall of 1200 mm, the farm can be summer dry, and in the past they have used fescue for the drought conditions. They have recently returned to this practice. With the heifers milked once a day from late December, they end up with an awesome body condition score going into winter.

Maize grown at the runoff comes back to milking platform as supplementary feed, and also sucks up the nutrients from the runoff, adding to the benefits of splitting the nutrient loading. In addition meal is fed through the shed strategically with the cows currently receiving 2kg per day. They can grow 14-16 tonnes of grass annually.

Julie and Brian milk all year round, calving 30 animals in the autumn and milking any empties right through to calving around 10 July. Spring calvers return to the milking platform for calving, the calves go up to the runoff after weaning where they will stay until they return in time for their first calving. Brian & Julie also rear 70 bull calves annually that are sold locally as service bulls once they have reached at least 320 kg. With the bobby calf issue in mind, the couple have recently changed their breeding policy with most autumn calving cows in calf to Angus (apart from the Jerseys), and they will also mate a proportion of the spring calving herd to Angus. While they have always sold surplus calves, this is opening up more market opportunities for them. All yearlings are mated up at the runoff to Jersey Future bulls, and previously to Jersey Genes bulls.

The Piries employ five full-time staff across both units, plus two calf rearers / relief milkers. With staff now working 11 days on / 3 days off through most of the year (8/3 in spring), plus stat days and annual holidays, they employ more staff now than in the past. This has had a beneficial effect on staff longevity, they are able to retain staff, involve them more in on farm decision making and educate them better by showing them how small changes can affect production. Jersey NZ youth member Crystal Scown has recently joined the team as herd manager and is being trained to look after the herd records, sheds systems and assist with breeding decisions.



Julie comments that a major part of their role is also as landlords, with eight houses on the two properties, mostly rented to staff. In their spare time they like to travel through New Zealand, and spend time at their bach at Whitianga as the base for their other great love – deep sea fishing.

Julie is a people person – her love is for farming and people, she finds that balancing this with the necessary business side can be a challenge. She is passionate about sharing on-farm news via social media, although admits she has not been as active as she would like recently. From her perspective, she shares what they do on farm and why, hoping to dispel some of the myths about farming, and helping the consumer to understand some of the reasoning and facts behind farming practices. She feels that she can also be more effective once she is no longer seen as a Fonterra Shareholder Councillor, and hopes that the upcoming leadership conference will help her to build more skills & expand her education before deciding on her next move.

Welcome Aboard Julie



University Research and Development

Massey University meeting with Drs Nicola Schreurs and Rebecca Hickson Contributed by Glenys Ellison

Roger and Glenys talked at length about the work these two are doing to assist in the reduction of bobby calf numbers.

Dr Rebecca Hickson, Associate Professor in Animal Breeding and Genetics

Rebecca has worked extensively with the Limestone Downs dairy herd at Port Waikato. This herd is largely crossbred but with some F16 to J16 cows in the mix.

Initial work was on mixed-aged cows to determine if the eBVs for beef sires determined in beef herds are relevant if these bulls are used over dairy cows. Found that eBVs for calf birth weight and ease of calving were relevant – i.e. bulls with highest eBVs for these traits, when mated to dairy cows, had, on average, the lowest birth weight calves and least dystocia.

Then Rebecca looked at whether Angus and Hereford sires mated to 15 month old dairy heifers were an option for producing a calf that was saleable to the meat industry – i.e. a viable calf was produced without calving problems. The study found that, in order to have dystocia levels at a reasonably acceptable level (<5%), then only bulls that had eBVs in the top 5% for birth weight and calving difficulty for the breed should be used. They got into a lot of trouble if bulls outside

these limits were used (especially Herefords). Jersey sires were used in a control group and heifers mated to these sires had 0% calving difficulty (excluding malpresentations).

The problem is that, despite 70% of the beef produced in NZ coming from the dairy industry, beef bull breeders and their breed societies aren't particularly interested in breeding sires suited for the dairy industry. They are focused on breeding a heavy animal at 2y of age for the bull sales as this is the high priced market. So there is no great genetic pressure on eBVs for liveweight and calving difficulty and those bulls in the top 5% for these traits are usually outside the budget for dairy farmers wanting clean-up bulls.

Looking forward, this may change as it is projected that 50% of sheep and beef farms will change from older farmers to younger farmers in the next 10 years. With this will come higher debt levels which will mean beef cow numbers will drop further as likely will be replaced with bull beef from the dairy industry – as these are much more profitable than running a beef cow herd. The beef cow population has been dropping steadily over the years. For example, numbers have fallen from 1.1 million to 0.97 million in the last 10 years (1.2%/year). As this fall in numbers accelerates, beef bull breeders may start to focus more on the dairy market to stay in business.

In the meantime, using AI is an option in maiden heifers but probably not a practical solution to the bobby calf problem for many dairy farmers.

Dr Nicola Schreurs, Senior Lecturer, School of Agriculture and Environment

Nicola's work is focussed on determining if calves, traditionally destined for the bobby calf trade, can be grown out to an extent but slaughtered before the first winter (approximately 10 months of age). Compared with the traditional model of growing dairy x beef animals out to 18-24 months, this would mean many more calves could be kept and therefore reduce the number that are bobbied.



Directions and maps show how vast the Massey Farm is

Dairy x beef calves were sourced from Pamu farms for this work and grown to 8, 10, 12 and 18 months of age. They grew at rates similar to pure beef animals (0.8-1kg liveweight/day). The meat was assessed for fat, tenderness, colour and taste. The meat from 10 month animals was found to be the most tender. It was red, had little fat content and cut like chicken. It was particularly popular with children. This meat has been coined 'new generation beef.'

This spring, this research will include J16 calves from heifers, which means we should have some results by this time next year.

There is some interest from meat companies in this work but first the meat companies need to find a market, and second, this needs to be followed up with continuity of supply. The USA is not considered an option because this market is for big cuts. China and SE Asia is the most likely as the meat is ideal for stir fry and China has a shortage of meat protein at the moment because of the African Swine Fever outbreak.

Meat companies that are in this market and could be interested include ANZCO, AFFCO, and Silver Fern Farms. At this point, venison slaughter plants are the main ones interested as this new generation beef would be slaughtered at a quiet time of year for them – fills a gap in their work load.

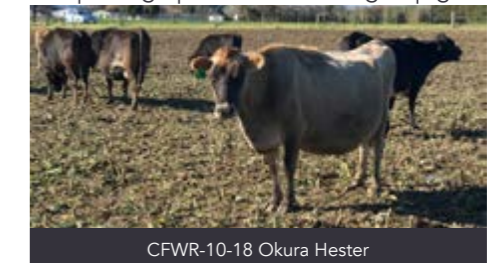
Another issue is that chains will need to be speeded up to make this class of stock financially viable to kill. If not, then the slaughter costs per head will be the same as for larger animals as is based on throughput per hour, but spread over a much smaller yield (approximately half). Also, how to grade the meat is a question meat companies need to address. The current grading system, based largely on fat cover isn't relevant to this aged animal.

Overall, new generation beef shows promise but there are some hurdles to overcome before this becomes commercially viable.

It is very encouraging that scientists of the calibre of Nicola and Rebecca are working to find solutions to the problems facing the agricultural industry.

Visit to Massey University Dairy 1 Herd

Glenys visited Massey University Dairy 1 Herd as a follow up from the 2013 donation of 44 registered Jersey cows from JNZ members. Two of the original cows are still present in the herd and were identified and photographed in the main group grazing winter



CFWR-10-18 Okura Hester

crop. The R2 group of heifers were grazing separately and is comprised of 20 J, 22 HF, and 18 X heifers.

This seasons milking herd will be approx. 260 cows. Massey University Dairy 4 numbers approx. 600 cows. Dairy 1 is a low input system milking OAD. In conjunction with LIC, data from this herd has been part of the development of the OAD Index.

The farm is located on the banks of the Manawatu River with Palmerston North City opposite. It is an environmentally sensitive catchment. Extensive river walkways run along its river boundary, through the farm itself (with an underpass below the farm race) and along part of the farm's campus boundary. A new pedestrian and cycle bridge across the Manawatu River has opened up access to the river walkways and farmland viewing even more. This is an excellent addition to the city amenities but does increase the public scrutiny of the farming operation. Strategically placed boards explaining the different cow breeds and farming activities are planned.

Dr Nicolas Lopez-Villalobos, Professor of Dairy Cattle Breeding and Genetics oversees the research programs on the Massey farms and Jolanda Amooore manages the day to day farming operation. She has a passion for the role and the animals she works with. The herd was very quiet and the farm looked well set up for the coming season. They both took great pride in their work and also were very mindful of the farms unique role as a window onto farming practice for city people as well as a University research farm.

Since my contact with Dairy 1 Nicolas has passed on various papers from his PhD students for Jersey NZ reference information. Further papers will come available when fully reviewed. He is working to secure funding for studies on certain milk components and breed differences. The donated cows and their progeny continue to make a valuable contribution to the Massey research work and Nicolas generously acknowledges Jersey NZ's contribution.



Pedigree, the foundation of herd improvement

Aaron Parker – Breeding Manager, CRV Ambreed

CRV's foundations are closely related to the establishment of the Netherlands herd book in 1873 and the Friesland herd book in 1879. The purpose of these were simply to collect, record and store cattle pedigree information to support herd improvement.

Almost 145 years on, genetic improvement plays an even greater role in sustainable food production in a growing world population.

The drive for healthy cows with improved herd efficiency, lower environmental foot print and a higher productive lifetime (lifetime efficiency) requires the same basic principles identified in 1874, accurate information about cows and bulls. Pedigree information therefore is even more important these days. New technological advancements are moving rapidly offering greater insight and controls to make the next generation in the herd even better. These tools not only require more information but greater depth and accuracy of pedigree to drive the new era of precision breeding. Recorded pedigree and performance data underpins herd improvement and genomic selection programs and allows the development of new traits such as Facial Eczema (FE) tolerance and Milk Urea Nitrogen (MUN). MUN is a measure of the amount of nitrogen contained as milk urea. Using LowN Sires, daughters will have reduced concentration of Milk Urea Nitrogen (MUN). Another herd improvement strategy that uses pedigree records is inbreeding avoidance.

Concerns associated with inbreeding continue to increase as the pool of Jersey sires being used becomes more related. Inbreeding measures the relationship between two individuals or specifically the percentage of genes that are identical by descent. Animals that are more closely related to each other could, for certain traits display inbreeding depression, meaning lower performance; generally producing less, are less fertile and reduce longevity. Inbreeding avoidance requires recorded pedigree to be used in prevention tools such as SireMatch, to recommend suitable matings for your breeding goal, while preventing inbreeding and genetic defects.

The NZ Jersey cow is unique in having been developed mostly locally with only a small influence from North American and European cattle populations. As a result, NZ Jersey inbreeding has progressively accumulated across the population. This trend is mirrored in the other major global pedigree Jersey populations. However, these other populations are largely unrelated to our NZ Jersey creating opportunity to import semen to introduce fresh and unrelated genes to protect the population of the unwanted effects of Inbreeding and encourage the breeding of healthier cows with improved production.

The rest of the world is awake to the value of the unique NZ Jersey bloodlines with CRV exporting increasing numbers to Australia, South Africa, Europe, North - and South America. The qualities of our grass based Jersey genetics such as robustness, fertility and solids production and the different pedigrees complement the needs of an ever growing international dairy market. Accurate pedigree identification has been the cornerstone of genetic progress in the past 80+ years. What has changed is the way the information is used and the economic value of the respective traits. Increased production has been the key focus, but we see this moving to improved health and efficiency, with the environmental and welfare scrutiny that farmers face today.

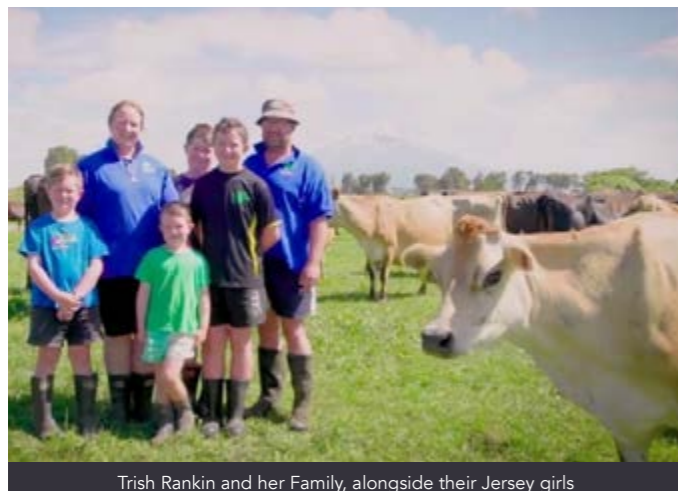
Precision technology in combination with smart herd management programs will help drive future genetic progress. This however can only work with accurate pedigree identification, as the age-old adage of "rubbish in rubbish out" continues to apply.



RAS List update

The latest Animal Evaluation run took place on 14 August 2019

RAS AVERAGE (TOP 30 JERSEY BULLS)		BW(\$)	Prot(kg)	Fat(kg)	Milk(L)	Lwt(kg)	Fertt(%)	SC (Score)	Resid Surv (days)	BCS	Marketer
1	CRESCENT EXCELL MISTY ET 314052 JER	280 / 86	-1.4	24.7	-937	-18.7	5.2	-0.48	-25	0.45	LIC
2	PUKEROA AND BARATONE ET 315008 JER	273 / 83	5.7	19.4	-647	-72.6	1.3	-0.2	-18	0.13	LIC
3	KAITAKA OI LEOPARD ET 314012 JER	262 / 91	0.2	24.6	-717	-58.4	1.6	-0.41	141	-0.08	LIC
4	LINAN INTEGRITY WINSTON 314022 JER	250 / 91	10.4	26.8	-132	-74.7	1.3	0.2	35	-0.03	LIC
5	BRAEDENE PAS TRIPLESTAR 313516 JER	245 / 85	9.6	26.6	-390	-45	1.9	0.02	-139	0.21	CRV Ambreed
6	GLENUI DEGREE HOSS ET 315045 JER	243 / 84	1.3	23.3	-626	-45.4	0.8	-0.32	21	0.22	LIC
7	OKURA LT INTEGRITY 311013 JER	243 / 99	1.5	26.3	-482	-52.8	0.2	-0.11	25	0.24	LIC
8	RIVERINA RONALDO CHAMP 314516 JER	237 / 84	6	18.5	-489	-70.2	-2.7	-0.2	11	0.18	CRV Ambreed
9	PUKETAWA KING CARRICK JG 314515 JER	236 / 87	3.1	18.9	-518	-35.4	5.1	-0.55	38	0.08	CRV Ambreed, Jersey NZ
10	COOMBES MANZ CHIEF ET 314049 JER	236 / 87	6.4	31.4	-621	-17.1	5.3	0.28	-165	0.17	LIC
11	KAITAKA OI LEROY ET 314011 JER	234 / 95	10.2	21.4	-281	-78.8	-3.2	-0.21	49	-0.09	LIC
12	BELLS OI FLOYD S3J 314004 JER	233 / 96	12.4	28.9	-38	-6.6	1.3	-0.31	141	0.32	LIC
13	PUKETAWA KING CONNACHT JG 315503 JER	229 / 85	3.9	20.2	-356	-46.6	3.8	-0.49	-63	0.15	CRV Ambreed, Jersey NZ
14	LYNBROOK GG QUICKSILVER 312059 JER	227 / 97	-7	17.7	-1036	-35.4	3.2	-0.07	148	0.17	LIC
15	OKURA GOLDIE INDEX 312034 JER	227 / 96	10.1	31.5	-28	-65.7	-1.2	-0.2	-161	0.02	LIC
16	PUKEROA GUN WALKER JG 314531 JER	226 / 80	9.9	21.4	-157	-44.2	0.8	-0.51	156	-0.06	CRV Ambreed, Jersey NZ
17	OKURA OLM KAINO ET 313046 JER	225 / 98	-0.7	12.5	-364	-70.9	3.9	-0.4	28	0.18	LIC
18	CRESCENT EXCELL MONOPOLY 313023 JER	224 / 86	-0.2	25	-778	-49.2	-2.6	-0.05	95	0.06	LIC
19	LITTLE RIVER LT MOZART 315001 JER	224 / 84	5	13.1	-508	-43.9	3.3	0.2	77	0.33	LIC
20	EVLEEN INTEGRITY LARSON 313047 JER	224 / 98	17.7	33.5	56	-19.8	0.2	-0.18	-131	0.17	LIC
21	PUKETAWA AD SUPERSTITION 310507 JER	222 / 99	0.8	22.1	-640	-46.8	1.7	-0.35	-36	0.03	CRV Ambreed
22	LOCKHART TERRIFIC COASTAL 315803 JER	222 / 84	2.5	16.2	-518	-60.1	1.3	0.17	83	0.18	CRV Ambreed
23	CRESCENT OLM LEX 313563 JER	220 / 87	2.4	5.6	-438	-72.4	1.5	-0.51	263	-0.01	CRV Ambreed, Crescent Genetics Ltd
24	BONACORD AND BERNARD S2J 315059 JER	219 / 91	-8.3	11.5	-929	-100.4	0.1	-0.32	25	-0.17	LIC
25	RIVERVIEW AND DEXTER S2J 315009 JER	218 / 83	8.5	18.9	-275	-26.5	3.4	-0.15	68	0.23	LIC
26	CHARDONNAY FRANKIE 312014 JER	217 / 96	-2.6	2.3	-642	-79.4	3.2	-0.47	66	0.15	LIC
27	ULMARRA KS JARVED S2J 315047 JER	217 / 82	-3.2	18.8	-690	-66.7	0.1	-0.01	77	0.06	LIC
28	TIRONUI MUR KELSTON S3J 312054 JER	215 / 87	0	10.2	-426	-71.4	2.2	-0.63	-24	0.14	LIC
29	CRESCENT MAIMAI MAYHEM 315002 JER	214 / 79	15.1	9.6	-957	-83.5	2.3	-0.3	71	0.18	LIC
30	KAIMATARAU INDY GOLLUM 313006 JER	214 / 85	-6.2	3.7	-779	-77.7	2.3	-0.46	148	0.09	LIC



Trish Rankin and her Family, alongside their Jersey girls



Trish Rankin - DWOTY 2019

"They all want to make their mark in the dairy industry and feel a real need to get out beyond the gate to make a

difference and to do their bit to leave the dairy industry better than it was before." All the women are heavily involved in business and community networks while finding time to work on professional development and spend time with family.

The award was presented by Mike Cronin, Fonterra's Managing Director of Co-operative Affairs. "It was my absolute pleasure to present Trish with the 2019 Fonterra Dairy Woman of the Year award," Cronin said. "Her passion for the environment, sustainable farming and community leadership represent the finest qualities of our Co-operative. I would also like to congratulate the other finalists for their dedication and commitment to our Co-op and the wider industry."

As Fonterra Dairy Woman of the Year, Rankin receives a scholarship prize of up to \$20,000 to undertake a professional business development programme, sponsored by Fonterra.

Jersey NZ catches up with Trish Rankin

Trish and husband Glen farm GAPA Ltd with the herd prefix Chompa at Hawera, Taranaki. Initially contacting Jersey NZ about enhancing their Jersey genetic lines, they became members via the membership offer for purchasers of Jersey Future semen in 2018. They have since used the Jersey Plus programme to register all eligible animals in their herd.

Trish and Glen are in their third season of sharemilking 460 cows on a 150ha Parininihi Ki Waitotara Trust farm.

Trish only started working full time on the farm five years ago after they decided to make farm ownership a priority. In 2016 the couple took out the Northland Sharemilker of the Year title, an area that also promoted her passionate for the environment and further involvement in the dairy industry.

We asked Trish about their farm and goals.

Why do you love Jerseys?

The eyelashes! (Trish) Glen says they are efficient LW/MS animals. Milk fat - payment leans towards fat - this is what Jerseys are like.

How many Jerseys are in your herd?

We bought the mixed breed herd in 2015 - a bit of everything from Friesian, Ayrshire and crossbreeds. We have only bred using Jersey bulls and don't breed from non-Jersey animals. We currently have 100 or so registered Jerseys. The rest of the herd is crossbred. The herd to reproduce is now only mated to J16.

What overseas Jersey genetics have you used?

In 2018 we used Vivaldi, (Nth American), Valenblast (Aussie), Huzar (Danish), Hihl (Danish), Aussie Gold (Aussie), and Jersey Futures Pepper Shaker/Samurai (NZ). We look for high components (fat), positive fertility and strong udders. We also looked to find bulls that have some BW attributed to them to help maintain BW. This year we are using Danish Bulls Hihl, Huzar and Wilder who all have BW of 100 or so. BW doesn't drive our decisions - breeding the best cows does.

How long have you been doing aAa – how do you select the bulls and have you noticed an impact?

We used aAa for the first time in 2018 so calves being born this year are aAa calves. We liked how cows were scored on six form and function traits, looking for a balanced animal as opposed to just relying on a number like BW. We want our animals to have longevity in the herd, so it makes sense to focus on their breeding shape/function/form to achieve this. Every cow is nominated to a bull to match her aAa requirements. We use aAa to help correct faults in conformation - udders, feet etc. We want an even, consistent herd that can compete for the feed as even sized animals with no big/small variations.

General farm policies e.g. supplementary feed, wintering policy?

Cows wintered on with grass/straw. Young stock stay on farm until either weaning or May depending on the season, and then go to graziers. We import PKE where necessary- but are reducing this with more cropping and regassing strategies.

Are you doing anything on farm different to other local farmers?

Picking the best practice to drive our herd performance.

- We DNA verified the herd this year
- Johnes milk testing is planned for 2020
- We BVD vaccinate the herd every year

Not different to other farmers - just focusing on making sure our animals are the best asset they can be. Our next big investment will be to upgrade to ear tag/cow collars in early 2020.

Do you employ any staff?

We have one full time team member on a 6/2 5/1 roster during milking and 5/2 over the dry season. He has Friday Saturday off one week and Saturday off the next.

Basic shed details

50 aside herringbone, auto draft and teat spray that we own.

Tell me about some of your specific sustainability practices and goals

Have developed Porohita 10 (Porohita means circle in Maori). Initially this came from my Kellogg Project on reducing on farm waste, but looking to see how we can use this in all different parts of our business.

The 10 are - Rethink, Redesign, Reuse, Refuse, Regenerate, Return, Reduce, Recycle, Repair, Regulate. For example we can ask ourselves - "what can we rethink in our business?" What can we redesign etc.

Our big push at the moment is to reduce waste and wastage and how we can educate ourselves and others on better ways to manage waste/rubbish. We are looking to find the most efficient use of water, fuel, fertiliser, effluent, electricity etc. We have water meters, fuel meters, precision fertiliser tracking (and effluent meters being installed this season), and are reducing electricity etc all in a goal to reduce overall waste of resources.

How many calves will you keep this season? Do you do anything different around bobbies?

Our goal is to rear 120 replacements. We have used beef breeds over animals we don't want to breed from in the effort to maximise their offspring return. So we have some Wagyu, Hereford and Belgian Blue over black cows. This season we have put Limousin over Jersey animals that we don't want to breed replacements from. The offspring generally look Limousin and we're looking forward to see what we can do with these. We also sell Jersey bulls as four day olds.

How far away do you think your farm ownership goal is & what are your continued plans to achieve this?

We are doing everything we can to get to farm ownership as quickly as we can. As sharemilkers, we have moved around a lot. Our kids have done so well starting new schools, but now we are settled in the 'naki' around the coastal area of Opunake. Our two oldest kids will both be at Opunake High next year which is a great school, so we have finally found our 'forever' place here. Our free time in the summer is spent at the Opunake surf club where the kids all do junior surf or lifeguarding, and everything is so close. It might take an equity arrangement to get us into farm ownership - but we want farming to be inter-generational - and we are first generation farmers so we are working hard to get there!



Ron and Shirley Hamilton – Drumclog

‘Lucas’ bound for sire stardom

as featured in North King Country Farmer, by Waitomo News.

CRV Ambreed has announced its best graduate bull team in 50 years, and it includes a sire bred by an Otorohanga-based breeder. ‘Drumclog Manzero Lucas JG’ bred by Ronald (Ron) and Shirley Hamilton of Maihihi is a 2019 A2/A2 graduate sire from CRV Ambreed and Jersey NZ’s joint venture programme. Predictions are that ‘Lucas’ will be a popular choice for farmers with extreme health and efficiency scores, meaning his daughters will typically be healthier, easier to manage, live longer and produce more milksolids per kilogram of feed than the average cow.

CHOSEN AS A CALF

‘Lucas’ was nominated for CRV’s progeny test programme as a calf four years ago. Once mature, his semen was harvested at CRV’s production and logistics centre and distributed to contracted progeny test herds around the country for mating. His daughters were then assessed on their performance in a range of environments and measured for their production value and traits. Breeding programme manager Aaron Parker says as one of 18 bulls to graduate, his production and performance traits will make him key to the future success of New Zealand’s dairy industry.

ELITE STATUS

Ron and Shirley, who have been dairy farming for 47 years, have had three Jersey sires in the CRV Ambreed programme in the past 10 years. But ‘Lucas’ is the one which has broken through to elite status. ‘Lucas’ was artificially bred from Pukeroa TGM Manzero and their own two-year-old dam ‘Drumclog Integ Lollipop’.

“We’re absolutely thrilled to bits, just to have recognition of the years and years of breeding,” says Shirley. “Ron’s knowledge of breeding is why we can trace ‘Lucas’ back — from our farm [records] — six generations and why he’s ended up being what he is, with beautiful big strong Jersey daughters which is what farmers are looking for. “As farmers, we’re all striving to have the best and it’s lovely to have something out there that’s going to help the breed in New Zealand.”

BREEDING FOCUS

Their 250 herd of Jersey cows now belongs to their son Andrew and his wife Sarndra, while Ron and Shirley (with the help of Andrew) focus on their breeding stud Drumclog. About 30 years ago Ron started to experiment with American Jersey bulls, which he says took a bit of “fiddling about” to get the right mix of TOP and volume he was looking for. He says Lucas has three American sire strains in him giving his daughters a bit more volume and milk than a lot of Jersey bulls. “Andrew and I select the best sires internationally and locally — a mix of Danish, American and New Zealand — and mate them individually to the herd. Some farmers just bring in semen and go across herds, but we mate each cow individually. “We’re specifically breeding for the different traits a bull is bringing,” says Ron. “There’s not many that make it through the CRV programme, so we’re really thrilled that he’s [‘Lucas’] turned out as good as he is. “He was used as an in-sire, but now he’s proven, we feel confident about using him extensively over the herd.

“New Zealand is lagging behind”

In my opinion article by – Bruce Cameron

“New Zealand is lagging behind the world in the adoption of Polled Genetics into our herds.”

“The EU & North America are making rapid progress with Polled breeding Programs across most dairy breeding programs.”

“The time is right to incorporate Polled Genetics into Jersey herds in NZ. Homozygous (pure) Polled bulls guarantee Polled calves, CRV Ambreed, WWSNZ, GENZ & Genetic Choice all market these.”

“There are also a good number of heterozygote (single) Polled Jersey bulls available from most AI companies. Find the Polled bull that best suits your breeding goals & use him this season. Polled is here to stay, it’s the natural dehorning solution & 100% animal welfare compliant.”

In My Opinion

Jersey NZ invites members to collaborate and share ideas. Discuss relevant thoughts regarding the Dairy Industry, Breeding and Genetics, Life as a Farmer or anything else that pops into mind.

We also encourage to responses, so if you have a response email info@jersey.org.nz to be featured in the next issue.

Opinions expressed by editorial contributors or claims made in advertisements are not necessarily those of The Jersey FOCUS, General Manager and Board of Jersey NZ.

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Okura LT Integrity makes LIC Hall of Fame

Article contributed by:  LIC®

Entering LIC's Hall of Fame is a special recognition reserved for dairy animals whose achievements leave a profound impact on dairy farmer profitability in New Zealand.

The Hall of Fame occupies a special place in LIC's company culture. This year Okura Integrity was acknowledged at Breeders' Day as LIC's latest to enter its Hall of Fame.

311013 Okura LT Integrity

- Born in 2010, on Luke and Lyna Beehre's Hukerenui farm
- Sired by Lynbrook Terrific ET S3J (a 2018 Hall of Fame inductee)
- Debuted on the Premier Sires team in 2011
- 229,300 inseminations
- 35,889 daughters
- 31 sons and 72 grandsons for the artificial breeding (AB) industry
- Current BW 243
- 57th inductee, 27th Jersey

Malcolm Ellis, LIC general manager NZ Markets, says new inductees to the Hall of Fame don't necessarily happen every year.

"For a bull to be inducted into the Hall of Fame he needs to have made a significant influence on the dairy industry by producing genetically superior female offspring that farmers want to milk. Inductees do not only excel through the performance of their own progeny but also through the contribution of their sons.

"There was no doubt in our mind Integrity has met both of these criteria with ease."

Integrity was first made commercially available to the nation's dairy farmers as a young bull in 2011 after his ability to sire high quality dairy cows was predicted using genomic science. The elite genetic merit that genomics predicted became reality when information from Integrity's first crop of milking daughters became available.

"His stats were remarkable and he continued to be selected to the Premier Sires teams as a daughter proven bull," Malcolm said.

Integrity appeared likely to become the first bull from any breed to achieve eight years in Premier Sires, after being preliminarily selected for 2019.



Okura Integrity as a calf alongside his Dam

This would also create another first – a Hall of Fame inductee who is part of a current Premier Sires team. "For most bulls, the Hall of Fame honour is received posthumously as the quality of a bull's offspring and its peak influence on the dairy industry is often reached after the bull is no longer with us.

With a BW of 243, outstanding capacity and very strong udder breeding values, he's still at the top of his game."

He's also proven to be an exceptional sire of sons.

"It's likely three of his sons will join him in this year's Premier Sires Daughter Proven team. He really is one of a kind."

Having bred 16 bulls that have gone on to become part of LIC's Premier Sires teams, Luke and Lyna Beehre's Okura stud in Northland is synonymous with bull breeding. But receiving this accolade is a first.

"Getting an Okura bull on to the Hall of Fame has always been a dream of ours. Watching Integrity get his own proof and seeing his sons come through the ranks allowed me to hope he might get there one day," Lyna said.

"Breeding a bull that has added so much value to individual dairy businesses and our industry is a great feeling. We're very excited."

CONGRATULATIONS LUKE AND LYNAA BEEHRE



Jersey NZ Annual Conference 2019

1. Lewis Rd Creamery sponsored morning tea where founder Andrew Cullinane launched their new Jersey milk!
2. Awards night at the Edgar Centre on the Dunedin waterfront
3. Preparing for the Haggis Ceremony – including Barry Montgomery, Alison Gibb and Colin Hickey
4. Delegates enjoyed the final banquet at Larnach Castle
5. Glenys & Roger Ellison take a break on the Taieri Gorge Railway trip
6. Industry partner Aaron Parker, CRV Ambreed, makes the JerseyGenome presentations
7. Keynote speaker Lynda Coppersmith, NZ Young Farmers
8. Awards Night Master of Ceremonies – well known NZ identity Te Radar
9. Trent Paterson & Gail Gray during the Taieri Gorge Railway trip
10. The 'cream can' – a new innovation for the AGM
11. Alison Gibb and Christine Frecklington at the Awards night
12. Warren Ferguson & Alison Gibb
13. Keynote speaker Brian Wickham, NZAEL
14. Kandin ready to commence conference registrations
15. Larnach Castle – venue for the final banquet



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Jersey NZ Annual Conference 2019

In late May 2019, Jersey NZ members gathered in Dunedin for the Annual Conference. Delegate numbers were down this year, perhaps a reflection of the Conference location, but that didn't deter those who attended from making the most of a great conference itinerary.

Scenic Hotel Southern Cross were the hosts, a great venue situated in the heart of the city with an on-site casino and a short walk from The Octagon and the sights of the central city area. Dunedin is well-known for its Scottish heritage, Victorian and Edwardian architecture, and the beauty of the Otago peninsular. The conference theme 'The Jewel in the Crown' was selected to represent this heritage and Dunedin's reputation as the 'jewel of the south'.

While the Board meeting took place on the first day, delegates were starting to arrive and members congregated at the Hotel bar for the first event post registration. For most delegates this is an opportunity to catch up with old friends and meet new Conference attendees. The group then travelled to the Edgar Centre, an indoor multi-sport facility at the harbour waterfront for the Awards Dinner. Here, Conference was opened by local Councillor Kate Wilson, who lived up to our theme in 'Jersey colours' of black & mustard (even down to her shoes!). Kate was a fascinating speaker, who ably filled in for Mayor Dave Cull who was sadly unable to attend.

The evening was MC'd by kiwi icon Te Radar. Radar is well known throughout New Zealand as a comedian, TV presenter and social commentator, with an affinity for the rural lifestyle. Throughout the evening while awards were presented Radar delivered a strong message to delegates about the importance of telling our story as farmers in the modern world. Radar was a great hit with members, and an accomplished MC.

Tuesday morning saw the delegates remain at the Hotel to listen to our keynote speakers. For many members, this session was the highlight of the conference.

- Brian Wickham, interim Manager at NZ Animal Evaluation Ltd gave members some insight into the areas that he has identified and prioritised for work by NZAEL.
- Ron Pellow, currently National Manager Farms AgResearch, gave a fascinating presentation based mainly on his previous role as Executive Director of the South Island Dairying Development Centre based at Lincoln. Ron discussed some of the small but effective measures identified to increase on farm sustainability.
- Lynda Coppersmith, Chief Executive New Zealand Young Farmers gave members a fascinating insight into the changing employment face of 'millennials' along with an oversight of her organisation's activities.
- In a late addition to the programme, Andrew Cullinane of Lewis Road Creamery launched their new Jersey milk, with a Lewis Road Creamery sponsored milk and cookies morning tea. (see page 12 for more on Lewis Road Creamery)

The afternoon saw us travel to the iconic Dunedin Railway Station (also host for Dunedin Fashion Week) and board the Taieri Gorge railway for a four hour return trip through the gorge to Pukerangi. Delegates enjoyed a packed 'picnic' lunch on board as the train travelled through the city, over the Taieri plains and through the gorge with its numerous bridges and viaducts including the famous Wingatui Viaduct – the second largest wrought iron structure in operation in the world. Opportunities for leg-stretching were taken during brief stops at Hendon and the turn-around point at Pukerangi.

Arriving back in Dunedin, the conference delegates travelled to the Forsyth Barr Stadium, home to the Highlanders. Here, high up in a spectacular lounge in this very intimate stadium, the Jersey Pride sale was held hosted by the freshly launched Link Livestock Ltd (previously Jersey Marketing Services). Also livestreamed on Facebook, the sale enjoyed plenty of interest. Happy hour was sponsored by Link Livestock, and after dinner delegates took part in the Jersey NZ and Youth auctions raising funds for the Conference and youth activities respectively. Selwyn Donald as auctioneer (along with his able helpers) kept the evening very lively!

Our final day saw the Annual General Meeting take quite a different format than in previous years, with the formal meeting taking an unprecedented 33 minutes! President Alison Gibb was the instigator of this change, where the formalities of the AGM were dealt with early. During the conference period, members had been asked to write down any items they wished to discuss and put them in the 'cream can' that was available at all hotel based events.

Once the formalities were out of the way, the 'cream can' session was opened. Here, presentations were made by management on DIGAD (Dairy Industry Good Animal Database) and promotions work being undertaken by the organisation, followed by Jersey Profit who updated members on their plans. This session then worked through members' suggestions from the cream can, finishing mid-afternoon.

The final banquet took place that evening at Larnach Castle, a 30 minute drive from the city out on to the Otago peninsular. Here, after canapés and bubbles during a tour of their museum, members were piped into their spectacular ballroom, with fires blazing. The haggis ceremony involved President Alison Gibb, newly elected Vice President Barry Montgomery and Promotions Convenor Colin Hickey. Their antics had delegates rolling on the floor with laughter. After another superb dinner and some brief formalities, delegates danced the night away before returning to the city. Members had taken to the 'scottish' theme for the evening with gusto, and displayed everything from a simple sash or brooch to tartan pantyhose, ties, tam o'shanter, and even a couple of full kilts!

Once again this year in a reciprocal arrangement with Jersey Australia, we were joined by Director Lisa Broad. Lisa was welcomed to the first Board meeting, and was a delightful and passionate addition to the Conference. Jersey NZ Director Peter Gilbert had recently attended the Jersey Australia conference, and both Boards agree that we will continue to learn from and support each other through this ongoing exchange.

For the second year, we were joined by all of the Jersey NZ team – Pam, Robyn, Stacey and Kandin. While the team are a great help at the various events, both they and members benefit by their involvement, developing relationships and being available to members.

Moving forward, with a change in balance date as approved at this AGM, future conferences after 2020 may well take a new look and potentially a new timeframe. Watch this space, as the Conference Consultation group consults with members and the Conference Organising Committee over the next few months. It's not too late to get involved with the Conference Consultation Working Group, please contact Pam Goodin if you are interested.

In the meantime, on behalf of the Conference Organising Committee I thank all those members, supporters and sponsors who joined us in Dunedin for helping to make it a great conference. Plans are already afoot for New Plymouth in June 2020.

“Godfather of the Jersey breed’ visits New Zealand

contributed by World Wide Sires and Alison Gibb



Herby Lutz Talks Jerseys

A man regarded as ‘the Godfather of the Jersey breed’ recently visited New Zealand to extol the virtues of a breed he has “loved” since he was a child.

Herby Lutz grew up in Chester, South Carolina and recalls wanting to be a dairy farmer when he was nine years old.

“My parents had other businesses and I started milking for my neighbours, in 1984, when I was nine years old. Those early efforts led, many years later, to the purchase of the farm I still own with my wife, in Chester and the development of a line of Jerseys that set national records. The Lutz Jersey herd was one of the first in the United States to produce 20,000 pounds (around 9,000 kg) of milk per cow per year.”

“I eventually worked for the US Jersey Association and then took an opportunity to join Select Sires (one of the world’s largest farmer owned genetics companies) to run their Jersey breeding programme.”

Looking back over the years, Herby Lutz says the modern Jersey is larger and more capacious, able to convert feed faster than her predecessors.

“They’ve got a bigger frame, are more robust and have well-supported udders capable of producing large volumes year after year.”

In his role with Select Sires, Lutz “travels the world talking with farmers and breeding representatives for the co-operative’s marketing arm, World Wide Sires.

“Talking with farmers and understanding the challenges they’re facing is essential in my role managing Select Sires’ bull buying and Jersey programme. ‘One size doesn’t fit all’ and – as one of the largest genetics companies in the world – we have to produce a line of sires which have the goods farmers need in every country of the world.

“Having one of the biggest genomic programmes in the world doesn’t mean we ‘ignore’ type; we still go out and find cows which farmers love owning and milking.

For the

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