

A photograph of two brown Jersey cows in a grassy field under a cloudy sky. One cow is in the foreground, looking towards the right, with its head slightly lowered. The other cow is behind it, also looking right, with its head slightly higher. Both cows have ear tags; the one in the back has a tag with the number '48'.

jersey^{NZ}

FOCUS

JUNE 2023 | OFFICIAL PUBLICATION OF JERSEY NZ

PG 4

MAHAREE JERSEYS

PG 22

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290 Tristram Street, Hamilton 3204
PO BOX 1132, Hamilton 3240

Telephone: 07 856 0731

Email: info@jersey.org.nz

Website: jersey.org.nz

Facebook: Jersey NZ

ISSN 2537-9232.

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Front cover

Annabel Jeyes captures her two calves enjoying the sunset together in this photo that won first place in the Junior Member Herd Scene in the 2022 World Wide Sires Photo Competition.

President's Perspective

The email to invite me to contribute to the Jersey Focus has come again – a chance to reflect on a remarkable few months since the last Focus.

A highlight for me had to be the visit to Jerseyland Farms – a chance for JerseyNZ members to see the farm and the herd, and in glorious Southland weather! The opportunity to partner with Jersey Advantage, with the huge support of the Dobson, Colebrook, Bayley, Gibson and Bocock families has been beneficial to the Jersey breed.

The Conference was a credit to the Southland region, and to the Organising Committee. The speakers we had were fantastic, thought provoking, and inspiring. Tangaroa Walker's passion for the dairy industry, and his efforts to help younger farmers is huge, and he's living proof of someone making the most of his opportunities through hard work and dedication.

I'm sure those farming families looking to the future are encouraged when they see many like Tangaroa ready to step up.

I've been encouraged to see new and older Jersey enthusiasts making the most of the great cow families that become available when other farmers decide to sell their herds. The sales of elite Jersey animals have shown a keen interest from buyers. It is great to hear that animals are doing well for their new owners, it takes away a little of the sadness of herd dispersal sales to know that the animals sold will continue to be part of the bright future in Jersey genetics.

Many JerseyNZ members have been part of a DairyNZ genomics programme – collecting weight, condition score and genomic material to help build a genomic database for NZ Animal Evaluation. Thank you to those that have done this, and thank you to the JerseyNZ office for helping to

co-ordinate this. Over 40,000 cows across all breeds have been sampled so far.

There isn't an area of New Zealand that hasn't been impacted by the weather this season – challenging for some, and opportunities for others. It doesn't take long to put the last season behind us, and start looking forward to the next, although I'm sure the summer of 2023 will be talked about for a long time yet – becoming the new benchmark after 1988's Cyclone Bola!

Our herd is spring calving – starting June 20 with our two year olds and July 1 for the older cows, I'm sure I'm not alone in being excited for the next season, to see how the Jersey Future daughters look, how the new crop of calves do and what the payout will be! Oh – and how my body's going to stand up to another spring! (best I get some fitness in!)

All the best to you all,

Julie Pirie | President



Julie Pirie

Jersey NZ Board



Julie Pirie
President
Ngatea
jpirie@jersey.org.nz
027 608 2171



Tony Landers
Vice President
Hawera
tlanders@jersey.org.nz
027 458 4465



Barry Montgomery
Dargaville
bmontgomery@jersey.org.nz
021 034 0068



Peter Gilbert
Ashburton
pgilbert@jersey.org.nz
027 435 6334



Glenys Ellison
Hamilton
gellison@jersey.org.nz
021 147 4490



Alison Gibb
Taupiri
agibb@jersey.org.nz
027 481 0820

Our Strategic Purpose

Supporting our membership and wider Jersey community by promoting and driving the Jersey breed and Jersey products

Animal Evaluation Data

Unless otherwise stated, all BW, PW and LW ratings shown throughout this issue are as at the Animal Evaluation run of 20 May 2023.

Unless otherwise stated, all NZMI figures quoted throughout this issue are as at the NZMI run of 20 May 2023.

General Manager's Comment

COLLABORATION is a key value of JerseyNZ, and underpins many of our activities. In 2023 we are delighted to be returning to National Fielddays after a hiatus of a few years, in collaboration with our subsidiary Link Livestock and the team from Jersey Advantage. Thanks to the Link Livestock marquee we will all come together under one roof at site G19 and look forward both to connecting with members and prospective members, Jersey farmers & those considering Jersey. Make sure you check us out!

The Jersey Future collaboration with LIC goes from strength to strength, and earlier this season Wee Burn Desi Don became the first Jersey Future bull to top the RAS list. Six Jersey Future bulls have been announced in Premier Sires or Alpha Nominated teams. Check out the 2023 Jersey Future team – you have a great opportunity to get in on the ground with some fantastic Jersey genetics.

More recently we have collaborated with DairyNZ, working as first contact to our members in their project to collect 40,000 genotypes to build a genomic database for NZAEL 3.5. This project has also benefited many of our members with additional data collection on parentage verification and liveweight. I have been delighted by the response to this project from members, truly valuing their industry good input despite the extra on-farm work.

The 2023 Annual Conference in early April was a great success. The decision to go early in Southland was clearly the right one, and the visit to the Jerseyland Herd (a collaborative project with Jersey Advantage & private investors) was a real drawcard for many members. The members who travelled through to Stewart Island had a fantastic time and were the envy of us all. Look out for Jackie's report on page 34 long with plenty of photos. In 2024 the Conference will return to early May, the venue is yet to be confirmed.

This June issue of the Jersey Focus will be a bumper one with production highlights, awards, competitions and show results. We were delighted to have World Jersey Bureau President Steve Le Feuvre in New Zealand earlier this year, and he has

shared with us his report on his travels through Australia and New Zealand.

We visit Brendan & Stacey White of Maharee Jerseys at Taupiri with two bulls in the 2023 Jersey Future Team. We also visit Dick & Faye Post of Posterity Jerseys, Tauwhare. Dick & Faye's dispersal sale last year saw them set a new all breeds sale record of \$55,000 for Posterity Mans Susie, and we catch up with them after the balance of the heifers were sold this season.

In no time at all we will be gearing up for the TOP season. Traits Other than Production data provides accurate and unbiased comparisons of cows and sires, providing herd owners with easy-to-use information.

- Accurate predictions for how an animal is expected to breed the trait concerned
- Raw scores for individual traits 'paint a picture' of how the cow appears for the trait.
- Registered Jerseys will receive an 'Award' that categorises them based on their standard of conformation overall.
- Raw scores also contribute to sire proofs and the calculation of TOP BVs for bulls – a vital industry good function.

Seriously consider taking part in the TOP programme if you are not already involved – check out more information later in the magazine, and take the time to talk to your fellow breeders.

Pam Goodin | General Manager



Pam Goodin

General Manager

pgoodin@jersey.org.nz



Michelle Calcott

Business Administrator

mcalcott@jersey.org.nz



Karen Maxwell

Member Services

Administrator

info@jersey.org.nz



Sean Bresnahan

Digital Design Coordinator

sbresnahan@jersey.org.nz



Jackie Kennedy

Communications &

Marketing Coordinator

jkennedy@jersey.org.nz

The Jersey FOCUS

The Jersey FOCUS is the official publication of Jersey NZ published bi-annually in June (Winter) and November (Spring) respectively.

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



Maharee Jerseys

by Pam Goodin

Brendan & Stacey White of Maharee Jerseys, Taupiri are making their mark. They are not strangers to the Jersey breed, with strong family connections on Brendan's side right back to his grandfather. His Jersey herd was bred to black & white on obtaining a winter milk contract (based on extra litres). The herd was sold to a sharemilker on the then-family farm at Te Kauwhata and on his retirement in 1993 the farm was taken over by Brendan's parents who really wanted to return to Jersey. They purchased the Barryn herd from Robin & Bruce Barker and the circle was complete.

Brendan started on the family farm in 1996, and in the next few years bought two lines from the Miers family Miersvale herd (Waihi) and Athol Dempsey's Threetier herd from Murupara. These were farmed with the Barryn cows to create a nice herd.

The implementation of Breeding Worth saw demand rise for smaller Jerseys, but this ended up putting many people off as the cows were seen as small & weak and not the big, strong cow that genetically they can be. Brendan wasn't keen to follow this trend, and so moved away from BW as a focus. With no intention of selling his herd he was free to breed the type of cow he liked. However, he then found himself getting frustrated when trying to sell his surplus cows, everyone was chasing BW and PW and weren't prepared to even look at his cows. So the business side in him came out and by 2013 he started to use some Holstein Friesian bulls to meet the market. While some of the first cross cows were fantastic, he found that the temperament of the herd deteriorated, and his production didn't increase.

Through these years the makeup of the herd changed to a 60/40 crossbred/Jersey ratio. In 2018 Brendan & Stacey moved to the current 120 ha farm at Taupiri, and the Te Kauwhata farm is now a residential development. He has retained a 130 ha runoff in Te Kauwhata, about a 20 minute drive from the Taupiri farm. By 2020 Brendan was hankering for a more predominantly Jersey herd again. Analyzing their herd's production, he found that the crossbreeds and Friesians had done only 18 kg more milksolids on average than the Jerseys. Considering the other factors in maintaining the larger crossbred and Friesian cows, the decision was easy – a return to the Jerseys he loves.

The herd hadn't been registered for a while, but Stacey spotted a heifer she liked for sale on Facebook. It was Glen Leith heifer bred by Bruce & Margaret Sim. Brendan wasn't successful in purchasing that heifer, but when the Sims came back & offered a different heifer Brendan jumped at the opportunity. He has since regularly purchased Glen Leith stock and keeps in regular contact with Bruce & Margaret. In turn, that renewed the interest in maintaining the pedigrees and the herd is now registered. The herd BW is 326 with a PW of 367.

Another relationship formed has been with Lyna & Luke Beehre after Brendan & Stacey purchased 200 of the A2A2 cows from the Okura herd when it was sold and followed up with another 50 heifers this year. As part of

his plan to move the herd more to Jersey, Brendan had to sell 200 of the crossbreds. Even though he loves the Jerseys it was still hard to part with any stock, Brendan says he's a great buyer but a terrible seller – he just wants to keep everything. Maharee Farms supply Synlait with their A2A2 milk.

LIC and CRV have both contracted numerous cows between them, and Brendan had seven bull calves purchased this year. Four went to CRV and three to LIC including two into the Jersey Future team – Maharee Bas Kaiden and Maharee Laz Forrest. Brendan & Stacey enjoyed attending their first Premier Sires Breeders dinner in 2023.



When visited, Brendan had dropped from twice a day down to once-a-day milkings in mid-March, and was expecting to dry off mid-May. Official production has been affected this season by an abnormal herd test, but Brendan feels that they were down anyway. He believed the hype and put a few more cows on with the move to Jersey but discovered that a good Jersey will eat just as much as the larger breeds. They didn't have a lot of grass at the beginning of the season, and while they grew plenty through the summer they were badly affected by spring. With little pasture available they started feeding quite a high-starch meal in the shed and inadvertently put the cows into acidosis. Over two weeks the cows lost on average 35 kg, and Brendan comments that it was probably the most stressful time in his farming career. Down 20% on production in spring, they clawed back through the season to only 6-7% down.

Record production on the farm at the factory is 195,000 kg MS in both the 2020/21 and 2021/22 seasons. Brendan expects they will reach 185,000 kg MS this season. The 2021/22 season was through one of the worst droughts that Brendan has experienced, but the herd still did the production by feeding a little more and filling the gaps with supplements.

Before Brendan purchased this block, the previous record was 161,000 kg MS from a really good operator and Brendan increased that to 168,000 in the first year, in the 170's the second and then the two record years at 195,000. Having pushed for production with feed and management, he is now

happy to reduce the stocking rate and get back to making more grass silage.

Turnips are usually grown as a supplement, and this season they tried fodder beet for the first time. Although fodder beet as a crop doesn't like wet feet, that's exactly what happened this summer. While the yield wasn't as good as it could have been, the cows transitioned really well to the new feed, just loved it and didn't leave anything behind. Maize is grown at the run off, and grass silage brought back from there too. Making as much grass silage as they can on farm they also feed 2 kg per day of meal for most of the season through in-shed feeding. Last season that doubled through the spring due to the lack of grass.

He calved down 420 cows this season from 10 July compared to his usual 400. But for the coming season he intends to drop below that. Rather than buy the extra production with supplementary feed, he would rather be the farm that grows really quality good grass for a lot less than having to buy feed in and move back to a more simple style of farming. Partially behind this decision is the fact that the breeding side of the herd is now a lot more intense, with numerous contracts and lots of embryo work (about 100 embryos over the last 2-3 years over both Jersey & crossbred with 40 different sires). So, there are plenty of beef recipients up at the runoff including Angus and Speckle Park.

With so many contracts and embryo calves, there are a lot of calves to be reared. With the dairy grazers now gone from the runoff, Brendan intends to rear more surplus bull calves for sale. He currently has approx. 55 yearling bulls at the runoff that he will sell in the spring. Only a few bulls are now bobbied and all AB heifer calves are either reared or sold. With 420 cows calved and 210 calves reared, a new calf setup and new systems in place this season has been a godsend, with no sick calves for the first time. He has been genotyping his calves for the past two years, and the whole herd is DNA parentage verified.

The young stock go up to the runoff and come back as in-calf heifers, while the cows are wintered on the farm. Traditionally they have also taken in 100-120 dairy grazers on the runoff each year. Now though, he is rearing more surplus stock himself for sale.

Traditionally, Brendan has experienced metabolic issues through the spring period. This season they fed the cows a transition mix and it made a huge difference with the cows calving easily with good colostrum and producing good, strong calves. In fact, they changed so much of the process around transition and calf-rearing with such great results that they are not sure what really made the difference. Brendan expects that it was a combination of all the factors, so he won't change anything!

Collars went on the cows in June 2022 and Brendan is finding all the extra information on the cows quite intense. Talking to other farmers he is relieved to hear

that it takes most of them a good season to get their heads around the data available and use it effectively.

Brendan & Stacey have had contract milkers on the farm for the last five seasons. The contract milkers have now bought a herd and are going sharemilking. Their worker is taking the step up and will now manage the farm.



Brendan is really happy with the makeup of his herd now. With the purchase of the Okura stock and another 50 cows from Glen Leith, alongside the animals of his own breeding that have been retained, Brendan thinks he has put together a herd that is going to be outstanding moving forward.

The start of mating is 10 October, with the heifers also AB mated a little earlier for a few days. The cows will get five weeks of AB mating then they will finish off with short gestation beef. This year is the first that he has not used any bulls as a trial, and next year he will return to his normal process of five weeks of AB, three weeks with the bull and the final two weeks of SGL mating. Not a user of Premier Sires, Brendan nominates each bull used on the farm. He enjoys picking his own team of bulls, and there is always something that he is looking to breed for. More open to trying overseas genetics now, Brendan used a little Danish semen last year.

When selecting bulls, Brendan is chasing good udders and capacity, because when you get capacity it flows onto good dairy conformation. He likes a wide, sloping rump. If a rump starts low it evens out and becomes 'a nice sort of flat' as the cow matures. He always considers the management traits on bulls "I want to use a bull that we're going to enjoy milking, and it's not going to give people a hard time in the shed." He also looks for a good, strong maternal line on the pedigrees. Brendan is intending to classify the herd this season. "If I can get a 445 kg cow doing more than 500 solids, that's my kind of cow."

The Maharee herd took part in the DairyNZ AEL 3.5 genomic project this season. This meant that the herd was genomically tested, parentage verified, weighed and Body Condition Scored with the data all going towards the NZAEL 3.5 dataset. Brendan collects much of this data anyway, but he saw this project as a vital industry good exercise so was happy to play his part.

Brendan & Stacey met in 2008 on a tour bus in Europe. Just friends at first, on their return to New Zealand the relationship developed during another group travel experience in Africa. Stacey works off-farm as a teacher at the local Orini School specializing in Complex Education Needs and Neurodiversity and is also completing her Masters Degree. Brendan & Stacey have one daughter, Reese (9), and Brendan has two grown sons from a previous relationship.

Brendan spends time with the herd every day. Feeding out, moving breaks, just moving through them and giving out scratches. He thinks if everyone could do that it would help our mental health immensely! Self-described as cow mad you'll more likely find him reading a bull or sale catalogue than watching TV in the evening, or maybe a fishing magazine.

The family have a beach house and a boat at Whitianga, and one of Brendan's goals is to get a bit more time over there with the family. Daughter Reese is taking quite an interest in the farm, knows all the bulls they have used, is really following the breeding and has had some success with the calf club calf.

Brendan's personality sees him want to do everything as well as he possibly can. Where does he want to be in 10 years time? "I want to do what I'm doing now, I want to breed good cows, I want to catch big fish, I want to shoot big deer."

Why does Brendan love his Jerseys so much? "Just the breed for me, temperament, profitability, I just think they're just a great cow and a seriously underrated breed."



GLENUI JERSEYS

BW 344 PW 385

PROUD BREEDERS OF

Glenui Pepper Shaker | 318063
BW 398 gBW 365

- Jersey Future Graduate
- Marketed by LIC
- 2023 Forward Pack + daughter proven teams



Photo of: Glenui Intergrity Shanty EX2

Glenui Manify Starsky | 323204
BW 425 gBW 451

- 2023 Jersey Future bull
- Marketed by JerseyNZ
- Grandson of Shanty



Photo of: Glenui Bastille Shali ET
BW 439 PW 636 562 kg MS in 258 Days

Glenui Super Laird | 318525
BW 405

- Marketed by CRV
- Son of Lace

Glenui TS Langford ET | 321522
BW 352

- Marketed by CRV
- Grandson of Lace



Photo of: Glenui Integrity Lace ET
BW 400 PW 655

Glenui Magnify Sylvestor | 322031
BW 375 gBW 402
- 2023 LIC Forward Pack

Glenui Watch Shamus ET | 321504
BW 298

- Marketed by CRV
- Son of Shanty

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Herd Average
2022/23

4765 Litres
285 Fat
211 Protein
497ms

350 cows in 270 days

Production Highlights 2021-22

JerseyNZ is pleased to announce the top ranked herds for the 2021/22 season. These tables are based on registered Jersey cows, and results are limited to those herds that have completed a minimum of FOUR herd tests in the 2021/22 season. Due to data share restrictions currently in place, at this stage we are unable to report on BW.

Top 10 herds by milksolids

Name	PTPT	COWS	LITRES	FAT	PROT	MS	DIM
C Shearer	BPVB	27	6832	373	284	656	292
Frecklington Farms	DQLC	195	6379	346	260	606	274
K & B Woolley	TDHH	31	6142	340	244	584	291
The Twelve Thousand Mile Trust	GNQM	25	5698	333	245	578	286
Peter & Kathy Horn	DQBL	208	6439	316	252	567	269
Goreland Partnership	DTJJ	300	5145	295	227	522	274
Riverbank Dairies Ltd	RMRY	49	5364	290	231	520	286
Maharee Farms Ltd	GHY	129	5191	293	222	515	271
Robert & Stephanie Trainor	DWFY	64	5436	284	231	515	271
Ashvale Jerseys Ltd	RTP	411	4943	295	214	509	276

Top 3 herds by milksolids - Herd size 20 - 150 cows

Name	PTPT	COWS	LITRES	FAT	PROT	MS	DIM
C Shearer	BPVB	27	6832	373	284	656	292
K & B Woolley	TDHH	31	6142	340	244	584	291
The Twelve Thousand Mile Trust	GNQM	25	5698	333	245	578	286

Top 3 herds by milksolids - Herd size 151 - 300 cows

Name	PTPT	COWS	LITRES	FAT	PROT	MS	DIM
Frecklington Farms	DQLC	195	6379	346	260	606	274
P & K Horn	DQBL	208	6439	316	252	567	269
Goreland Partnership	DTJJ	300	5145	295	227	522	274

Top 3 herds by milksolids - Herd size 301 - 500 cows

Name	PTPT	COWS	LITRES	FAT	PROT	MS	DIM
Ashvale Jerseys Ltd	RTP	411	4943	295	214	509	276
Lynbrook Farm Ltd	DQBT	355	4698	280	207	487	268
Millington No 1	GDL	315	4777	267	200	467	264

Top 3 herds by milksolids - Herd size 501+ cows

Name	PTPT	COWS	LITRES	FAT	PROT	MS	DIM
Ngatimaru Farming Company Ltd	BJVV	505	5193	274	223	497	267
Gralyn Farm No 1	BKGC	546	4679	280	201	480	258
Cluain & Te Moanui Jerseys	DXJR	521	4785	243	194	437	269

Disclaimer: Jersey NZ is reliant on information received via reports ordered via BreedIT from the Dairy Industry Good Animal Database (DIGAD). While every effort is made to ensure data is correct, Jersey NZ accepts no responsibility for any incorrect information printed.

The TOP rankings include the two-year-old herd averages for members with herds with a minimum of 20 two year old registered Jerseys classified in the season.

Top 5 herds by Udder Overall

PTPT	FARM NAME	#2 yr	UO
BGTR	Leithlea Jerseys	55	8.3
CNKH	Ferdon Genetics	26	8.0
RJNP	Glenalla Farm Ltd	74	7.9
CFYQ	Rivermere Jerseys	37	7.6
LTXM	Just Jerseys Ltd	53	7.6
MNPX	G P S 2007 Limited	29	7.6
VFL	Grant & Pam Wilson	35	7.6

Top 5 herds by Dairy Conformation

PTPT	FARM NAME	#2 yr	DC
BGTR	Leithlea Jerseys	55	8.2
RJNP	Glenalla Farm Ltd	74	8.0
BHDQ	Glanton Holdings Ltd	37	8.0
VFL	Grant & Pam Wilson	35	7.9
RMRY	Riverbank Dairies Ltd	32	7.9

How Are Production Statistics Calculated?

This is the first season that Production information has been sourced via BreedIT, the new Breed Society platform. BreedIT is sourcing all data for this reporting from DIGAD (Dairy Industry Good Animal Database). While DairyNZ sources all raw data from the herd testing companies, they then apply the ICAR Cattle Milk Recording guidelines <https://www.icar.org/index.php/icar-recording-guidelines/>. This means that the calculated lactation records including DIM (and therefore herd averages and indexes) will look different to what members are seeing on their MINDA records. The expectation is that when NZAEL 3.5 (inclusion of genomics for females) is implemented later in 2023, the data will look a lot more alike.

While the reported data does not match members MINDA records, as the data is calculated in a consistent manner rankings of animals and herds are not affected.

Herd data is calculated on herds with a minimum of 4 herd tests and 100 days in milk.

As an internal control, JerseyNZ individual animal data is also limited to S3J registrations status & above for the purposes of production reporting & awards. A herd must have a minimum of 20 registered Jerseys. Herd average data includes all registered Jerseys, regardless of registration status.

Production programmes are usually run in October annually. This allows for late calving animals to complete their lactation

and be included. Breed Societies only receive data on registered animals, therefore we can only calculate herd awards based on registered animals by breed.

Production Highlights 2021-22

Top 3 cows for Milk Solids by age

2 YEAR OLDS	Name	Class	Owner	DIM	Milk	Fat	Prot	MS
	GLENBROOK CLANNARD CEYLON	85	C Shearer	305	7893	457	340	797
	GLENBROOK CLANNARD CHART	84	C Shearer	298	7983	375	317	692
	GLENBROOK CRAY CASSANDRA	83	C Shearer	305	6676	405	287	692
3 YEAR OLDS	Name	Class	Owner	DIM	Milk	Fat	Prot	MS
	CARTREF LEMON KELSEY	83	Frecklington Farms	296	7745	434	322	756
	GLENBROOK CLAN CHIFFON	87	C Shearer	288	6934	449	297	746
	CARTREF SLUGGER KYLIE	85	Frecklington Farms	287	6705	424	307	731
4 YEAR OLDS	Name	Class	Owner	DIM	Milk	Fat	Prot	MS
	GLENBROOK CAMBOGE CRIPTIC	86	C Shearer	298	7561	446	341	787
	CLUAIN GOLDIE JINX ET	88	Cluain & Te Moanui Jerseys	292	7702	445	311	756
	ROMA KINGPIN LOVERLY	85	Frecklington Farms	305	7962	435	318	753
5 YEAR OLDS	Name	Class	Owner	DIM	Milk	Fat	Prot	MS
	CARTREF JEVONS RINGLET	84	Frecklington Farms	297	8673	518	358	876
	CARTREF VANDA ROSA	E2	Frecklington Farms	288	8536	457	350	807
	CARTREF 16-237 S3J		Frecklington Farms	248	8026	423	331	754
6 YEAR OLDS	Name	Class	Owner	DIM	Milk	Fat	Prot	MS
	CARTREF NAVARIAN CUTIE		Frecklington Farms	246	7355	451	324	775
	CARTREF VERNON VEE	V4	Frecklington Farms	268	7465	430	308	738
	GRALYN 15-129 S3J		Gralyn Farm No 1	262	6538	445	291	736
7 YEAR OLDS	Name	Class	Owner	DIM	Milk	Fat	Prot	MS
	KUKU TBONE NIGHTOWL	E4	P & K Horn	286	8401	410	325	735
	ALLANDALE TBONE QUELLA	E4	P & K Horn	290	7267	408	301	709
	KUKU TBONE NUTMEG	E4	P & K Horn	292	7734	393	314	707
8 YEAR OLDS	Name	Class	Owner	DIM	Milk	Fat	Prot	MS
	GLENBROOK EMPEROR CLOCK	E2	C Shearer	297	7857	444	330	774
	ALLANDALE VAN ROSIE	E5	P & K Horn	286	7386	461	294	755
	BAYLOR RONALDO HURRI		Baylor Ltd	290	6184	450	281	731
9 YEAR OLDS	Name	Class	Owner	DIM	Milk	Fat	Prot	MS
	STARVIEW MAY ALISON S3J	E7	C Shearer	297	8875	462	349	811
	KAIMATARAU SWS BELITA S3J	E2	Carnarvon Farms Ltd	281	7186	383	296	679
	ASHVALE PIONEER BEE	+2	Ashvale Jerseys Ltd	287	6056	395	278	673
10 YEAR OLDS	Name	Class	Owner	DIM	Milk	Fat	Prot	MS
	CARTREF ALSTAR LYNETE	V5	Frecklington Farms	296	6496	362	279	641
	ASHVALE HERO DAM	V2	Ashvale Jerseys Ltd	281	6007	365	265	630
	LYNBROOK MURMUR TRUDY		Lynbrook Farm Ltd	293	5954	356	256	612
11 YEARS & OLDER	Name	Class	Owner	DIM	Milk	Fat	Prot	MS
	ALLANDALE EXCITE BEGONIA	E6	P & K Horn	285	7821	384	275	659
	WYBURN MINI CHARISMA	E4	John & Thelma Bailey	305	6552	369	258	627
	ALLANDALE COUNTRY BAMBINO	E*	P & K Horn	254	6659	365	251	616

2021/22 JerseyNZ Production Awards

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

(Top Herd by Milksolids) Jubilee Cup – Presidents Section

Herd Size 20-150 cows - Cliff Shearer

Milksolids: 656 Registered Jerseys: 27 Milk: 6,832 litres Fat (kgs): 373 Protein (kgs): 284 DIM: 292

Jubilee Cup – Council Section

Herd Size 151-300 cows – Frecklington Farms, C Frecklington

Milksolids: 606 Registered Jerseys: 195 Milk: 6,379 litres Fat (kgs): 346 Protein (kgs): 260 DIM: 274

Jubilee Cup – Breeders Section

Herd Size 301-500 cows - Ashvale Jerseys Ltd, R & J Dobson

Milksolids: 509 Registered Jerseys: 411 Milk: 4,943 litres Fat (kgs): 295 Protein (kgs): 214 DIM: 276

Jubilee Cup – Pioneers Section

Herd Size 501+ cows - Ngatimaru Farming Company Ltd, S & S Russell

Milksolids: 497 Registered Jerseys: 505 Milk: 5,193 litres Fat (kgs): 274 Protein (kgs): 223 DIM: 267

Jersey NZ Production Award Trophy

Top Milksolids Cow – Frecklington Farms - Cartref Gannon Billie S2J, VG4

Milksolids: 958 Milk: 10,690 Litres Fat (kgs): 556 Protein (kgs): 402 DIM: 299

KA Bennett Memorial Trophy

Top Milksolids Cow (10 years & over) Frecklington Farms - Cartref Gannon Marie S2J, VG4

Milksolids: 689 Milk: 7,738 Litres Fat (kgs): 397 Protein (kgs): 292 DIM: 294

West Lynn Trophy

Leading living lifetime producer I & C Jordon

Willowhaugh BR Treasure, Ex5

Milksolids 6925 kg in 15 lactations

Sadly, we are currently unable to report on any BW/PW data under BreedIT. We therefore have not been able to calculate the following awards at this stage

- Mitchell Challenge Trophy – Top BW Cow
- Top Herd by BW

Jersey NZ Service Awards

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:

- They must use Jersey Future (must purchase minimum quantity of 20 straws of Jersey Future semen for use in their own herd)
- They must TOP & Classify their entire two year old contemporary group of heifers
- They must register all animals over Jersey 12 content (excluding any lease animals)
- They must complete a minimum of four Herd Tests within a season
- They must submit at least one heifer for consideration for the Jersey Genome 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).

Breeder Name	Farm Name	Years achieved	Breeder Name	Farm Name	Years achieved
Kevin & Christine Tucker	Kaycee Farms	7 Years	Sophia Clark & Aaron Mills	Mills Farms Ltd	1 Year
Brian & Julie Pirie	Pirie Farms Ltd	7 Years	Natasha Upson & Steven Park	Abba Park	1 Year
Roger & Glenys Ellison		7 Years	Aaron & Jerushah Courage	Sharons Jerseys Cattle Ltd	1 Year
Steve & Naiouli Wilson	Wilson Farms Ltd	5 Years	Hamish Mead	Dairy Glenn Farm Ltd	1 Year
Grant & Pam Wilson		5 Years			
Tony & Lesley Landers	Goreland Partnership	3 Years			
Krystle Bennett	Benworth Limited	2 Years			
Richard & Christine Lansdaal	RF & CL Lansdaal Ltd	1 Year			






Jersey National On-Farm Challenge 2022/23

Below are the full results for the 2022/23 Semex National Jersey On Farm Challenge.

Congratulations to everyone that took part in the competition and a special thanks to Semex NZ for their continued sponsorship, plus our 2022/23 Judge, Barry Montgomery for taking the time to travel across our countryside.

2 YEAR OLD

1ST	Ferdon Tfern Sharee - Ferdon Genetics – W & M Ferguson
2ND	Leithlea Charles Gilda - Leithlea Jerseys – T & M Luckin
3RD	Glenalla Balin Ginny - Glenalla Farm Ltd – M Gilbert



2.5 YEAR OLD

NO ENTRIES

3 YEAR OLD

1ST	Glenalla Casino Nicole - Snowfed Farm Ltd – N Gilbert
2ND	Leithlea Oliver P Esme - Leithlea Jerseys – T & M Luckin
3RD	Lynbrook Superman Olivia - Lynbrook Farm Ltd – S & N Ireland



3.5 YEAR OLD

1ST Calrenah Integ Whitney - K Woolley

4 & 5 YEAR OLD

1ST Leithlea Villian Gilda - Leithlea Jerseys – T & M Luckin

2ND A'Charnaich Valentino 10 - The MacDonald Family Trust

3RD Ferdon Tequila Caramel - Ferdon Genetics – W & M Ferguson



1ST



2ND



3RD

6 & 7 YEAR OLD

1ST Willowhaugh Tbone Honey - I M & C A Jordan

2ND Ferdon Apple Vickie - Ferdon Genetics – W & M Ferguson

3RD Leithlea Charlie Fava - Leithlea Jerseys – T & M Luckin



1ST



2ND



3RD

8 & 9 YEAR OLD

1ST Leithlea Tequila Sheba - Leithlea Jerseys – T & M Luckin

2ND Leithlea Charlie Angel - Leithlea Jerseys – T & M Luckin

3RD Denson Dale Tbone Vestry - Greenacres (Kereone) Ltd – Brad Pickett



1ST



2ND



3RD

10+ YEARS OLD

1ST	Glenalla Sultans Ekka - Snowfed Farm Ltd – N Gilbert
2ND	Glenalla Deans Tendo - Glenalla Farm Ltd – M Gilbert
3RD	Ferdon B Stone Rose - Ferdon Genetics – W & M Ferguson



NATIONAL TEAM

1ST	Just Jerseys Ltd – N & J Riddell
2ND	P & S Ingram
3RD	Thornwood Family Trust
4TH	R E & J C Gibson
5TH	J M & K L Sneddon Partnership
6TH	Riverina Jerseys – W & L Berry



Highest Semex Conformation Winner

Leithlea Charlie Fava
Leithlea Jerseys - T & M Luckin

96.00 points



Supreme Conformation Winner

Leithlea Villian Gilda
Leithlea Jerseys - T & M Luckin

98.00 points

Full Results for all classes can be found at:
<https://www.jersey.org.nz/2022-semex-national-on-farm-challenge-results/>



JT Thwaites Sire of the Season

Ellison Integrity Kaka

A Waikato-bred Jersey bull has won a prestigious national award for siring daughters in the New Zealand milking herd that are production machines with great health and efficiency.

CRV bull Ellison Integrity Kaka is the 2023 winner of the JerseyNZ JT Thwaites Sire of the Season. Manawaru dairy farmers Roger and Glenys Ellison bred Kaka and say they are surprised by his win over some of New Zealand's more established and well-known Jersey studs.

"We're really humbled and excited to have won the award. We never thought we could produce a bull of this calibre when considered against the more established and well-known Jersey studs and breeders," says Roger.

Kaka is the result of a mating agreement between the Ellison's and CRV and comes from a family of very strong cows in the Ellison's herd. Okura Manz Kea (Kaka's dam) was purchased by the Ellisons as a 3-year-old and has been a top performer in their herd, consistently getting in calf and producing bull calves year after year.

"We try to breed efficient cows that work well on our farm and that are little fuss. We focus on traits more than pure index and most important to us are protein, fat, liveweight, fertility and udder conformation," says Roger.

CRV Regional Breeding Manager Georgie Smith says the JT Thwaites Sire of the Season award recognises sires who have the potential to significantly influence the quality of cows within dairy herds across New Zealand. She says Kaka will leave daughters who are production machines with excellent capacity, strong udders, and fantastic shed traits.

"Kaka offers excellent CRV Health and Efficiency scores at 6% and 8% respectively. We all agree, he is a great sire. He offers breeders the full package from production with both protein and fat through to good conformation and udder traits," says Georgie.

"The Ellison's success is recognition of the continued development and quality of their herd. To win the JT Thwaites Sire of the Season is an impressive accolade and puts them in esteemed Jersey breeding company." CRV is a leader in helping farmers breed healthy and efficient animals and Kaka is an excellent example of the standard the company is setting, says Georgie.

"Sires like Kaka with strong CRV Health and CRV Efficiency scores can be certain to breed cows that will become top performers in the herd in the future."

Press release supplied by CRV

The Jersey Benefit – strong science underpins what we find on our own farms.

**Roger Ellison | JerseyNZ Industry Affairs Convenor
Member of Future Proofing Committee, Jersey Advantage**

At the recent JerseyNZ conference in Invercargill, one of the keynote speakers was Dr Steve Little from Australia. Dr Little, a well known and respected veterinarian and nutritionist on both sides of the Tasman, was commissioned by Jersey Australia to research the differences between Jersey and other breeds using the world literature plus Australian specific industry data (DataGene). His findings were broadly in line with what we have published in Jersey Focus previously and updated on the JNZ website, but with considerably more in depth analysis of reasons for the differences. What follows are some of the key differences between Jersey and Holstein-Friesian, and where possible, estimates the economic value of these differences. This is an amalgamation of Dr Little's findings and what we have found previously.

Feed Efficiency

What are the facts?

Jerseys produce 6-11% more energy corrected milk/kg DM than Holstein Friesians⁽¹⁾ or 9-13% more gMS/kg DM⁽²⁾.

They are also capable of eating 14-21% more DM/100kg LWt⁽¹⁾.

Adding these two gains together (greater feed conversion efficiency and higher intake) means, if fed sufficient to realise this difference, Jerseys will produce 26-31% more energy corrected milk/100kg LWt⁽¹⁾.

What is the mechanism?

Jerseys have 10% more gut volume/100kg, the rate of digesta flow is greater, and NDF digestibility is superior. They also graze differently. They spend more time grazing and ruminating per kg DM which provides a more stable food supply to the rumen⁽¹⁾.

What does this mean on the farm?

When a HF herd of 550kg average LWt, producing 500kg MS/cow/year (0.9kg MS/kg LWt) is compared with a Jersey herd of 430kg LWt, the Jerseys are capable of producing at a similar level (486-507 kg MS)(1.13-1.18kg MS/kg LWt), even though they are 120kg lighter. Even accounting for their higher intake/100kg LWt, the Jerseys do this with approximately 0.5 ton less DM eaten over the year⁽³⁾.

If this is from supplements at 40c/kg DM, this is a saving of \$200/cow/year or \$80,000/year for a 400 cow farm.

Methane production is directly correlated to DM intake at

21g methane/kg DM eaten. If 0.5 ton DM is saved, this represents 500kg x 21g = 10.5kg methane/animal saved = 4.2 ton methane (105 ton CO₂e)/400 cow farm not being sent into the atmosphere every year.

Fertility

What are the facts?

In Australia, the average Jersey sire for fertility will produce daughters with a 6 week in-calf rate 17% greater than the average Holstein Friesian sire⁽¹⁾. Also, Australian industry data (DataGene) over the last few years indicates a difference in actual 6 week in-calf rates of between 10-15% in favour of Jersey⁽¹⁾.

In NZ, we don't have equivalent industry data to DataGene available. However, fertility breeding values of cows by breed are published⁽⁴⁾. The national Jersey cow population has an average fertility BV of +0.8% and HF, -1.4%⁽⁴⁾. This equates to a 6week in-calf rate gap of 2.2% in favour of Jerseys. What can be predicted from the latest RAS list (May 2023) is that this fertility difference between J and HF is likely to get larger. If we look at the top 30 sires of each breed on the RAS list, the average fertility BV is +2.1% for Jerseys and -2.6% for HF⁽⁴⁾. The difference of 4.7% is double that of the current national herd at 2.2% and these are the sires that will produce cows of the future.

What is the mechanism?

It is well established that, after calving, Jerseys return to oestrus sooner, often exhibit a stronger and better observed oestrus and remain in heat longer than Holsteins. They also breed back earlier with fewer services per conception and stay in the milking herd longer⁽¹⁾.

Available evidence suggests that in the transition period and early lactation, Jerseys remain in negative energy balance (NEB) for a shorter period of time relative to Holsteins and that the magnitude of Jerseys' NEB is less than that of Holsteins. This is probably contributed by the fact that Jerseys intake for the last few days of pregnancy doesn't decline as much as Holsteins and Jerseys tend to take longer to reach maximum milk production after calving⁽¹⁾.

What does this mean on the farm?

The current NZAEL economic value for a 1% change in fertility BV is \$6.24⁽⁴⁾. If HF herds have a 2.2% lower

fertility BV than Jersey herds, this represents a difference in profit of \$13.73 per animal or \$5490 less profit /400 cow herd.

Health

What are the facts?

- Jerseys have fewer calving difficulties (less than half in some studies), less metritis and stillbirths⁽¹⁾.
- Jerseys tend to have lower somatic cell counts, and less clinical mastitis. In several studies (one large one in NZ), clinical mastitis was 50% less in Jerseys⁽²⁾.
- Jerseys are less sensitive to ruminal acidosis when challenged with a high carbohydrate diet⁽¹⁾.
- Jerseys have at least twice the risk of clinical hypocalcaemia (milk fever) compared with Holsteins⁽¹⁾.
- Jersey neonates have a greater ability to absorb antibodies from colostrum than HF but, in spite of this, may have a lower level of innate immune response to infection. This may exhibit as more infections post weaning⁽¹⁾.

What does this mean on farm?

At calving time, Jersey herds require less calving interventions and consequently less complications from these (metritis, retained membranes, calving paralysis). However Jersey farmers need to be more mindful of clinical milk fever cases and have strategies in place to limit the numbers.

Dietary changes can be tolerated better by Jerseys but all ruminants require dietary changes to be gradual rather than sudden. It takes time for the microbe populations in the rumen to adjust to changes in diet.

Mastitis is a big cost to the NZ dairy industry, estimated at \$180,000,000 per annum. Using the NZ figures of McDougall et al⁽²⁾, having less than half the clinical mastitis and corresponding lower somatic cell count would be a saving of at least \$20,000 for a 400 cow farm (Smart Samm Gap Calculator)⁽⁵⁾.

Heat Tolerance

What are the facts?

Jerseys are more heat tolerant than Holsteins, due to several factors related to their hair coat, skin structure, less subcutaneous fat, and greater body surface area to volume ratio⁽¹⁾.

Under heat stress, the rumen microbiome of Jersey cows is altered, thereby enhancing heat stress resistance, whereas in Holstein cows it is not⁽¹⁾.

Milk yield declines in HF under moderate and severe heat stress. For Jerseys it is just when heat stress is severe that milk yield declines⁽¹⁾.

What does this mean on farm?

Jersey herds require fewer days where efforts to mitigate the effect of heat stress are required (shade, wetting/misting etc). Consequently, there will be less milk yield depression from heat stress in Jersey herds.

Longevity

What are the facts?

Most studies across the world have found that Jerseys persist in a herd for longer than most other breeds. This has been put down to a number of factors such as better reproductive performance, lower incidence of mastitis, less disease and injury and fewer feet and leg problems⁽¹⁾.

Australian data from DataGene over the 40 years from 1980-2020 found 84% of Jerseys recalved after their first lactation compared with 81% of HF⁽¹⁾.

NZ data on breed associated longevity is sparse. The best I could get was from the NZ Dairy Statistics 2020-21 publication⁽⁶⁾. Table 4.6 in this publication provides data on herd test averages by breed and cow age for the 2020-1 season. The table below, uses this data to assess the relative proportion of different age groups being herd tested by breed. Although it is just a one-year snapshot this NZ data supports the findings of other overseas studies that Jerseys have longer productive lives than other breeds.

Table: Breed comparison of the percent of cows in herds in 2020-21 by age relative to those in 1st lactation

Start of Lactation	Jersey (%)	Xbred (%)	Holstein-Friesian (%)
1	100	100	100
2	90.1	86.6	89.1
3	80.9	74.8	74.9
6	46	38.8	34.5
8	22.5	16.4	15.3
Total Cows	245,791	1,568,568	896,690

As an explanation; In the 2020-21 season, lactation 6 Jersey (7y old cow) numbers were 46% of the 2y old cow numbers (lactation 1). Corresponding numbers for Xbred were 38.8% of the Xbred 2y old numbers and similarly 34.5% for the HF. Jersey herds had a higher proportion of older cows than HF and Xbred herds.

What does this mean on farm?

Cow longevity (survival) in a herd has an important influence on the herd's production efficiency, profitability and environmental footprint. Increased longevity in a herd means the herd's mean milk production is higher and fewer non-productive replacement heifers are required, reducing costs and on farm emissions.

Conclusion

The science is clear, Jerseys are more feed efficient, generally have less disease, live longer, are more heat tolerant and have superior reproductive performance which all leads to a lowered environmental footprint and more profit.

Scott Barnett, an Australian Agribusiness and Dairy Management Consultant modelled Dr Little's findings in both a predominantly pasture based system and a high concentrate farm system. He concluded:

"The average modern dairy farm is a multi-million dollar investment in land, cows and machinery. Maximising your profitability through milking Jersey cows can improve your return on investment by between \$500,000 – \$1million dollars over 20 years subject to your farm management and feeding systems."

Just like breeding your cows is a cumulative effect when you breed for genetic gain, milking Jersey cows is the same. Jersey superior return on investments in a HiGrass model of +.6% and HiCons of +1.2% is the same. Year on year Jersey cows deliver more profitability providing you more surplus cash flow and long term financial security.

Milking Jersey cows drives profitability in your present and investment in your future⁽¹⁾."

JerseyNZ members are invited to check out the full report at <https://www.jersey.org.nz/the-most-profitable-sustainable-cow/>

Acknowledgements

- Dr Steve Little and Scott Barnett for the time, effort and expertise required to undertake and complete to a high standard The Jersey Most Profitable and Sustainable Cow Project, including the modelling work.
- Jersey Australia for having the foresight to commission this project and making the findings available to JerseyNZ.

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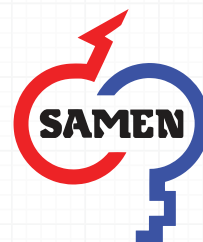
jersey^{NZ} Farm Signs

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.

Single Sided or Double Sided
Pricing Quote will be provided with order!
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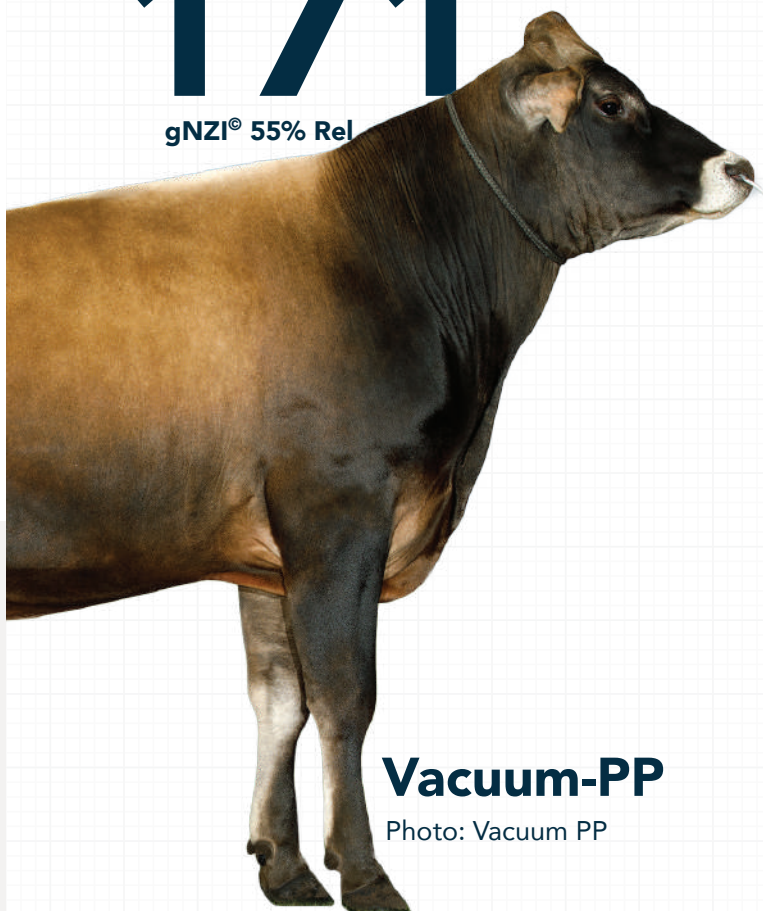


The Future of Efficiency



171

gNZI® 55% Rel

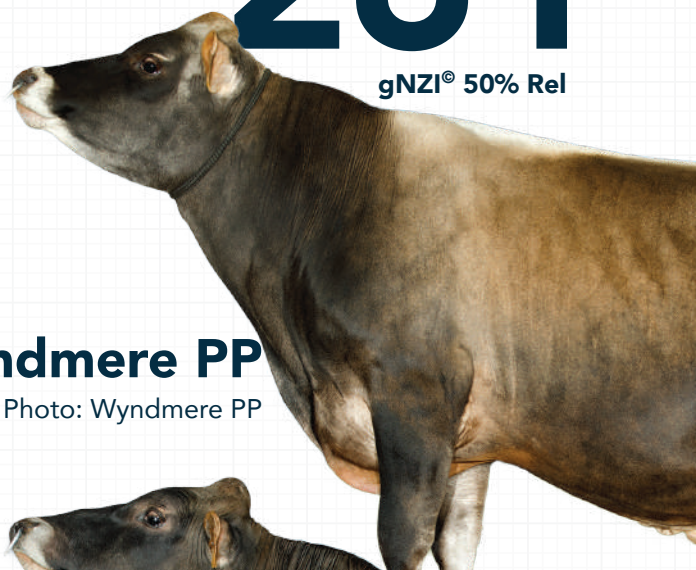


Vacuum-PP

Photo: Vacuum PP

261

gNZI® 50% Rel



Wyndmere PP

Photo: Wyndmere PP

237

gNZI® 50% Rel



Faro PP

Photo: Faro PP

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Diversify your herd's genetic line, and introduce the in-demand homozygous polled gene to your Jersey herd with Samen NZ's high gNZI® PP sires. Check our Samen NZ's 2023 Breeding Guide for the full range of Jersey sires.

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Samen NZ's Leading
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Jerseyland Farms Update

by Julie Pirie

The end of the dairy season was signalled in Southland's normal way with a sudden cold snap of weather. A good autumn has set up Jerseyland Farms very well, with pasture cover and supplements on hand allowing a good buffer for any poor growth should winter be harsher than normal.

Winter grazing will see the herd go to three locations – the bigger Friesians will be close to home at Makarewa, the rising 2 year olds will stay at their grazing block at Tokonui, and the remainder of the herd will be on pasture and silage near Bluff.

Cows will be dried off at the end of May, which should see production down around 4% at 227,000 kg MS. Pete, Rodney, Dyllan, Rachel and myself have set targets for next season at 240,000 kg MS, with 640 cows wintered. The team has had a year which has finished on a good note, with goals set for management and benchmarking systems in place.

On the financial side, the farm has been able to deliver budgeted dividends to all shareholders, and a moderate amount of debt repayment. Increased interest rates have impacted the second half of the season, and will put pressure on budgets going forward. There is a very positive vibe within the whole team to manage costs and reduce wastage.

A highlight for Dyllan and Rachel was hosting JerseyNZ conference delegates. The opportunity to speak with a number of members was great, especially on such a great Southland autumn day. They came to the Semex On-Farm Challenge prize giving, and were very impressed with the quality of cows. This has resulted in one of our goals being to enter a team from Jerseyland Farms. This will create a bit of fun for the team as we identify the better type and production cows.

For those on Facebook I am now able to provide more regular updates on the farm. I welcome any feedback, and am happy to talk about the farm and any matters Jersey.

I'm looking forward to speaking to Jersey breeders in Australia about Jerseyland Farms in late May. Thanks very much to the enthusiasm of the on-farm team, the administration provided by JerseyNZ and the support of all investors in Jerseyland Farms. We all look forward to the next season and continual improvement.

jersey^{NZ} – Jerseyland Farms Investors

The following members have supported the Jersey NZ investment in Jerseyland Farms through a donation and/or the provision of an interest free loan to Jersey NZ.

Pirie Farms Ltd
Fyvie Meadows Ltd
Lower Waikato Jersey Club
R & G Ellison
Lynbrook Farm Ltd
Goreland Partnership

Te Awamutu Jersey Club
R & E Riddell
E & S Smeath
R H & J Potts
P & S Ingram
Ede Investments Ltd

Nelson & Golden Bay Jersey Club

LYNBROOK

JERSEYS



LYNBROOK GFD TRICK

Dam of Lynbrook TN TeAnau
JERSEY FUTURE



OKURA TS STELLA-MEG

Grandam of Lynbrook Titus Megapower
LIC



LYNBROOK BOF SPADES

Dam of Lynbrook Titus Santana
LIC



LYNBROOK DIRECT TRIC-P

Dam of Lynbrook TBM Trilogy-P
JERSEY FUTURE



LYNBROOK STAR BOWIE

By Tripplestar dam of Lynbrook Trigg Bravado
JERSEY FUTURE



LYNBROOK VQUIN SPADES

By VJ Quintana Dam of
Lynbrook Nuc Riverstaone CRV

**STEVE, NINA, EMILY
AND KATE IRELAND
TEMUKA**

HERD MINDA

BW320 PW342

AT 31/5/23

A better breeding worth for kiwi farmers

Time to have your say!

Consultation is now open on NZAEL's proposal to improve Breeding Worth for kiwi dairy farmers. Your voice is important – make sure you have your say!

NZAEL aims to deliver an independent, accessible and internationally competitive breeding worth system by 2024. This will give kiwi dairy farmers the best chance of achieving internationally competitive genetic gain.

The new system will:

- Improve the accuracy of NZAEL's Breeding Worth by including all relevant New Zealand genomic and phenotypic information.
- Be inclusive, giving all dairy farmers the ability to utilise the NZAEL Breeding Worth data to improve their herds.
- Create one independent source of Breeding Worth, enabling farmers to better compare bulls across providers, with the knowledge that they are using the same credible data to inform their choices.



NZAEL is seeking your feedback on its proposed operating model – to provide a better service for farmers.

The model was developed over 18 months, using sector-wide input and feedback. It outlines how all participants will:

- provide data (genotypic and phenotypic),
- access information, and obtain an NZAEL Breeding Worth with genomics.

Have your say!

The introduction of an independent, accessible and internationally competitive breeding worth system is about improving profits for dairy farmers and improving the kiwi dairy herd as a whole.

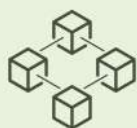
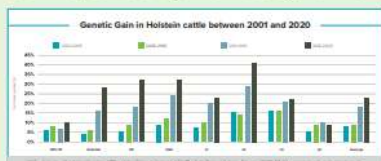
Find out more at Better Breeding Worth - DairyNZ
Don't miss this opportunity to provide us with your feedback. Consultation closes 5pm, 27 June 2023.

NZ's current scenario



Genetic gain

- We're not keeping up internationally
- Slow uptake of genomics by farmers



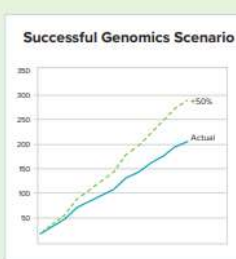
Animal evaluation System - BW

- CRV, LIC and NZAEL producing different versions of BW
- Genomics not included in NZAEL calculations



Your bottom line

Kiwi dairy farmers have collectively missed out on approximately \$136 million every year – that's about \$36,000 for a farm with 450 cows



NZAEL's Proposal

To have an accurate, independent, and inclusive Breeding Worth system by 2024.

Improve the system to achieve better genetic gain and higher profits for kiwi dairy farmers.

NZ's future scenario

New Zealand's rate of genetic gain is on par with our international competitors.

- One independent source of BW
- Improved BW accuracy from using genomics and better data
- BW available to all NZ dairy farmers to improve their herds

Increased farm and sector profits from:

- Faster and more informed breeding decision-making
- Better performing cows and improved efficiency

A photograph of a man with a beard and grey hair, wearing a brown and black jacket and light blue trousers, standing in a green field. He is surrounded by several cows of various colors (brown, black, and white). The background shows a line of trees and a cloudy sky.

Getting the most value out of Breeding Worth

NZAE Update by Andrew Fear

For dairy farmer and bull breeder Steve Ireland, building a better Breeding Worth (BW) means being able to make smarter more profitable decisions.

Based in Temuka, South Canterbury, dairy farmer Steve Ireland has always had an interest in breeding with a focus on improving production, fertility, capacity, udders and genetic diversity. From this he ended up expanding into bull breeding.

"Bull breeding was just a result of our breeding plan for replacements. We bred a top cow in 1996 and in 1999 her son was brought by LIC. We decided to flush that cow and by chance she gave us an incredible number of offspring with a large number of bull calves purchased. That success was the catalyst that got us into flushing females and continue bull breeding."

BW is important to Steve for breeding suitable, top quality replacements. NZAE's tools also enables him to identify specific traits that are important for his own breeding objectives, and be able to create the type of herd that he wants to farm.

"We utilise the NZAE Bull Search tool to help select suitable sires. The advanced tool is useful for prioritising certain breeding values and traits, and it's also useful for finding potentially suitable outcross and more genetically diverse sires."

Steve is now using his experiences to help direct the future of NZAE's BW index through his involvement with their Farm Advisory Panel (FAP), a diverse group of farmers who help advise around the genetic side of NZAE.

"The FAP connects farmers milking cows, who have the passion and knowledge of genetics and day-to-day farm and

animal management, to the decision making process at board level. It is vitally important that dairy farmers and herd and cow owners have an input into our evaluation systems."

Steve sees the introduction of one BW for NZ delivered by NZAE as a way to create more opportunities for the New Zealand dairy sector, while at the same time making BW more accessible for Kiwi farmers.

One of the main issues he sees it addressing is the confusion around currently having a number of different BWs with different values.

"Having multiple BWs or animal rankings in NZ is confusing and unhelpful, and is leading to some fragmentation of the AI industry. Herd owners, particularly bull breeders, need to be able to identify and add value to top bull calves by having an independent genomic test available. Farmers also often have genetically diverse bull calves who can fall under the radar of the main AI companies. Having an independent test could identify these bulls as being useful for breeding replacements."

He also sees the introduction of a single BW as beneficial move for the entire sector, and an opportunity for everyone to work together for the good of the industry.

"We need an independent and collaborated approach that will continue to deliver optimal genetic gain to NZ farmers. An independent evaluation system should also help create fair opportunity for breeders and competitors."

DairyNZ
Profitability. Sustainability. Competitiveness.



Posterity Jerseys

by Pam Goodin

In April 2022 Dick & Faye Post of Posterity Jerseys, Tauwhare became record-breakers when they dispersed their herd of Jerseys and sold Posterity Mans Susie (s. Tironui Superman ET) for \$55,000 to Riverbank Dairies Ltd in South Otago, a NZ record all breed price. Several other animals including Susie's daughter also sold for prices over \$10,000 in a hugely successful sale (refer Jersey Focus – June 2022).

This year, they followed this up with another online sale for the last of their stock – with three cows and 80 heifers averaging \$2,344. Dick really enjoyed collating the pedigrees for the recent sale, it was a great opportunity to see how their dams are doing in their new herds. Most of the heifers are still on the farm during our visit, but Lot 3 Posterity Flint Valance S1J (s. Shepherds LT Flint ET S3J) was being picked up that afternoon. The largest of the heifers weighing in at 445 kg, Valance is the daughter of the cover girl from the 2022 sale P. Phillip Vale SOJ, who sold for \$4,550.

Her new owner is Susan Heron of Owaharoa Farms Ltd, Pukekauri. Susan is the sister of Debbie Mercer whose Owaharoa Jerseys herd in Southland was recently dispersed. Susan farms the original family property in the Waitawheta Valley near Waihi. The heifer was purchased for her by recently retired farmer and her relief milker Bill Sanderson. "An unexpected gift at an unexpected time", Valance is already in-calf to Tironui Superman ET, the same bull that Susan has ordered to use on her own heifers with one already on the ground.

In the year between the two sales, the farm at Scotsman Valley Road (near Hamilton) where they farmed for 40 years has been

sold, and they have moved to their former 40 ha runoff just a few minutes drive away on Tauwhare Road. Now that the last of their dairy cattle have gone they will raise beef and have taken on some dairy grazing with 35 Jerseys currently grazing on farm. They are hoping that this will prove less of a tie, and plan to get some travel in both in New Zealand and overseas.

Dick comes from a Jersey farming family, but the family farm was not a pedigree stud. He started Posterity Jerseys in 1993, not registering all the herd but rather those that stood out as elite. His philosophy revolves around cow families, which have evolved from 2-3 families 10 years ago to almost 10 distinct families when he sold up. Breeding for volume, he believed that with volume came protein. He followed genomics initially when it was introduced, then like many other breeders backed off for a while. He has also followed bulls from certain studs. Dick and Faye rarely purchased stock from other breeders (just four animals in over 30 years with three from Crescent), always breeding their own stock.

In his last few seasons, Dick milked 325 cows, averaging around 425 kg milksolids per cow, and Breeding Worth in the herd was often sacrificed for size. The herds final season in 2021/22 saw 64 registered Jerseys average 4,559 litres milk, 261 kg fat, 183 kg prot (443 kg milksolids) in 238 days.

Record-breaking Susie was sired by Tironui Superman ET, one of the bulls chosen from a trusted stud (Murray

Gibb, Taupiri). Superman was heavily used at Posterity, with many breeders getting their first Superman calves through the Posterity sale. Anecdotal, Dick has heard that Superman semen sales increased significantly following the sale success of his daughter Susie, and indeed Superman won the Jersey Premier Sires Bull of the Year for 2022 at the recent LIC Premier Sires Awards based on inseminations.



Dick & Faye were happy to go with an online auction both in 2022 and 2023 after selling another Jersey herd about 30 years ago in the paddock. They were disappointed when that herd was mated to Holstein-Friesian, and believe that selling by auction helps get their genetics into more herds, and they were also more likely to be purchased by breeders and subsequently herd tested on different farms. They see online auctions as extending the buyers pool also. Over the years, they have been regular vendors in the Jersey Pride sales.

Dick & Faye have had 10 Posterity bulls purchased by AB Companies, mostly CRV and Liberty. The most recent Posterity Banff Desire is a Jersey Future bull marketed in the 2021 Jersey Future catalogue.

321205 POSTERITY BANFF DESIRE
317501 POSTERITY DIESEL RADIUM
311514 POSTERITY GOLD STRIKE
311801 POSTERITY LRGT STARDUST
312803 POSTERITY OLM ARORED
65562 POSTERITY RASTUS ET
308817 POSTERITY STANZ DAVIT S3J
317803 POSTERITY SUPER RUPERT
317804 POSTERITY SUPERVISION
314805 POSTERITY ZELO BRYAN S3J ET

Dick intends to continue enjoying his 'back paddock' on the farm for a few more years yet & keeping up with the upkeep required on the smaller block. Faye just can't wait to get him off farm for a bit, the first stop being some travel in the South Island.



ELLISON JERSEYS



GENETIC EXCELLENCE | EFFICIENT | RELIABLE COWS

Herd Minda BW/PW 314/330: April 21, 2023

Highest BW's 542 & 520: Highest PW's 770 & 692

Several cow families with bulls at AB Centres, some listed below:

E. Integrity Kaka, 319603, 456/86
E. PS Panterra ET, 318512, 386/88
Ellisons Tynell, 519036, 379/87
E. LFG Carwyn JG, 323502, 360/23
E. Speedway Audi ET, 316014, 342/88
E. Marcus Lauren, 322956, 332/39

E. PS Tungsten, 318507, 402/86
E. Heads Archer, 317011, 380/90
Ellisons Cannock ET, 517033, 375/89
E. Leo Larikin, 322015, 357/39
E. Aoraki Jayden, 323027, 337/22



“Growing Good Cows & Good People, Visitors Welcome”

For Sale this Spring: Approx 20, 10 day Heifer calves, BW Av 320 (range 230-350).
Three Yearling J Bulls at National Bull Sale, BW 400 plus.

Roger: 0274479560, Glenys: 0211474490, Email: glen.rog@xtra.co.nz, fb: Ellison Jerseys



International Dairy Week Youth Challenge 2023

by Julie Pirie

After a two year absence, JerseyNZ was able to support 11 young people to compete in the International Dairy week (IDW) Youth Challenge held January 13 to 20, 2023.

The Youth Challenge is held on the Sunday prior to the dairy show commencing. 10 competitors have three events to complete – first up for the New Zealand team was parading - Odyssey Travers, Angel Somerville and Kimberley Simmons paraded 3 animals borrowed from the string of cattle that Kimberley was looking after (Llandoverly stud). The animals and their handlers did very well – a huge effort with unfamiliar animals.

While they were competing, the first heat of the clipping challenge was judged. The JerseyNZ team competed in the second heat. The competition is organised by Holstein Australia, so the animals clipped are Holsteins. With 11 teams competing, there is a lot of work done prior by a local Holstein breeder. In the clipping team were Ella Pirie, Riley Taylor, Zara Williams and Holly Williams. Despite not practicing together, they completed the task very well. The final score of 98 out of a possible 100 points being a great result. Zara Williams also won a set of clippers for being the most promising clipper.

The final event was the judging. This year the animals judged were Ayrshire cows, the cows were very different than expected, unfortunately for our team the judges placing was a lot different. Jacoba Gread made a superb effort in explaining her team's reasonings, which helped make up some points lost in the placings. It is an area as team that we will have to put more practice into. Margaret Russell and Bella Booth were part of the team.

Article Cover Photo of 2023 IDW Main Team

l-r Jacoba Gread, Kimberley Simmons, Ella Pirie, Bella Booth, Odyssey Travers, Holly Williams, Riley Taylor, Zara Williams, Angel Somerville & Margaret Russell

IDW is held in the town of Tatura, an area that was strong in dairy, while there are still a number of dairy herds in the Shepparton district, much of the land is now in apples and other horticulture.



Holly Williams with Nathan Hart, the judge of the Clipping Challenge

This year five of the team members travelled early. They went to help three exhibitors, doing their share of feeding, cleaning and caring for stock, as well as a few night shifts. The other six came over with Susanna Booth, meeting with me at Melbourne airport, where we picked up rental vehicles. We travelled through to a local wildlife zoo, and then up to Shepparton.

The organising team at IDW had a couple of new features at this years event – an evening focussing on food trucks – with entertainment as well. For the youth there were two practical sessions on clipping and parading. The cattle shows were up to their usual standard, and the sale is always a highlight.

The team had a trip to Echuca, a good chance to get away to see some of Australia's tourist spots and learn about the importance of the Murray River, and of course the lolly shop is a favourite too!



Parading (L to R)
Kimberley Simmons, Angel Somerville, Odyssey Travers.

It was great to see some incredibly well presented cattle. It was also a proud moment for Odyssey, Angel and Riley to see a cow they helped look after take out the Grand Champion. The team was able to catch up with other New Zealanders attending IDW – Zoe Botha, a previous team challenge member, and Joanna Fowlie, as well as meeting new people. Joanna capped off a great week being in the team of Munden Farms grand champion cow, then achieving the same result a week later at NZ Dairy Event with her own cow.



Jacoba Gread talking through her judging lineup.

Thanks very much to Susannah Booth and to Briar Booth, who was the extra team member. Briar was able to join the Illawarra Youth Challenge team.

Thanks to JerseyNZ for the administration assistance, and for the polo shirts. Our team looked very smart, and conducted themselves incredibly well. We didn't get in the top three this year, but took away some valuable lessons and gained a lot of extra knowledge and experience.

Photos Credited: Julie Ashton



Zara Williams in the clipping challenge.

It was amazing to be picked for the JerseyNZ team and go to Australia to represent NZ and I would like to give a big thank you to Susanna Booth and Julie Pirie for taking care of us while we were away.

We had such an awesome time exploring around Shepparton and Echuca especially the lolly shop. Personally my favourite part of the trip was the clipping challenge because we all worked so well together and did an amazing job clipping and nearly got a perfect score of 98/100 for our clipping which was a great feeling. I really enjoyed meeting new people

around the barns and getting to know some tricks they use to prepare their animals and learning from the clipper and handler tutorials the International Dairy Week held for the youth. So another big thank you to JerseyNZ for the opportunity to compete at International Dairy Week it was such a nice place around where we were staying. I really appreciate everyone's help at International Dairy Week it was such a pleasure for our team. Hopefully to be in the team next year.

- Zara Williams



National All Dairy Breeds Youth Camp George Williams

I was fortunate to attend the 2023 National All Dairy Breeds Youth Camp with my younger brother Charlie. It was held over four days in Rangiora, in January. The first day of the camp we were allocated a heifer each. I was allocated a Jersey heifer from Glenalla and Snowfed Farms. During the camp we learnt how to clip and present our animal for photographing. We had a before and after photo taken of us with our heifers. We also had learning modules on genetics and cow health. The camp finished with a mini show where we were judged for our handling skills. I learnt a lot about clipping and the people teaching us about clipping and photography were so helpful and encouraging. My favourite part of the camp was when we went on a mystery bus trip which was actually to my Uncles farm and we learnt about Allflex collars. It was an interesting few days and I learnt a lot.



JerseyNZ Governance Development Programme

formerly known as the YOUTH COUNCIL

Last year the Youth Council had lengthy discussions about the Youth Council going forward.

The Youth Council was primarily set up to teach governance with the offshoots of:

- Providing an avenue for succession planning for the JerseyNZ Board
- Training for those who wished to apply for roles on industry boards
- Formulate a Strategic Plan for the Youth

Later a Youth Committee was formed to implement the strategic plan so that the Youth Councillors understood the difference between governance and management.

COVID totally interrupted the programme, commitment declined and it became very difficult to organize anything as meeting dates kept shifting and we basically became a youth discussion group. It was decided that we go back to the original purpose – the teaching of Governance and we have renamed the group the JerseyNZ Governance Development Programme (JerseyNZ GDP)

Participants then commit to the following:

- Attend four Face-to-face day meetings and one evening zoom meeting per year with dates determined at the beginning of the year
- Each day meeting will be 10am – 2pm with the first two hours dedicated to training followed by lunch and a meeting

- Participants will attend either the JerseyNZ Conference (in part or all) or the AGM
- Participants will be expected to become an associate member of JerseyNZ if not already a member

Topics covered are:

- Governance – What is it?
- Strategic Planning – What's our Why?
- Board Diversity – What does that mean?
- Essential Policies and their legal requirements e.g. Health & Safety
- Board Protocols – What are your responsibilities as a Director?
- Financial Understanding
- Risk Management

Chloe Belfield (now Jones) left our programme last year to join the Young Farmers NZ Board. In order to secure the votes from the membership she was required to travel to the various regions and explain why she would like to be on the board. Chloe gained the highest votes in each region and the feedback was – because she understood governance and the part she had to play!

Congratulations Chloe.

This year we welcome three new participants:

These three join Abbey Stantiall – LIC and Dave Ackerman – Ayrshire NZ and we warmly welcome them into the programme. We look forward to the sharing of great ideas and learnings.



Megan Thomas - Gore

A member of JerseyNZ and an Associate Judge, Megan is also a member of NZ Young Farmers, HFNZ, Ayrshire NZ and a Champion for Meat the Need. Megan's motivation is to be the voice of the next generation and help them to succeed in the NZ Dairy industry.



Wayne Hofmann - Hamilton

A science graduate working at Dairy NZ, Wayne is a former Vice Chair and Chair of Massey and Waihi Young Farmers Clubs and is currently on the question committee for the FMG Young Farmer of the Year contest. Wayne's motivation for applying for the programme is to gain the necessary skills to enable participation on Industry Boards.



Sara Russell - Ashburton

Sara, a Synlait Gold Elite Dairy Farmer, is a member of Dairy NZ Environment Leaders and a Climate Change Ambassador. A passionate Jersey breeder, Sara's motivation is to take a step forward and be more involved in the governance of dairy specific entities.

Ian Harris Memorial Heifer Competition

Proud Sponsors of the 2023 Competition

jersey^{NZ}
YOUTH

2022/23 Competition

Junior Entrants

Entrant	Heifer Selected
Ella Pirie	Ngatea Leo Ella Cinnamon
Imogen Beagley	Ngatea Imogen Luna S1J
Chloe Sargent	Ngatea Chlow Winnie
Thomas Jeyes	Kuku Casino Lilly
Mia Farac	Grahmar Xpunch S0J
Isaac Wallace	Grahmar Wins Paula
Ella Wallace	Grahmar Ricks Paris
Charlie Scherer	Sherborne Fizz Luna
Gabrielle Scherer	Sherborne Chrome Darcy
Oliver Andersen	Sherborne Fizzy Cola
Henry Scherer	Sherborne Casino Pippa
Boyd Ferguson	Allandale Casino Lassy
Odyssey Travers	Rivermere Integ Tess
Ellie-May Riddell	Thornlea Hoss Tansy ET
George Williams	Williams Hoss Jaffa
Jack Williams	Williams Misty Frosty
Charlie Williams	Williams Misty Toffee
Ruby Williams	Williams Lotto Rose

Junior Winner

Henry Scherer	Sherborne Casino Pippa	162.3 points
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Senior Winner

James Wallace	Maxwelton Topeka Gypsy	77.6 points
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Senior Entrants

Entrant	Heifer Selected
Hannah Nicholson	Hanrose Super Stella
Katie Mears	Kirbydale Tilly
James Wallace	Maxwelton Topeka Gypsy
Kahu Morgan	Thornlea Ricks Ezzie2 ET

Overall TOP Winner

Ellie-May Riddell	Thornlea Hoss Tansy ET	77 TOP Points
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Overall Production Winner

Henry Scherer	Sherborne Casino Pippa	97.3 Production points
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Overall Winner

Henry Scherer	Sherborne Casino Pippa	97.3 Production points
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Look out for entries opening soon for the 2023/24 competition

YOUTH FEATURE

Have an opinion on the current industry movement?

JerseyNZ invite members to share their thoughts in the “In My Opinion” segment.

Discuss relevant thoughts regarding the Dairy Industry, Breeding and Genetics, Life as a Farmer or anything else that pops into mind.

Send at any time to: info@jersey.org.nz

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

The NZ Hall of Fame awards were presented at the Annual Conference, held in Invercargill in March 2023. The five finalists are listed below, followed by the two cows inducted to the Hall of Fame:

Finalists – nominated by

- Kaitaka TGM Leonie – nominated by Des Hickey
- Ferdon Comerica Viyella – nominated by Luke Gilbert
- Glenui Integrity Lace ET – nominated by Tony Landers
- Carrondale Apexs Petrina – nominated by Jo Davies
- Ferdon Follys Viyella – nominated by Michelle Ferguson



Ferdon Follys Viyella – nominated by Michelle Ferguson

Born in 2004 and to date is still at Ferdon Genetics in Otorohanga. Viyella has a BW of 768, she has done 10 lactations with a total of 10,230 litres and 5,700 milksolids.

She is affectionally known at Ferdon as 'Folly' and has had a prolific show career, winning North Island Champion in 2010, Reserve Champion New Zealand Dairy Event (NZDE) 2010, Supreme All Breeds Champion Northern Wairoa 2010. Senior Jersey Champion NZDE 2012 and her daughter won the Intermediate Jersey Champion and beat her for Supreme Jersey 2012.

She has 11 daughters whom are all EX, seven of these daughters were natural calves. Of these daughters, the most well-known is Ferdon Comerica Viyella, who was Supreme Champion Jersey five times and three times Supreme All Breeds at New Zealand Dairy Event, also Queen of the Decade at NZDE and was the highest producing cow for New Zealand.

Many accolades have been achieved by her other daughters as well as her great granddaughter, Ferdon BStone Venice achieving Intermediate Champion Waikato 2022, Intermediate Reserve North Island Champion 2022 and 1st place 3 yr NZDE 2023.

Ferdon Follys Viyella has stamped her mark as one of Ferdons' matriarchs well and truly with the progeny that just keeps coming not only in the show ring but also with production and reproduction. But all of this is no surprise with cow family she comes from, which includes Ferdon Glen's Vickie herself a noted Champion and production Cow, and with 18 Generations back to Lady Viola.



Glenui Integrity Lace ET – nominated by Tony Landers

Born in 2012, Glenui Integrity Lace was the result of the first ever ET work that Tony and Lesley Landers had done, sired by a young genomic bull, Okura LT Integrity, out of Glenui Nevys Lacy. Lacy was not contracted, but a very good production cow. Lace's BW is 409 and she has produced over 450kgs MS every lactation with three lactations of greater than 660kgs MS.

Perhaps her greatest achievement is her progeny, with seven sons taken into Breeding companies. Four sons graduated in 2022 and they were in the top 20 sires on the RAS list of April 2022. Possibly the first time a cow has had 4 sons in the top 20:

- Glenui BC Laredo ET S3J – BW: 494 (2022 BW)
- Glenui Super Larkin ET – BW: 494 (2022 BW)
- Glenui SS Liam ET S3J – BW: 453 (2022 BW)
- Glenui Super Laird ET – BW: 437 (2022 BW)

She has also produced numerous daughters, all have been contracted by AB companies. She is the granddam of 13 bulls, most are still in sire proving schemes.

2 of which are proven:

- Glenui Super Lamar – BW: 423
- Glenui BT Liberation ET – BW: 436

2024 Jersey Female Hall of Fame

The Jersey NZ Hall of Fame 2024 will be presented in 2024 at the Annual Conference.

- Each member may nominate one cow to be considered for the Jersey NZ Female Hall of Fame annually
- Any cow that has been registered with Jersey NZ is eligible for nomination (current or historic)
- Members do not need to be the owner of a cow to nominate her.
- Jersey NZ will appoint three Judges annually to consider nominations, these judges will be selected from a cross-section of Jersey NZ membership
- Up to five finalists will be announced via email, website and Facebook prior to Annual Conference
- Up to two cows will be inducted annually into the Jersey NZ Female Hall of Fame at the Annual Conference Awards Night. This presentation will highlight the inductees and their accomplishments
- Any nomination will stay active for the next two years if the cow is not inducted into the Hall of Fame within that time.
- Nomination reasons may include (but are not restricted to) high index; outstanding progeny; on farm results; show results; great cow family; any other accomplishment worthy of consideration.

Entry will close on 30 November for presentation at the Annual Conference 2024. The Hall of Fame will be maintained on the website with photos and brief citations for each inductee. Get your thinking cap on now and get your nomination in!



Jersey[™]
GOLDEN GIRLS
2023

Photo taken at Ashvale Jerseys

Jersey NZ Annual Conference 2023

Invercargill, 29 – 31 March 2023

Article written by Jackie Kennedy

An earlier Conference date this year proved to be the wise decision with Southland turning on some fantastic weather for the 2023 Conference held in Invercargill, although we were repeatedly told that it was always like that down South! The highlight this year was of course the visit to Jerseyland Farms and it's what attracted many members to this year's Conference. Our theme was 'Golden Girls', with our final night themed as James Bond.

The Conference held over three days began on Wednesday afternoon. While the Board attended a meeting, registrations for just over 90 attendees were taken at the Ascot Park Hotel. Delegates were able to mix and mingle during drinks, followed by the Allflex dinner where the Conference was officially opened by Rob Scott, the Southland District Mayor. After dinner, we enjoyed the increasingly popular Link Livestock quiz where we all learned that Cher's last name is Sarkisian and that Cliff Shearer is the most active member on Facebook.

Thursday morning we were joined by Dr Steve Little via a Zoom call from Australia. Steve is an Australian veterinarian, whose presentation, 'The Most Profitable and Sustainable Cow' outlined the research on Jerseys' feed efficiency, fertility, health, heat tolerance and longevity. You can read more on this in a report from Roger Ellison as part of his Industry Affairs article on page 18.

Following Dr Steve Little's presentation, we had the absolute pleasure of hearing from Tangaroa Walker, the founder of Farm 4 Life – a social media account that aims to help young people get involved in farming. Perhaps the only speaker ever to turn up to Conference in stubbies and gumboots, Tangaroa talked about his challenging upbringing and how he found the motivation to succeed in tough times. From starting off working for his uncle feeding the pigs and milking the cows for \$5 a week, to becoming a successful sharemilker and creating the very successful Farm 4 Life, which is growing exponentially. An immensely motivating speaker that left a couple of Conference attendees heading into town to purchase his book.

Following lunch, two buses headed individually towards Otautau and Riverton to Ashvale Jerseys and Templeton Flax Mill Museum, swapping over in between. The visit to Ashvale Jerseys (Rodney & Jocelyn Dobson) included a brief talk from the Dobson's and walk through the herd which will soon be dispersed as it has been sold. At the Templeton Flax Mill we watched a video and saw a demonstration of the machinery used for many years to turn flax into rope and other products. The Mill now runs as a Trust on the Templeton family's working dairy

farm, and the product that comes out of these demonstrations is sold via TradeMe, often to Marae and weavers throughout New Zealand.

Dinner at the ITL Stadium was followed by the annual Jersey Pride sale hosted by Link Livestock. Once again, a successful hybrid sale took place, with the top selling animal going for \$15,500 – Glanton KFP Bane ET. The proceeds from the Jersey semen donated by LIC each year covers their Conference sponsorship, and this year raised just over \$10,000 for JerseyNZ. Our thanks to LIC for their continued support.

Friday morning, we began with the Special General Meeting to consider Notices of Motion and members had the opportunity to raise questions of governance and management during the General Business section. We then heard from Rachel Haskew and the team from Jersey Advantage, with the continued work they are doing to promote the Jersey breed and addressing industry-wide issues. Following this, Julie Pirie gave a presentation on Jerseyland Farms, including drone footage of the farm which you can view on the JerseyNZ website under the Collaborations tab. Drone footage is courtesy of Country & Co Real Estate.

Following morning tea, two buses headed out to Bill Richardson's Transport World – an impressive collection of over 300 classic vehicles and other memorabilia, as well as a small collection of Wearable Arts garments. The contingent then traveled out to Jerseyland Farms, where the group enjoyed a BBQ lunch, kindly sponsored by Farm Source and assisted by the Southland Jersey Club. We heard from Pete Atkin, the Farm supervisor, as well as contract milkers, Dyllan Geerlings and Rachel Jackson who are doing a fantastic job on farm and had the farm looking fantastic for our visit. Dyllan and Rachel expressed their new-found love for the Jersey cow and said they often find themselves in the paddock in the evenings for a visit with the herd. It was great to see the farm in person and to hear of its success after years of initial talks to purchasing and getting investors on board in order to get the farm up and running.

After a wander around the herd, the buses headed back to the Hotel where everyone got dressed up for a fun-filled evening, James Bond style. The JerseyNZ Awards were presented, including the 2022/23 Semex On Farm Challenge Awards, Show Awards, Production Awards and Special Awards. You will find all JerseyNZ awards listed in this issue of the Jersey Focus. Congratulations to all award recipients. Friday's dinner was followed by entertainment from the band Triple Shot who were both thoroughly entertaining and interactive.

At the conclusion of the evening an small but intrepid group ventured out into the cold Invercargill night in search of the

elusive Aurora Australis. It was active that evening, but sadly could not be viewed from the mainland. However, we got some fantastic night photos across the water.

On Saturday, around 17 members traveled over to Stewart Island for a day trip where they enjoyed some beautiful scenery and explored the Island.

With Covid now well & truly behind us, we welcomed Jersey Australia President Lisa Broad back to Conference as we return to reciprocal Conference visits. President Julie Pirie travels to the Australian Annual Conference in May 2023.

The Organising Committee for the 2023 Annual Conference included Pam Goodin, Jackie Kennedy, Alison Gibb, Ross Riddell, Maurice Pedley and Rodney Dobson. Our thanks go to these members for assisting with the planning process and offering their ideas and suggestions. JerseyNZ would like to extend our thanks to the Southland Jersey Club for their assistance with the visit to Jerseyland Farms, and to all delegates who attended this year's Conference and making the effort to travel to Invercargill. Thanks also to the JerseyNZ team of Pam Goodin, Jackie Kennedy, Michelle Calcott, Karen Maxwell and Sean Bresnahan for their contributions leading up to, and during the week of Conference.

And finally, our Conference would not be possible without the generous support of our sponsors. We warmly thank them for both their sponsorship and attendance. We ask members to support these sponsors where they can.

The location for our 2024 Conference is yet to be confirmed, but this will be announced in the near future.







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jersey^{NZ}

Annual Conference 2023 GALLERY

- 1.) Serious discussions during the Link Livestock quiz night
- 2.) Dr Steve Little's zoom presentation from Australia
- 3.) An inspirational talk from Tangaroa Walker from Farm 4 Life
- 4.) Members visiting the Templeton Flax Mill
- 5.) Templeton Flax Mill
- 6.) Ashvale Jerseys farm visit
- 7.) Ashvale Jerseys
- 8.) Tony Luckin, David Ireland and Rodney Dobson at Ashvale Jerseys
- 9.) Rachel Haskew gives a presentation from Jersey Advantage

- 10.) Dinner at ITL Stadium, followed by the Link Livestock Jersey Pride Sale
- 11.) Visiting Bill Richardson Transport World
- 12.) Bill Richardson Transport World
- 13.) Rob Thwaites and Maurice Pedley at Bill Richardson Transport World
- 14.) Enjoying a BBQ lunch at Jerseyland Farms
- 15.) A wander through the herd at Jerseyland Farms
- 16.) Tony Luckin, Chad Winke and Colin McEldowney assessing the Jerseyland Farm herd
- 17.) James Bond theme for the final night

Special Awards 2023



George Henry Dawick Memorial Cup Mark & Diane Townshend

The George Henry Dawick Memorial Cup is presented to a member who has attained significant achievement at either a national or international level that reflects progressive Jersey excellence in any field relating to the Jersey breed.

During George Henry Dawick's 27yr tenure as Managing Secretary of the New Zealand Jersey Cattle Breeders Association he was a renowned stalwart of the breed and a force to be reckoned with when pursuing Jersey excellence. He saw the pursuit of excellence as paramount to the future of Jersey cattle.

In 2023 Jersey NZ has much pleasure in awarding this Cup to Mark & Diane Townshend. Their contribution has been significant in many areas and over many decades, and with a passion which shows no sign of waning. Mark and Diane have a long history of Jersey NZ membership and support of their local Jersey Club – the Thames Valley Jersey Club. The Crescent Herd has made an outstanding contribution to Jersey Genetics growth in New Zealand through building strong female family lines and having high genetic merit Jersey bulls entering AB Companies. Mark has had significant industry involvement, both in leadership roles and in advocacy for the Jersey breed. Their farming operations have been based in New Zealand and international. A strong focus on commercial outcomes in their farming businesses has created opportunities for them to work alongside others, helping mentor and grow the next generation of younger farmers and farming leaders.

The Townshend family was actively breeding Jerseys through the times when Shorthorns were the dominant breed, then through the 30's when Ayrshire bulls were fashionable. In the face of Friesian and crossbreed popularity today the Townshend advocacy for the efficiencies of Jersey genetics continues.

The Townshend family connection with Jersey goes back a

long way. In 1916 Charles Townshend, in Aria in the King Country, registered his first stud under the Bellwin prefix.

He was Thames Valley Secretary from 1927 to 1953, along with several Directorship positions. The secretarial role continued with Bruce Townshend from 1952 to 1973, along with other Directorships and being MP for Kaimai. Following this Mark was Club Secretary from 1973 to 1984, then Chairman for two years.

The Crescent Stud was established in 1953 by Jack Thomas, Mark's maternal grandfather. Mark's parents, Marie and Gray Townshend, operated the stud from 1959 to 1974, continuing a focus on commercial objectives and nominated AB use.

Crescent supplied its first bull, Crescent Haymaker, to the AB industry in 1958. Since 1974 Mark and Diane have grown the Crescent influence with numerous bulls in the AB Companies of LIC, CRV, Liberty Genetics & Matriarch. And the sale of bulls at the Thames Valley Genetics Leaders Sale of High BW Pedigree Jersey Bulls & the National Jersey Bull Sale.

Mark and Diane have been long term Jersey NZ members with Mark holding various committee roles. A regular attendee of Conference and the AGM, his participation has always enlivened proceedings, challenging and stimulating discussion in the pursuit of excellence for the Jersey breed.

The purchase of Jerseyland Farm was initiated and led by Mark. It has been a significant achievement to bring together JerseyNZ, along with Jersey Advantage and a group of private leading investors. This business venture is one which will have long term benefits for members of JerseyNZ.

With decades of farming experience, Mark and Diane's current farming interests include New Zealand and North & South America. Alongside of farming, Mark is a professional director with a focus on industry governance. He was a director of the New Zealand Dairy Group, New Zealand Dairy Board and founding Director of Fonterra in 2001. Currently he Chairs New Zealand Animal Evaluation Ltd. His many farming leadership roles and industry involvement have given him a high profile, both in New Zealand and overseas. Mark and Diane's family continue the Townshend connection in many facets of the dairy industry.

This bringing together of a passion for genetics, business acumen, governance and leadership skills has seen Mark and Diane continue to grow a legacy of supporting the dairy industry, strong advocacy for the Jersey breed and providing opportunities for our future farmers. Jerseydom is all the richer for the vision which Mark and Diane have followed.

JerseyNZ thanks them for this work and has much pleasure in the presentation of the George Henry Dawick Cup to Mark and Diane Townshend.



Distinguished Member Award

Rob & Alison Thwaites

The Hawera Jersey Club is delighted to nominate Rob & Alison Thwaites for a Distinguished Members Award from JerseyNZ.

Rob & Alison are valued members of our Club and are fully involved in every event we have. Alison hosts lunches and afternoon teas for our Club events and also has Judges or visitors to the Club to stay. They always enter our heifer days and our annual on-farm Club Show. Their recent highlight has been Glanton Integrity Merry gaining Champion Cow twice. The bull calf class is always keenly contested and Glanton has won this class many times. The rest of us just try to beat Alison in this class.

Glanton is at the top of Jersey bull breeding in New Zealand. Many of their elite bulls have descended from one of their greatest cows Glanton Mans Blanche who was one of the first two cows inducted into the Jersey Cow Hall of Fame in 2022. Blanche has many sons, grandsons and great-grandsons in the top echelon of

BW. Currently Glanton Desi Banff sits at number three and Glanton SS Bastille S3J at number six.

Glanton has been a supporter of the national Jersey Pride sale and they have the all-time record price for a Jersey incalf heifer of \$23,600 for Glanton Punch Bria ET in 2022 and the all-time record price for a yearling of \$14,200 for Glanton Triple Bardot ET in 2019.

Rob has a Jersey family pedigree second to none with his parents Jim & Betty Thwaites also being very involved in the Jersey Association with Jim being a Vice President of the NZJCBA. As members of the Hawera Jersey Club from before Rob was born, it means that Rob has been involved with our Club for his whole life. The Glanton stud bred Glanton Red Dante who was used all round the world and is one of the most famous NZ Jersey bulls.

Alison's parents Don & Margaret Brown had a herd of grade Jerseys but purchased bulls from the Maori stud at Lepperton which was the premier breeding herd in NZ and the Pampas stud in Levin who had the highest producing herd in NZ at that time. The Browns were one of the first herds to use AI in NZ. Alison's brothers had pedigree Jersey herds too with Geoff having the Royals Green Jerseys herd and Murray having the Brownson stud. The family bred Royals Green Elmo who is one of the greatest NZ bulls used in Australia.

For many years Alison allowed many local school children to come to their farm and use their calves for school calves and calf club days. Many of these calves also went to the local A & P shows. A labour of love which shows through today with a herd of extremely quiet cows.

Rob has always attended and contributed to Dairy Company and LIC meetings and events. Rob & Alison enjoy attending events all over NZ to do with dairy farming and in particular the Jersey cow. They are great supporters of the breed.

Rob is a Past President and a Life member of the Hawera Jersey Club. We believe they are fully deserving of this award.

The Hawera Jersey Club.



Honorary Life Membership

David Ireland

JerseyNZ takes great pleasure in awarding David Ireland an Honorary Life Member award.

David and Elspeth started their Ladybank Jersey stud in Tokoroa over 60 years ago before moving to Arapuni and then onto their kiwi fruit farm in Te Puke. David started as a classifier in 1981 and then TOP inspector and has continued to this day. We think you only missed one year in 2002 because of surgery. Breeding values derived from TOP inspections are a major contributor to genetic gain today.

David's contribution by inspecting literally tens of thousands of cows has created significant value for the Jersey cow and all Jersey farmers past and present during his service.

We understand David has thoroughly enjoyed his role as an inspector while making great friendships. Other inspectors have mentioned how enjoyable it has been working and travelling with David. Always good for advice and always a gentleman. David was awarded Distinguished Member in 2017 during the Wellington conference at Parliament for his contribution to JerseyNZ.

David emulates everything that identifies for this award, we all agree over 40 years' service is extraordinary.



Cyril Dermer Cup

Ross Riddell

In recognition of outstanding services to the breed and the Association. Nominated & presented by the Jersey NZ Board for activities over the preceding 12 months.

The Cyril Dermer Cup for 2023 is presented to Ross Riddell

The Roscliff prefix was first registered in 1968 with a herd predominantly consisting of Elmsford descendants and since then Ross has fully embraced all aspects of Jersey life both at club and national levels.

Ross believes strongly in the Jersey breed and unsurprisingly became the West Waikato JerseyNZ Councillor in 1986 from which he then stepped up to President in 1989. The structure of JerseyNZ was very different then but in later years, during a difficult time, Ross again saw himself in the role of President where he spent many hours unravelling the books in preparation

for a pending court case. While this is not a period of time in the of history of JerseyNZ we like to talk about, it is important that we acknowledge the phenomenal amount of work Ross undertook during that time and acknowledge that it also marks a turning point in the structure of JerseyNZ going forward. Today Ross continues to support the Board as chair of the Appointments Committee; a committee that assists the Board to analyse their skill set and find suitable appointed directors for provide additional skills.

Jersey Marketing had all but fallen off the radar until Ross looked at reviving it. Together with a small group of others; Trent Paterson, Warren Berry and Nigel Riddell they recognised that if it were to increase its profile and become financially viable as a revenue source for JerseyNZ, it needed to market beyond the Jersey breed. Thus the name became Link Livestock Limited with the by-line "Linking Buyers and Sellers". With the new structure in place, Ross continues to spend many hours as an agent.

Ross's passion for selling quality stock is further evident in the inordinate amount of work Ross spends in finding excellent genetics for the annual JerseyNZ Pride sale. This sale is in its 29th year and Ross visits herds around the countryside to ensure a quality sale of anywhere between 15 to 20 lots. With the use of BIDR these genetics are fully available to all farmers and thus the power of the Jersey breed is now widely accessible.

Ross is a fully qualified classifier and judge and still finds the time to spends many hours classifying herds, talking with Jersey breeders and attending and participating in shows.

The Board of JerseyNZ believes that Ross's knowledge, passion, ongoing support of the JerseyNZ Board and advocacy for the Jersey breed make him the ideal recipient of the Cyril Dermer Cup.



Mr & Mrs J W Singers

Efficiency Scroll

Roger Ellison

This award is made to the person who, in the opinion of the JerseyNZ Board, has done the most or been the most active in promoting and publicising the Jersey breed and the Association. The award covers all phases of a breeder's activities including testing, showing, breed promotion and administration.

The Mr & Mrs J W Singers Efficiency Scroll for 2023 is presented to Roger Ellison.

In 2016 Roger was approached by the Board and asked to reinstate the Industry Affairs Committee and since then, under Roger's leadership, this committee has worked tirelessly to develop positive working relationships with industry players such as LIC, DairyNZ, and NZAEL to name a few. As a result, many of the invited guests now ask when they can come back to visit the group as they value the connection and insights gained with Jersey farmers.

Roger believes strongly in the Jersey breed and takes seriously the advocacy role that this committee plays. Rather than

keeping this information within the group itself, Roger actively writes detailed and insightful articles for the Jersey Focus enlightening members of the information gathered and discussing the possible impacts on the Jersey breed. A range of topics have been offered; "fat is back", global warming and the dairy industry, breeding for Facial Eczema resistance, developments on production worth, on-farm data recording and its impact on NZAEL data outputs, opportunities in the beef market and so the list goes on.

Roger and his wife Glenys, both trained veterinarians and partners in a vet diagnostic lab, turned to Jersey farming after purchasing their farm in 2003 – the dream was realised and since then have fully embraced all aspects of the services of JerseyNZ; regular and successful contributors to the Jersey Genome programme, submitting a calf for the youth raffle, members of the Te Awamutu Jersey Club and then Roger finds time to write informative and thought provoking board reports on behalf of the committee often with recommendations of future actions arising from their discussions.

Roger and Glenys have both been very active members of their local Te Awamutu Jersey Club and discussion group, with Glenys taking promotional photos and looking after the Clubs active Facebook

page. Most recently, Roger took over as Secretary for the 2022 Jersey Classic and Glenys is compiling a Centenary Book for the Club.

The Board of Jersey NZ believes that Roger's knowledge, passion and advocacy for the Jersey breed make him the ideal recipient of the Mr & Mrs J W Singers Efficiency Scroll.



Ngatea Jerseys
PROFIT FROM PASTURE

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Brian, Julie, Celine and Ella

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Ngatea Jerseys

Brian - 027 2919533

Julie - 027 6082171





Matriarch Genetics Update

by Philip Brewster

How time flies, as I write this we are close to sending our 2023 bull team to Xcell Breeding Services to begin semen collection. Bulls which have genetic IP owned by the bull owners (through Matriarch Genetics) and shared with the other Matriarch members.

This year we have an exciting line-up of Jersey bulls with strong maternal lines from Crescent, Riverina, Noakes, Kaahu and Willersden Studs. Most of the Jersey team are sired by successful daughter proven bulls (including Crescent Reward and Dominator), which seems to be a rarity these days. Matriarch is very grateful to Mark Townshend for making these super sires available, a testament to his vision and investment in breeding IP free bulls.

ST Genetics manages the marketing and distribution of the Matriarch bulls, if you would like our bulls to be included in your mating plan this year please get in touch with your local ST representative. We are still looking for more members to join the Matriarch group and enjoy the benefits of working with like-minded breeders. For more information on becoming a member contact info@matriarch.co.nz

The sharing of genetic IP is very important to Matriarch; our terms & conditions don't have any restrictions on female progeny, in contrast to some other prominent AB companies who do have restrictive terms that will be very disruptive when enforced. Please check carefully the terms you buy semen under and don't allow these clauses to become the standard in New Zealand.

Photo: Baxter Dam

Matriarch Genetics members continue to support DairyNZ in the implementation of AEL 3.5. We believe it is important for the industry to have a single independent genomic index, where the merit of dairy animals can be compared accurately regardless of who is displaying the information. It is a real worry that currently some animals can have three different BWs attached to them. How are we supposed to make meaningful genetic gains when we are not all heading in the same direction?



Riverina Uenuka Dam - 4 Years Old



NZDE Outstanding Achievement and Service Award 2023

JerseyNZ member Richard Gibson was presented with the Outstanding Achievement and Service award at the NZ Dairy Event 2023, and we share the citation from that award.

Richard was a founding member of the NZ Dairy Event Committee, and he & wife Joy have been strong supporters of the event. Richard is well-known both in New Zealand and internationally for his keen eye for a good dairy animal.

Born in Hawera on 3 December 1946 as the eldest of seven, Richard was destined to breed Jersey cows. In 1949 his father registered the Merrifields stud which he took over in 1971 when he joined JerseyNZ. They ran annual sales which made it possible for other farmers to share in their herd genetics.

In 1998 they established the Thornton Park prefix, and moved the herd to Longburn in 2000. In 2020 Fonterra purchased the Longburn farm and the herd was moved to Rangatikei Line between Palmerston North and Feilding where they now run 427 registered animals. Richard has belonged to two Jersey clubs - Taranaki and Manawatu.

Richard represented Taranaki on the JerseyNZ Board from 1993 to 1999, and he and Joy are Honorary Life Members of JerseyNZ. He joined the World Jersey Cattle Bureau in 1999 and served for several years, at one time as Vice-President.

Many people and organisations have prospered from his assistance and guidance and NZ Dairy Event is one of those. Richard joins several JerseyNZ members on the Honour Roll for this award including Don Ferguson, Selwyn Donald and Ross Riddell. JerseyNZ congratulates Richard on this outstanding and well-deserved achievement.

JerseyNZ sadly acknowledges the sudden but peaceful passing of Richard on 9 May 2023, and extends the deepest sympathies of the Board, members and staff of JerseyNZ to Joy, Susanna and family.



Jersey Breed “Down Under” is in great shape!!

Steve Le Feuvre,
President World Jersey Cattle Bureau

I have been very fortunate to have travelled the world and have seen Jerseys in many countries and on every continent over the past thirty or so years, so when I was elected President of the World Jersey Cattle Bureau in 2018, I planned to travel frequently to all corners to encourage Jersey breeders particularly in countries with smaller Jersey populations, and to help to promote them. That aim certainly worked for 2019, but then all my plans came to abrupt halt when in early 2020, Covid-19 hit the world and changed our lives forever.

Restrictions during the past three years due to the Covid-19 pandemic has meant that I was unable to travel and engage with Jersey cattle breeders and enthusiasts in person, but fortunately through the use of technology I have been able to fulfil my role albeit remotely. The huge chaos to “normal” life and countries’ economies could not possibly have been foreseen.

So, when Australia and New Zealand re-opened their borders to travellers mid-way through 2022, I started planning a trip, not having been to that part of the globe since 2018. Both countries have very strong Jersey populations that have developed in different breeding directions over the centuries since importing their first stock from the Island. I was keen to see as many friends and Jersey breeders as possible, and also take time to explore the wonderful natural scenery that both countries have in abundance, so decided to go for the whole of January and February.

During my time in Australia, it was great to meet up with old friends and to make lots of new friends who are passionate about breeding top class Jerseys. I visited Western Australia, Victoria, New South Wales and Queensland seeing scores of herds and thousands of Jersey cows, and what struck me most was the amount of young and highly capable and enthusiastic

people involved in the dairy industry, a fantastic plus point for the future of the breed in this part of the world.

There has been a tremendous improvement in udder quality and dairyness since my last visit to Australia, and this was highlighted during my visit to International Dairy Week in Tatura (Northern Victoria) where the line-ups were fabulous with the top few in each class being some of the best Jerseys in the world. Milk prices are very good at present, and there is a palpable positiveness from everyone you meet. IDW is certainly a place that buzzes with enthusiasm for everything dairying, and I would recommend it to anyone with a passion for the Jersey breed.

Visiting herds during my month in Australia gave me the opportunity to view the daughters of bulls that we in Jersey are using or thinking about importing semen from, and it was also gave me an opportunity to see progeny of the grandsires of those bulls. Good, solid and reliable cow families are absolutely essential to breeding a good herd, and whilst “the numbers” for a bull are of course important when choosing which to use in a herd, bulls from top female lines will always prevail in an overall breeding plan so that you achieve great conformation, udders, production and longevity.

I am a great fan of the U.S. bull River Valley Victorious from the Veronica line, and I was pleased to see many superb milking daughters, and on a par with those I have seen in the rest of the world. The Island now having 60+ daughters of Brookbora Valentino ASKN on the ground, I was delighted to see numerous second and third lactation daughters, and this bull will definitely not disappoint Island breeders. Lightning

Ridge Ferdinand is another Australian bull that we here in Jersey have started to use, and this is one way that we as Island breeders can tap in to one of the greatest cow families of all time, the Bushlea Fernleaf line. U.S. bull Wilsonview IF Matt is doing a grand job in Australia like he is back in Jersey, and I can see the influence of his dam shining through, a tremendous cow by Tbone that I am fortunate to have seen in the flesh at the farm in Oregon.

Australia is such a vast place and despite spending four weeks seeing cows and meeting up with wonderful people, I didn't manage to see many prominent herds, and that will have to be for another extended visit sometime soon. However, when pressed to choose my favourite herd of those I managed to see, I have to go for the Kings Ville herd of Rob & Kerrie Anderson & family. There was superb consistency throughout the herd, with excellent two and three year olds, as well as some great old cows. The Belle family, tracing back to the one and only Duncan Belle, is very dominant in the herd, and they are doing well with their own home-bred bulls from that line. Currently there are many great two year olds in the herd by Kings Ville Bashful-P, and with a sire stack of Oliver-P, Vanahlem and Larfalot all of whom have done a wonderful job "down under", it is hardly surprising that his daughters are so good and consistent.

Moving on to New Zealand, I had not visited this marvellous country since February 2011 when the World Jersey Cattle Bureau International Conference was held there, and during that trip I was impacted by the terrible earthquake in Christchurch where the delegates had all been assembled just two days previously. This time during my visit, the North Island suffered from the ravages of Cyclone Gabrielle, but this didn't stop me seeing many friends and some fabulous herds.

New Zealand dairying is still largely grazing based, but more units are putting in feed pads particularly to supplement herd diets during times of shortage as drought periods become more frequent. Due mainly to the dominating influence of two major A.I./breeding companies, and the breeding index system adopted nationally, bulls for the local market are mostly chosen on a "breeding by numbers" basis. I have to say that quality of udders on those farms has generally deteriorated since I was last in New Zealand, and I saw many examples of bull dams with shocking udder traits that were most undesirable – but I was told, they have the numbers!!

I was constantly reminding myself – cow families, cow families, cow families!! In my mind, it matters very little if a cow has the "numbers" but doesn't have a truly sound udder and come from a reliable female line with superb udder conformation. And I saw far too many farming families who were sticking to the numbers game, clearly struggling to earn a decent living. It's not all doom and gloom, as there are many breeders who have concentrated for many years using a mix of superior international Jersey genetics, with some also practising a criss-crossing breeding policy whereby they would dip in to using local bulls that were producing great quality cows. However, probably the biggest threat to the Jersey breed in New Zealand is the policy of the two dominant breeding companies very much focussing their effort on the Kiwi-cross cow, and breeding bulls without going back to pure Jersey and Friesian sources.

My first stop after landing in Auckland was to head to Feilding for the New Zealand Dairy Event, and it gave me a chance to meet many of the prominent breeders, and have extensive chats around the ringside with old friends. Standards were exceptional and I was honoured to meet up with and have discussions with two other "World Presidents" - President of the World Holstein Friesian Federation (Cherilyn Watson from New Zealand) and President of the World Ayrshire Federation (Edmund Els from South Africa).

I saw many fabulous world-class herds during my tour of the North and South Island, and all these were owned by breeders concentrating on international genetics as part of their own breeding plans, and not really paying much attention to the national breeding policy of BW, PW and LW measures.

Two bulls that were clearly continuing to have a very positive effect are the power bulls Richies Jace Tbone and Pannoo Abe Vanahlem, being in the back pedigrees of many of the great cows I saw. As in Australia, I saw some great daughters of All Lynns Loieue Valentino and Steinhauers latola Applejack, big strong cows with huge production and lovely udders.

Again, I was pressed to come up with the best herd I saw during my time in New Zealand, and this time it was a three-way tie between Leithlea (Tony Luckin & family), Ferdon (Warren Ferguson & family) and Lilac Grove (Peter Hansen & family). All three herds are quite exceptional and concentrate on long-established cow families that have stood the test of time over many decades and generations, and their cattle are a credit to their breeding skills and devotion to the Jersey breed.

So, what can I conclude after having spent two months exploring Australia and New Zealand?

- Firstly, I was pleased that I decided to visit during their summer months, and I hardly had a bad-weather day.
- Secondly, I saw some spectacular scenery wherever I went in these two tremendous countries at the opposite end of the globe from Europe.
- And thirdly I saw lots of fabulous Jersey cows and countless wonderful breeders with a passion for the Jersey breed and whose hospitality was beyond belief.

The Jersey breed is indeed in great shape and in good hands "down under"!!

Link Livestock^{LTD} Update

Finishing off the season strong

Greetings to you all, as I write this the team at Link are nearly at the completion of what has been a successful and busy auction season, with very good numbers of online and hybrid auctions completed and a couple to go. Included in these were our valued annual auctions, and we were also privileged to auction the notable Milldale herd in Waikato, Footehills in Northland (both top end Xbred herds) and the lovely Two Views Jersey herd in the Waikato for Gavin & Catherine Vowles. Generally auction prices have been slightly back on last year, and I believe with a lot of animals on offer throughout the country, buyers have been able to be quite selective, with good young early calvers selling very well and later types harder to move.

Contrary to this trend, Link Livestock has negotiated a number of forward contract herds and heifers at similar or better levels to last year, which will keep the team busy coming up to June settlement time. Wishing you all the best for the remainder of autumn and into the new season, on behalf of the team at Link Livestock



Introducing Cory Bellamy

Cory recently joined the Link Livestock team in the Northland region.

"I was born and raised in Northland and am a fourth-generation dairy farmer on the Ruawai flats. I have an extensive background in stud animals and high BW cows but my real passion is my 50 Jersey cows. If I'm not on the job you'll find me working on my parent's dairy farm and beef stud or I'll be hunting or fishing."

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STEW CRUICKSHANK

027 270 5288

sruickshank@linklivestock.co.nz

NIGEL RIDDELL

027 434 3153

nriddell@linklivestock.co.nz

JASON DUNCAN

021 170 5354

jduncan@linklivestock.co.nz

CORY BELLAMY

021 113 1968

cbellamy@linklivestock.co.nz

TANIA WHITE

027 220 1799

twhite@linklivestock.co.nz

GRANT AIKEN

027 245 8821

gaiken@linklivestock.co.nz

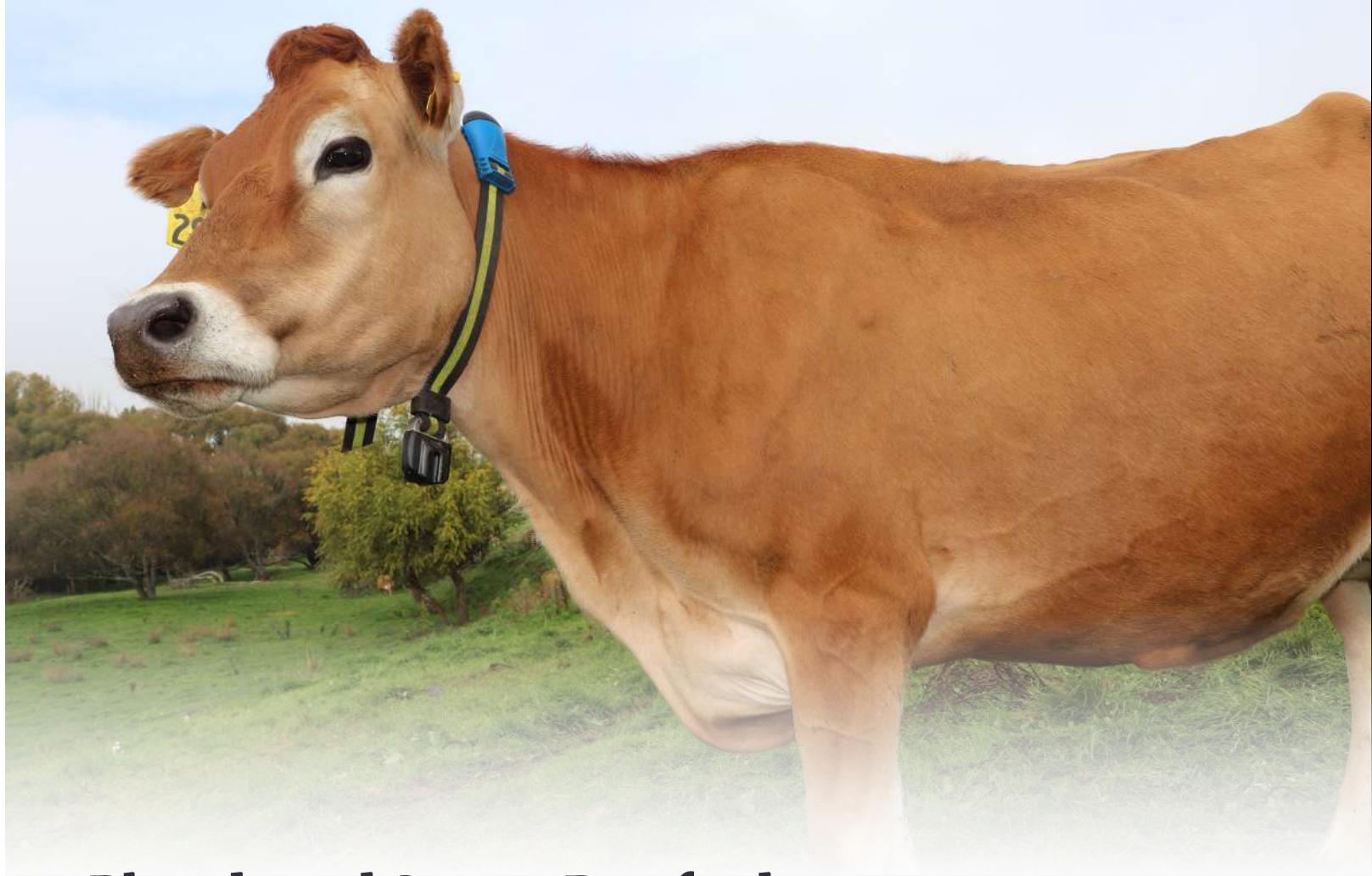
ROSS RIDDELL

027 211 1112

rriddell@linklivestock.co.nz

CONTACT OUR TEAM OF EXPERIENCED AGENTS

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Rhonda and Steven Bamford

Allflex NZ Ltd – advertorial

Rhonda and Steven Bamford have a Jersey farm near Balclutha in South Otago milking 900 cows. The name may sound familiar as they were early adopters of the Allflex monitoring system and were interviewed for Jersey Focus 3 years ago. The MSD Animal Health Technical Vet, Matt Buckley, contacted Rhonda to see what they are doing differently with their collars today compared to back then, and how the technology has helped them to achieve their targets. The farm had a 83% 6 week in calf rate for the 22/23 season with a not in calf rate (NICR) of 6%.

Rhonda has some steps to ensure mating runs smoothly: "Make sure the EIDs are in, make sure the collars are on, and make sure the draft gate is working." Once that's sorted, mating is a breeze. "I have never stood on the vet stand for heat detection in the 5 years we have had collars on. Mating is just one of those things like lambing Perendale ewes. You put them out on the hill and don't worry about them. All the work in mating is just choosing your genetics because you've got time to focus on that. You're not standing on the vet stand for 3 hours a day for 8 or so weeks."

"We used frozen, sexed-semen again this year." Loading the semen straws immediately in-front of the AI tech meant the insemination process was seamless. We believe this contributed to improved conception rates compared to last year. They were able to select animals in a specific window, from 8 hours green to 7 hours yellow, for these more expensive straws.

Interventions around mating can be fine-tuned, with

prostaglandin (PG) injections being targeted to cows with strong heats and at least 1 heat prior to intervention. The Elite portals have reports which allow you to select animals that fit these parameters easily and allow you to keep an eye on pre-mating heats. "Those cows that calved early August and were coming up to 80 days and nothing had happened, were identified and drafted out so a good health check on them could be completed."

Another contributing factor which Rhonda believes helped them achieve their low empty rate goal is completing a 35-day scan. 12 of the 14 phantom cows which were identified from the first week of mating held to subsequent intervention, with similar success on weekly scans for the 3 weeks following. This early scanning gives you an opportunity to detect these animals and intervene within the mating period. Next season Rhonda plans to scan each week from 35 days after the planned start of mating.

"For me there's so much more to the collars than mating. The data's just phenomenal." Explains Rhonda.

Cow health has also been a focus over the last few years for the Bamfords. A few seasons back they discovered they had a ketosis issue when they performed a cow side test on animals with health alerts. A consequence they believe of housing their cows in new herd homes during winter, as the cows had become fat, resulting in clinical ketosis cases. Collar health alerts allow identification of these cows and treatment with oral propylene glycol for 3 days, which has now become part of their farm protocol.

The Elite portal offering has allowed Rhonda to pay more attention to the transition management over the calving period. "We left them on once a day (OAD) till about 10-14 days and then put them on twice a day (TAD) herd after that." With a really dry summer in Balclutha this year, good transition management has potentially contributed to a 6% increase in production this season to date, due to an increase in milk production in the later part of the season. "Even through the dry period we were still averaging 4.6 body condition score (BCS)".

Next season they plan to investigate this production gain through transition management further, by making some tweaks to their all grass-based system.

They were seeing cows ruminating at 500 minutes before calving and dropping by more than half as they entered the colostrums. "We know that's a problem for us, so we started moving the colostrums at least twice a day but it's pretty labour intensive. We are working with our nutritionist to develop our own pellet we can actually feed in the paddock. We are also going to milk our new mums after lunch and really take the pressure off our colostrum mob." They plan to give new mums a few hours in the morning on new grass with the pellet they are developing.

"We really want to try and drive a bit more protein from the Jerseys. While it isn't their natural makeup to do it that way, we have to try and spark a bit more protein if we can." The pellet will be tailored to provide that protein.



Rhonda & Steven Bamford

Our Protrack In-line milk sensors have been installed this season with the aim of linking yield, collar and BCS data to allow individual cow feed allocation. "That's really going to be another tool in the toolbox in terms of feeding for condition. We don't feed for production."

"I'd trade my husband before I trade my collars" Rhonda jokes. Good thing for Steven, these collars are unlikely to be going anywhere anytime soon.

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Jersey Influencers

Cliff Shearer

In this modern age “social influencers” have become a part of society. In fact you can probably do a degree at University in social influencing. What is it ? Well its basically a system whereby companies give you stuff for free so you can try and con your friends and family into buying it from the company. Influencers promote and advertise the free stuff they get so if they are successful they get more free stuff. From a companies point of view its a cheap form of advertising which if they get it right meets their target customers. The most successful Influencers are those with the highest number of followers. The more they have, the more likely companies will want to use them to promote their stuff.

How does this system relate to cattle breeds ? The biggest Jersey influences are not the sire analysts (although they might think they are), not the AI companies (although they might say they are) and not the top breeders (although they wish they got paid as if they were). No the biggest influences on a breed are the bulls who have the most daughters. Simply put its a numbers game. If a bull has 100 daughters he has very limited influence no matter how great they may be. If he has 1000 daughters then its a bit more but still not massive over the whole population. But if he can get to 100,000 daughters then

he has the biggest influence. Now this influence can be for good or it can be for bad. If he turns out to be a great breeding bull then he becomes one of the great names remembered for decades and even centuries. Judds Admiral is the best example of a good influence. If however, even after having so many daughters, he turns out to be a poorer breeding bull then he is quickly forgotten and no one likes to see his name in a pedigree.

In this article I will share lists of the bulls in NZ Jersey history with the most tested daughters. The reason these top bulls are older is due to the difference in % of the population being mated to Jersey sires. Its very interesting to look at the bulls and consider what sort of influence they had. Great bulls may influence people to continue with the breed. Poorer bulls may make them look to other breeds. So the more daughters each bull has is very important.

Table 1 shows all the Jersey bulls that have had over 50,000 tested daughters in NZ.

Table 1: NZ Jersey Bulls with over 50,000 tested dtrs

Rank	Code	Code	Born	Sire	Dtrs
1	94421	Van De Fits Fjord	1993	Tinopai Waiuku	98,852
2	89429	Judds Admiral	1988	JS Quicksilver Royal	95,456
3	94451	Gloaming SS Forever	1993	Crescent Senator Sam	94,166
4	99416	Mitchalls Likabull S3J	1998	Gloaming SS Forever	84,975
5	301025	Shepherds Noontime	2000	Tironui ADS Pomeroy GR	84,949
6	97472	Willand ADS Samuel	1996	Judds Admiral	74,844
7	92417	Lynskeys Doyle S3J	1991	West Lea Lord Toby	74,203
8	88427	Glenariff Wapiti	1987	Norlands Best Max	73,376
9	84401	Barthows Parsley	1983	Yarravale Danny Boy	66,820
10	301104	Noakes Nevvy S3J	2000	Williams Robs Norman	56,816
11	97463	Rivers Imperial S3J	1996	Crescent Royal Charles ET	55,822
12	99495	Dayshs Landmark	1998	Gloaming SS Forever GR	54,368
13	92412	Williams Lord Norman	1991	West Lea Lord Toby	54,167
14	86401	Baylea Fare Alex	1985	Pihautea Fare Well	53,489
15	99441	Nickels Lifelong	1998	Williams Royal Goliath	50,543
Also	300534	Okura Manhatten ET S3J	1999	FYN Lemvig	48,276

None of these bulls have been born in the last twenty years. That's a result of the decline in the % of the Jersey breed in the national herd and the increase in the Crossbred bulls used. There simply haven't been enough Jersey straws sold to make 50,000+ daughters in the last couple of decades.

Interestingly there is a big range in the bloodlines of these bulls with most having different sires. The oldest was born in 1983, the youngest in 2000. Van De Fits Fjord who nearly got to 100,000 daughters still holds the World record for insemination's with just under 800,000. There have been plenty of million straw Holstein and crossbred sires but no Jersey sire anywhere in the world has yet reached that level.

The lists of numbers of daughters have been taken from the April 2023 AEU proof run. All bulls born before the mid 70's have a very low number of daughters recorded compared to what they actually had at the time. Its not likely any made the 50,000 list but many have a fraction of their actual daughters recorded today. Glanton Red Dante has 25,564 daughters recorded - he was born in 1973 and he may have had a lot more than that. Maori Bestman born in 1967 only has 314 daughters recorded on AEU today - he definitely had a lot more than that.

Next in Table 2 is a list of the overseas born bulls with the most daughters milked here. Notice first that none were born after 1995. US genetics first came into NZ in the early 80's and were very popular for a while. Rock Ella Perimeter was born in Canada - the rest in the US. At the start they converted well with our genetic system and some US bulls ranked at the top of the BI lists of the day. But a couple of years later they were no longer ranking on the index lists. The timing in some ways was probably wrong to use US bloodlines. During the 80's and

into the 90's cows in NZ were fed like they were in the 50's and the US bloodlines didn't work under that feeding system. Today with much more emphasis on feeding cows no doubt they would work a lot better. Also the way genomics dominate many overseas countries index systems today, most bulls don't get a chance to collect enough straws to sell a lot of any individual sire. It doesn't seem likely that we will get any non NZ born sire on this list any time soon.

Table 2: Oversea Jersey Bulls with the most dtrs in NZ

Rank	Code	Code	Born	Sire	Dtrs
1	68576	Fair Weather Opportunity ET P	1986	Highland Magic Duncan	6,823
2	65364	Rocky Hill Skyline	1985	Yankee FW Chief	6,294
3	65382	Goodtimes Charlie ET	1988	Highland Magic Duncan	6,120
4	65517	Duncan Prince Malcolm	1986	Highland Magic Duncan	5,889
5	65602	Forest Glen Benchmark	1992	Highland Duncan Lester	5,816
6	65239	Bush River Brigadier	1983	A-Nine Top Brass	4,456
7	65361	Highland Duncan Lester	1985	Highland Magic Duncan	4,325
8	65943	Rock Ella Perimeter ET	1995	Mason Boomer Sooner Berretta	3,595
9	65308	Molly Brook Brass Major	1985	A-Nine Top Brass	3,375
10	65385	Greenwood Sooner Sebastion-ET	1989	Soldierboy Boomer Sooner of CJF	3,279

Table 3 is the list of the bulls born in the last 20 years with the most daughters. Okura Manhattan doesn't quite make either list being born in 1999 and having 48,276 daughters tested. The youngest bulls here were born in 2011. The top bull Kelland KC Speedway was born in 2008. Again an interesting list of different bloodlines with all nine sires having a different sire.

It must be time a new bull came through the system to become a modern day Jersey influencer.

Who will it be?

Will we ever see another Jersey bull in NZ with over 50,000 daughters?

Table 3: NZ Jersey Bulls born in the last 20 years with most dtrs

Rank	Code	Code	Born	Sire	Dtrs
1	309012	Kelland KC Speedway	2008	Kirks RI Charisma ET GR	39,100
2	311013	Okura LT Integrity	2010	Lynbrook Terrific Et S3J	38,263
3	306549	Okura Lika Murmur S3J	2005	Mitchells Likabull 3SJ	37,052
4	303029	Kirks RI Charisma ET GR	2002	Rivers Imperial S3J	34,705
5	309084	Lynbrook Terrific ET S3J	2008	Fernaig Admiral S3J	30,767
6	312034	Okura Goldie Index	2011	Puhipuhi Caps Goldie S3J	29,678
7	308103	Haywards TGM Aim S3J	2007	Tawa Grove Maunga Et S3J	28,528
8	312057	Bells CM Conrad S2J	2011	Crescent AMC Marvel	25,759
9	308583	Arrieta NN Degree ET	2007	Noakes Nevvy S3J	25,176



Jersey Advantage Update

Rachel Haskew

Jersey Advantages mission is to promote the economic, environmental and animal welfare benefits of the Jersey breed and there is no truer statement than 'the challenge for Jerseys is not one of profitability or efficiency, it's one of promotion' and Jersey Advantage brings focus to the role of breed promotion and advocacy. We've had a busy 6 months and committee members have been at the table with breed companies - LIC and CRV, Professor Dorian Garrick Director of AL Rae Centre for Genetics and Breeding, NZ Animal Evaluation Limited, Dairy Trust Taranaki's Fonterra/Nestle Partnership Farm, Fonterra, DairyNZ and Rissington Cattle Company. We've also grown our committees and welcomed new members to our monthly zoom meetings.

From the Commercial Committee

Bull Intakes

Major breeding companies are seeing continued pressure from senior management to reduce bull team intakes, along with some movement between breeds with both companies increasing their crossbred bull team intakes as national sales continue the trend towards a crossbred cow. The general view is 'the cow of the future is a crossbred cow'. Bull intakes have been reduced from 35 bulls down to 25 (CRV) and 35 bulls down to 30 (LIC), although they are allowing a few more bulls through Jersey Future to be proven. If we want to continue to keep genetic gain at a pace matching Holstein-Friesian and Crossbred, Jersey farmers may need to use more young sires via Jersey Future or Matriarch to help support high rates of genetic gain.

Our discussions with Professor Dorian Garrick reinforced the importance of keeping the two parent breeds strong to maximize genetic gain in the national herd, but unfortunately major breeding companies can no longer be relied upon to promote strong parent breeds.

Join us at Fieldays 2023

Jersey Advantage, JerseyNZ and Link Livestock will be at Fieldays 2023. Come and see us at site G19.

NZAEL Liveweight Review

James Courtman (Jersey Advantage Chair of Commercial Influence Committee) is active on the NZAEL Farmer Advisory Panel promoting efficient, commercial dairy animals. Key things on the 2023 calendar are:

- Inclusion of genomics into BW 3.5 by end of the year. Due to the smaller population size genomics has been more accurate in the Jersey breed at identifying elite animals so far.
- Update to the Fertility BV to use pregnancy data via scanning to determine Fertility BVs and not the use of actual calving data to determine fertility. This will give information 6-7 months earlier than previously reported when calving day information was used. The reporting of pregnancy testing information is also more likely to be accurate as it is recorded during a less busy

time on farm and often by vets. This will mean less low-quality records feeding into the system where farmers just record cows calving all on the same day or all on a Monday each week. This should see greater accuracy with the fertility BV and likely to see further divergence between the parent breeds.

- Review of the liveweight economic values. Still yet to commence but we hope to see better clarity in the BW model around what proportion of BW comes from milk and meat and the energy requirements to achieve this. Some inconsistency in the way BW values are treated. Milk production and feed costs aren't being treated the same regarding inflation and forward looking, we see opportunities for smaller efficient animals to be more fairly represented in the update.
- Economic values for BW weren't updated in 2022. The 2023 updates will effectively see two years' worth of updates occur and this year will be the last year that the model contains the 189% value for fat which occurred about 5yrs ago.

From the Environment Committee

On Farm (Scope 3) Emissions

Some of you are probably aware that milk processors are starting to talk about on farm emissions and looking at ways they can help farmers to reduce these (known by milk processors as scope 3 emissions). There are several reasons for this, but the big one is their customers are looking for a reduction so that they can meet their own emissions targets.

Jersey Advantage has started to engage with milk processors to learn more about the drivers and to promote the benefits of Jersey in this space.

We have a good story because of the Jerseys' superior efficiency at converting feed into milk. Things like greater MS/kg DM, less wastage (better fertility, less mastitis, lameness etc.) puts Jersey in a commanding position.

Opportunity to Breed a Lighter Cow

Jersey Advantage Environment Committee had discussions with the Dairy Trust Taranaki (DTT) General Manager, Jason Rolfe about the environmental benefits of Jersey. This followed the announcement at Fieldays in November 2022 of a joint and trial initiative between Fonterra and Nestle to make one of the DTT farms carbon neutral within 10 years.

Our group worked out if this farm replaced its predominantly HF herd with Jerseys 100kg lighter they would reduce their greenhouse gas emissions by at least 10% without compromising milk solid production. Profitability would likely improve as less supplements and nitrogen would be needed.

At present, in the absence of rumen modifiers and vaccines, reducing DM intake/hectare is the only real way to reduce on farm GHG emissions. Replacing heavier cows with the same number of lighter Jerseys means you can reduce DM intake/ha without compromising production and total herd value or equity. We plan on working with DTT and other farm businesses to promote this message further.

From the Bobby Calf & Dairy Beef Committee

Bobby Calves

Jersey Advantage met with DairyNZ around non replacement calves, the uptake has been slow across industry stakeholders and DairyNZ need to confirm funding for the 'Dairy calf opportunities – beyond bobbies' project to continue and there are currently no set time frames.

As with all other groups we have met with over the last 3 years, DairyNZ agrees we must have a bobby calf system for the short to medium term but does not see it as defensible. Nor is a 10-day calf or any calf being slaughtered considered to have a meaningful life. DairyNZ sees potential solutions being a composite of many bites being taken out of the bobby calf problem by a combination of dairy beef initiatives, sexed semen, extended lactations, etc. All of which undermine demand for Jersey genetics and in turn the profitability of NZ's Dairy industry.

As an outcome of this meeting Ben Watson (Chair of Bobby Calves and Dairy Beef committee) and Roger Ellison (Chair of Environment committee) expressed interest in being involved in the Farmer Stakeholder Group DairyNZ want to establish. It's critical for Jersey Advantage to be at the table and involved in industry conversations as this is where we can have an influence - this is a good outcome!

Dairy Beef

Ben visited Rissington Cattle Company in the Hawkes Bay to learn how trials have shown beef cross heifers and steers with 25% Jersey blood have gone prime earlier and at lighter weights than expected and none have been downgraded for yellow fat. We also discussed the bobby calf industry and reducing numbers through removing more run cows and replacing with heifers that finish at lighter weights and require less total feed, also a once bred heifer system that incorporated dairy beef heifers and would also replace a portion of run cows. We also discussed the carbon repercussions that would result from having more animals reared from any 'Zero Bobby' strategy, Rissington believe the pool of dry matter for beef could certainly be split differently. Since Ben's visit, Rissington has been badly hit by Cyclone Gabrielle and Jersey Advantage wish them all the best with a big clean up and rebuild ahead.

From the Jersey Advantage Board of Trustees

Are you our next Trustee?

We have one retirement coming up and we are seeking a replacement Trustee. Anyone interested in discussing what is involved please contact our Administrator Louise Berry on 0274 782 007 or louise@jerseyadvantage.co.nz. Meetings will occur 4-6 times per year, generally by Zoom and less than one hour. We would be pleased to talk to people interested in the interface between the commercial aspects of Jersey farming and the wider NZ Dairy Industry.

Jerseyland Farms Growth Options

There is little doubt the Jersey Advantage promoted Jerseyland Farm project has been a success. It could not have happened without the financial support of Jersey Advantage supporters. The project's success has provided a focal point and changed the funding structures for Jersey Advantage and Jersey NZ. Discussions are just commencing around growing the Jerseyland Farm model to either, add a youngstock support block, or the purchase of a bigger or second dairy unit. The ultimate driver is to generate \$250,000 annual income for each of Jersey Advantage and Jersey NZ.

Rollover of the Memorandum of Understanding (MOU) with Jersey NZ

Jersey Advantage and Jersey NZ need to work together and have clarity around roles, responsibilities, and funding. It is intended the MOU be reviewed annually, and agreement reached. Currently Jersey NZ deals with all JNZ membership issues, registration and classification matters and breed custodianship. Jersey Advantage's delegated areas of responsibility are milk and meat payments, genetic indices, and matters of future proofing covering industry bobby issues and environmental targets. The two overlapping areas of responsibilities between JA and JNZ are genetic improvement and breed promotion where there is both cooperation and some separate matters.

Jersey Advantage Trust Board is seeking support for funding work projects

The essential work-streams under way include monitoring that high solids milk is being fairly paid for by processors, promoting the material 12% carbon efficiency that high solids milk has over low solids milk, ensuring the target to reduce bobby calf numbers is realistic and rational rather than emotional, and observing that changes to BW are fact and economics driven rather than popularity driven.

Ways that you can financially support Jersey Advantage are:

- Donation of cow or boner proceeds
- Selling an elite animal with the sale proceeds going to Jersey Advantage
- Donating to Jersey Advantage specifically supporting the Jerseyland farm project
- Co-investing with Jersey Advantage in the Jerseyland farm project. Our current five Co-investors (Bailey, Bocock, Colebrook, Dobson, Gibson families) have each enjoyed the dual benefits of supporting the Jersey Advantage work-streams, and strong personal financial returns on their investment.



**You can now follow
Jersey Advantage
on INSTAGRAM**
"jerseyadvantagenz"



WELCOME NEW COMMITTEE MEMBERS!

Rachel Short

Rachel Short is a born and bred Coastal Taranaki dairy farmer raised alongside Jersey cows. Rachel together with her husband and parents own two self-contained certified organic dairy farms. Rachel oversees the two properties and works hands-on daily on one of the properties milking 400 jersey cows, plus all young stock are on farm. Rachel is hugely passionate about the dairy industry, loves her animals, the environment and doing our part to ensure a thriving ecosystem and production of nutritious dairy products.



Sara Russell

Hi, my name is Sara Russell, my husband and I 50/50 sharemilk 750 predominately jersey cows near Longbeach, Mid Canterbury. I am a long-term dedicated jersey farmer carrying on my Grandfather's stud name, Ngatimaru and herd code BJVV. Our herd of efficient little brown cows won the Jersey NZ Production Award for 501+ cow herd size for the 21/22 season.



Allie King

Allie King is a jersey enthusiast, and with husband Ben breeds Jersey genetics. She has a passion for driving the positivity's of the dairy industry. Allie is excited to be joining Jersey Advantage's social media and marketing team to help promote the Jersey breed. She is also a regional leader for Dairy Women's Network which aims to connect and support others in the dairy sector. Allie, husband Ben and their son Lincoln are 50:50 sharemilking a jersey and cross bred herd in Canterbury. Allie manages an Instagram page called "dairykingsnz" which largely promotes the jersey breed and her family's agricultural lifestyle.



Show Season Championship Dates

North Island:

Whangarei – 2 December 2023

South Island:

Christchurch – 15-17 November 2023

COMBAT
MILK
FEVER

Keep her calcium levels elevated

- X-Zelit (Synthetic Zeolite) is the healthy way to prevent Milk Fever, sub clinical Milk Fever and associated metabolic diseases
- X-Zelit is Globally patented and recently achieved MPI/ACVM Registration, so now available commercially in NZ, for the first time
- Proven effective by Dairy NZ trials on Zeolite/X-Zelit reported in the "Inside Dairy" publication, April/May 2022
- Dairy NZ results replicated the earlier Cornell University trial results in the USA
- X-Zelit triggers the cows natural response to the massive extra demand for Calcium at Calving time
- Dramatically reduces cases of Mastitis, Metritis, LDA's
- Trials showed faster conception on cows fed X-Zelit (7- 8 days earlier according to Dairy NZ, and 19 days earlier according to Cornell)
- Fewer "empty " cows (33% reduction on a farm that was part of the Dairy NZ trials)
- Easily fed through the dairy to existing feed, or via TMR system mixed with silages such as maize or ryegrass, ideally on a feed pad
- Proven on farm in NZ, Tasmania, Victoria, Canada, Europe
- Jersey cows are roughly twice as prone to Milk Fever as Friesians
- High pasture intake is possible when feeding X-Zelit. Get the cows rumen adjusted to high pasture intake before calving

Expect better with X-Zelit.®



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Expect Better

Andrew Wood
+61409858464
andrew@redwood-ag.com.au

Bart Allsopp-Smith
021974119
qfsnz@xtra.co.nz



ABOUT X-ZELIT



\$\$\$ RETURN

Zeolite Shows Stunning Results

by Bart Allsopp-Smith

These are the words of Dairy NZ Principal Scientist, Prof David Chapman in a Dairy News article, June 2019. The Zeolite being referred to is X-Zelit, produced by Vilofoss, Denmark and patented globally. Extensive trials were run by DairyNZ to test X-Zelit's effectiveness in reducing Milk Fever under NZ dairy farm conditions, eg pasture based systems. The results were published in the "Inside Dairy" magazine April/May 2022 issue.

Previous extensive trials overseas had proven X-Zelit's performance in TMR systems and later in Australia on mixed TMR and pasture farms.

The DairyNZ results mirrored those from overseas trials as well as "on farm" results in Tasmania, Australia. Since the 1960's Milk Fever has been recognised as a significant animal health issue, resulting in downer cows and/or deaths. Often the solution was Ca pouches or veterinarians administering intravenous Calcium.

Both actions are "ambulances at the bottom of the cliff". Many preventative approaches have been tried over the decades with the most common system in recent times being DCAD diets (Dietary Cation Anionic Difference). However changing springers to an acidic/metallic diet can have its drawbacks in palatability and pasture management as dietary potassium intake has to be limited.

Now a totally different and natural approach to minimising Milk Fever is available with X-Zelit. Its methodology has no resemblance to DCAD and does not rely on feeding an unpalatable anionic diet. X-Zelit works by binding phosphorous and calcium in the cow's rumen. Unable to get sufficient phosphorus and calcium from feed, this triggers the cows parathyroid hormone to activate release of Ca and P, from the cows' bones, into the blood. This is a natural process for the cow when it calves. However, with X-Zelit this increased Ca is achieved pre-calving, so the cow has high Ca reserves at calving time, which dramatically reduces cases of Milk Fever, Sub Clinical Milk Fever and other metabolic issues such as Mastitis, Metritis and RFM's.

With X-Zelit there is no need to restrict pasture (the cheapest source of high energy) since high levels of dietary potassium don't affect X-Zelit. There are no dietary changes required with X-Zelit, so DMI is maintained, and Milk production is maintained.

X-Zelit is neutral in taste, odour and pH, so there are no palatability issues. It can be fed in combination with maize or grass silage, PKE, DDG, Cereal, ideally via mixer wagon and feed pad or in shed feeding. X-Zelit is easily fed/managed simply being 500gm/cow/day for 14 days pre-calving and stopped once a cow has calved. Our results on farm in NZ for the 2022 season were equally stunning.

In 2021 our farmer customers averaged 6% Milk Fever, mostly on DCAD diets. In 2022, after feeding X-Zelit, those same farms averaged 0.8% Milk Fever. A number of farms reduced from 5 - 8% Milk Fever, to 0% in 2022. Several are Jersey herds and two are Jersey NZ members. In their words, X-Zelit is a "game changer" after trying a number of other Milk Fever "solutions". By arrangement, our farmers are happy to share their thoughts on X-Zelit with you.

In summary if you want an easy calving season with cows in very good health, X-Zelit has proven to provide that. Please contact Bart on 021974119 or at qfsnz@xtra.co.nz for any further information.

CALL TO ACTION – JERSEY PRODUCERS

Do you know someone who is creating Jersey milk product?

We would love to be able to feature them on our website and provide links to their websites. It can be anything - milk, cheese, yoghurt and other food products or even Jersey themed gear.

Contact Pam Goodin pgoodin@jersey.org.nz

RAS List

The latest Animal Evaluation run took place on **19 May 2023**



RAS AVERAGE (TOP 30 JERSEY BULLS)		BW(\$)	Prot(kg)	Fat(kg)	Milk(L)	Lwt(kg)	Fert(%)	SC (Score)	Func Surv (%)	BCS	Marketer
1	SHELBY INTEG LABYRINTH ET 318032 JER	543 / 92	22.5	58.0	-52	-36.0	0.2	-0.76	3.3	0.12	LIC
2	OKURA PEPPER LUCCA 318001 JER	531 / 88	22.2	59.2	-27	-24.5	5.1	-0.36	2.5	0.03	LIC
3	LITTLE RIVER OI SAMURAI 318066 JER	500 / 89	23.1	48.3	-108	-60.1	2.3	0.36	4.1	0.10	LIC, JerseyNZ
4	GLANTON DESI BANFF 318021 JER	487 / 98	20.2	49.2	-498	-33.8	-4.3	-0.68	1.6	0.08	LIC
5	CRESCENT I FIRELIGHTER ET 318509 JER	463 / 87	12.1	35.9	-440	-65.9	6.2	-0.22	1.9	0.23	CRV
6	ELLISON INTEGRITY KAKA 319603 JER	462 / 86	25.6	43.6	195	-21.4	0.7	-0.67	3.8	0.20	CRV
7	GLOBAL BOUNTY REWARD ET 318758 JER	458 / 86	20.9	42.0	221	-60.0	5.1	-0.20	2.0	0.06	Crescent Genetics Ltd
8	LITTLE RIVER TRIDENT S3J 317061 JER	455 / 82	21.1	36.9	121	-41.3	10.9	-0.29	1.1	0.15	LIC
9	LOCKHART OI JOEL JC15 317052 JER	454 / 90	14.0	47.8	-241	-66.5	-0.2	0.06	1.1	-0.01	LIC
10	TIRONUI SUPERMAN ET 318009 JER	449 / 98	23.9	51.2	-149	-29.7	-3.6	-0.14	1.9	-0.10	LIC
11	GLENUI BT LIBERATION-ET 319019 JER	448 / 87	28.8	45.4	71	-18.7	-1.0	-0.46	0.7	0.04	LIC
12	OKURA TIRONUI BT MARCO ET 319037 JER	447 / 92	19.8	50.9	-272	-8.9	4.7	0.22	0.3	0.13	LIC
13	LITTLE RIVER NUCLEUS S3J 317513 JER	442 / 96	18.9	34.8	-46	-42.8	7.5	-0.61	1.2	-0.03	CRV
14	TIRONUI PKC MEGABYTE 319600 JER	438 / 84	21.4	47.3	30	-18.8	-0.1	-0.54	2.6	0.16	CRV
15	GLENUI SUPER LARKIN ET 318020 JER	437 / 88	27.7	45.4	221	-32.1	0.0	-0.31	3.2	-0.05	LIC
16	CRESCENT LEO DOMINATOR 317809 JER	436 / 90	23.4	44.7	83	-34.3	2.7	-0.61	0.5	-0.09	Crescent Genetics Ltd
17	ULMARRA TT GALLIVANT 316039 JER	433 / 93	18.1	48.2	-155	-4.2	5.5	-0.11	1.9	0.02	LIC
18	MAXWELL GOLDIE MATAI S2J 317025 JER	428 / 90	20.3	40.4	96	-75.7	-1.4	-0.32	0.1	-0.06	LIC
19	TIRONUI GB MONTAGE-ET 319066 JER	424 / 88	23.6	45.4	-9	-25.4	-2.1	-0.11	2.2	0.13	LIC, JerseyNZ
20	BAILEY LW DETECTIVE-ET 319003 JER	420 / 91	23.6	40.9	7	-48.3	-5.3	-0.40	2.1	0.06	LIC
21	GLENUI DEGREE HOSS ET 315045 JER	420 / 99	11.2	35.2	-390	-44.0	3.4	-0.50	2.3	0.12	LIC
22	CAREYS CM LEXICON S2J 319035 JER	418 / 88	12.1	44.5	-523	-10.1	-2.2	-0.12	4.0	0.21	LIC
23	SHELBY BC LOTTO ET S3J 318035 JER	416 / 98	22.1	35.6	-164	-34.8	5.3	-0.13	2.4	-0.04	LIC
24	CRESCENT MISTY DAWSON 319023 JER	415 / 88	9.5	29.2	-549	-45.0	1.9	-0.79	2.4	0.18	LIC
25	BELLS BERN FLYNN S3J 318028 JER	413 / 90	7.7	27.4	-505	-61.2	3.5	-0.45	4.0	0.08	LIC
26	OKURA LT INTEGRITY 311013 JER	411 / 99	14.2	39.2	-135	-52.2	-1.3	-0.07	3.8	0.17	LIC
27	CRESCENT BELGRADE BENJI 319782 JER	411 / 82	16.3	38.5	21	-70.4	-1.5	-0.21	1.3	-0.06	Crescent Genetics Ltd
28	ELLISON PS TUNGSTEN JC14 318507 JER	407 / 86	22.4	44.6	10	-12.5	3.3	-0.05	1.5	0.07	CRV
29	LYNBROOK KING QUADRANT 318012 JER	407 / 98	14.7	49.4	-140	-44.4	-4.3	-0.52	1.4	-0.26	LIC
30	CRESCENT EXCELL MISTY ET 314052 JER	406 / 99	7.1	38.7	-767	0.0	0.0	-0.61	3.3	0.37	LIC

JerseyGenome™

JERSEYGENOME™
BREEDING & SCIENCE

CRV
BETTER COWS > BETTER LIFE

Elite heifer programme to identify potential bull mothers

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.

JERSEYGENOME™
BREEDING & SCIENCE

Keep up to date with JerseyGenome™ at:
www.jersey.org.nz/jersey-genome

2023 Team JerseyGenome™ Update

The 2023 team will be announced shortly. Breeders of heifers generated by the Top Cow report were contacted to ascertain their availability. From this group, we have recently received genomic results on 374 heifers and the final selection process is underway. All owners will be contacted individually prior to the team announcement.

2022 Team JerseyGenome™ Update

2022 JerseyGenome Testing Team (2021 born)

- 95 heifers
- 32 members represented

These heifers have received a mating contract and semen provided to owners at no charge. They will begin their testing year in August/September 2023.

2021 Team JerseyGenome™ Update

2021 JerseyGenome Testing Team (2020 born)

- 116 animals
- 33 members represented

The 2020 team have just finished their first lactation. All heifers that scored above the 6-6 criteria for udder overall and dairy confirmation now qualify for graduation shortly.

Below are tables listing the top ten heifers in the current testing team based on LW and NZMI.

TABLE 01 - TOP ANIMALS BY LW

Animal Name	Owner name	FAT BV	PRT BV	MLK BV	LWT BV	FERT BV	BW	LW	OO BV	UO BV	DC BV	NZMI
Cawdor AZ Senia	Cawdor Jerseys	39	27	237	-50	2.1	431	704.8	0.134	0.397	0.374	416.33
Ellison Leopard Laura	Roger & Glenys Ellison	53	21	35	-14	-4.6	403	630.5	0.3	0.29	0.421	360.89
Cawdor Hs Babe	RF & CL Lansdaal Ltd	31	11	-273	-47	3.9	396	598.5	0.38	0.626	0.328	372.09
Freydan Superman Nyoko	D J & F J Lynch Ltd	40	20	-26	-44	-4.4	396	579.7	0.293	0.64	0.488	368.12
Linan Mega Diamond	Megaw Family Trust	39	22	172	-23	2.4	396	568	0.341	0.303	0.66	385.27
Puriri Misty Dakota	Wilson Farms	33	13	-324	-14	1.5	381	542.7	0.318	0.766	0.659	365.26
Puriri Kaino Gerome	Wilson Farms	36	21	161	-54	0.1	416	531.9	0.27	1.005	0.436	426.61
Grahmar GBR Fidelle	Gayley Wood Farms Ltd	41	23	211	-40	3.7	436	517.3	0.294	0.363	0.616	406.55
Lynrich Misty Crete	RF & CL Lansdaal Ltd	34	12	-344	-30	-0.8	373	516.8	0.307	0.26	0.619	326.23
Rocklea Carrick Molly	DNA Jerseys Limited	35	13	-196	-37	-0.5	373	488.7	0.341	0.939	0.585	376.43

TABLE 02 - TOP ANIMALS BY NZMI

Animal Name	Owner name	FAT BV	PRT BV	MLK BV	LWT BV	FERT BV	BW	LW	OO BV	UO BV	DC BV	NZMI
Cawdor AZ Senia	Cawdor Jerseys	39	27	237	-50	2.1	431	704.8	0.134	0.397	0.374	416.33
Westell Carrick Poppy	Westell Properties	42	19	-151	-50	1.9	456	468.2	0.513	0.627	0.411	451.64
Two View Superlamar Farah	Gavin & Catherin Vowles	47	19	28	-33	4.3	473	444.3	0.447	0.524	0.556	439.59
Glenui Mondale Primrose	Goreland Partnership	37	20	100	-28	2.4	426	483.6	0.347	0.947	0.45	428.73
Puriri Kaino Gerome	Wilson Farms	36	21	161	-54	0.1	416	531.9	0.27	1.005	0.436	426.61
Ellison Carrick Carley	Roger & Glenys Ellison	36	14	-315	-38	1.7	429	373.9	0.371	0.854	0.586	423.34
Grahmar GBR Fidelle	Gayley Wood Farms Ltd	41	23	211	-40	3.7	436	517.3	0.294	0.363	0.616	406.55
Puriri Nucleus Dylan	Wilson Farms	39	19	-14	-35	4.3	365	311.4	0.405	0.506	0.208	405.89
Linan Mega Diamond	Megaw Family Trust	39	22	172	-23	2.4	396	568	0.341	0.303	0.66	385.27
Cawdor CK Rubey	Cawdor Jerseys	37	17	-24	-52	-0.2	394	419.8	0.376	0.565	0.312	383.15

2021 JerseyGenome™ Testing Team – (2020 Born)

Congratulations to the 16 breeders of the 50 heifers that graduated from the 2021 JerseyGenome team. One heifer was awarded the PERFORMANCE AWARD on the graduation criteria and the largest lift from her ancestry NZMI to NZMI post four herd tests. A further 13 heifers graduated with MERIT status. All graduated heifers are listed in the table below.

The JerseyGenome award structure represents three distinctive levels of participation in the programme and a one-off award for an outstanding performer.

- Graduates: Heifers that complete the programme
- Merit: Heifers that complete the programme with distinction, who are in the top quartile of the graduating team.
- Elite Graduate: Heifers that complete the programme with excellence, and are in the top group of highest indexing heifers in New Zealand

These Graduating heifers have now complete testing within the programme, we will continue to track their progeny.

ANIMAL ID	ANIMAL NAME	OWNER	HONOUR
GFNM-20-31	CAWDOR HS SUNDAL ET	Cawdor Jerseys	Graduate
LMCY-20-26	ELLISON CEM CHARM JG	Roger & Glenys Ellison	Graduate
LMCY-20-30	ELLISON DALTON CARA JG	Roger & Glenys Ellison	Graduate
LMCY-20-48	ELLISON HOSS SUSIE	Roger & Glenys Ellison	Graduate
LMCY-20-17	ELLISON LEOPARD LAURA	Roger & Glenys Ellison	Graduate
LDJX-20-145	FREYDAN BASTILLE BRACEY	D J & F J Lynch Ltd	Graduate
LDJX-20-108	FREYDAN BASTILLE SYDNEY	D J & F J Lynch Ltd	Graduate
LDJX-20-2	FREYDAN HOSS GEM ET	DNA Jerseys Ltd	Graduate
LDJX-20-48	FREYDAN MARIO EMMA	D J & F J Lynch Ltd	Graduate
LDJX-20-84	FREYDAN MISTY MICA	D J & F J Lynch Ltd	Graduate
LDJX-20-130	FREYDAN MONOPOLY TRISHA	D J & F J Lynch Ltd	Graduate
LDJX-20-80	FREYDAN SUPERMAN ALWAYS	D J & F J Lynch Ltd	Graduate
LDJX-20-105	FREYDAN SUPERMAN NYOKO	D J & F J Lynch Ltd	Graduate
HXJJ-20-164	GLENOLBE 20-164	Colin & Berenice Jensen	Graduate
HXJJ-20-20	GLENOLBE 20-20	Colin & Berenice Jensen	Graduate
HXJJ-20-37	GLENOLBE 20-37	Colin & Berenice Jensen	Graduate
HXJJ-20-62	GLENOLBE 20-62	Colin & Berenice Jensen	Graduate
DTJJ-20-19	GLENUI BARATONE DREAMY	Goreland Partnership	Graduate
QNHX-20-7	KAHIWI FLOYD CHRISTINE S3J	Mills Farms Limited	Graduate
FMHC-20-59	LYNRICH DETECTIVE YAMIN	RF & CL Lansdaal Ltd	Graduate
FMHM-20-35	LYNRICH MISTY AAMIRA S3J	RF & CL Lansdaal Ltd	Graduate
FMHM-20-24	LYNRICH MISTY TOSCA	RF & CL Lansdaal Ltd	Graduate
FMHM-20-3	LYNRICH WALKER CHALICE JG	RF & CL Lansdaal Ltd	Graduate
CGCR-20-94	PURIRI CARRICK AMELIA	Wilson Farms	Graduate
CGCR-20-58	PURIRI CARRICK SINEAD	Wilson Farms	Graduate
CGCR-20-63	PURIRI CHARLES DIANA JG	Wilson Farms	Graduate
CGCR-20-121	PURIRI CONNACHT ROBIN	Wilson Farms	Graduate
CGCR-20-16	PURIRI KAINO FAITH	Wilson Farms	Graduate
CGCR-20-97	PURIRI MISTY JUSTICE	Wilson Farms	Graduate
CGCR-20-136	PURIRI NUCLEUS DYLAN	Wilson Farms	Graduate
CGCR-20-144	PURIRI OMNIBUS NAOMI	Wilson Farms	Graduate
RLWN-20-51	ROCKLEA HOSS FAITH	DNA Jerseys Limited	Graduate
RLWN-20-88	ROCKLEA OMNIBUS JESS ET	DNA Jerseys Limited	Graduate
RVNJ-20-23	SHARONS MARCO QUICHE	Reymer Ag/ Sharons Cattle Co	Graduate
GHB-20-57	TWO VIEW DX FRAGRANCE S3J	Gavin & Catherine Vowles	Graduate
VFL-20-44	WEE BURN HOSS PETRA S3J	Grant & Pam Wilson	Graduate
VFL-20-49	WEE BURN MONTAGE DALAS	Grant & Pam Wilson	Graduate
GFNM-20-86	CAWDOR AZ SENIA	Cawdor Jerseys	Merit Graduate
GFNM-20-129	CAWDOR CK RUBEY	Cawdor Jerseys	Merit Graduate
LMCY-20-27	ELLISON CARRICK ELANA	Roger & Glenys Ellison	Merit Graduate
LMCY-20-16	ELLISON CEM ELAINA	Roger & Glenys Ellison	Merit Graduate
LDJX-20-5	FREYDAN HOSS GEMS ET	D J & F J Lynch Ltd	Merit Graduate
HXJJ-20-155	GLENOLBE 20-155	Colin & Berenice Jensen	Merit Graduate
DTJJ-20-26	GLENUI MONDALE PRIMROSE	Goreland Partnership	Merit Graduate
CVXR-20-43	LINAN MEGA DIAMOND	Megaw Family Trust	Merit Graduate
CGCR-20-146	PURIRI KAINO GEROME	Wilson Farms	Merit Graduate
CGCR-20-113	PURIRI NUCLEUS MINSTREL HG	Wilson Farms	Merit Graduate
RLWN-20-169	ROCKLEA CARRICK MOLLY	DNA Jerseys Limited	Merit Graduate
GHB-20-37	TWO VIEW SUPERLAMAR FARAH	Gavin & Catherine Vowles	Merit Graduate
CRKB-20-35	WESTELL CARRICK POPPY	Westell Properties	Merit Graduate
LMCY-20-16	ELLISON CEM ELAINA	Roger & Glenys Ellison	Performance Award



BULL PROFILE: **Lynbrook Trigg Bravado** AB Code: 322205

by Danie Swart
LIC Bull Acquisition Manager

For six years LIC have worked in partnership with JerseyNZ on the Jersey Future programme, which is a fundamental driver for the success and sustainability of Jerseys in New Zealand. This programme has seen a number of fantastic bulls come through, including Wee Burn Desi Don - 319060 who, over the past year, has featured quite regularly as the top bull on the RAS list. Other Jersey Future proven bulls to highlight are Samurai, Trident, Pepper Shaker and Montage, all of which have been marketed by LIC.

Additionally, genomic Jersey Future Bulls such as Topshot, Oganeev, and more recently Bravado, Kowhai and Tailormade have all featured in LIC Premier Sires teams over the past year. LIC and JerseyNZ have extended this joint programme to nine bulls for the 2023 season.

LYNBROOK TRIGG BRAVADO is from the Lynbrook stud of Steve and Nina Ireland, based in South Canterbury. Bravado is known for good production and great udders.

His sire Thornwood Degree Trigger was one of the highest udder overall gBV Jersey bulls marketed by LIC at 1.14, making it no surprise this is also a standout quality for his son. Bravado himself has an udder overall gBV of 0.99 and a rear udder gBV of 1.2.



He is from the Bowie cow family at Lynbrook stud. His dam Lynbrook Star Bowie (pictured below) is a stunning VG86 cow with exceptional production, plus a PW of 634 and a LW of over 600.

If you are wanting great producers with fabulous udder quality, then this top-notch bull is certainly worth considering. Bravado is available in LIC's Premier Sires Forward Pack for 2023.



Bravado's Dam - Lynbrook Star Bowie

Registrations

Registrations for 2022 born calves are now well underway, and many members have already completed this process for the season.

What benefits does registering have?

- Registered cattle give more options for how they can be marketed. A registered pedigree herd has a profile through your studname that offers many quality added value opportunities, including brand development.
- Registered cattle give more options for how they can be marketed, on average a registered herd sells \$200-\$800 per cow above similar herds.
- Registered animals are eligible for programmes administered by Jersey NZ including automatic access to the JerseyGenome™ programme.
- Industry good. Your registrations increase the subset of Jersey animals whose data can contribute to the national herd, increasing reliability for education and advocacy purposes.
- 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.

Why are registrations important to us?

Not only can registering your animals add value to your own herd there are two main benefits to wider industry, advocacy and operations:

- 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 to 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.

Along with registration numbers increasing we are also increasing the number of members taking part in our registration standing order process. Increased member participation by 68% in one year has made predicting workloads and allocating time accordingly much more efficient.

If you register year to year, but struggle to remember to get your information in, fill out a standing order form and leave the rest of the work to Karen.

Call **(07) 856 0731** or e-mail **kmaxwell@jersey.org.nz** - Karen Maxwell

New Member? Jersey Plus Registrations!

Are you a new member looking to get your herd registered? Then consider registering your herd through our Jersey Plus programme. The offer is available to all new members who register their herd before 31 August of the year they join (i.e. for the next Herd Book). This programme applies to you if you:

- Are a new member with or without a registered Studname/Prefix
- Use the automated 'Turn Your Herd On' option to register all current females J12 & over in your herd
- Use either the MINDA naming system or the default naming system and sign up to the annual standing order programme.

Prices will be as follows:

First 100 females \$8.00 + GST

Next Over 100 females \$4.00 + GST

With additional discounts for larger groups as follows: (discount to apply to total account)

200 – 300 females registered additional 10% discount

301 – 400 females registered additional 15% discount

401 – 500 females registered additional 20% discount

501 + females registered additional 25% discount

That is a saving of AT LEAST \$10.00 PER ANIMAL on any female animal over one year of age.

Offer does not apply to bull registrations, these must be processed individually. Call the office now to see if this could work for you.

For more on registrations including bulls and the full registration policy, head to www.jersey.org.nz/registration



jersey^{NZ} FUTURE

A Joint Programme



2023 Jersey Future Team:

The Jersey Future catalogue was released in late April with a fantastic line up of young bulls making up the 2023 team. Jersey Future 2023 is backed by well-established genetics, elite cow families and utilises the very latest genomic technology.

Jersey Future continues to deliver bulls from outstanding proven and performing cow families. Many of you will be familiar with these maternal families. This 2023 team supports our goal to deliver outstanding Jersey genetics while supporting Jersey genetic gain.

Invest in our future. Invest in Jersey Future.



2023 Team

Bull Code	Name	Breeder	gBW (\$)	A2 Status
323200	Williams Banff Substance	Totara Dairy Ltd	446 / 58%	A2A2
323201	Williams Brisbane Frenzy	Dairy Ltd	519 / 48%	A2A2
323202	Maharee Bas Kaiden	Maharee Farms Ltd	410 / 56%	A2A2
323203	Maharee Laz Forrest	Maharee Farms Ltd	421 / 49%	A2A2
323204	Glenui Magnify Starsky	Goreland Partnership	447 / 47%	A1A2
323205	Lynbrook TBM Trilogy-P	Lynbrook Farm Ltd	336 / 54%	A2A2
323206	Lynbrook TN Te Anau	Lynbrook Farm Ltd	456 / 46%	A2A2
323207	Glanton CMM Burton	Glanton Holdings Ltd	471 / 45%	A2A2
323208	Crescent LRT Cassidy-ET	Agrivest Ltd	401 / 54%	A2A2

Order Forms:

To complete an order head to <https://www.jersey.org.nz/jersey-future/> now!!!



17/03/2023

Future Success:

We can proudly announce that from previous crops, six bulls stood out from the programme and made it into potential LIC Premier Sires and Alpha Nominated Teams. These bulls have left outstanding daughters across the nation and are proving their high genetic merit.

By identifying young bulls with high potential and with the help of Jersey NZ members, we're finding the sire of the future.

Bull Code	Name	Type	gBW (\$)
322202	Okura Titua Kowhai	PS Sexed	406 / 49%
319066	Tironui GB Montage ET	Alpha daughter proven	422 / 89%
322205	Lynbrook Trigg Bravado	PS forward pack & Alpha	432 / 58%
322200	Lynbrook Popeye Tailormade	PS Sexed & Alpha	392 / 46%
320200	Thornlea Misty Topshot ET	PS forward pack	386 / 57%
318063	Glenui Pepper Shaker	PS forward pack & daughter proven	371 / 91%



17/03/2023

FIRST JERSEY FUTURE BULL TO TOP DAIRYNZ'S RAS LIST

Jersey Future bull 319060 Wee Burn Desi Don is the first Jersey Future bull to top DairyNZ's Ranking of Active Sires (RAS) list with a BW of 550/89. This is a huge achievement for a programme that is only six years old. Sadly, Desi Don is now deceased and there is no semen available.

Huge thanks to LIC for their support of the Jersey Future programme. Congratulations too, to breeders GPS 2000 Ltd, Glenn & Chantel Wilson on this outstanding achievement. Jersey continues to dominate the RAS list, with 23 of the top 30 bulls Jersey.

At JerseyNZ, we believe every farmer deserves the best cows; we believe that cow is Jersey.

FUTURE PROGRAMME SUCCESS

Okura Floyds Kamo, VG2
Dam of Okura Titus Kowhai

Tironui Integ Meg, VG2
Dam of Tironui GB Montage ET

Lynbrook Star Bowie, VG86
Dam of Lynbrook Trigg Bravado

Okura Titus Kowhai 322202 A2A2

gBW (\$)	406/49			
Milkfat gBV (KG)	20			
Protein gBV (KG)	13			
Capacity	-1	0	1	0.67
Udder Overall				0.77
Dairy Conformation				0.57

Tironui GB Montage ET 319066 A2A2

gBW (\$)	422/89			
Milkfat gBV (KG)	46			
Protein gBV (KG)	26			
Capacity	-1	0	1	0.93
Udder Overall				0.44
Dairy Conformation				0.91

Thornlea Misty Topshot ET 320200 A2A2

gBW (\$)	386/57			
Milkfat gBV (KG)	37			
Protein gBV (KG)	8			
Capacity	-1	0	1	0.77
Udder Overall				0.72
Dairy Conformation				0.73

Glenui Pepper Shaker 318063 A2A2

gBW (\$)	371/91			
Milkfat gBV (KG)	40			
Protein gBV (KG)	19			
Capacity	-1	0	1	0.54
Udder Overall				0.42
Dairy Conformation				0.56

These bulls are not available through the 2023 Jersey Future programme but are available through LIC

Young Bulls selected for Jersey Future are all backed by productive cow families of high genetic merit, with good longevity. We can proudly announce that from previous crops, six bulls stood out from the programme and made it into potential Premiers Sires and Alpha Nominated Teams. A selection of these bulls have left outstanding daughters across the nation and are proving their high genetic merit.

By identifying young bulls with high potential and with the help of kiwi farmers, we're finding the sires of the future.

- 322022 Okura Titus Kowhai – Premier Sires sexed
- 319066 Tironui GB Montage ET – Alpha daughter proven
- 322205 Lynbrook Trigg Bravado - Premier Sires Forward pack & Alpha
- 322200 Lynbrook Popeye Tailormade - Premier Sires sexed & Alpha
- 320200 Thornlea Misty Topshot ET – Premier Sires forward pack
- 318063 Glenui Pepper Shaker – Premier Sires forward pack & daughter proven

Lynbrook Vjquin Trick, VG85

Dam of Lynbrook Popeye Tailormade

Thornlea Super Tansy ET, VG2

Dam of Thornlea Misty Topshot ET

Glenui Integrity Shanty EX2

Dam of Glenui Pepper Shaker



Lynbrook Trigg

Bravado

322205 A2A2

gBW (\$)	432/58			
Milkfat gBV (KG)	34			
Protein gBV (KG)	17			
Capacity	-1	0	1	0.66
Udder Overall				0.99
Dairy Conformation				0.67

Lynbrook Popeye

Tailormade

322200 A2A2

gBW (\$)	392/46			
Milkfat gBV (KG)	37			
Protein gBV (KG)	6			
Capacity	-1	0	1	0.51
Udder Overall				0.75
Dairy Conformation				0.42

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Huge thanks to LIC for their support of the Jersey Future programme. Congratulations too to breeders GPS 2000 Ltd, Glenn & Chantal Wilson on this outstanding achievement. Jersey continues to dominate the RAS List, with 23 of the top 30 bulls Jersey.

At JerseyNZ, we believe every farmer deserves the best cows; we believe that cow is Jersey.



TOP Inspectors – We Need You

Looking for a new challenge? Love your cows and would relish the chance to get amongst other herds and visit different parts of the country? Consider becoming a TOP Inspector.

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.

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, there is time for exploring before it is dark (and there are after dark activities also!). I have visited the Blue Spring near Putaruru, 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, 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”.

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 both TOP and Body Condition Score every four years, and recalibrate BCS annually. No prior qualifications are required and JerseyNZ covers all costs involved with getting your certification.

Annually, you also need to attend at least one (preferably both) TOP Workshop before undertaking any inspections. These workshops are held before each of the tours in the Waikato region.

Robert Hall:

“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.”

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 TOP Coordinator will then work with the Member Services Administrator to produce the tour schedules. A ‘tour’ is commonly 4-5 days in a specified region.

Early tours commence in mid-September for approximately three weeks. These tours inspect Sire Proving Herds for the industry in Northland, Waikato and Bay of Plenty. Sire Proving Herds must be inspected Monday-Friday between 8.30 am – 3.00 pm.

Main tours commence in mid-October and go through to late November. These are a mixture of Sire Proving herds and JerseyNZ members herds. Tours start in Northland and move down the country over a six week period. While the inspection hours for sire proving hours are restricted, you will be asked to inspect



member herds outside those hours. Your day on the main tour may last from 7.00 am - 5.00 pm, and may include some weekend work also.

You may also be asked to undertake personalised inspections – these are one-off inspections in your local area outside the tour timeframe at your convenience.

James Wallace:

"I wanted to become a TOP inspector so that I could learn a new skill, do a service to the industry, see different herds and most importantly meet and encounter new people that I normally wouldn't cross paths with. The people that I met and herds that I saw were in places that I normally wouldn't get a chance to. Although SPS herds are not the most exciting part of doing TOP it gave me a chance to have some good chats with the more experienced inspectors. When the herd owners/workers are interested in learning about what we are doing it make that job even more enjoyable...I thoroughly enjoy TOP".

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. This may mean that you work on your own on one farm, but with another inspector at the next. 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 17,000 animals

inspected by JerseyNZ 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, certification days and workshops Inspectors are paid a daily allowance plus a per diem allowance for food and per kilometre rate for own vehicle use. All other expenses are covered. These may include flights, rental cars, petrol, & accommodation.

Take a ridealong

A great way to find out more about what its like to be an inspector, take a ridealong! Spend a day or two with an experienced inspector this season to get a feel for the role. Contact Karen Maxwell to arrange this.

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

TOP CONVENOR

Peter Gilbert
p: 027 435 6334
e: pgilbert@jersey.org.nz

TOP CO ORDINATOR

Robert Hall
p: 027 431 8610
e: 8raro8@gmail.com

MEMBER SERVICES ADMINISTRATOR

Karen Maxwell
p: 07 856 0816
e: kmaxwell@jersey.org.nz

TOP – New Traits in 2023

The 2023 TOP season will see the removal of one collected trait, and the addition of two new traits.

Liveweight will be dropped from TOP collection, as the data collected via TOP is no longer used in Animal Evaluation as liveweight data is sourced from other means.

Following trials, two new traits will be collected for at least two years to allow further data analysis on their heritability.

- Rear Legs Rear View – Direction of rear feet when viewed from the rear.
- Foot Angle - Angle at the front of the rear hoof measured from the floor to the hairline at the right hoof.

All inspectors have attended a May workshop to train in scoring the two new traits.

TOP Review 2022

In the 2022 TOP & Classification season, Jersey NZ classified a total of 17,239 animals as follows

2022 TOP Classifications	2yr	Older	Total	Herds
Members	6,376	2,373	8,749	120
SPS Contract	8,490		8,490	115
Total	14,866	2,373	17,239	235

Classifications Over Time	2017	2018	2019	2020	2021	2022
Members	6,614	7,024	6,493	7,215	8,400	8,749
SPS Contract	14,444	15,746	12,757	13,148	7,263	8,490
Total	21,058	22,770	19,250	20,363	15,663	17,239

Excellent Cows				
Year	Herds	EX	EX2	TOTAL
2020	109	443	4	447
2021	63	357	5	362
2022	49	346	25	371

Congratulations to the following herds, that had 1 or more cows classify as Excellent this season

Name	# of EX	Name	# of EX
The Macdonald Family Trust	61	John & Jean Ellison	4
Leithlea Jerseys	27	Ian & Christina Jordan	4
J M & K L Sneddon Partnership	21	Platinum Genetics	3
Rivermere jerseys	20	S & C Terry Ltd	3
I W Scott & Sons	20	Bonacord Farms Ltd	3
P & K Horn	19	Wilson Farms Ltd	2
R E & J C Gibson Limited	18	AW & LR McAllister	2
Just Jersey Ltd	17	Caratacus Farms Ltd	2
B W & I C McClean	15	Sharons Jerseys	2
Snowfed Farm Ltd	15	P & J Bish	2
Ferdon Genetics	10	G W & K A Weld	2
Greenacres (Kereone) Ltd	9	Nicole Parkes	2
T & G Sneddon	8	Carnarvon Farms	2
Totara Dale Farm Ltd	7	Baldrick Farms Ltd	2
R & G Ellison	7	S & L Harrison	1
Muzzal Farms Limited	7	Northerly Farms Ltd	1
Devorow Stud	7	Pirie Farms Ltd	1
Mangapiko Jerseys Ltd	7	Sherborne Farms Ltd	1
Karaka Jerseys Ltd	6	Gayley Woods Farm	1
Ngarua Dairy Ltd	6	Glantton Holdings Ltd	1
C & D Perrott	6	Malibu Jerseys	1
G P S 2007 Limited	5	Kalamity Jerseys	1
Jeyes Farming NZ Ltd	5	Ron & Jackie Monk	1
Ludlow Hills	4		

TOP – Farmer Trait App

While the BreedIT TOP platform was being developed, Holstein Friesian New Zealand also developed a farmer trait app that is now freely available to all Breed Society members. This app allows members to record their farmer trait scores electronically, where on completion the data is uploaded directly to BreedIT as part of the TOP & Classification process and will show on your TOP Cow Listing.

This is an easy, free and effective alternative to writing out farmer trait sheets by hand.

You will need to download the app and select a password

via HFNZ, but this is a one-off requirement. A handy 'how to' guide is provided and you can then record the farmer traits on your two year olds in your own time & at your own pace. Once they are all completed, just submit the scores to BreedIT.

Try it in 2023! Save time & improve accuracy both on farm and in the JerseyNZ office.

JerseyNZ gratefully acknowledges Holstein-Friesian New Zealand for developing and making this app available at no cost.

International News

Type characteristics, inbreeding, and productivity all have an impact on survival in US Jersey cattle – The Bull Vine

Lower replacement costs, greater average milk output, and fewer replacement heifers are all connected with increased lifespan. Because longevity statistics are collected late in life, stayability, defined as the chance of surviving from birth to a specific age, may be used as an alternative metric. The purpose of this research was to investigate the impact of various type features, inbreeding, and production level on the stayability of Jersey cows at various ages, as well as to track changes over time. The data set included 460,172 to 204,658 stayability records for survival from birth to 36, 48, 60, 72, or 84 months of age, depending on the duration of the opportunity period. Threshold models were used to analyse the stayability features, which included explanatory factors such as various type attributes, inbreeding coefficient, and within-herd production level. Stayability trait heritability estimates varied from 0.05 (36 mo) to 0.22 (84 mo). As predicted, the likelihood of survival declined with age. Regardless of age or the type attribute tested, highly productive cows were more likely to survive than their poor-producing peers. Our data show that farmers' selection choices tend to penalise low productivity in the beginning and reward good production later on. Inbreeding reduced the likelihood of survival, particularly when inbreeding coefficients surpassed 10%, and this effect was most obvious at 48 months of age or later. Some personality features, such as size and foot angle, have minimal influence on survival. Other type attributes, such as strength, dairy shape, rump breadth, and rear legs, had a better likelihood of survival at intermediate scores, while fore udder attachment, rear udder height, udder depth, and final score had a lower probability of survival at higher scores. Finally, our findings show that the chance of survival has reduced over the previous decade, most likely owing to a larger number of available heifers and, as a consequence, increased culling rates.

Longevity in dairy cattle is linked to lower replacement costs and higher average milk output. Farmers cull low-producing cows willingly for economic reasons in order to increase farm profitability. Poor reproduction, injuries, and diseases, on the other hand, might require the forced culling of productive animals, increasing veterinary expenses and decreasing farm profitability. In addition to milk output, linear type features and inbreeding may be linked to culling, either directly or indirectly via connections with disease, injury, or infertility. Stayability may be used as an alternate metric to longevity since it is assessed late in life. Small heritability estimates for STAY36, STAY48, STAY60, STAY72, and STAY84 in our analysis imply that selection for enhanced stayability would result in gradual genetic gains. Kern et al., 2014 discovered similar findings when using a threshold model to assess the lifetime of Holstein cattle. Productive life is used to assess the duration from first calving till culling in the lifetime net merit index (NM\$) published by the Council on Dairy Cattle Breeding (Cole et al., 2021), and it gets a relative economic focus of approximately 20% in Jersey cattle (VanRaden et al., 2021). As a result, despite the possibility of sluggish genetic improvement owing to low heritability, selection for longevity is critical in US dairy cattle. Furthermore, since it is substantially and favourably connected with survival until later ages, stayability till younger ages may be a suitable selection criteria for longevity.

Through its correlation with the occurrence of certain illnesses and injuries, type features are indirectly associated to lifespan. Poor foot and limb conformation, for example, has been linked to higher lameness genetically (Khansefid et al., 2021). In earlier research, however, the connection between chance of survival and foot angle and rear leg scores in Jersey and Holstein-Friesian cows was minimal (Caraviello et al., 2003; Williams et al., 2022a). Our research discovered a little link between STAY60 and foot angle score, while rear leg score seemed to have greater impacts on survival, with reduced survival at both extremes. Rump angle scores with low or high pins may be connected to calving problems, which might increase the likelihood of culling (Sewalem et al., 2004), and our findings revealed that cows with an intermediate rump angle were more likely to live to 60 months of age. Poor teat placement has been linked to lower machine milking efficiency and a higher incidence of subclinical mastitis (Singh et al., 2017), and our study found that cows with more central teat placement, and thus intermediate scores for front and rear teat placement (side and rear views), had a higher chance of survival. Other udder-related type features, including as udder depth, udder cleft, fore udder attachment, rear udder height, and rear udder breadth, are linked to variances in milk production and injury sensitivity. Among the type characteristics evaluated, Caraviello et al. (2003) found that udder features were the most significant predictors of lifespan in Jersey cattle. Similar to the current research, the authors reported a significant danger of culling for animals with low scores for those features, with declining rewards in survival likelihood as type scores neared their maximum. In earlier investigations with Holstein and Jersey cattle, height was shown to be the least relevant feature in terms of survival (Caraviello et al., 2003; Sewalem et al., 2004). Notably, within-herd ranking for milk production has a considerable effect on culling choices, and its relevance in comparison to type features seems to have risen over time. Cows with high final scores had identical chances of surviving in the past, regardless of milk production level. Cows with poor milk output, although having excellent type ratings, seem to be removed from the herd in recent years.

Full article available online at: <https://www.thebullvine.com/news/type-characteristics-inbreeding-and-productivity-all-have-an-impact-on-survival-in-us-jersey-cattle/>

NZ Dairy Event²⁰²³

HELD: 25 – 27 January - Manfield, Feilding

JERSEY SECTION JUDGES: Daniel Bacon (AUS); Associate Lynden Muggeridge

FULL RESULTS:

www.jersey.org.nz/nz-dairy-event-2023/

Jersey Supreme Champion

Kuku Tbone Leila / Horn Genetics



- + 1st Place Jersey 7 Years & Over
- + 3rd Place All Breeds 7 Years & Over
- + Senior In-Milk Jersey Champion

Senior In-Milk Jersey Reserve Champion

Ferdon Bstone Vienna ET / Ferdon Genetics, Otorohanga



- + 2nd Place Jersey 7 Years & Over In-Milk

Intermediate In-Milk Jersey Champion

Ferdon TFern Sharee / Ferdon Genetics, Otorohanga



- + 1st Place Jersey 2 Year Old In-Milk
- + 1st Place All Breeds 2 Year Old In-Milk
- + Best Uddered Intermediate Jersey Cow
- + Intermediate In-Milk All Breeds Reserve Champion

Intermediate In-Milk Jersey Reserve Champion

Ferdon BStone Venice / Ferdon Genetics, Otorohanga



- + 1st Place Jersey 3 Year Old In-Milk

Junior Jersey Champion

Glenalla Madison Ivy / Gilbert Family & Megan Thomas, Ashburton



- + 1st Place Junior Yearling Heifer
- + 1st Place All Breeds Junior Yearling Heifer
- + Junior All Breeds Reserve Champion

Junior Jersey Reserve Champion

Te Awhata Black Rilla / Gilbert Family & Charlotte Osborne, Ashburton



- + 1st Place Senior Yearling Heifer
- + 2nd Place All Breeds Senior Yearling Heifer

Murray Harnett Challenge Trophy

The Murray Harnett Challenge for the JerseyNZ Young Judge competition was keenly contested at NZ Dairy Event.

The winner of this prestigious competition was Megan Thomas (Cinder Hill Jerseys, Gore), with Joanna Fowlie (Ataahua Jerseys, Matamata) in second place and Zoe Botha (Aspire Jerseys, Opotiki) in third.



North Island Championships²⁰²²

HELD: 17 November - Kihikihi Domain, Te Awamutu
JUDGE: Wayne Taylor

FULL RESULTS:
<https://www.jersey.org.nz/agrisea-nz-jersey-classic-centennial-show-2022-north-island-championship/>

North Island Champion Cow
Ferdon Apple Vickie / Ferdon Genetics



Reserve North Island Champion Cow
Fynreath Joel Duchess IMP-ET / Fowlie Family



South Island Championships²⁰²²

Awarded as part of the Semex On Farm Challenge
JUDGE: Barry Montgomery

South Island Champion Cow
Willowhaugh Tbone Honey, Ex2 / I M & C A Jordan



South Island Reserve Champion Cow
Glenalla Sultans Ekka / Snowfed Farm Ltd - N Gilbert



Sales Results

Jersey Pride Sale

JerseyNZ Annual Conference, Invercargill – Hybrid auction
30 March 2023

A total of 19 lots sold at this year's Annual Jersey Pride Sale, for a total of \$112,800 and averaging \$5,936.84. The top selling animal was Lot 8 – Glanton KFP Bane ET, selling for \$15,500 on behalf of vendors, Glanton Holdings Limited. Bane's great granddam, Mans Blanche was a 2022 JerseyNZ Hall of Fame inductee.

Other highlights:

- Lot 7 – Riverina Pop Celeste ET purchased from vendor Riverina Jerseys Limited, sold for \$10,000.
 - Lot 10 – Glenui Hoss Parveen ET purchased from vendor Goreland Partnership, sold for \$9,500.
 - Straws of Wee Burn Desi Don selling for up to \$250.
 - Straws of Glanton SS Bastille S3J selling for \$250.
-

Owharoa Jerseys Complete Dispersal Sale

Mrs B F Smith, Graham Smith and Debbie Mercer, Southland – 100% online auction
11 April 2023

A total of 114 animals went up for sale at the Harbourside-Owharoa Sale earlier in April, with a total average of \$1,899.

62 Jersey cows averaged \$2,046, 22 in-calf heifers averaged \$2,106, 19 yearling heifers averaged \$1,424, 4 Jersey empty cows averaged \$950 and 7 Crossbred cows averaged \$1,786. The top priced cow was Lot 39 selling for \$4,900 to P Hansen of Rangiora. The top priced in-calf heifer was Lot 94 which sold for \$4,600 to G Lilley of Southland and the top priced yearling heifer was Lot 121 – Harbourside Tors Gennie sold for \$5,050 to P Hansen and was the hardest lot for the vendors to part with. Gennie's dam, Harbourside Viral Geneva has many achievements including Champion Jersey and All Breeds at Winton 2023, Champion Jersey and Supreme Champion Jersey.

The majority of the animals stayed in the South Island, with 25 heading to the North Island.

Kohitiata Sale

N & D Atkins, Dannevirke, Kohitiata – Hybrid auction
12 April 2023

The Kohitiata-Edenmore sale included a selection of Jerseys, Ayrshire, Friesian and Shorthorn animals. A total of 65 animals sold at a total of \$110,450, averaging \$1,699. The average for cows was \$1,716.67 and for in-calf heifers was \$1,698.39.

The top priced Jersey was Lot 41 selling for \$2,050. The top selling animal overall was Lot 64 at a total of \$2,700.

Milldale Farms Sale

G & G Bell, Te Aroha – 100% online auction
17th, 18th, 19th April 2023

This three-day sale consisted of 280 cows, 72 in-calf heifers and 57 heifer calves, all Jersey and Jersey cross. The top price in day 1 was \$11,000 for Lot 60. Top price for day two was \$9,800 for Lot 222 and \$6,500 was the top price on the final day for Lot 296.

Posterity Jerseys Complete Dispersal Sale

D & F Post, Hamilton – 100% online auction

26th April 2023

The final curtain came down for Dick and Faye Post at their sale held in April. An excellent final result due to the genetics, indices and productive ability many of today's dairy farmers require. The total average for the sale was \$2,417.

3 cows averaged \$2,800, with the top priced cow being Lot 18 selling for \$3,200 to purchaser Taffy Ltd from Winton.

80 in-calf heifers averaged \$2,327 with the top priced heifer, Lot 8, selling for \$7,100 by purchaser, Nathan Williams of Atiamuri.

83 head averaged \$2,344 and all animals on offer have found homes with 11 to the South Island and others to all regions of the North Island.

Two View Jerseys

Gavin & Catherine Vowles, Taupiri – 100% online auction

26 April 2023

A total of 148 lots sold for a total of \$289,400, averaging \$1,955.41. The highest selling animal was Lot 30 – Two View Cyclone Eva, selling for \$7,200. Other highlights were Lot 62 – Two View Lotto Odele S1J, selling for \$5,300 and Lot 21 – Two View Superlamar Farah and Lot 32 – Two View Sult Princes S3J both selling for \$4,300.

Kauri Gold Annual Sale

Northland multi-vendor – 100% online auction

27 April 2023

25 Lots sold for a total of \$56,300, averaging \$2,252. The highest selling animal was Lot 1 – DPNL-20-28 from vendors, SOS Co Limited, selling for \$3,100. Other highlights included Lot 3 – Pukenui Triggers Dorrel which sold for \$3,000, along with Lot 15 - Lochnoor Floyd Diana selling for \$3,010.

No Payne No Gain Genetic Sale

B Payne, Cambridge – 100% online auction

27 April 2023

A total of 13 lots were on offer for this Cambridge sale. A total of \$78,300, averaging \$6,023.08. The highest selling animal was Lot 4, which sold for \$9,000 to Just Jerseys Ltd.

Lot 6, a registered Jersey is a Cluain Goldie Jacob daughter sold for \$5,000 and Lot 8, also a registered Jersey – a Thornwood Banff Titus daughter, sold for \$5,400.

Upland Park Jerseys Final Dispersal Sale

Andy & Nicki Walford, Walton – 100% online auction

28th April 2023

The final dispersal sale for Upland Park saw 67 animals sold for a total of \$188,500 and averaged \$2,813.43. The highest selling animal was Lot 10 - Upland Park Quads Brooke, selling for \$7,900. Brooke was the best offering in the sale, her Granddam, Upland Park DG Beauty ET sold for \$19,000 at Jersey Pride sale. Other highlights included Lot 33 – Upland Park Bruces Allie, selling for \$7,400 and Lot 13 - Upland Park Hoss Beauty selling for \$7,100.

Cawdor Stud Herd Reduction Sale

Fraser & Christine MacBeth, Nelson – 100% online auction

1st May 2023

The Cawdor Sale included a total of 103 animals, comprising 47 in-calf cows, 28 in-calf heifers, 28 rising 1 year heifers. A total of 90 animals sold for a total of \$143,350 and averaging \$1,592.78. Top priced animal was Lot 21 – Cawdor Prof Polianna, a great strong heifer contracted to LIC. Other highlights included Lot 19 – Cawdor Cem Perfection, selling for \$4,100 and Lot 5 – Cawdor Cem Sienne which sold for \$4,000.

Team Speedy Limited

Team Speedy Limited, Whangarei – Hybrid On Farm auction

2nd May 2023

140 lots sold for a total of \$223,250 and averaging \$1,594.64. Top priced animal was lot 68, selling for \$3,000.

Jersey Power Annual Sale

Just Jerseys Ltd – Nigel & Julz Riddell, Otorohanga – 100% online auction

10th May 2023

34 lots sold for a total of \$71,100 and averaging \$2,091.18. Top price for the in-calf heifers was \$3,200 for Lot 24 – Thornlea Hoss Beverley2, a striking heifer who is full sister to Thornlea's star in the making in the herd.

Obituaries

It is with deep regret and profound sadness we record the passing of the following members, previous members and friends of JerseyNZ.

Anne Wilson – DENSON DALE, Waikato, passed away 29 January 2023

David & Jill Glass – HERON HILL, Waikato, passed away 12 February & 25 May 2023 respectively

Richard Gibson – MERRIFIELDS, Manawatu, passed away 9 May 2023

Bob Potts – CAIRNTOUL, Waikato, passed away 23 May 2023

Ray Clements – APONGA, Northland, passed away 24 May 2023



Bob Potts Obituary

Bob was presented with an Honorary Life Membership of JerseyNZ in 2020 and we share with you the citation from this award:

In 1947 the Cairntoul prefix was registered, and Bob Potts began his journey with the Jersey breed. The farm was situated on Ngaroto Road, Te Awamutu and together with Jeanette they farmed there until their retirement, handing over the reins to their son David who has continued the Cairntoul stud.

Not long after registering his herd, Bob joined the Te Awamutu Jersey Cattle Club and over the years has served on the committee and filled the role of President for two years. Bob, to this day is a very active member of the club and is involved in every activity – a contribution spanning more than 70 years. “Mr Bob” as he is affectionately known as in the club was awarded Te Awamutu Club’s Life Membership in 1987, and became Club Patron in 1996.

Bob was appointed to a young sire selection committee in the 1980’s which saw him travelling many miles with

other committee members, selecting young bulls for the sire proving scheme run by JerseyNZ. Around this time Bob purchased a bull, registered as Konui Glen Sams Conquest from friend and fellow Te Awamutu breeder Wally Kerr. This bull did an outstanding job in the Cairntoul herd and was subsequently marketed by Ambreed for widespread service. Many members gained from this bull’s genetics.

Over the years Bob has been a regular attendee at the JerseyNZ AGM and Conference, where his well-considered, thoughtful contribution to discussion and debate has been well received. At a time when Councillor Expenses Reports had become somewhat of a headache, often taking up considerable meeting time at the AGM’s, Bob who was appointed to the committee, sorted out the problem it had become and turned it into a straightforward report which continues today. In 1992 he received the Distinguished Members award.

Bob’s enthusiasm and dedication to the Jersey breed is evident. Bob and Jeanette have participated in several World Jersey Bureau Conferences and together they never miss the JerseyNZ annual conferences; although Bob did try and have a short break from the Taranaki conference when he took a wee ride in the ambulance. Bob and his cohorts from the “last of the Summer Wine” can be seen at Dairy Event and sales throughout the country. He is a consummate gentleman, interested in people, takes a keen interest in young breeders who, in turn, enjoy talking to him, enjoys a whiskey with fellow breeders and although has recently celebrated a significant birthday, continues to be a strong advocate of the breed.

Rest in Peace, Bob



Richard Gibson

A reflection on Richard’s life by Steve Le Feuvre, Bureau President.

It is with great sadness that I received the news of Richard’s passing, and after reflecting briefly on the enormity of this, my initial feeling after shock was that I was so glad that I was able to meet up with him and Joy a few times during my recent visit to New Zealand. We had a great time discussing all sorts of things over a delightful lunch that Joy had prepared for us at their lovely home, and I never thought that would be the last time I would see him – it was always a privilege, always an

experience, and always a time to learn something new from someone with such a sharp intellect and enquiring mind.

Richard was passionate about the Jersey breed and this always shone through when you were in his presence, and I got to know him and Joy well over the years through our common love of the Jersey cow. I was always in my element when I was with Richard, such a great character to be around, and his passing is such a great loss to the world as a whole, not just the dairy industry and those of us involved with the Jersey breed.

Richard was a great supporter of the World Jersey Cattle Bureau and all that it stands for, and he and Joy joined the meeting tours all over the world for many decades. Richard served with distinction as Bureau Vice President and was on the Council as New Zealand’s representative for many years and always contributed in his unique and very positive way. His wise counsel will be sorely missed by all who knew him, and on behalf of the World Jersey Cattle Bureau officers, Council and members, I extend my deepest condolences to Joy, Susanna and the rest of the family. May you take great comfort from the knowledge that you have the caring support from all involved in the Jersey industry not only in New Zealand, but also all around the world.

Rest in Peace, Richard.

DATES TO REMEMBER

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

2023 JULY	
8	World Wide Sires Photo Comp voting closes
14	Matariki Public Holiday - office closed
19	Jersey Board Meeting via Zoom
26	Board election nominations close

2023 AUG	
18	Ian Harris Memorial Heifer Competition entries close
23	Notices of Motion close
31	Registrations close for HERD BOOK
31	TOP applications close

2023 SEP	
6	JerseyNZ Board Meeting
11	Annual Report issued
27	Annual General Meeting
29	Semex On Farm Challenge entries open
29	Holley Geck Memorial Trophy entries close
29	Marcus Trotter entries close

2023 OCT	
13	Focus Advertising Deadline
20	Focus Copy Deadline
23	Labour Day - office closed
27	Semex On Farm Challenge entries close
31	Jersey Herd Book issued

COMMITTEES

COMMITTEES, PANELS AND WORKING GROUPS 2023/24

INDUSTRY AFFAIRS COMMITTEE

Roger Ellison, Julie Pirie, Glenys Ellison, Cameron Townshend, Pam Goodin

AUDIT & RISK COMMITTEE

Glenys Ellison, Alison Gibb

JUDGING & CLASSIFICATION COMMITTEE

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

GENETICS COMMITTEE

Steve Ireland, Tony Landers, Ross Riddell, Aaron Courage, Barry Montgomery

YOUTH COMMITTEE

Julie Pirie, Peter Gilbert, James Wallace, Ruth Jeyes, Nick Browning

ANNUAL CONFERENCE ORGANISING COMMITTEE

Pam Goodin, Alison Gibb, Ross Riddell, Maurice Pedley, Rodney Dobson

LINK LIVESTOCK LTD - DIRECTOR

Alison Gibb

DIRECTORS APPOINTMENT COMMITTEE

Ross Riddell, Robert Hall, Trent Paterson

JERSEYGENOME WORKING GROUP

Tony Landers, Glenys Ellison, Glenn Wilson, Josh Sneddon

DIRECTOR EXPENSES REVIEW PANEL

Steve Ireland, Colin Hickey

NZ DAIRY BREEDS FEDERATION

Alison Gibb, Barry Montgomery, Peter Gilbert, Julie Pirie with Pam Goodin as reserve

SHOW ETHICS COMMITTEE REPRESENTATIVE

Peter Gilbert

JERSEY ADVANTAGE TRUST BOARD REPRESENTATIVE

Glenys Ellison, Evan Smeath

JERSEYLAND FARMS LTD BOARD REPRESENTATIVE

Julie Pirie

Office News

TRAITS OTHER THAN PRODUCTION SEASON

Are you interested in becoming a TOP Inspector? We could really use a few more inspectors. This would really take the pressure off existing inspectors – as the old saying goes “Many hands make light work”. Inspectors receive a daily allowance, and all expense are covered including travel, accommodation, and meals. If you are interested in finding out more information, or tagging along with an inspector for a ride-along to see what its like or how to get certified, please contact Karen info@jersey.org.nz or 07 856 0731.

ANNUAL GENERAL MEETING 2023

The 2023 Annual General Meeting has been scheduled for Wednesday 27 September in Hamilton, and will be a hybrid in person / Zoom meeting. Look out for more information in the coming months.

Between the Ordinary meeting held at the Annual Conference and the Annual General Meeting in late September, members now have two opportunities each year to address issues directly with the Board in a member forum. The opportunity to join the AGM virtually means that all members are enfranchised to take part, increasing membership participation in these governance activities.

JERSEY NZ TEAM

Members will be aware that Sean Bresnahan has been working from home since suffering a serious knee injury in late January. He is scheduled to finally undergo surgery in June, and will be off work for about a month and we then expect him to work from home for another month until he can safely tackle the office stairs. It will be great to have him back in the office!

Please bear with us while Sean is off – we will be taking on some tasks ourselves and making use of a freelance graphic designer where necessary.

Office hours are 8.00 am – 4.30 pm. Not all of the team work full-time and our hours of work are listed for you below. We will respond to emails during our work hours.

Pam Goodin - General Manager
Mon-Fri 8.00 am – 4.30 pm

Sean Bresnahan - Graphic Design Coordinator
Mon-Fri 8.00 am – 4.30 pm

Michelle Calcott - Business Administrator
Mon-Fri 9.00 am – 3.30 pm

Karen Maxwell - Member Services Administrator
Mon-Fri 8.00 am – 2.30 pm

Jackie Kennedy - Marketing & Promotions Coordinator
Mon-Thurs 7.30 am – 3.30 pm

HERD BOOK & PRODUCTION REGISTER

Due to workload we have not yet been able to produce the 2022 Herd Book, and now hope that this can be completed withing the next couple of months. We apologise for this delay, initial delays due to BreedIT late last year meant that once those issues were resolved we were into our busiest time of the year.

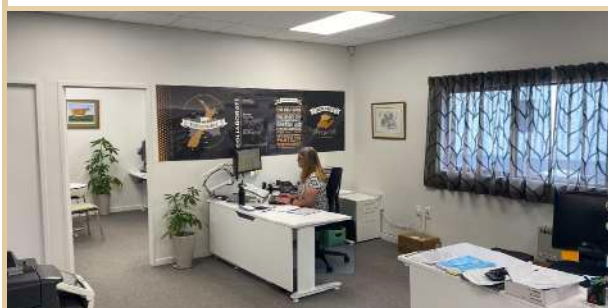
While we have now been given permission to calculate the production awards and tables from the 2021/22 season, we have not yet received permission to print the Production Register as this includes BW and PW data. This will be produced once we have received that permission. Please refer to the information about the Production calculations are made on page 8 for more information.

MEMBER CONTACT

We ask members to consider their sustainability footprint when receiving newsletters and updates from Jersey NZ. Electronic notification is now the simplest, quickest and more cost-efficient way for us to remain in contact with you, highlighted by longer mail delivery times and increased postage costs. All our newsletters, forms and activities are also downloadable from the website, and online forms are also available for most activities. Where your newsletter is printed, we will not print and include attachments, but these will still be available on request from the office.

We urge members to choose electronic delivery as their preferred option to receive notifications from us. To do so, just email us at info@jersey.org.nz.

CONTACT US:



290 Tristram Street, Hamilton 3240
PO Box 1132, New Zealand



07 856 0816



@JerseyNZ



info@jersey.org.nz



www.jersey.org.nz

FIRST NAME	PRESIDENT	SECRETARY	MAIN EMAIL	PHONE
Canterbury	Steve Ireland	Steve Ireland	lynbrook@farmside.co.nz	021 214 1613
Dannevirke	Wayne Johnstone	Ruth Johnstone	waynejohnstone@xtra.co.nz	06 374 8252
Hawera	Linda Megaw	Kelvin Tosland	tozzies@xtra.co.nz	06 274 9123
Karamea	Brian Jones	Debbie Langford	langford@farmside.co.nz	03 782 6650
Lower Waikato	Gavin Vowles	Alison Gibb	arrk.gibb@gmail.com	07 824 4425
Manawatu	Ron Horn	Eileen McQuillan	bellamour@xtra.co.nz	06 324 8749
Marlborough	Hartley Neal	Christina Jordan	wjordan@xtra.co.nz	027 628 5308
Nelson/Golden Bay	Wayne Packard	Brian Nesbit	chardonnay.nz@gmail.com	03 525 9969
North Taranaki	Matthew Cox	Jay Luckin	lucks@xtra.co.nz	027 338 3563
Northern Wairoa	Graeme Collins	Margaret Pinny	marg_pinny@xtra.co.nz	09 439 4560
Okato/Cape Egmont		Bruce Sim	margaretsim74@gmail.com	06 752 4482
Rotorua/Reporoa		Henry Van der Hulst	parkwood-reporoa@xtra.co.nz	07 333 8494
South Waikato		Gayle Sneddon	t.g.sneddon@xtra.co.nz	07 886 6870
Southland	Sandy Simmons	Graham Smith	teeweez@slingshot.co.nz	03 206 6695
Te Aroha	Andy Walford	Marion Wallace	grahmarjerseys@yahoo.co.uk	07 884 5959
Te Awamutu	Marion Johnson	Shirley Hamilton	drumclog@farmside.co.nz	07 873 2802
Te Puke	Tom McDowell	Margaret Scrimgeour	jmscrim.nz@gmail.com	07 533 3681
Thames Valley	Philip Brewster	Ruth Jeyes	tvjc.secretary@gmail.com	021 0220 0095
Wairarapa	Kevin Coker	Sue Prescow	suepresow@yahoo.co.nz	027 283 9372
Westland	Elaine Martin	Jackie Monk	hawthorn4grove@xtra.co.nz	03 755 6043
Whangarei	Lyna Beehre	Jodeen Cutforth	bluelyna@xtra.co.nz	09 433 9636

Nikao Farm Ltd

Hamish Gloyn

NIKAO

Manawatu

Watts & Son Ltd

Trevor & Angela Corbin

WAIKOAU

Hawkes Bay

RMH Dairy Ltd

Amelia Hunter

JEZMIA

Waikato

Donavan Family Trust

Annabel & Dean Donovan

MOKAI

Taupo

Donald Pearson Farm Trust

DONALDS

Waikato

Jono Schouten

Udder Perfection

ANJO

Canterbury

Scott & Nikola Mitchell

LANG BRAE

Waikato

Jason & April Dibble

TE RANGI VALLEY

West Coast

Thomas Lilley

RYALTON

Canterbury

Gary & Karen Peters

ROCK VIEW

Taranaki

Bronwyn Brown

BRONZ

Southland

Katie Starr

Taranaki

Hilary Vanner

Taranaki

Cullen Family Trust

Andy Cullen

Auckland

Andrew Stewart

HOHONU

West Coast

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 Link Livestock 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








2021 Franklin Jersey Club

JERSEYNZ THANK YOU FOR YOUR CONTRIBUTION TO THIS FUND.

World Wide Sires Photo Competition 2022 Results



Our apologies - the 2022 World Wide Sires Photo Competition results were omitted from the November 2022 issue and are included here. Look out for the 2023 results in the next issue.

CLASS A Halterd 2 year in milk	1ST	Ypres Chrome Alice - P & K Horn	6 Entries
	2ND	Ferdon Bstone Venice - Ferdon Genetics - W & M Ferguson	
	3RD	Ferdon Tequila Lois - Manor Jerseys - T Jeyes	
		  	
CLASS B Halterd 3 year in milk	1ST	Allandale Tbone Lassette - P & K Horn	2 Entries
	2ND	Glenalla Joel Elizabeth - Glenalla Farm Ltd - Gilbert Family	
		 	
CLASS C Halterd 4 & 5 year old in milk	1ST	Kuku Van Gemmah - P & K Horn	4 Entries
	2ND	Allandale Tbone Quintet - P & K Horn	
	3RD	Fynreath Colton Camila - Fynreath Genetics - S & H Fowlie	
		  	

CLASS D

Halterd 6 year & older inmilk

1ST Kuku Tbone Alice - P & K Horn

5 Entries

2ND Ferdon BS Vienna ET - Ferdon Genetics - W & M Ferguson

3RD Glenalla Clip Frisky S3J - Glenalla Farm Ltd - Gilbert Family



1ST



2ND



3RD

CLASS E

Halterd yearling

1ST Ferdon Tequila Chanel - Manor Jerseys - T Jeyes

2 Entries

2ND Sherborne Casino Pippa - S & A Scherer



1ST



2ND

CLASS F

Halterd Calf

0 Entries

CLASS G

Jersey Herd Scene

1ST The Macdonald Family Trust - Peter & Pam Macdonald

9 Entries

2ND Just Jerseys Ltd - Nigel & Julz Riddell

3RD Odyssey Travers



1ST



2ND



3RD

CLASS H

2 & 3 year old unhaltered inmilk

1ST Glenalla Joel Elizabeth - Glenalla Farm Ltd - Gilbert Family

6 Entries

2ND Thornlea Triple Tansy1 - Just Jerseys Ltd - Nigel & Julz Riddell

3RD Kuku Chrome Alexis - Glenalla Farm Ltd - Gilbert Family












1ST



2ND



3RD

CLASS I 4 year & older unaltered in milk	1ST	Karaka Aussie Maid Maree - Karaka Jerseys Ltd - Chris & Jennifer Turner	4 Entries	
	2ND	Thornlea Super Tansy ET - Just Jerseys Ltd - Nigel & Julz Riddell		
	3RD	Sherborne Trig Sugar S3J - Sherborne Farms - S & A Scherer		
				
		1ST	2ND	3RD
CLASS J Junior Member Herd Scene	1ST	Annabel Jeyes	4 Entries	
	2ND	Ella Pirie		
	3RD	Annabel Jeyes		
				
		1ST	2ND	3RD
CLASS K Junior Member Class (formal & informal)	1ST	Karaka Brahm Guiding Star - Caitlyn Turner	5 Entries	
	2ND	Sherborne Casino Pippa - Henry Scherer		
	3RD	Karaka Becks Louise S0J - Rebecca Turner		
				
		1ST	2ND=	2ND=

Full Results for all classes can be found at:
<https://www.jersey.org.nz/photo-competition-2022/>

WWS Photo Competition 2023

Make sure to keep an eye out for the WWS Photo Competition 2023 Results in the November Issue of the Jersey Focus



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SATURDAY 2ND DECEMBER 2023

Jersey cattle are a feature breed at the Show.

Expanded dairy cattle competitions with great prize money.

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Schedules available September

Regional Ambassadors

A few of our Regional Ambassadors have been out and about visiting local farmers and spreading the word for JerseyNZ and the Jersey cow. We very much appreciate the work they continue to do for the Association. You can find your local Ambassador in the list below, alternatively you can reach out to the JerseyNZ office who will be able to recommend someone in your area to discuss any queries you may have either with the Jersey breed or what JerseyNZ can offer you.

Fieldays – you can find JerseyNZ at site G19 at this year’s National Fieldays from the 14th to the 17th of June. Come along and meet staff, Board members and maybe even one of our Regional Ambassadors.

We are still seeking an Ambassador in the Bay of Plenty, West Coast and Southland regions who may be interested in taking on this role. It’s an exciting time to join this initiative, and Ambassadors are well supported by the other Ambassadors and the JerseyNZ office.

Purpose:

- To be the face of JerseyNZ on farm and in the field
- To support members and potential members of JerseyNZ
- To represent and advocate for the work of JerseyNZ and hold to the highest standard the purpose and values of the organisation

General Guidelines: Provide a two-way communication between the JerseyNZ Board of Directors, JerseyNZ Membership and Jersey Clubs in their respective region.

- Provide a presence representing JerseyNZ at regional industry events and Jersey Club events
- Promote breed relevance within the industry while representing JerseyNZ
- Approach prospective new members in their respective regions
- Where the position is filled by a qualified TOP classifier; include the promotion and additional service of TOP & Classification

Clubs and members alike are encouraged to use this valuable resource to increase participation with JerseyNZ.

JerseyNZ Regional Ambassadors 2023

Convenor:	
Northland:	Graeme Collins 027 426 1172 / 09 423 7058 waiteitei243@gmail.com
Team:	
Waikato:	Des Hickey 027 450 9346 / 07 828 5902 2deshickey@gmail.com
Waikato:	Don Shaw 021 069 1236 / 07 870 1482 donandlynne@xtra.co.nz
Taranaki:	Tony Luckin 027 540 0130 / 06 752 4192 leithlea@xtra.co.nz
Lower North Island:	Karen Fitzgerald 027 408 0098 / 06 329 3224 karenfitz@xtra.co.nz
Upper South Island:	Brian Nesbit 027 225 9969 / 03 525 9969 chardonnay.nz@gmail.com
Upper South Island	Ted Ford 027 444 2805 / 03 544 2805 westbourne@xtra.co.nz
Canterbury:	Robert Hall 027 431 8610 / 03 348 8406 8raro8@gmail.com



Lower Waikato Jersey Club

In November the Lower Waikato Cattle Club had their annual Club Show which was held at Catherine and Gavin Vowles' farm at Gordonton, with Mr Kelvin Tosland as Judge. While we are quite a small club, we had 5 Senior Member exhibitors, 5 Junior Member exhibitors, 21 in-milk cows and 15 young stock enter.

Results were as follows:

Champion Cow:

Zenith Sandown Blondie exhibited by Russell & Alison Gibb

Reserve Champion Cow:

Ebboni Dyna Richelle exhibited by Natalie Dyson

Junior Champion:

Glenhaven RAD Fleur exhibited by Brett Dyson

Reserve Junior Champion:

Kaitaka Chief Charlotte exhibited by Mikayla Hickey

In December we had our on-farm Type and Production Competition which was judged by Mr Luke Gilbert. Also included was the 3x1 Sire for Cows and Calves. Results were announced and ribbons awarded at our Christmas BBQ held at Russell and Alison Gibb's.

Results were as follows:

Type & Production:

- | | |
|-----|--------------------------|
| 1st | Brett Dyson |
| | 256.5 points |
| 2nd | Gavin & Catherine Vowles |
| | 243.5 points |
| 3rd | Steve & Wendy Skelton |
| | 243.1 points |

3x1 Cows:

- | | |
|-----|-------------------------|
| 1st | Natalie Dyson |
| | Willand LT Dynamo |
| | 127 points |
| 2nd | Steve & Wendy Skelton |
| | Linan Integrity Winston |
| | 115 points |
| 3rd | Russell & Alison Gibb |
| | Broadlin Aussiegold P |
| | 113 points |

President - Natalie Dyson, Ebboni

Secretary - Alison Gibb, Zenith

3x1 Autumn born Calves:

- | | |
|-----|--------------------------|
| 1st | Russell & Alison Gibb |
| | Broadlin Aussiegold P |
| | 120 points |
| 2nd | Natalie Dyson |
| | Thornwood Degree Trigger |
| | 112 points |
| 3rd | Russell & Alison Gibb |
| | White Star Valenblast |
| | 103 points |

Highest pointed cow:

Natalie Dyson
Ebboni Dyna Richelle
45 points

Lower Waikato meets regularly on the first Thursday of every month beginning with the AGM in July followed by a Pizza and Programme Planning evening in August. The programme usually involves a mixture of club members herd visits, a visit to a herd outside of the club, social events, Annual Club Show, annual dinner in May, Heifer Competition coupled with the Gaydene Memorial Production awards and of course the Type and Production Competition reported above.

Each year we either have a mystery meeting where we do something quite different e.g. visit Zealong Tea Plantation, Hills Laboratory, a trip away or a fun activity during the holidays so that our junior members have an opportunity to participate.

As we are small club we will often visit a herd in another area and this year we went to Josh & Kareena Sneddon's farm to enjoy looking at the Tahau Jerseys in March. Josh and Kareena are always great hosts and the members enjoyed wandering amongst the cows in the sunshine.

The members either pay a sub or contribute a bull calf which we sell – the money then subsidises competition day meals, activities and the trips away.

Anyone interested in joining the Lower Waikato Jersey Club would be most welcome.

Contact Alison Gibb:
Email: arrk.gibb@gmail.com
Mobile: 0274 810 820

Te Awamutu Jersey Club

The Club has had a busy program since the last Jersey Focus report written in October 2022.

THE AGRISEA NZ JERSEY CLASSIC CENTENNIAL SHOW was held on Thursday, 17th November at the Kihikihi Domain. It also doubled as the North Island Championship with Wayne Taylor, from Taranaki, as Judge of 70 entries across 19 classes. It was one of the key events held to celebrate our Club's Centenary. This show has been one of the stalwarts of the club's activities and traditionally has been held at the Domain but in recent years it has become an on-farm competition to make it easier for participants. A couple of large marquees and a judging ring were set up the day before and the 'weather gods' must have realised the importance of the occasion as rain which threatened all day stayed away until the end of judging and the marquees were safely stowed away. The standard of the entries was excellent and the winning cow, Ferdon Apple Vickie, walked away with the Agrisea NZ Jersey Classic Champion ribbon and cup and also the North Island Champion cow Trophy. The Reserve North Island Champion cow was Fynreath Joel Duchess IMP-ET. The last Classic show to be held at the Domain was in 2017. It was tremendous to go back to the Domain for this special occasion to allow lots of members to both enter their best cows and also be spectators.



THE CENTENARY LUNCHEON was one of the highlights of our Centenary year, held on the 20th November 2022, in the lovely garden facilities of Rosenvale at Puahue, attended by ninety three past and present members. The Centennial Committee of Ross Turner (Chair) Carol Turner (Sec), David & Mandy Glass, Ann Ellis, Don Shaw, Glenys Ellison & Marion Johnson (Club Pres), and Shirley Hamilton (Club Sec) prepared a full program for the day with our MC for the day, Brian Robinson, running proceedings very successfully. Our speakers were Te Awamutu Mayor, Susan O'Regan, MP, Barbara Kuriger, and JerseyNZ President, Julie Pirie.

There was a table of memorabilia and a display of Club photos on three photo boards. A power point, collated from the many photos of past & present Club members and Club activities was shown in three brackets on a large TV screen with commentary by Ross Turner, Don Shaw and Ross Riddell. Mrs Jeanette Potts (wife of Bob Potts our Club Patron) and Junior Member Elouise Shaw cut the Centenary Cake. A lovely

Media - Don Shaw & Glenys Ellison

moment for us all and fitting acknowledgement of 100 years. A thunderstorm and power cut for 20 mins didn't dampen spirits and many happy memories were shared by all who attended.



THE CHRISTMAS DISCUSSION GROUP was held at Shaun and Michelle Good's in December. A large turnout of members enjoyed the lunch provided by Tru Test Datamars and discussion about Shaun and Michelle's use of farm technology. Vytelle's ET work and how it supports the Good's herd improvement goals was also covered. Members enjoyed viewing some of the feature cows of the herd.



THE ON FARM INDEX SHOW was held over three days starting on the 7th February 2023. This year 16 member farms entered the competition, presenting 167 cows for judging by visiting judge, Tony Luckin. There were 8 classes plus a new class for Junior Members who were able to present their previous Calf Club heifer for judging as an in- milk 2-year-old.

We were also very fortunate to have Steve Le Feuvre, from Jersey Island, join us on the first day. Steve is President of the World Jersey Cattle Bureau, and he added an international flavour to our event. The Judge and supporters travelled 750 Kms over the three days. Entries included member farms from Putaruru, Tokoroa,

Te Kuiti, Otorohanga, Morrinsville, Te Aroha, Ohaupo, Kihikihi, and Te Awamutu. A big task for our organiser Don Shaw. This made for an interesting event, and it was great to see the Waikato countryside looking so good.

THE INDEX SHOW RESULTS EVENING was held on the 4th of March at Wendy Harkers, "The Old Cowshed" on Kakepuku Road. A good turnout of members and families enjoyed the rural setting and barbeque dinner. The presentation of the many Club Trophies was a highlight for the evening and an enjoyable family event. Results on our Facebook page.



THE FARM VISIT/ DISCUSSION GROUP on 7th March to Tony and Lois McAllister's Jersey herd was enjoyed by a good turnout of members. Frank Portegys, DairyNZ, led the Discussion Group section and Andrew Fear, Manager of NZAEL, had an informative talk with good engagement from the members.



THE HERD VISIT to Peter McDonald, Rerewhakaaitu on the 13th April was enjoyed by a group of members. On this visit to a beautiful farm in an interesting area they viewed a very good herd of Jerseys, mainly American genetics, with good capacity and good udders.



A HERD VISIT/TOP DEMONSTRATION was enjoyed by a big turnout of members to Ellison Jerseys on Tuesday 18th April. Te Aroha Club members also joined our group and viewed cows of interest, with information provided about each. Vince Steiner then gave a demonstration of TOP and talked about recent changes in the traits being scored. Members had a go at doing some evaluations and comparing results with Vince. Some interesting discussion followed. The weather Gods were obliging, the rain held off and, being under the Kaimais, it was just a bit windy.

Coming up: AGM June 12th & OSCOWS June 30th

New members always welcome.

Enquiries to Shirley Hamilton: drumclog@farmside.co.nz
Follow us on Facebook: Te Awamutu Jersey Club
Media: Don Shaw & Glenys Ellison

Manawatu Jersey Club

Manawatu Jersey Club On Farm In-milk Competition

Class 1 - Herd Group

1st: P & S Ingram
2nd: Christina Stuart
3rd: J & D Gloyn
4th: B & S Phillips

Class 2 - Progeny Group

1st: P & S Ingram - Okura Integrity
2nd: P & S Ingram - Braedene Pars Triplestar
3rd: Christina Stuart - Shirlett Troys Royal
4th: B & S Phillips - Beledene Mons Dexter

President - Ron Horn

Secretary - Eileen McQuillan, Bellamour

Class 3 - Progeny Group - 2 years old

1st: P & S Ingram - Braedene Pars Triplestar
2nd: B & S Phillips - Beledene Mons Dexter

Class 4 - Type & Production

1st: P & S Ingram

Hawera Jersey Club

2023 Hawera Jersey Club Show 16-17 February 2023 Judge: Tony Luckin (15 exhibitors)

President - Linda Megaw, Linan

Secretary - Kelvin Tosland, Kelland

2 year old class

1st: Waiokura 20-79 - Hamish Mead
2nd: Glanton Punch Bria ET - Tony Barlow & Tina Hardcastle
3rd: Glanton Quad Bernice - Rob & Alison Thwaites

3 year old class

1st: Glenui Veracity Laraine - Tony & Lesley Landers
2nd: Waiokura 19-69 - Hamish Mead
3rd: Glenbrook Clinton Chosen - Cliff Shearer

4 year old class

1st: Lexland Ben Fuchsia Mrs - Gloria Tosland
2nd: Linan Bianca - Linda & Colin Megaw
3rd: Albalene GJ Nelly - Greg & Catherine Campbell

5 & 6 year old class

1st: Kelland LT Fenella - Aaron Tosland
2nd: Glenui Integrity Pyrine - Tony & Lesley Landers
3rd: Glanton Integrity Marion - Rob & Alison Thwaites

7 - 9 year old class

1st: Kelland Speed Romy - Aaron Tosland
2nd: Glanton Terrific - Rob & Alison Thwaites
3rd: Glenui Integrity Prime - Tony & Lesley Landers

10+ year old class

1st: Glenui Terrific Laura - Tony & Lesley Landers
2nd: Derriland Can Zana - Aaron Tosland
3rd: Lexland Fine Yoko - Derek & Brenda Tosland

Industry Cow [BW + PW + Type]

1st: Glenui Integrity Pyrine - Tony & Lesley Landers 143.8 pts
2nd: Kelland Speed Faye - Derek & Brenda Tosland 143 pts
3rd: Glanton Lamar Blyse - Rob & Alison Thwaites 140.4 pts

Incalf Heifer

1st: Lexland Connacht Imogen - Mrs Gloria Tosland
2nd: Kelland Misty Champagne - Aaron Tosland
3rd: Glanton Mono Hermione - Rob & Alison Thwaites

Heifer Calf

1st: Derriland Monoploy Sue - Derek & Brenda Tosland
2nd: Albalene KFP Klover - Greg & Catherine Campbell
3rd: Glanton Carrick Bergitte - Rob & Alison Thwaites

Bull Calf

1st: Albalene - Greg & Catherine Campbell
2nd: Glenui Desire Larry - Tony & Lesley Landers
3rd: Glanton - Rob & Alison Thwaites

Sires Progeny Team

1st: Okura LT Integrity - Tony & Lesley Landers 135.95pts
2nd: Pukeroa AND Baratone - Rob & Alison Thwaites 122.45 pts
3rd: Okura LT Integrity - Conna Smith 96.05 pts

Champion Cow

Kelland LT Fenella - Aaron Tosland

Reserve Champion Cow

Glenui Veracity Laraine - Tony & Lesley Landers

Honorable Mention

Waiokura 20-79 - Hamish Mead

Junior Female Champion

Lexland Connacht Imogen - Mrs Gloria Tosland

Senior Points Prize

R & A Thwaites

Novice Points Prize

H Mead

Jersey NZ's Strategic Plan 2023

CORE PURPOSE:

Supporting our membership and wider Jersey community by promoting and driving the Jersey breed and Jersey products

BHAG:

Jersey #1 Breed

Adding integrity and value to your farming business

VISION:

Recognised for leading in

- Profitability and efficiency
- Membership and engagement
- Genetic gain
- Reduced environmental footprint
- Consumer preference
- Animal welfare

CORE VALUES:

Integrity | Sustainability | Quality | Collaboration

3 YEAR STRATEGIC PRIORITIES:

PEOPLE & CULTURE

- An organisation that is up to the task
- Membership focussed
- Youth engagement
- Stakeholder engagement
- Enhance relationships between management & governance

FINANCE

- Increase members participation and use of core services
- Continue & increase diversity of income streams
- Incentivise DNA & genomic testing
- Refinance Jerseyland Farms investment loan

MARKETING & SALES

- Consumer awareness of the Jersey benefits
- Collaborate with Jersey Advantage for consistent messaging
- Sustainable bobby calf solutions available for dairy farmers
- Actively positioning Jersey NZ

TECHNOLOGY

- Modernisation of administration programmes utilising BreedIT
- Provide scientific research to validate vision
- Genetic diversity

1 YEAR STRATEGIC PRIORITIES:

PEOPLE & CULTURE

- Ensure appropriate team numbers and resourcing to achieve goals
- Increase our numbers of TOP Inspectors
- Survey member feedback and develop multiple channels for member & club engagement
- Empower our Ambassadors
- Youth Council engagement
- Maintain and continue to form collaborative partnerships with industry leaders

FINANCE

- Budget & forecast profit – planned debt reduction
- Explore collaborative relationship around genomic testing
- Explore diversity of income streams

MARKETING & SALES

- Maintain awareness of consumer trends and animal welfare issues
- Keep driving membership numbers – National Fieldays
- Refine and promote our value proposition – breed & organisation

TECHNOLOGY

- BreedIT fully operational – bespoke opportunities explored
- Member Focus groups

Reviewed in 2023 the full Strategic Plan includes One and Three Year Strategic Priorities along with 90 day Action Priorities. The full Strategic Plan can be viewed at www.jersey.org.nz/governance/

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Next issue:

NOVEMBER 2023

Deadlines:

Bookings for advertisements
13 October 2023

Material for advertisements
20 October 2023

Subscriptions:

Published June and November of every year.

Subscriptions are \$60.00 plus GST per annum or \$NZ70.00 for overseas subscribers.

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BREEDING FOR RESULTS

The home of:



Russell & Alison Gibb

P 07 824 4425
E arrk.gibb@gmail.com
A 127 Procter Road,
RD2 Taupiri 3792,
New Zealand



Natalie Dyson

P 027 305 4532
E gibbv@gmail.com
A 103 Procter Road,
RD2 Taupiri 3792,
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