
JerseyNZ July Updates

From JerseyNZ <info@jersey.org.nz>

Date Thu 9/07/2026 11:01 AM

To Jackie Kennedy <jkennedy@jersey.org.nz>



In this July Update:

- Jersey Focus advertising bookings now open
- Registrations for herd book due **24th August**
- 2026 AGM - change of date
- 2026 Jersey Future orders
- 2027 Jersey Future bull calf nominations now open
- Office closed this Friday - Matariki
- Youth Competitions now open for entries
- World Jersey Conference - registrations open soon

Jersey Focus advertising

Bookings for advertisements in our Spring issue of the Jersey Focus are now open! Whether you're promoting your stud, services or upcoming sales or events, the Jersey Focus is the perfect, affordable platform to reach the heart of JerseyNZ's community.

As always, we welcome an 'In my Opinion' segment where we ask members to send in their topics, opinions or anything industry-related. Please send these to:

info@jersey.org.nz

Booking deadline:

Friday, 7th August

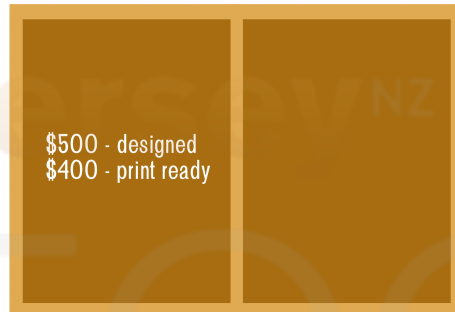
Material deadline:

Friday, 14th August

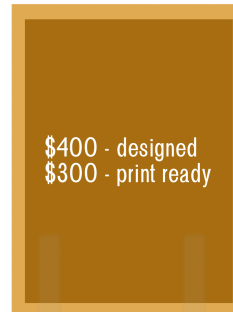
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JERSEY FOCUS MEMBER PRICING

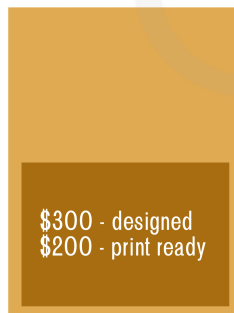
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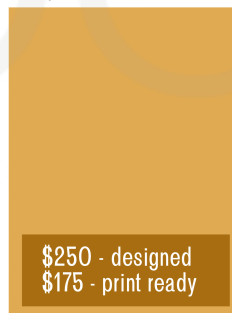
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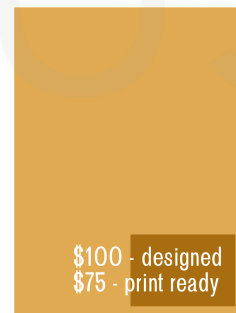
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Registrations for Herd Book

A friendly reminder that the close of Herd Book is fast approaching. Please ensure your registration information reaches Diane by the **24th of August**. You can email info@jersey.org.nz for more information.

We are still working our way through the 2023 Herd Book, but we expect to have this available online by the end of July. Thank you for your patience as we work through catching up on these.

AGM - change of date

Members are advised that the JerseyNZ AGM date has changed and will now be held in November. Please see details below:

Date: Wednesday 4th November

Time: from 1:00pm

Venue: SkyPoint Building, 3 Melody Lane, Hamilton

Jersey Future

We are still taking orders for Jersey Future. Click the link below for a full list of bulls available and how to order. Please note that Lynbrook BTG Benmore is on back order.

[Jersey Future orders](#)

Jersey Future Bull Calf nominations

Yet again we are on the lookout for diverse high genetic merit bull calves. We are aiming for a team of up to ten young bulls represented by eight to ten different sires.

The team concept is very important. We can only take the best young bulls from each sire. When nominating, be mindful that bull calves offered by high-ranking young diverse sires have an advantage with higher chances of final selection over popular proven bulls where we get offered larger numbers of calves.

This team concept allows us some movement across traits if necessary.

Strong maternal families have been a strong focus. Cow criteria includes:

- Three generations of registration and classification. We prefer bull dams to have minimum 8 udder overall score but we will consider scores down to 6. The 2026 team had an average UO BV 0.62. Our preference is to have all bulls above 0.50 UO BV.
- Three generations of high performance indicators with PW and LW indexes 350 or higher. Setting strong criteria for production and non-production traits has been a winning formula resulting in very good return to service results for Jersey Future bulls.

Bull calf criteria:

- Minimum 300 BW for bulls with common NZ breeding.
- Outcross and polled bull calves will be considered if above 180 BW.
- J16 bulls only, with three generations of J16 strongly preferred.

Outstanding females sired by overseas sires is a great way to bring genetic diversity to our programme. Setting the bar high on BW is important from a marketing point. Most of our Jersey Future users are focused on high genetic indexes and we need to sell a minimum 1000 straws per bull to have enough reliability to market as a proven sire.

- We will always consider outcross bulls on their own merits and what they can bring to the team.
- Polled bulls are of particular interest going forward. There are several very useful polled Jersey bulls available today. Our breed needs development in this area if we want to compete with other breeds as the industry progresses down this path for animal welfare standards. We need polled genetics to be at similar levels to horned genetics going forward

to be a viable option for farmers. We encourage the use of polled genetics over high-ranking females to develop great polled families.

- Fertility BV is important from a marketing perspective, negative fertility BV is hard to sell and we should be moving fertility in a positive direction. We are reluctant to genomically test bull calves with less than 0 fertility BV..
- We will consider A2A2 and A1A2 bulls, but won't consider A1A1 bulls

We will genomically test all bull calves who pass the first selection phase. We select and market on genomic BVs for all traits, and of course take into consideration all of the criteria mentioned. Bull calf indexes and BVs can shift significantly on genomics.

Unfortunately, we cannot take bull calves sired by CRV sires again this year.

The ultimate ability for Jersey Future to deliver outstanding Jersey genetics to the industry, starts and stops with the quality of bull calves offered. We encourage support from the JerseyNZ membership.

Please forward your nominations to JerseyNZ at info@jersey.org.nz or contact the office if you have further questions.

Nominations will close strictly on the 10th of September.

TOP & Classification applications open soon

Keep an eye out for TOP & Classification applications opening soon!

Youth Competitions

A reminder that our Youth Competitions are now open, as follows:

- Ian Harris Memorial Heifer Competition - entries close 14 August
- Marcus Trotter Award - entries close 1 October
- Holley Geck Memorial Showing Trophy - entries close 1 October

Visit our website for more info and to enter: <https://www.jersey.org.nz/>

WWS Jersey Photo Competition results 2026

Results for our 2026 Photo Competition are rolling out on our Facebook page from today, be sure to follow us to see the results: [Facebook Page](#)

One class per day will roll out and the full results will be published on our website on the completion of all classes being announced.

Certificates will be sent to 1st to 3rd places and our 1st place recipients each receive a \$100 WWS voucher. Our Junior winners each receive a Whitcoulls voucher.

Thank you to all members who entered this year and a big thank you to our ongoing sponsors of this Competition - [World Wide Sires](#).

2027 World Jersey Conference - New Zealand

Keep an eye on your emails and our social media pages... registrations will be opening soon!!



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