

Society Update - The Year ahead...

Steven Bland - JCS Chairman



Following the close of 2017, the budget and focus for the year ahead has been set by the Board of Directors for 2018.

In this edition you will see some of the items we have been working on come to fruition, including the Jersey Type Classification document. Some events have already been confirmed for the year ahead and we are proud to say the Society's AGM will be taking place at Windsor this year.

This year the Society has set out to achieve and complete:

- Assisting existing members with their registrations and encouraging new members and pedigree registrations.
- The Society will continue to protect the purity of the Jersey breed. We feel it is vitally important that members are fully aware of the pedigree status of bulls before choosing to use them. Working with our service provider NBDC we will strive to ensure that all AI bulls are accurately identified. We hope to soon have the JX and {#} applied to all American bulls where appropriate on our pedigrees and will encourage AI companies to clearly identify such bulls in all their literature.
- Continue the work involved in evaluating and analysing the breeds development in line with commercial expectations whilst ensuring the very essence of the breed is not only preserved but developed and assured for the long term.
- The production of an electronic Membership Handbook.
- Ensure the compliance of the Society in line with the incoming General Data Protection Regulations.
- Develop new commercial relationships to help fund current activities and develop future services and opportunities for members.
- Improve the Society's website and online services including an e-newsletter.
- Prepare and organise the National Show for 2018. To showcase the longevity of the Jersey cow we are launching a "Lifetime Class" open to Senior Cows.
- Prepare and organise the Jersey Young Breeders Weekend. The weekend will be open to our young Jersey members with a programme that is tailored to benefit all ages.
- Prepare and organise the Judges Workshop which this year will focus on assisting our Probationer Judges.

Lets hope 2018 is an easier farming year for us all. We here on the western side of the Country would like it a bit drier and at the moment our land here at Abbott Lodge is very wet.

Unfortunately it looks like milk prices are dipping once again, hopefully not down to previous levels which caused much hardship and we look for a quicker recovery.

Myself and all the Directors look forward to meeting fellow members at shows and events throughout this coming year.

**Steven Bland
JCS Chairman**