



NEW JERSEY CATTLE SOCIETY WEBSITE for 2020

It is with great excitement we announce the launch of a new Jersey Cattle Society website in the summer of 2020.

The new website will bring together three intrinsically linked areas: Members & Breeders, Industry & the Consumer.

The array of current membership services and industry information, and new areas being developed, will be brought to you in more refreshing, accessible and user friendly way, whilst the overall website design will be built to provide the Society and Members with a significant platform to promote the UK pedigree Jersey breed, high-quality milk and Jersey produce for which the Jersey cow is renowned worldwide.



Back in 2016, some members may remember we spoke about plans to develop an **online Jersey UK Producers Directory**. The online Jersey UK producer's directory will form part of what will be a new area within the Society's website which focuses on engaging with the consumer.

It is important to us, as breed society, to ensure the future of the Jersey breed and this we believe is intrinsically linked to the consumers understanding and knowledge about our breed, our members' businesses and the value and quality of Jersey milk and produce.



The work we do as your breed society to ensure the purity and authenticity of the Jersey breed will continue to be one of the most important aspects of our work. The validity of the Jersey herd book is what provides you, our member, with a solid marketing tool and the consumer with the confidence, knowledge and traceability about the Jersey produce they chose to purchase.



Inclusion in the Society's online Jersey UK Producers Directory will provide a great opportunity for members to promote their businesses and the consumer to access some of the best Jersey produce in the UK. **To find out what information we would need from you to promote your Jersey Herd / Business and / or Product/s in the new online Jersey UK Producers Directory, please contact Emma on 01926 484035 / 07971 020817 / emma@ukjerseys.com.**

We look forward to hearing from you so we can go live with a full directory!

