

## The 135th Annual General Meeting

at Windsor by kind permission of HM The Queen...

The Annual General Meeting is always a special occasion for the Society and its members, but this year's Annual General Meeting had a pre-event buzz like no other.

In February, the Society received confirmation from Buckingham Palace that Her Majesty The Queen, our Patron, had given her permission for the Jersey Society of the UK to host its 135th Annual General Meeting at Prince Consort Farm, Windsor, the home of her Windsor herd, one of the oldest pedigree Jersey herds in the UK.

Following meticulous planning Thursday 9th August saw 112 members and Directors pass seamlessly through security at Shaw Farm Gate to enter Home Park in the grounds of Windsor Castle. Members were greeted by Mr Mark Osman, The Royal Farms Farm Manager, and directed to Prince Consort Farms the home of HM Queen's Jerseys.

Mr Steven Bland, Chairman of the Society, welcomed members and introduced The Royal Farms team: Mr Mark Osman, Farm Manager, Mr Andrew Buckland, Herd Manager, Mr Ben Wadland, Assistant Herdsman, and Mrs Emma Clark, Crown Estate Office.

Thereafter, Mr Osman guided members through the protocols required whilst within the grounds of Windsor and delighted us with a brief overview of the Windsor Herd.

We learnt that The Royal Farms at Windsor provides the home for Her Majesty Queen Elizabeth II's Windsor Jersey herd. One of the oldest Jersey herds in the UK with records that go back to 1871. The herd today numbers 190 milking cows plus followers, representing a mix of English, Jersey Island, New Zealand and North American breeding. In 1952, His Royal Highness the Prince Consort commissioned a Mr J R Turnbull to design and build a new farm to replace the original assorted buildings at Frogmore House in Windsor Home Park.

The principle feature of the farm was the magnificent two rowed cow houses with a wide central gangway and lofty roof. It was in one of these buildings where we were seated.

By 1863, there were 80 Shorthorn and 12 Alderney cows being milked at the farm. The first Jersey cow recorded on the farm was in 1871 with the arrival of Pretty Polly from Osborne House on the Isle of Wight where the late Majesty Queen Victoria had a small herd. There are 11 female descendants of Pretty Polly in the herd today.

Windsor Governor Pretty Polly EX90 was one of the three Jersey cows paraded in front of her Majesty the Queen on the celebration of her 90th birthday in 2016. Old English bloodlines dominated the breeding until 1962 when Brown's Louise Sparkler was imported from Jersey. Sparkler transformed the herd siring Royal Show champions along the way. The 1960's and 70's were heavily influenced by Jersey Island bloodlines.

From the mid 1970's Ferdon bloodlines from New Zealand were introduced. Sires such as Ferdon Glens Coronet and Ferdon Tandras Elton were prominent during this period consolidating the success in the show ring. Entering the 1990's, the introduction of North American genetics heralded a new direction in the breeding plan.

Through sires such as Meadowlawn J Imperial and his paternal brother Valleystream JIS Juno, the herd was enhanced with taller, clean cut, and more open ribbed cows. The North American influence continues to the present day. Current herd sires include Dutch Hollow Oliver P, Guimo Joel, Grazeland Lemonhead Devinci and Shan-Mar Lemonhead Kingston. Nearly all Jersey semen used is now sexed.

In 2008, a new 60m x 30m dairy facility was constructed. It now consists of two Fullwood M2 milking robots, six Fullwood Titan Out of parlour feeders, 192 cow places with Atlanta waterbeds. Slats are kept clean using a Joz robotic scraper. The ethos of the system is to provide optimum comfort and a stress-free environment.

The cows calve in two blocks. Two thirds of the herd calve in September/October and the remaining third in February/March.

Current rolling milk yield (Kite costings) is 6534kg at 5.21% BF and



Members gather at Windsor ready for the AGM and a day out like no other.

Below Photo credit: Royal Collection HM The Queen.

3.94% Protein.

Following Mr Osman's overview, attendees were split into two groups, to enable the start of two tours, the viewing of the Windsor Herd and a guided coach tour of The Great Park.

The tour of the Windsor herd, led by Mr Buckland provided members with the chance to see the very contented cows as well as the management systems in place, the robots and automated feeding system in action, as well as to hear about the overall design of the building including the waterbeds and robotic scraper.

The second part of the tour saw attendees taken on a guided coach tour of The Great Park. The Great Park tour provided



members with an insight into the many and varied business activities at Windsor including the dairy young stock rearing unit, beef rearing unit, the arable and organic crop storage, the mixing of their own animal feeds, the shoot, the bee apiary, and the estates own winery, where they produce their own wine which is sold in The Windsor Farm Shop. As we approached midday, delegates returned from having sampled both tours in great spirits, to chat about everything they had seen whilst enjoying a buffet and hot drinks kindly served by The Royal Farms caterers.

As lunch drew to a close, the Society's Chairman, Steven Bland presented, on behalf of the Society, a gift to each member of The Royal Farms Team, expressing our resounding gratitude for the hard work the team had put in to prepare for today's event and the time given this morning to provide members with a unique insight of the Windsor Jersey Herd and The Great Park.

The Society's Chairman on behalf of the Society then presented to HM The Queen (graciously received on her behalf by Mr Osman) a framed Jersey painting to commemorate the day and thank Her Majesty for the privilege of visiting Prince Consort Farm and being able to hold the Society's 135th Annual General Meeting here.

### THE ANNUAL GENERAL MEETING

The formal commencement of the Annual General Meeting started at 2.00pm as the Chairman of the Society passed the reins to the President of the Society, Mrs Lena Lewis to chair the 135th Annual General Meeting.

The President expressed how pleased she was to welcome so many members to this year's 135th Annual General Meeting. The President spoke about her preparation for today as she had looked back through the Society's herd books at the Windsor herd. The Windsor herd being one of a very few UK pedigree herds who were now over 100 years old.

Following apologies received, the President held a minute's silence for members who had sadly passed away over the year.

Next, the Society's Chairman, Steven Bland stepped up to make his annual report.

Mr Bland spoke of the challenges faced by all Jersey breeders over the past 12 months. He spoke of the extra challenges faced in producing milk and of the amazing Jersey cow as she continued to adapt to various changes in climatic conditions. Within our industry Mr Bland reported that breeders were still seeing strong demand for surplus stock with new herds being set up and members using the Jersey cow to help them diversify their business.

Mr Bland spoke about the work of the Board and at Society level the hosting of the Jersey Young Members weekend, the Classification workshop and Judges Conference. The classification workshop had led to a new classification document being produced to help breed development for the future. Mr Bland thanked all those who had hosted these events. Over the past year, as part of work under the maintenance of the Herd Book and the future of the breed, Mr Bland reported on the issue of JX bulls and the work done to ensure the purity of the breed and to establish stronger working relationships with AI companies. Most are now presenting bulls to the Society for approval before advertising or making sales to pedigree breeders.

In October of last year, the first National Jersey Show for ten years was held. Mr Bland reported how the event had been a great spectacle and advert for the Jersey Cow in the UK. Mr Bland congratulated everyone involved.

Mr Bland, spoke about the work of Becky Hurd, the Society's Field Service Officer, who had continued to assist members and grow registrations.

Drawing his report to a close, Mr Bland thanked fellow Directors, Becky, Emma and her team for all their hard work and dedication, whilst adding a further thank you to the family members who often stepped in while Directors were away on Society business.

The President then asked Finance Director, Mr John Whitby to present the Finance report for the year ending 2017.

Mr Whitby began by stating the Society made a trading loss of £15,925 during the year. Against this the balance sheet had improved by £28,591 underpinned by the remarkable performance of our investments which increased by £44,516. He explained this meant that our overall net assets continue to be over £1 million: standing at a healthy £1,057,055. This is the extraordinary legacy of earlier generations of Jersey breeders who nurtured our funds and invested them wisely.

#### Income

Mr Whitby observed that the Board, during the past twelve months, has had to make difficult decisions concerning the routine administration and strategic development of the



*Above top: Anthea Daw collects a Star Brood cow certificate from Lena Lewis.*

*Above: Windsor Castle - Photo credit: Royal Collection HM The Queen.*

Society. The membership services income weakened as registration income fell by 4%, transfer fees by 40% and subscription income fell by 4%. The biggest fall was seen in the losses caused by the closing of our agreement with our principal commercial partner.

#### Pavilion

He reported that a new catering company is now installed in the pavilion providing food and facilities for Rugby farmers market. With support from the landlords this facility is now providing a cash surplus of £2800 per annum and that a spring clean and repaint of the site had been completed at no cost to the Society.

#### Expenditure

Mindful that the Society is a charity the Board took the strategic decision to continue to drive the Society forward by the reform and revision of some of its customer facing activities and routine functions, which, although this would cost more than income received were designed to deliver what the Board perceives your Society should provide to you its membership. Your Board set out to prudently invest in

the future of the Society. Every stage was planned for, understood, and signed off by the Board. We continue to support our future in the Jersey Young Breeders, make sure our judges are properly verified and have supported our first National show for many years to name but a few things.

## Conclusion

The balance sheet of the Jersey cattle Society of the UK has improved year on year. It remains very strong and the Society is well placed financially to deliver its strategy.

To operate in the best interests of the Jersey cows and its Society we are very fortunate to have substantial reserves which are prudently invested.

It is not necessarily our role to continue to grow these reserves but use and maintain them wisely going forward. Mr Whitby encouraged members to come forward with ideas and comments at any time.

In closing Mr Whitby paid tribute to all our support team who continue to put the Society and its members first.

At the close of Mr Whitby's report, the year end accounts for 2017 were the formally approved and adopted and Old Mill Accountants were approved to continue as the Society's Accountants for 2018.

The President moved onto the election of directors. The President explained the current vacancies on the board and at today's meeting, Mr John Whitby would be standing for re-election onto the Board. Members approved the re-election of Mr John Whitby.

Next came the award of the Weydown Jubilee Trophy, which is presented each year to an individual member who the Society feels has contributed the most to the breed and the Society in the past 12 months.

The Society's Chairman, Steven Bland explained the recipient of the award for this year had, when faced with losing his milk contract, with his business partner Greg Parsons, formed and incorporated Davis & Parsons Ltd to market high quality milk throughout the UK.

Mr Bland spoke about the focus of the business and the aim to provide a first-class product alongside an equally first-class service to a core of premium customers and return a fair price to their milk suppliers. Furthermore without this action the Jersey breed would certainly have been faced with more dispersals of Jersey herds. Reporting as at the time of the AGM, Davis & Parsons had exclusive contracts with 16 farms for the supply of high-quality milk.

The Society's Chairman, Mr Bland presented Mr Gordon Davis of Rivermead Jerseys with the Weydown Jubilee Trophy.



*Gordon Davis is presented with the Weydown Trophy by Society President Lena Lewis.*

special day here at the home of HM The Queens Windsor Herd, and encouraged members to stay a little longer to speak to Directors before departing.

## YOUR BOARD:

Following the close of the AGM, the Board of Directors travelled a short distance to the home and farm of Director, Mr John Whitby (Raylands Jerseys), to hold a brief Board Meeting to appoint the Chairman and the roles of the Directors:

The following appointments were made:

- Society Chairman - John Whitby
- Finance Director - Steven Bland
- Herd Book & Breed Development - collective responsibility of the Board
- Commercial - John Dickinson
- Membership & Publications - Helen Cox
- Judges, Shows & Sales - Mark Logan
- Jersey Young Breeders - Mark Davis
- Marketing & Communications - Greg Parsons



*Andrew Reader of Barnowl Jerseys receives the Secretaries Trophy for Barnowl R Senior Tulip.*

## 2016-2017 MILK PRODUCTION AWARDS

Moving on the Society's President, alongside Director, Mr Mark Logan presented the prestigious 2016-2017 Milk Production Awards and to Mr & Mrs Jeff & Anthea Daw, a Star Brood Award. Many of the Champions and Reserve Champions were present to receive their certificates and trophies. For full results visit: <http://www.ukjerseys.com/events/competitions/index.html> Drawing the Annual General Meeting to a formal close, the President thanked members for their attendance and remarked how wonderful it was to see so many members, new and old, in attendance. She also noted that the event had drawn members far and wide from all four countries of the United Kingdom. The President remarked that she was sure that everyone had enjoyed what had been a very



*John Waller collects the Barnowl Trophy for the Eleanor Family from Lena Lewis.*

## DON'T MISS NEXT YEARS AGM, PUT THE DATE IN YOUR DIARY NOW!

JCS Annual General Meeting - Wednesday 7th August 2019 by kind permission of Charles Reader & Family, Barnowl Jerseys, Northamptonshire.

## Members memories from the 2018 AGM...

"We had a fascinating day visiting the estate farms and viewing the herd and the new robot milking and cubicle housing. We were so impressed to learn that HM The Queen and HRH Duke of Edinburgh are consulted and involved with all the major decision making and the continued development of all the farms and are so passionate about the Jersey Breed."

**Anne Shaw and Helen Stanier, Greyleys Jerseys, North Yorkshire**



"I was very impressed with the robotic milkers and the management system. It was also interesting to hear that we as dairy farmers share similar problems. The tour of The Great Park offered a great insight into the workings of the estate".

**Richard Fisk, Brighstone Jersey, Isle of Wight**

"Having not been to the Royal Farms for some time what a change has taken place - a new dairy unit put up for the Jerseys and robotic milking is now in place, Shaw Farm is now a beef unit, the Royal Family have moved the estate forward, the cows and young stock had a uniformity and fitted the new set up well and alongside the rest of the farms and the chance to see a snap shot of the farming policy with a tour around The Great Park made a very enjoyable days visit. Thanks, must go to Mark Osman and all his staff for making this visit so good and thank you to Her Majesty The Queen for giving permission for the visit and to hold the Jersey AGM at Windsor".

**Charles Reader, Barnowl Jerseys, Northamptonshire**

"My wife and I travelled from Co Down in Northern Ireland to attend the 135th Jersey AGM and herd visit at Her Majesty's Home Farm at Windsor. We enjoyed a warm and friendly welcome and experienced a truly unforgettable event. It was remarkable to learn that HM The Queen and HRH Duke of Edinburgh are directly involved in the day to day running of the farm".

**William & Paula Ferris, Cloughinney Jerseys, Northern Ireland**

"Great to meet friends and fellow Jersey Breeders in such impressive surroundings. It was good to see that the cows have continued to progress since our last visit ten years ago. An interesting and informative tour highlighting all aspects of agriculture and surprising to hear that the whole estate is run on such a commercial basis. A good day all round, well worth the journey!"

**Robert & Lorraine Hunter, Clydevalley Jerseys, Lanarkshire, Scotland**

"As new entrants to dairy farming and our first ever Jersey Society AGM, what a treat we had to visit HM The Queen's Jersey herd in Windsor. The dairy and farms teams were incredibly welcoming, and it was inspiring to see the level of technology used on farm, and to such good effect. The cows were of course all in immaculate condition, and it was fantastic to see that the Royal Family still enjoy their milk raw!"

**Rebecca & Isobel Mayhew, Wodetuna Jerseys, Suffolk**

"Visiting the Windsor herd was quite an experience - in fact, it was a day that will stay with me for a long time. I've wondered for years if I would ever get the chance to visit the Queen's herd so being able to see the cattle and the surroundings of the Windsor Estate was great. The cows looked really well and the system of robots seemed to suit them. It was really interesting to hear from the Estate staff how they often get visits from

members of the Royal Family - it's really encouraging that both HM The Queen and Prince Philip take such a big interest in the farm."

**Helen Reeve, Helmar Jerseys, Norfolk**

"We really enjoyed seeing the Windsor herd, it was a stunning herd; whilst the tour of The Great Park given by Mark Osman, The Farm Manager, was just superb. I think what struck us the most, was the HM The Queen and the Duke of Edinburgh being so closely involved in the running of the business, we came away feeling that we shared a little something in common".

**Tracy Grigg, Oarswood & Joanna Grigg, Bartonvale Jerseys, Devon**



"We both really enjoyed this year's special AGM at Windsor. It was lovely to see the Windsor herd and how it has been developed since our last visit. We also enjoyed the bus trip around to see more of the farm and estate, even though the weather was unpleasant. It was great to see many people supporting such a great breed".

**John Stubbs & Jo Burrows, Coldeaton Jerseys, Derbyshire**

"We have started to add Jerseys to our milking herd over the past two years and were delighted to have the opportunity to visit Windsor and view The Queen's herd. As one might expect the herd, and its accommodation was first rate and of particular interest were the descendant cows from Queen Victoria and Prince Albert's foundation herd. The visit was well organised, and a special treat was the tour of the various farms on the Windsor estate and the insight given on the close attention given to the management of the farms by Her Majesty and HRH the Duke of Edinburgh."

**David & Linda Campbell, Orlandmill Jerseys, County Antrim, Northern Ireland**

"I was fascinated by the waterbeds and how they moved underneath the cows. The coach tour was amazing, and I loved the contrast between the new and older buildings."

**Tanwen Cox, Whitefire Jerseys, Carmarthenshire, Wales**

"An excellent venue and the hospitality was second to none. An insight in to HM The Queens many farming enterprises was not only interesting and fascinating whilst knowing they were being run as a commercial business. An AGM and visit that I'm glad we didn't miss!"

**John & Kate Waller, Killington Jerseys, Lancashire**

