



Patron: Her Majesty The Queen
President: Mr John Stubbs • Chairman: Mr John Whitby

137th ANNUAL GENERAL MEETING
of the Jersey Cattle Society of the United Kingdom
Tuesday 4th August 2020 at 11:00am
held virtually by way of a ZOOM Video Conference Call.

MINUTES

Present: John Stubbs (President), John Whitby (Chairman), John Dickinson (Director), Steven Bland (Finance Director), Mark Logan (Director), Mark Davis (Director), Rebecca Hurd (Field Service Officer), Emma Horn (Company Secretary) and Jennifer Faulks (National Office) and 15 members of the Society.

The Chairman of the Society, Mr John Whitby, welcomed all members present to the 137th Annual General Meeting of the Society before introducing members to the Society's President, Mr John Stubbs.

The Society's President, Mr John Stubbs Opening Address:

"Welcome to the 137th Annual General Meeting. I will give you a short report on my year as President.

I attended the National Show at the South West Dairy event which received great support from exhibitors and members, especially with the lovely atmosphere in the Jersey Cattle lines, with an excellent show of cattle. I would like to congratulate the Llewellyn family on the winning of the championship. The Jersey Cattle Society stand won the best indoor stand at the show of which congratulations go to Emma, Allison and Becky for their hard work on this.

The next event we went to was the Westmorland Show, unfortunately the weather was very wet, but still good classes for a county show. In mid-November we had a board meeting, the day before AgriScot. The following day there was a good show of Jerseys with the Championship going to Windyridge Tequila Diamond.

In early March I attended the Lakes Club dinner which was well supported. The UK Dairy Expo at Carlisle market went ahead. But a few days before we were unfortunately put into lockdown with the corona virus epidemic.

It has been a strange and trying time for us all. As farmers we have all had to adapt our normal routines slightly but our day to day jobs continue as normal. Unfortunately, some have really suffered during this time but others have thrived. As a Society we are here to support our members and I hope we all get through this happy, healthy and safe.

I would like to thank the Board for their hard work during the year under very difficult circumstances. My thanks also goes to Emma and Allison in the Jersey Office and Becky our Field Service Officer. Thank you"

Chairman, John Whitby thanked John Stubbs for his opening address before starting the formal business of the annual general meeting.

I. Apologies

Apologies received prior to the meeting were read by the Company Secretary: John & Jane Chester (Kerbanks), Colin McIntyre, John Dickinson (Thurlstone), Robin Hatfield (Robinsacre), Gareth George of DP & HM George & Son (Coedtre), Nick Dain (HSFBraymeadow), James Cross (Elmdon & Goldstar), Frank Mahon (Uppgate) and the Reader Family (Barnowl). Afternote: Registered for attendance: David Renfree (Hayvalley) and Rosemary Sargent (Hareplain) but not in attendance.

Chairman, Mr John Whitby spoke about the members who the Society had lost over the year. Remarking, through the long and illustrious history of the Society, we had lost some wonderful characters and this year was no different. He said he was thinking about the Jersey breeders the Society had lost over the year and asked if members wished to use this time to remember those closer to them who were no longer with them too.

Mr Whitby reported the Society had been informed by family and friends of the following passings:

Gywnne Harris, the wife of the late David Harris (Ellerdine), Anthony Pattinson (Calthwaite), Joan Barry (Mistletoe), John Taylor (Chillaton) and Claude Wadman (Wisteria).

A minute's silence was held in memory of those the Society had lost.

2. To receive and approve the Minutes of the 136th Annual General Meeting on 7th August 2019 at Cloisters Farm, Brackley, Northamptonshire by kind permission of the Reader Family, Barnowl Jerseys.

Minutes of the 136th Annual General Meeting had been circulated prior to the meeting. Mr Whitby asked members if they had found the minutes to be a correct and a true record of the events of the day. No corrections or matters were raised. Member, Su Mahon proposed the minutes be approved and signed as a true and accurate record. Member, Lena Lewis seconded this proposal. Unanimously carried. Mr Whitby confirmed the minutes would be signed as a true record of proceedings of the meeting held by himself and President, Mr Stubbs.

3. To receive the Chairman's Annual Report

Mr John Whitby read the following report:

"The Annual General meeting of the Society offers the opportunity to reflect on the year past and to outline the possible indicators and direction of travel for the future.

The world now finds itself caught up in the most serious threat to public health in more than a century. The essential locked down response has now, inevitably, led us into recession. All the economic gains of the past two decades have been undone in one swoop.

As dairy farmers we are well used to these wild swings in profits and margins.

Add to this the political hiatus that is unfolding in Brexit and the imperative to change our ways in the face of climate change then our woes (or opportunities) have been intensified.

Many commentators, therefore, are now actively and optimistically speculating on what the post covid world will look like. As your chairman I present some of my own thoughts for the Society to contemplate. (For detail of Society activities and happenings to end December 2019 please see my report in the 2019 Society Accounts)

The dairy industry needs to continue to consolidate. As the number of active dairy farmers continues to fall our supply chain will shrink and companies amalgamate or fall by the wayside. These strengthened dairy farms will form the bedrock of the Society professionally championing the Jersey cow as, amongst other things, the go to breed for solids production and climate efficiency.

As a Society we should continue to seek to forge collaborative service agreements and urge the reform and consolidation of the cattle recording services to become a one stop shop for all requirements. There is too much slack in the system and the propensity to duplicate the same job repeatedly is a real and present anomaly. Pedigree registrations or perhaps more accurately parentage validation, genomic testing, disease monitoring, digital only passports and the like should be an incidental default in a long list of 'big' data collection

tools that happen in the background. One membership price should cover all. In so doing the society or its affinity partners becomes relevant to all members as we capture all pure breed Jersey cows. This data in turn will underpin genetic improvement and will inform our wider push to promote Jersey milk and all the products it can make.

Moreover, in the post covid world there is also a place for smaller community farms. During lockdown we saw our customers positively seek out local suppliers; we must do all we can to maintain and capitalise on this. In dairying new micro dairies supplying local niche markets could develop. The small dairy can once again be at the valued heart of its community. Jersey cows are, again, ideally suited to this purpose. This is not to say these farms will step back from technology, conversely, they will embrace the latest genetics, welfare monitoring kit and social media. All these tools can be used to engage the customer. Some of our members are already signposting the way with milk vending machines, ice cream sales and the like. The current negotiations concerning dairy contract reform has the potential to unshackle farmers allowing innovative and imaginative dairymen to bring new products and ideas to the market. The Jersey Cattle Society of the UK stands willing and able to help.

Our Society should continue to promote and support local, national, and international agricultural shows and exhibit our cattle at these. A well trained and validated pool of judges will be needed. These shows showcase our animals whilst friendly competition between farmers has always been an excellent route to self-improvement. We must be careful to highlight welfare at every turn expecting to be able to say that the same level of care is taken with every animal on the home farm.

It remains vital to encourage and support the emerging talent that are Jersey young breeders.

The Jersey Cattle Society of the UK has a rich history and has been endowed with a financial legacy that gives a platform for change. The board have recently used some of that money to bring the website right up to date. It now provides an invaluable platform on which to build our service to members and promote ourselves and the Jersey cow to new and existing customers.

It will require members to have the clarity of thought to embrace change unencumbered by the poorer practices and legacies of the past. I am reassured that accepting change is part of the very fabric of being a farmer and something that we have always been good at.

At an administrative level we have learnt over the past few months that we can have meetings through our computer screens and mobile devices. I hope this will provide a catalyst to engage a wider audience amongst the members. I am sure that some members present today will have never been to a Jersey Cattle Society of the UK AGM. Equally, I hope we can encourage a few more members to become involved in the management of the Society as we avoid the necessity and cost of long travel to and from meetings. Indeed, I see a scenario whereby the board will have more frequent shorter single-issue meetings as the need arises.

As Steven the Finance Director's following report will outline, the Jersey Cattle Society of the UK is not immune to the challenges that Covid 19 is placing upon us as we move through 2020. I trust that members will agree that this is a temporary blip in the long history of the Society and that overall, the direction of travel is positive.

In concluding, I register my sincere thanks to my fellow directors all of whom devote considerable efforts to the advancement of the society and its members. I also record my thanks to our diligent office team Emma and Allison, and of course, Becky, our field officer, for all their hard work".

Mr Whitby gave members a few minutes to digest the report before asking if members had any questions. No questions were received. Mr Whitby asked for a member to propose the report given. Member, Malcolm Huxtable proposed the Chairman's report to be approved and Member, Iain Howie seconded this proposal. Mr Whitby thanked members for listening, before progressing to Item 4 on the agenda to receive the Finance Director's report and thereafter approve the Society Accounts.

4. To receive the Finance Director's Annual Report and to approve the Society Accounts for the period ending 31 December 2019

Finance Director, Steven Bland read the following report:

"This is my second report as Finance Director of the Jersey Cattle Society of the UK. As the Chairman has already stated we are living through exceptional times. In this report I summarise the finances to end of December 2019 and will comment on the financial consequences of the pandemic in the first seven months of this year.

In making this summary report I recommend everyone reads my detailed report in the accounts.

Your Society remains in sound financial health and I can report that, thanks to positive changes in the accounting of our investments there was a balance sheet surplus of £8,058 at the end of 2019.

The board continues to robustly allocate funds to cover the cost of existing activities or new service development where it believes it would be best to serve its members. It has therefore remained impossible to deliver a cash neutral budget. I report that in 2019 there was an operational deficit of £19,780.

Balance Sheet: *In 2019, after a thorough selection process, an independent investment advisor specialising in the charitable sector (Yoke and Co) was appointed to review the Society's investments and endowment funds. This review, currently delayed due to the volatility of the financial markets during the pandemic, will be tasked to verify that the Society has a long term robust financial footing and that the security of the Society's fund is optimised.*

As an early precursor to reform, a partial redemption of the loan originally invested in the Addington Trust in 2006 and 2007 was made in September 2019. These funds are now held as cash awaiting the completion of the investment review.

Also, Investments held with St James Place were improved in 2019 with a return of £18,715.

Overall, I can report your Society continues to retain net assets of £991,727: as already stated an increase of £8,058.

Activity 2019: *This year we approved show attendance where it was deemed a presence was beneficial. We also supported the first Members Day to be held in Northern Ireland and the National Show in October, sadly another cancellation this year.*

Funds were allocated to continue support of our Young Breeders with the Young Breeders Weekend held in August and the All Britain All Breeds Calf Show held in October. Again both cancelled this year.

The Society also continued to represent the UK and the Jersey breed at the World Jersey Cattle Bureau meeting held in Rwanda. (The Canada tour being cancelled this year)

In line with the Society's charitable objectives in 2019 the board allocated funds for professional fees and directors time to develop the Viking Genetics Breeding Agreement. Further resources provided a timely update to the Society's Articles of Association.

Donations: *The Avril Caddey Endowment Fund shows a revaluation gain of £13,623 of which in 2019 the Society allocated funds of £5,000 towards supporting the costs of Jersey Young Breeders and production of the Society's publication The UKJT.*

With the sad passing of our Society's President Elect Frank Poskitt in 2019, the Society received an extremely generous donation in memory of Mr Poskitt of £1,925.00.

Pavilion: *The Pavilion still generates income that not only covers the cost of running the pavilion but provides a small surplus. However, construction of HS2 is now well underway and is carving a path through Stoneleigh. We must keep a careful watch on the opportunities and threats this construction will pose.*

Covid 19: *It is difficult to predict the full extent of the impact of the pandemic on the Society's finances. In terms of cost savings, the wholesale cancellation of agricultural shows, our National Show, the All Breeds All Britain Calf Show, our Judges Conference and the like, will undoubtedly save money (although of course we would have liked to see them go ahead).*

Against this I am acutely aware of the turmoil in dairy markets and the now badly affected hospitality and retail sector that underpins farming businesses up and down the country. Many members are facing tough times and our Society will not be immune to the impact of this.

However perhaps the biggest unknown factor, is the performance of our investments and the income from which has bolstered much of our activity in recent years. Anecdotally I hear that the stock markets have bounced back after early serious falls. Much will depend where we are in the cycle when the results of 2020 will be reliant on a snapshot as of 31st December 2020.

However, as a farmer I am an optimist, and the Society's funds are robust and we will work to find a way forward. In conclusion I commend the 2019 results to the meeting".

Mr Steven Bland asked for members for any questions, before referring to a request emailed from Member, James Cross (Elmdon). Mr Whitby gave clarification that Member, James Cross had emailed concerning the Societies investments and Mr Cross had wanted to know more about the investment review the Society was conducting and of course that review is on hold due to the pandemic. Explaining that 1 of the 3 properties held with the Addington Fund has been realised in 2019, but the Society was now waiting until more clarity and stability was possible in the current economic conditions. The board will continue to provide members with updates about the investments and the review as and when it is able to progress.

Member, Mark Taylor joined the meeting during the finance report.

Mr Whitby asked if there were any more questions.

Member, Malcolm Huxtable raised his concern about the Addington Fund and although he did not expect any answers today, Malcolm explained there were one or two elder members who were on the board when this was all set up and were a bit concerned about the Addington Fund and the trust, and he felt it was something needed to be discussed at a future date. Mr Whitby, thanked Malcolm for his comment and explained the Board were aware of the responsibilities with the Addington Fund investments, continuing, that the Board would provide members with more details on the thoughts on the Addington Fund investments post AGM. Concluding, the investments were alright at the time but the Board can now see there may be some changes needed to be made, with investments regularly reviewed on the agenda. Updates will be given at the next AGM and full reports provided to the membership.

Member Iain Howie, spoke about taking time to analyse investments and the waiting to see the true reflection of the 2020 accounts before decisions are taken. Mr Whitby reflected Mr Bland's report supports that recommendation.

Following the above report Mr Bland proposed the approval of the annual report and the Society's accounts for the period ending 31st December 2019. Member, David Shaw seconded the proposal.

Mr Whitby welcomed members to ask questions at any time not just at the AGM. Mr Whitby reported he had received a call from another member last night with similar questions to those posed today and it was good to know that members were there to hold us to account.

5. To appoint the Accountants and Auditors for the period ending 31 December 2020

Finance Director, Mr Steven Bland, reported Old Mill had been the Society's accountants since 2012 and would propose the continued appointment of Old Mill as the Society's accountants and auditors for the year ending 31 December 2020. President and Member, Mr John Stubbs seconded this proposal. Unanimous.

6. To elect Members to the Board of Directors

4 vacancies. No nominations received.

Chairman, Mr John Whitby spoke of the concern he had raised in the correspondence running up to the AGM about the lack of any nominations from Members to stand for election. Mr Whitby asked members present to please consider the opportunity and remarked that he continued the plea for all members to consider this matter and to not hesitate to contact the board or Emma should they be considering this opportunity or know of any one with the suitable skills to become an elected member or be co-opted as an appointed director.

Mr Whitby continued, the board were treading a very thin line of being a quorate or not being able to be a quorate, confirming that prior to the AGM the board had 6 elected board members, with the possibility to have up to 9 board members of which 2 could be co-opted. As of today there were 4 vacancies for Elected Members as John Dickinson was due to retire. Mr Whitby formally thanked Board member Mr John Dickinson for his hard work and long service given to the Society and the Board, explaining Mr Dickinson would however not be leaving the Board as Mr Dickinson would be co-opted back on to the board as an Appointed Member after the AGM.

Mr Whitby continued, the board have taken no other action other than to reappoint Mr John Dickinson as an Appointed Director. The Society required 5 members to maintain a quorum of which a minimum of 3 must be Elected Members and a maximum of 2 could be Appointed Directors in order for business to be conducted. Mr Whitby confirmed with no members standing for Election or Board members due for re-election, there was no vote to be had. Mr Whitby went on to explain, the President Mr John Stubbs had been given the opportunity to extend his position as President for another year as he had been unable to operate his full tenure due to the pandemic, this applied to fellow board members also, as the Board were trying to provide some sort of continuity at this difficult time.

Member, Mr Malcolm Huxtable agreed with the words given by Mr Whitby confirming his agreement for Mr Stubbs as the Society's President to have at least an extra year in his position and the Board Members to remain in their same positions for another year. Expressing it really was the only way to go forward properly to maintain continuity.

7. Any Other Business

Weydown Trophy: Chairman, Mr John Whitby explained, normally each year the Society presented the Weydown Trophy to the member who had contributed the most to the breed and the Society in the past year. However, with the effect of the pandemic the Board felt the opportunity for the above had not been possible. It was agreed there would be no recipient for 2020, but Member, Lena Lewis, the winner from 2019 would keep the trophy in her possession until next year's AGM.

2018-2019 Milk Production Winners: Director, Mr Mark Logan spoke about the 2018-2019 Milk Production Competition Awards results which were posted on the JCS website, social media and would be published in the next edition of the UKJT coming out very shortly. Mr Logan continued to speak highly of the outstanding production awards, expressing the great significance it gave to our members, who manage and look after their cows so well, and the tremendous job they do not only as Jerseys breeders but within the dairy industry as a whole.

Close of AGM. The Chairman, Mr John Whitby spoke about the exceptional and unusual format of the AGM this year due to Covid 19 and "speaking as a farmer and as an eternal optimist he hoped that the Society would be meeting again properly at next year's AGM and not in this virtual way". Mr Whitby asked members, if they were happy to do so, to remain on the video call for an informal chat after the formal closure of the AGM.

Meeting closed at 11:49am before an informal discussion about Society matters took place. Topics included current issues around bull calves, queries on pedigree status and pedigree including commendations for the new JCS website launched in June.