



Chairman's Report 138th Annual General Meeting

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.

A further year of pandemic has meant enforced inactivity in some areas of our work with many members unable to meet, shows cancelled and in some cases tragedy from the rigors of the disease. To all those affected the thoughts and affections of the Jersey Society of the UK are with you.

The post Brexit hiatus mentioned last year continues with links between Britain and Northern Ireland a particular concern. Further a plethora of decentralised agricultural reforms and post European farming rules are challenging the mind sets farmers. Some well-regarded commentators have flagged concerns for the future of family farms which have formed the backdrop to the bucolic UK countryside.

Nonetheless farmers are a resilient bunch and the relentless attentions of keeping dairy cows has meant we have all kept busy at home.

The management of the Jersey Cattle Society is equally ongoing, and the Board has met regularly. We have tried to use the lockdown positively and have elected to look at strategy for the future. In order to do this, we need to know what you, the members, think and want. What kind of Jersey cows do we want for the future and, by implication what is the future role of your society in facilitating this and other things in the future?

We have already conducted one survey and will shortly be asking your views in another.

We also continue to work on breed development taking our seat at the table liaising with AHDB and other societies, both nationally and internationally.

We have also used our time to revisit some collaborative arrangements negotiating updated contracts with HUK for example.

The new website has really come into its own, continuing to develop a strong following, as a valuable conduit and promotional tool for all things Jersey in the UK.

Furthermore, the Weydown Trophy awarded each year to the person making the biggest contribution to the Society will be held in abeyance to 2022.

This is my last AGM as your Chairman as I will be standing down as Chairman by rotation at the Board meeting subsequent to the AGM today, on 10th August. It has been a privilege

leading the team, building on the fantastic legacy of our illustrious forebears, but perhaps more importantly continuing to shape and refine our future. I wish the next Chairman every success: there is still much work to do, as even in the pandemic, there is never a dull moment at the helm of your Society.

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 team Emma, Allison and Becky for all their hard work.

John Whitby

23rd July 2021