Set clear breeding goals
- and go for it!

Introduce new traits, - if they
- have an economic value
- are measurable
- are heritable
- have a good variation

New or "Next level traits"

- Emissions
- Water efficiency
- Heat stress tolerance
- Eating quality

  - Harmonize the traits for World wide use

  - AI is more than Artificial Insemination
    - It is also Artificial Intelligence:
      - In CFIT – 3D images used to measure feed intake, weight, etc.
      - In semen quality evaluation
      - In measuring when a young bull is able to produce semen
      - …. And many more to come

Data is "King" - Make your data available
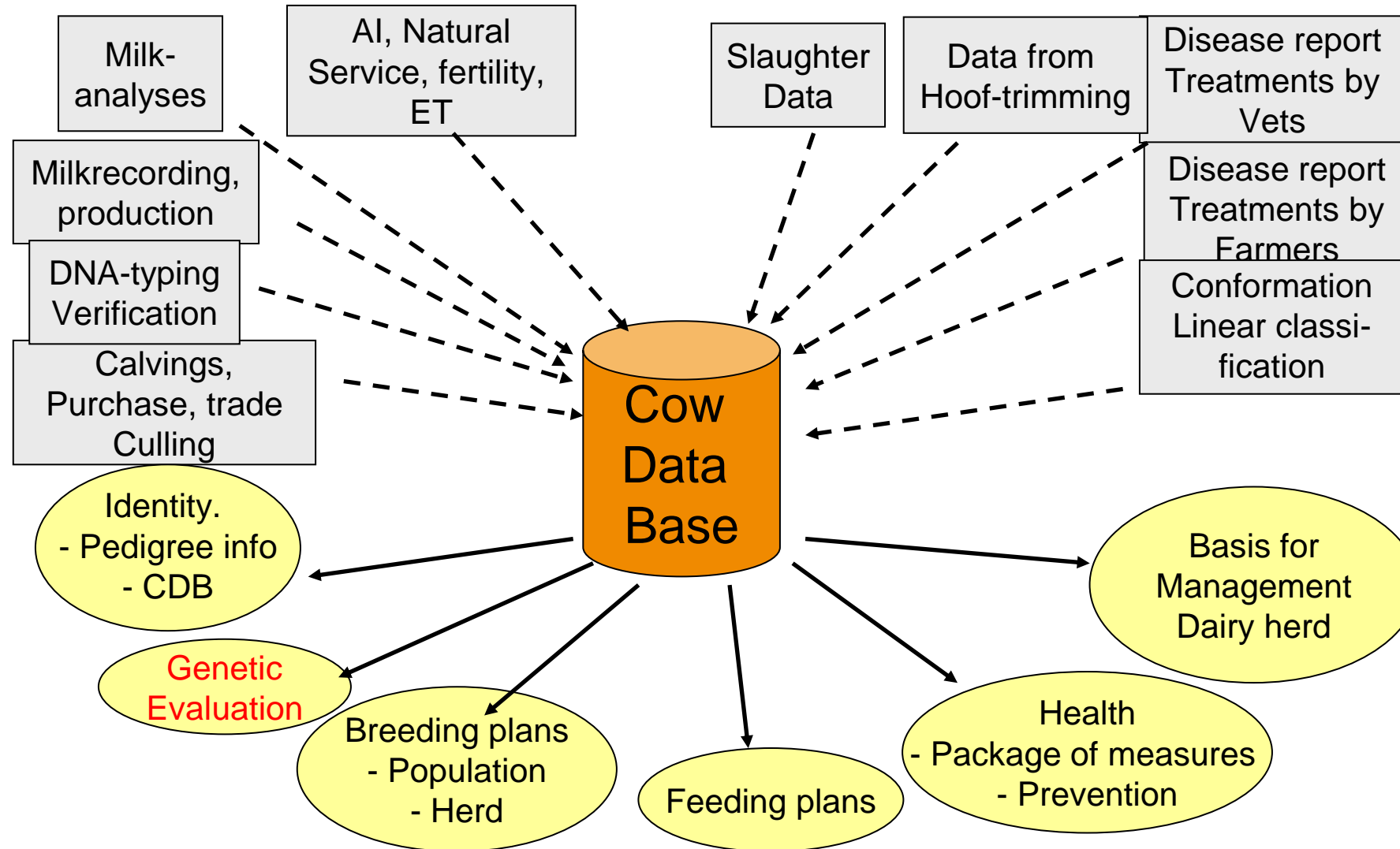
Make use of an optimal breeding strategy
- and stick to it

Genomic test
of all heifers in the herd

- To have more reliable
breeding values/selection
tools

Sexed semen
for top 30-50%

- Will be enough for
replacement
- **Will increase genetic
trend for preferred traits**

Beef semen
for bottom 50-70%

- The majority to be male
sexed semen

Breed for more Feed efficient and Climate friendly cows - and get paid for it !

	KPI	Unit	Race Lille malkerace	Race Stor malkerace
Herd level	Milk production delivered to dairy	kg FPCM per cow	9430.01	10818.78
	Cows	Number	281.23	259.64
	Heifers	Number	267.13	227.77
	Feed efficiency	kg DM per kg FPCM	0.79	0.86
	Roughage share	% of DM	61.66	65.64
	N efficiency, herd level	%	29.93	29.06
Heifers	Feed use	kg DM per heifer	1480.66	2111.74
	Heifers per cow	Heifers per cow	1.00	0.89
	Age at first calving	Months	23.89	25.05

	CONVENTIONAL		ORGANIC	
Click to add text	01.05.24	01.06.24	01.05.24	01.06.24
Butterfat price, GBP	4.93	4.98	6.15	6.27
Protein price, GBP	4.43	4.48	5.54	5.64
Deduction for milk collection costs, pence	-1.60	-1.60	-1.60	-1.60
Raw milk value ppkg	34.16	34.57	43.06	43.89
Best Quality	1.37	1.38	1.72	1.76
Climate check	0.86	0.86	0.86	0.86
Sustainability Incentive	1.43	1.43	1.43	1.43
ONE Milk collection & volume bonus	0.32	0.32	0.32	0.32
Basic cost	-0.16	-0.16	-0.16	-0.16
On account price ppkg	37.97	38.40	47.23	48.09

BF 4,20 * 4,93 +
P 3,40 * 4,43 +
Vol (-1,60)

Monogenetic traits

Make the best out of the positive ones,
- if they have economic value

- Pollednes
- Caseins
    - Cappa Casein
    - Beta Casein
- Fatty Acids
- Yellow fat
- And there might be more in the future

Controle and eradicate the negative ones:

- JH1
- JH2
- JNS
- RVC (Eradicated)
- **And there will be more in the future!**

Control of Inbreeding

- Less "Bottlenecks" after genomics

- Bottlenecks are caused by individuals getting too much impact and increase the inbreeding level through own use, but also via offspring:
  - Bulls like FYN Tved, FYN Lemvig, DJ Hulk & DJ Zuma

- Focus & coordination prevent Bottlenecks

- Use Mating programs for Dairy farmers and bull breeding to control inbreeding

- Use of SoS & donor heifers from other populations

- Outcross!

- Less than 1% inbreeding increase per generation
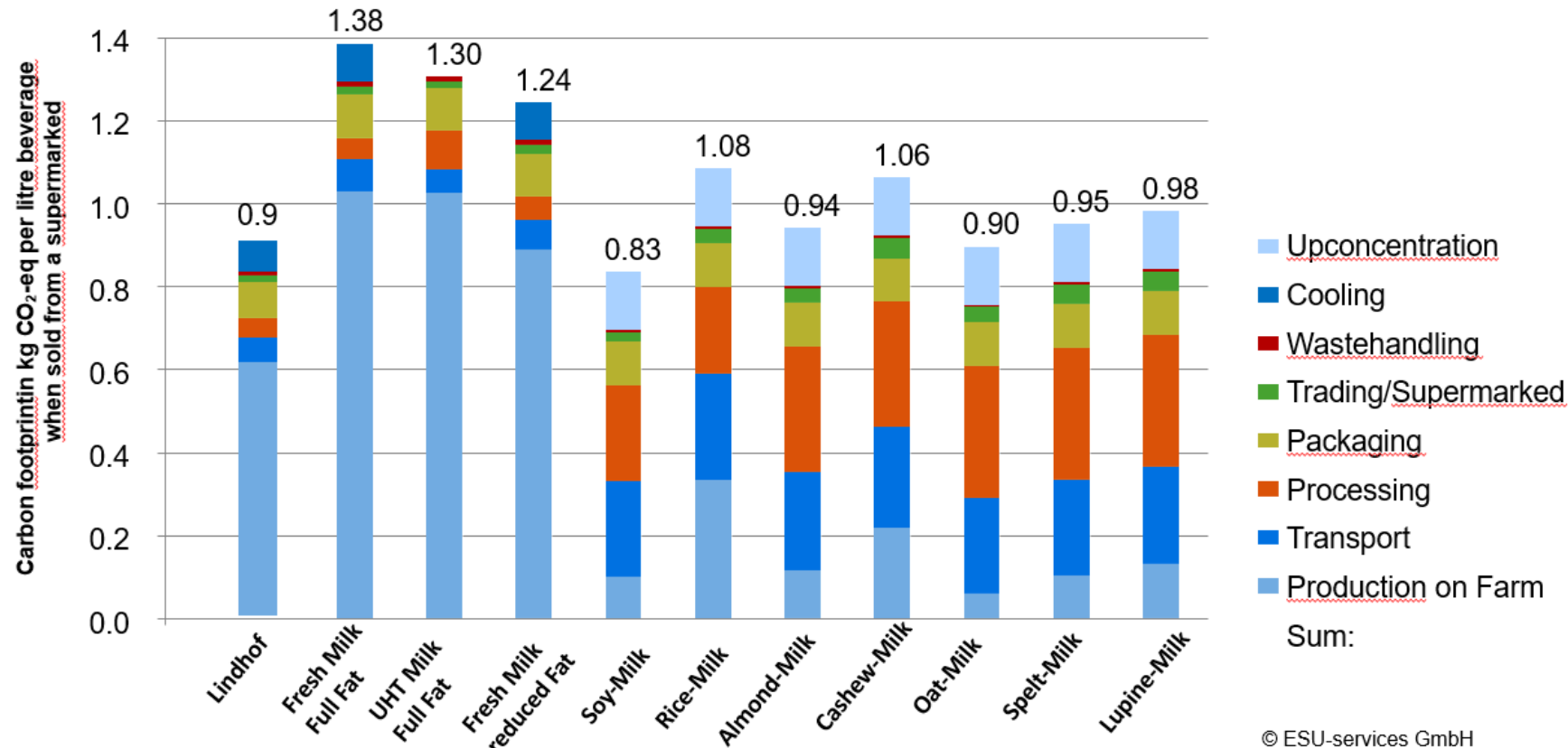 - FAO recommendations
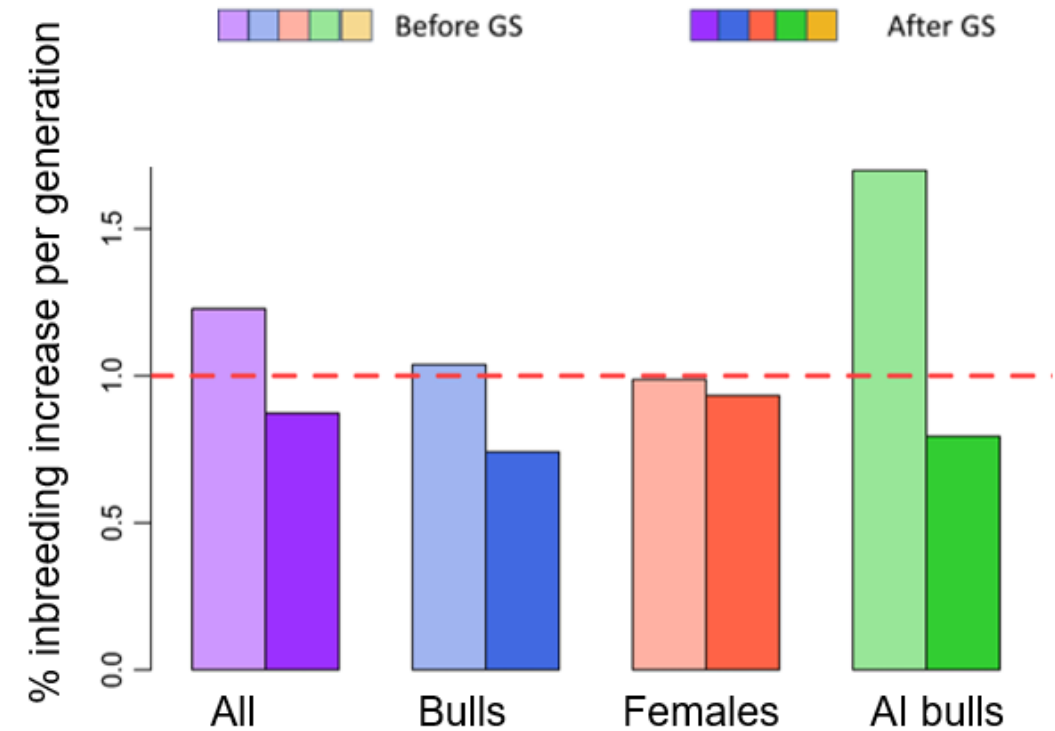
Breed & produce for what's demanded
- the demand is there!

• Global Milk & Supply 2030
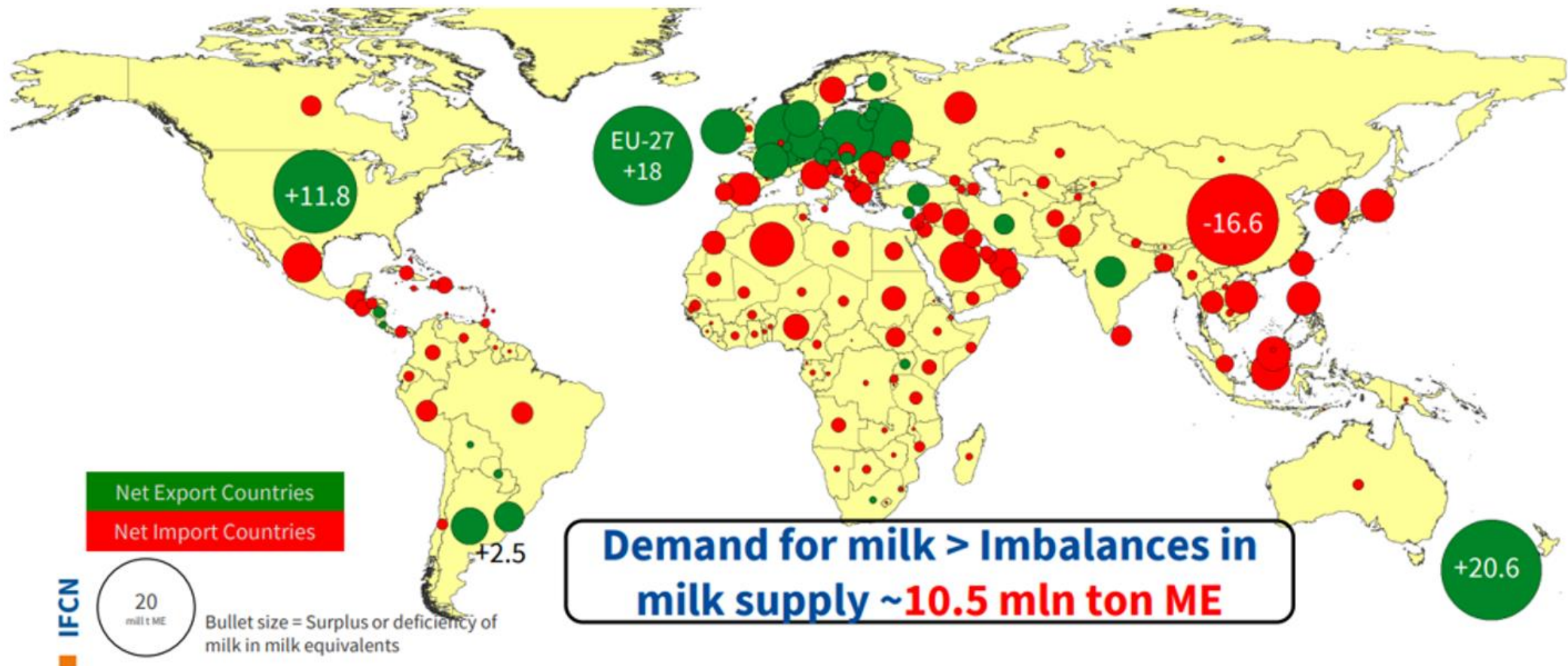
Encourage to – and finance more Jersey research

Outlook: Climate change potential of milk in comparison to milk-alternative drinks from the supermarket
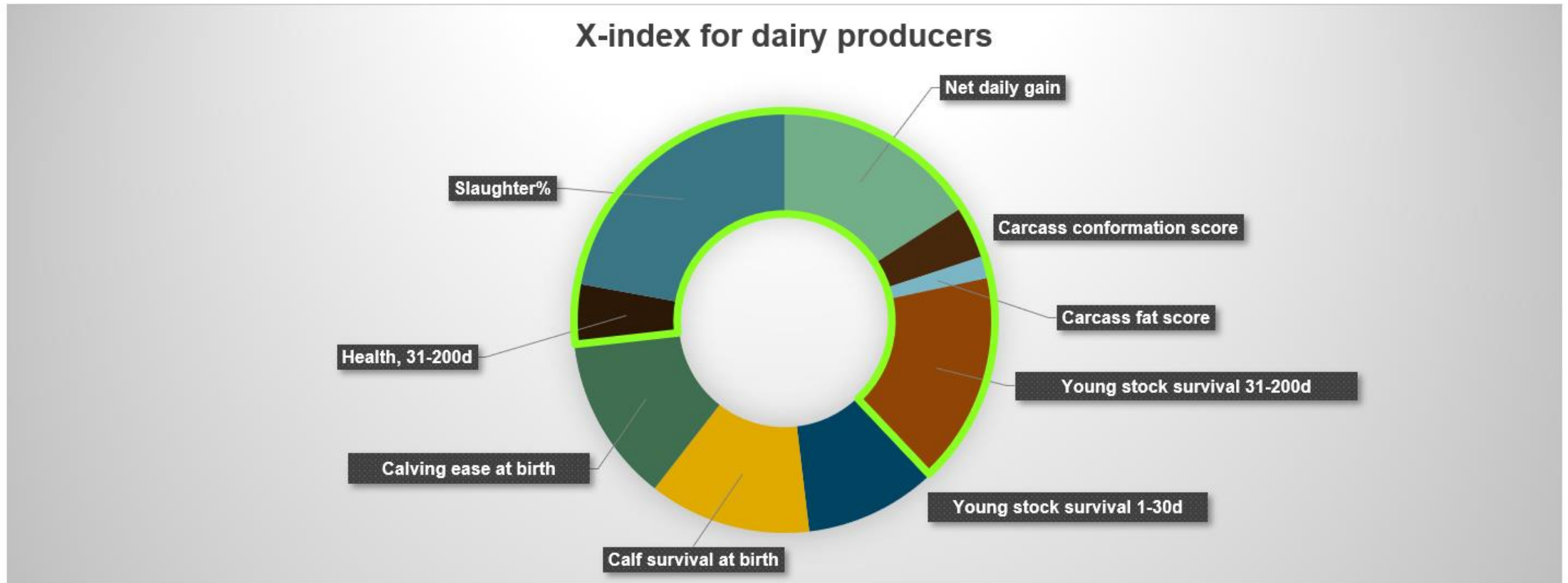
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Fig. 5.6 Comparison of the various milk drinks and fortified drinks for the greenhouse effect (kg CO2-eq per liter ex supermarket, IPCC 100a, including additional influences from air transport

Maresa Bussa;Martina Eberhart;Niels Jungbluth;Christoph Meili (2020) Ökobilanz von Kuhmilch und pflanzlichen Drinks. ESU-services GmbH im Auftrag von WWF Schweiz, Schaffhausen, Schweiz, www.esu-services.ch/de/publications/

Add breeding values to your Beef x Jersey

- Payment due to genetic potential

We need to

- **Be better than others!!!**
  - More passionate
  - More enthusiastic
  - More focused
  - More aligned
  - More innovative
  - More committed
  - More & better links between our populations
  - More of all what we do in Jersey breeding today

- **Then breeding will ensure a bright future for the Jersey breed**

Thank you