

To whom it may concern,

Lara and I come from a farming background on my Jersey side and Irish side, I can confirm that allowing bovine semen into the Island is not the quick fix perhaps many feel is the answer to allowing farmers to make more money, the problem lies in that Jersey produces products (ie) yogurt for example is not as profitable - not because of supply but because Jersey does not market its product correctly. We need to look at the sale of our local produce 'on island' and work on ways to see local produce sell better to enable our farmers to make money this way and of course our export needs to be on a fair scale with that of our European countries.

If we are saying to bring in bovine semen brings in more profit for our farmers then we are kidding ourselves, so many of our Jersey cows have left Jersey to other countries as farmers can't afford to make a profit, these cows have left in the hundreds and now we think bringing in bovine semen is going to produce more cows but even bigger? I am confused.

Please also note I have also researched the fact that if you put outside semen into a Jersey cow, the present size of the Jersey cow will suffer tremendously as the calf will be greatly increased in size and I have spoken to vets on this subject and they have strongly suggested, Jersey think of other ways (ie) promote the products locally, creating an industry to enable Jersey to market and produce a high quality product under the Jersey brand. I am afraid the Government in Jersey need to support the Jersey Cow as it is having to compete with Europe.

Once you bring in the semen then the Jersey cow we know will not be pure and not provide the profit some farmers say they need.

The issue is very simple, all over the world our Jersey cow has saved the lives of millions in third world countries, something we should be very proud of, we must protect and look after our 'treasure', we need to promote our cow in a positive and protective way to ensure it is not interfered with, its not a lot to ask - we owe it surely to future generations, lets look at how we can make farming profitable for our farmers, lets stop buying in strawberries and fruits in from the UK for our local yogurt and start diversifying the use of our fields to grow food. We can't expect our Jersey Cow to answer all agriculture problems, its a Jersey cow not 'wonder woman'.

Leave the Jersey cow the way it is, and start looking at the bigger picture instead of quick fix answers to issues that need more than talk and reports and start action now to ensure a diverse and involved farming community, Europe have a shortage of food, so start supporting local, export and make farming profitable again!

Please find attached some marketing ideas to promote Jersey yogurt, Nestle would pay thousands for but we Green Eye Productions are happy to give to Jersey Dairy to start marketing its products in a more visual and eye catching way!

We would be happy to discuss our marketing idea in greater detail.

Please email us if you wish to speak to us, it can be arranged.

Yours sincerely

Julie Daly-Wallman  
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