Dairy for Development: 'The Jersey Footprint'

Royal Jersey Agricultural & Horticultural Society

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Dairy for Development Overview

The RJAHS has a long history of developing dairy industries around the world, with export of pure-bred Jersey cattle beginning in the 18th century and expanding rapidly in the 19th and 20th centuries. Jersey cattle are now the second most popular breed of dairy cow globally, found in over 100 countries worldwide. The desirable traits offered by the Jersey cow relative to other breeds, which include earlier reproductive age and ease of calving, greater milk quality and greater milk production relative to size and feed intake, are well known internationally. Jerseys are also more heat tolerant and disease resistant than many other pure dairy breeds. These traits make Jersey cattle, or more often a Jersey crossbreed, ideal for many smallholder farmers in resource-poor contexts. Supporting developing dairy industries by providing Jersey Island genetics, mainly through export of frozen bull semen, remains part of what we do but, in recent years, the Society's international work has expanded significantly into a range of 'Dairy for Development' initiatives around the world.



Dairy has the potential to be transformational in economies reliant on small-scale agriculture. As a livelihood source, dairying can generate high margins by area of land and provide a more stable cash flow in comparison with many food crops. Cattle can be fed on non-competitive (with humans) feed and dairying is also labour intensive, not least in twice-daily milking, so has the potential to create jobs in densely populated rural areas. Demand for milk and 'value added' products, such as cheese, also tends to grow in proportion to income as countries advance from low to middle income status and as populations urbanise. Increasing need to transport and process milk can create additional jobs in the local economy. There are also health benefits, as well as economic - increasing dairy consumption can improve diets for populations reliant on grain and tuber staples, providing essential nutrients including protein, fat and various micro-nutrients.



The Society now works in a range of countries with partners including charities, private companies, universities and farmer associations, strengthening dairying from farm level to national level, to improve the incomes and food security of vulnerable people. Support ranges from technical advice in cattle fertility, health and genetics, to strengthening livestock information services and extension worker capacity, to providing training and improving access to inputs and finance for farmers at the base of the dairy value chain. We currently lead five focused Dairy for Development projects - in Rwanda, Malawi & Zambia - generously funded by Jersey Overseas Aid (JOA). We also work with international and national stakeholders to support cutting-edge dairy cattle research and policy dialogue. Read on to find out more about our main projects.

Why Dairy?

The majority of the world's poor live in rural areas and are dependent on agriculture to survive. Of the approximately 900 million globally who live in extreme poverty (earning <$2.15 per day), approximately 500 million of these people rely on livestock as their primary livelihoods source. Globally, it is estimated that almost 150 million farm households, i.e. more than 750 million people, are engaged in milk production, the majority of these in developing countries. The potential impact of improving dairy production is therefore significant. Benefits include improved health outcomes (through strengthened nutrition), economic growth (through increased incomes and market development) and environmental benefits (through improved productive efficiency and promotion of sustainable practices).

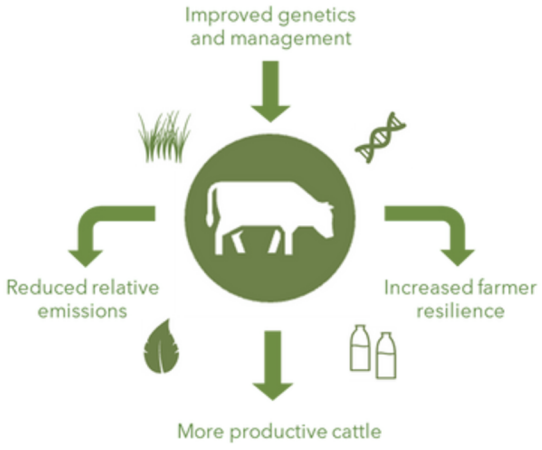
In much of the world, especially the poorest populations, people consume no or very small amounts of livestock-derived foods and have little choice over what to feed themselves and their families. Malnutrition and undernutrition are significant contributors to infant mortality and poor health outcomes, which can have long lasting consequences. Livestock-derived foods contain both micronutrients and essential amino acids and proteins and can be a highly efficient way of fulfilling this need. Though other foodstuffs can fulfil the same needs, such diverse foodstuffs are often unavailable or unaffordable to the poor.

In poorer rural areas, dairying also represents an alternative to less environmentally friendly livelihoods sources such as slash and burn agriculture or exploiting forest resources. Cattle can be grazed on land unsuitable for cultivating food crops and they also create manure which can be used as an environmentally friendly and low-cost fertiliser.

A common question we receive is why we focus on dairy rather than other agricultural value chains. Livestock agriculture, and specifically dairy farming, is a massively expanding sector in sub-Saharan Africa, and one in which the Island of Jersey has valuable expertise.

Our projects intentionally target areas with large existing cattle populations and centuries-old traditions of dairy farming. However, they also suffer from challenges of high rates of poverty, malnutrition and limited job opportunities in rural areas. These areas (Rwanda, southern Malawi, and southern and northern Zambia) are well suited to dairying, having (relatively) mild climates and being some of the most densely populated regions in Africa, with labour relatively abundant compared to land. Strengthening the dairy sector to meet development challenges does, however, risk creating negative impacts if sustainability is not a key consideration. In recent decades, advances in dairy practices and technology have led to increased production efficiency in developed industries with larger but fewer herds. However, production and efficiency increases have lagged behind in developing countries.

Our input focuses on improving the genetics and management practices of smallholder dairy farmers to improve their productive efficiency, as well as the health and welfare of their cattle. The Jersey breed's small size and feed intake relative to productive output is a significant advantage for farmers with limited resources, and the productive efficiency and small stature of Jerseys and Jersey-cross animals both reduces GHG emissions relative to production and the relative feed and water requirements to produce a given volume of milk.



Increasing the use of appropriate practices, technologies and animal genetics can all play a part in reducing the intensity of emissions and increasing efficiency of production, ultimately reducing the environmental impact. In the areas we work in, a farmer with a healthy, productive cow is likely to earn a higher and more stable income than farmers growing crops, and to be more resilient to external shocks such as extreme weather or economic downturns. If populations are better able to support and feed themselves and build up savings and assets in the form of appropriate dairy cattle, their vulnerability to climate change is reduced.

Jerseys in Africa

Africa is the second largest continent by land area, with a population of over 1.3 billion people, predicted to reach 2 billion in just 20 years' time. As the continent's population expands and urbanises and incomes increase, the demand on livestock systems, and specifically dairy farmers, will also increase. Despite its humble origins, the Jersey breed has a key role to play in this process. Jersey cattle have been exported internationally since the 1700s, with the first recorded sale into Africa (to South Africa) occurring in 1877. The Jersey has proved remarkably adaptable and profitable in a range of different environments, as evidenced by the fact that records show a current or historical presence of Jerseys, in pure or crossbred form, in at least 34 African countries as outlined below:

There is a huge diversity of cattle species native to the African continent, evolving over centuries, to play not only a role in providing food and income but also holding deep cultural significance in many cultures. These breeds have proved remarkably resilient in adapting to extreme environments, from the arid fringes of the Sahara Desert, to the tropical wetlands of West and Central Africa, to the savannahs of East and Southern Africa.

In terms of milk production, however, productivity of indigenous African breeds is relatively low, ranging from 0.5 litres to a maximum of 6 to 8 litres per day. By contrast, exotic breeds such as the Jersey can perform at much higher levels, but often do not exhibit their full genetic potential in African systems due to environmental conditions and less than optimal management.

Traits of the Jersey breed such as productivity, fertility, heat tolerance and feed conversion efficiency lend themselves to many environments. In Africa, many of these traits have been targeted through specific cross-breeding programmes with native/indigenous cattle breeds, with recent scientific research lending weight to the suitability of the Jersey as the 'exotic' breed of choice for Africa (see 'Why Jerseys').

Above: Jerseys graze alongside indigenous Ankole cattle at the RAB Songa Research Station, Rwanda

Above: Jersey cross calf suckles from its Zebu-type dam at Mpemba farm, Malawi

Above: Jerseys from the Anglesea herd, southern Zimbabwe

Why Jerseys?

Recent scientific research has provided weight to an increasing volume of evidence that supports the Jersey breed's value in improving incomes and food security for resource poor smallholder dairy farmers and their families in developing economies. With the Jersey, we have an animal that is smaller, uses fewer natural resources, and produces a smaller carbon footprint, relative to larger 'exotic' breeds such as the Holstein-Friesian. In this same animal, we have a dairy cow with a longer productive life that produces more nutrient-rich milk.

Above: Jerseys have proved adaptable to a range of conditions

Jersey cattle, and more specifically their primary breed characteristics, therefore have a potentially significant role in emerging dairy industries to meet growing market demand in developing countries in the coming decades. Fertility and productive benefits in Jersey-infused genetics stand to benefit smallholders' productivity and incomes and, crucially, a high feed conversion ratio both lowers the relative feed inputs required to produce the same quantity of milk and reduces the intensity of Greenhouse Gas (GHG) emissions.

As David Hambrook, General Manager of Jersey Island Genetics and Head of International Dairy for Development at the RJAHS, phrases it...

Comparing a Jersey to a Holstein-Friesian is like comparing a Toyota Corolla to a Lamborghini. While a Holstein-Friesian may produce more milk outright in comparison, it will do so at a much greater cost of feed, and a greater cost of care than a Jersey. Like the rugged, fuel-efficient Toyota, a Jersey is more efficient at converting input to output, and will continue doing so with less intense management. There's a reason you see a lot more Toyotas in rural Africa than Lamborghinis!

Jersey's position as a centre of expertise in Jersey cattle breeding, and dairy industry development more broadly, provides a significant resource for delivering impact further afield.

Specific to an African context, there are a number of traits of Jersey cattle that are beneficial to both smallholder and commercial farmers, which provide advantages over other exotic breeds:

Jerseys are the most heat-tolerant of the European 'pure' dairy cattle breeds.

Because of its smaller size, a Jersey cow requires less feed to produce every litre of milk than a larger cow, especially in a smallholder environment.

Due to their compact size, Jerseys take up less space for both housing and grazing than larger breeds. This leads to significant reduction in costs to the smallholder farmer.

Of the European 'pure' dairy cattle breeds, the Jersey is recorded as having a greater degree of tick-resistance.

Jerseys mature quicker and reach reproductive age and come into milk production sooner than other breeds, reducing rearing costs.

Jerseys produce large volumes of milk, with high butter fat and protein content, making it suitable for processing into a wide variety of nutritious food stuffs.

Jerseys have good fertility and are less prone to calving issues. Fewer calving problems reduces worry, labour and veterinary costs.

The confident nature of a Jersey means they coexist well with larger breeds.

Because of its feed conversion efficiency, a Jersey cow also supplies quality solid and liquid manure for use on vegetables and other crops.

Jerseys are naturally intelligent and renowned for their docile nature and ease of temperament.

While a 100% pure Jersey may not be the ideal animal for all farmers in Africa, targeted crossbreeding, conserving indigenous traits such as disease resistance, has proved successful in multiple management systems. The RJAHS, through our African projects and partnerships with other organisations, is carrying out research to help determine appropriate breeding strategies for specific environments.

Rwanda: Past and Present...

The Society's connection with Rwanda dates back to 2004, when a delegation from the Government of Rwanda first visited Jersey to discuss the possibility of a collaborative effort to cross-breed the predominant Rwandan cattle breed, the Ankole, with Jersey cattle genetics. The rationale was to improve productivity, as the pure Ankole produces a relatively low average daily milk yield of 1 to 2 litres. Trials undertaken in Rwanda established that by cross-breeding the Ankole to the Jersey, milk yields could be substantially increased whilst maintaining an animal that was suited to the environmental conditions in the country. The first crossbred animal (i.e. 50% Jersey and 50% Ankole) was able to produce an average of 12 litres of milk per day. The second cross (75% Jersey and 25% Ankole) produced an average of 16 litres of milk per day. The potential for improving the profitability of dairying in Rwanda was clear.

This meeting would begin an ongoing collaboration that has grown in scale in recent years. Between 2005 and 2009, a retired Jersey Artificial Insemination (AI) technician provided training to establish over 370 AI technicians from an original pool of only 19. The Government of Rwanda began the Girinka programme, which would purchase and distribute dairy cows to poor families, who in turn provide their cow's first offspring to another poor family. By 2018, the Girinka programme had provided over 340,000 families with dairy cows, and annual national milk production had increased nearly six-fold between 2006 and 2017.

In 2017, the Society partnered with Ripple Effect (then known as Send a Cow), an International Non-Governmental Organisation (INGO), to work with over 10,000 low-income farmers in Rwanda through the 'Jersey Inka Nziza' project, a project that reached smallholder dairy producers with training and technical support.

Below: Genetically sampling indigenous Ankole cattle as part of our research

This two-year project (2017-19), Jersey Overseas Aid (JOA)'s first ever multi-year £1m+ grant, expanded awareness of the Jersey breed, greatly increased access to AI services and increased milk production among beneficiary farmers by 50%. The project's second phase (2019-22), worked with an expanded group of partners including the Centre for Tropical Livestock Genetics and Health (CTLGH) of Edinburgh University and Pan Livestock of Reading University, with facilitation support provided by Rwanda Agriculture and Animal Resources Development Board (RAB). Phase II launched a national cattle database, and also continued the work with smallholder farmers, providing training and extension services.

In 2021, during the Covid-19 pandemic, Rwanda's then Minister of Agriculture announced a campaign to roll-out the Rwanda National Livestock Database (RNLD) nationwide, which saw approximately 680,000 farmers and 1.4 million heads of cattle registered in the database over 9 months.

In 2021, RAB requested a two-year feasibility study exploring opportunities for development of the RAB Songa Station, located in southern Rwanda, into a centre of excellence in dairy cattle breeding. The Society worked with an independent team of Rwandese and regional consultants to conduct this study and in August 2023, the feasibility study was formally presented to RAB and the Ministry of Agriculture. At the January 2024 National Dialogue, an event known nationally as 'Umushyikirano', the Minister of Agriculture publicly announced, as part of his priorities and targets for 2024, the continued development of the RAB Songa Station, marking a success to the project.

Scan this QR code to watch a video on the Jersey Inka Nziza project in action:

Rwanda: ...and moving forwards

In December 2023, the Society launched two new projects in Rwanda, namely 'Ongera Amata' and 'Amakuru ku Nka z'umukamo', also referred to as 'Amakuru'. Both projects run for three years (2023-2026) and have different but complementary objectives.

The 'Ongera Amata' project, translating roughly to 'increase milk', is a farmer-beneficiary facing project located in the north-eastern districts of Gatsibo and Nyagatare. It aims to work with around 5,000 individuals, including zero-grazing, smallholder farmers, the culturally-traditional, pastoral cattle-keepers who typically keep 5+ cattle, Artificial Insemination technicians and milk collection centre staff. In a first for the Society, 'Ongera Amata' has two implementing partners, Ripple Effect Rwanda and World Agroforesty, also known as ICRAF, the International Centre for Research in Agroforestry.

The project intends to primarily support the traditional, pastoral cattle-keepers with the transition towards becoming productive and profitable dairy farmers, understanding that incomes can be generated through dairy farming. All project farmers will benefit from training, knowledge and skills in animal health and management, water, feeding, cattle reproduction and genetics (including artificial insemination awareness), and environmental protection measures, including agroforestry.

With the technical support of Ian Ohnstad of UK-based 'The Dairy Group', alongside Ripple Effect Rwanda, the project also aims to improve milk quality standards, working with farmers, milk transporters and milk collection centres (MCCs) to improve and maintain the hygienic quality of milk produced to ensure greater incomes, along with a higher-quality end product.

Above: Drought resistant fodder species growing in Nyagatare district, north-eastern Rwanda

Above: Farmer, Jeanette, with her Jersey-cross cow

The second project, 'Amakuru ku Nka z'umukamo', roughly translates as 'information on cow's milk'. It aims to strengthen national level data systems and dairy cattle breeding policy to provide national-level benefit for smallholder farmers in Rwanda with improved access to appropriate genetics and enhanced service delivery. The project works with UK-based organisations Abacus Bio, Pan Livestock Services, Dyneval and Paragon Vets, bringing their internationally recognised expertise to the project.

Working alongside Pan Livestock Services, the project intends to enhance the functionalities of the Rwanda National Livestock Database, refining existing data entry systems, introducing new stock control functionalities in the distribution and use of semen, official ear tags and vaccines and handing over the database to the Government of Rwanda.

Building on the work in 'Jersey Inka Nziza', the project, with support of Abacus Bio, aims to create a Genetic Evaluation Management System that produces economic weights to rank bulls for use in the Rwandan dairy industry to ensure the most suited and best performing bulls are used for the sub-tropical conditions.

Working alongside Dyneval Limited, using the Dynescan machine and technology, it is intended that multi-purpose analysis and evaluation of semen can be undertaken to greatly support and improve Rwanda's AI services. Success of AI programmes relies on high procedural standards, as well as high quality semen.

Partners:

Malawi Dairy Growth (MDG) Project

The Society currently oversees the three-year Malawi Dairy Growth (MDG) Phase III project (2024-27), with the support of Jersey Overseas Aid. The MDG project works through two implementing partners; the Shire Highlands Milk Producers Association (SHMPA) and the Malawi Milk Producers Association (MMPA).

SHMPA is a dairy farmers association active in Southern Malawi, the country's main milk producing region. SHMPA's membership of over 10,000 milk producers accounts for over 90% of raw milk sold in Malawi, with membership providing farmers with the benefits of connection with milk processors and support with farm inputs (such as fodder and health products), as well as extension support such as vet treatments and breeding services.

Since 2018, SHMPA has trained over 8,700 dairy farmers (over 80% women) in cattle health and fertility, farm management, and selection of appropriate genetics, expanded awareness of Artificial Insemination (AI) and genetic selection. Within SHMPA, 38 field staff have received regular training and have been supplied with new equipment to ensure they can provide high quality extension services, including AI, all of which is now carried out using Jersey Island semen, reaching 2-3,000 farmers per year. The project's Mkakazi ('Milk Women') loan scheme supports vulnerable women farmers with the cost and inputs required to establish a viable dairy farm.

Above: Farmer Egrey Mathengo with her Jersey cross cow

Scan the QR code (left) to see a video about SHMPA and their farmers

Provided with an 'in-calf' heifer or cow, loan farmers are expected to 'pay it forward' by offering the next born calf to another farmer in need. Over 3,500 of SHMPA's membership have benefited from this scheme, of whom over 800 have been directly supported by the MDG project so far.

Phase III of the MDG project (2024 - present) extended support beyond SHMPA to MMPA, the national organisation that has oversight of all three regional Milk Producing Associations (MPAs), although, in practice, primarily supports farmers in Central and Northern Malawi. The pilot project serves a dual purpose, in supporting 3,000 farmers from the Central Region Milk Producers Association (CREMPA) with AI services, as well as to train 12 new AI technicians to provide services in the region.

The third phase of the project also continues to support SHMPA, continuing the Mkakazi scheme, as well as providing technical training to SHMPA technicians and Milk Bulking Groups (MBGs).

Partners:

SHIRE HIGHLANDS MILK PRODUCERS ASSOCIATION

MALAWI MILK PRODUCERS ASSOCIATION MMPA

DAIRY SCHOOL

Above: Jersey-sired calf born at SHMPA's heifer rearing farm

Ethiopia Dairy Project

The Society implemented a four-year project (2020-24) in Ethiopia, funded by Jersey Overseas Aid (JOA), with project partner Project Mercy Inc. The project aimed to promote, expand and integrate the Jersey breed into smallholder farming practices and increase the quality and quantity of milk produced, consumed and marketed, with a focus on female headed households.

The project worked in the vicinity of Chacha, a town in the Amhara region of Ethiopia, approximately 100km northeast of Addis Ababa. The project intended to provide better nutrition for children at home and income per household from the sale of dairy products for beneficiary farmers.

As well as trainings and breed awareness raising in the project locality, the project also trained and equipped 35 local Artificial Insemination (AI) technicians to provide AI services with improved Jersey genetics in the target communities.

The project received support from Pan Livestock services, experts in cattle data management systems. Pan Livestock trained staff from Project Mercy in using a database to record information on farmers, herds and animal event data such as births, deaths, AI services and pregnancy diagnoses.

Partnering with the International Livestock Research Institute (ILRI) in Ethiopia, the project undertook small-scale research on forage species suitability for the conditions of Chacha, looking at soil conditions, climate

Above: Newly graduated AI technicians head into the field

Scan the QR code (left) to see a video about Project Mercy and their farmers

and altitude, to better understand which forage species were best suited for promotion for livestock. This research unfortunately faced disruption and challenges due to the ongoing conflict in-country (see below).

Ian Ohnstad of The Dairy Group supported the project, working with a nearby dairy processor to facilitate smallholder farmers in getting their excess milk, through milk cooperatives, to a dairy processor, to enable a more reliable and sustainable year-round market.

From August 2023, the project faced challenges with conflict and civil unrest taking place in the Amhara region of Ethiopia. This impacted activities, though the project team showed great resilience to carry out project activities with necessary adaptations.

By project closure in June 2024, the following estimated targets were achieved:

- 7,353 animals bred to AI (animals received one or more artificial insemination services)
- 28 Artificial Insemination Technicians trained and active at project closure; a significant achievement with an ongoing conflict
- 6,654 individuals, including AI Technicians and farmers, received sensitisation training on the Jersey breed and its benefits, alongside training in basic animal management practices

Partners:

Project Mercy starts with the one.

pan livestock services

ILRI INTERNATIONAL LIVESTOCK RESEARCH INSTITUTE

The Dairy Group

Dairy Development in Zambia

Zambia is the Society's latest Dairy for Development country. Funded by Jersey Overseas Aid (JOA), the project – 'Jersey Breed-Focussed Dairy Development in Zambia' (JBFDDZ) – is a three-year initiative running from 2023 to 2025. JBFDDZ is implemented through sub-contracted implementing partner Adventist Development and Relief Agency (ADRA), with policy support from the Government of the Republic of Zambia Ministry of Fisheries and Livestock (MFL).

Operating in three Districts of Central and Southern Zambia, namely Choma, Chibombo and Chongwe, the project works with over 8,000 beneficiaries, primarily smallholder farmers but also livestock technicians and Milk Collection Centre (MCC) staff.

This project aims to sustainably improve smallholder farmers' livelihoods, resilience and dairy productivity (milk production) through the use of Jersey genetics, mainly through Artificial Insemination (AI) services, although bull stations have also been constructed where Jersey bulls are housed and used for mating to local cows when AI technical services might not be accessible.

It also seeks to train farmers in areas including fodder production and cattle feeding, cattle health and fertility management and milk quality and hygiene. To further enhance learning and knowledge sharing, the project has developed a dairy-focused management and information system to support the development of dairy breeding strategies and policies.

The project aims to create impact by increasing incomes of beneficiary farmers through their dairy enterprises (milk/dairy product sales and livestock sales) and a corresponding increase in 'hunger free months'. To enhance women's participation in the project (with women facing cultural barriers to cattle ownership), the project has established women-led savings groups to support women to pool funds together to buy their own cows and purchase their own farm inputs.

Following its launch, the project has trained over 8,000 farmers in improved cattle management and trained 10 AI technicians who have delivered over 1,200 AI services. Training in improved hygiene and mastitis prevention has been delivered to 11 MCCs, many of which have improved their milk quality grading to the 'A' grade used by processors which provides the highest milk price to producers. Although the project has been impacted by a severe drought in 2024, the worst to hit Zambia in decades, efforts are being made to support farmers' recovery, including training in feed preservation and provision of boreholes to the most vulnerable communities.

In August 2025, Jersey Overseas Aid approved a two-year extension to the Central and Southern region project, which started in October 2025.

Partners:

DAIRY SCHOOL

pan livestock services

ADRA

Above: Zambian Jersey cross cow

Above: Farmers in Pangwe receive training in hay-making

Copperbelt Dairy Expansion in Zambia

In July 2024, the Society launched its second Dairy for Development (D4D) project in Zambia. The Copperbelt Dairy Expansion (CDE) project, named after the northern Copperbelt province of Zambia where the project is focused, will run for three years. Much like the Society's other African programmes, the CDE project will train smallholder farmers in improved cattle management and milk hygiene, and support with improved genetics.

The main project partner is the Dairy Association of Zambia (DAZ) with support also provided by WeForest Zambia, a non-governmental organisation (NGO) specialising in forest protection, who will train farmers in sustainable agricultural practices to reduce rates of deforestation and improve biodiversity.

Project outputs to date include:

- 243 Milk Collection Centre (MCC) members and staff briefed on adherence to good milk hygiene practices
- 243 farmers / MCC members trained in Jersey breed awareness and improved reproductive management
- 1,200 straws of Jersey semen (600 sexed & 600 conventional) distributed to Copperbelt offices
- 7 Artificial Insemination (AI) technicians trained to provide improved genetics for participating farmers
- Collaborative relationships established with four dairy Community-Based Organisations (CBOs) in Mpongwe, Luanshya and Ndola
- 6 community radio programmes produced and broadcast on Radio Mpongwe raising awareness of the project and addressing key challenges in the dairy sector

Above: Participants in the AI technicians refresher training along with DAZ, RJA&HS and MFL representatives

Women farmers are increasing in number in Zambia and particularly in the Copperbelt, despite the historical dominance of male farmers and traditional stereotypes which discourage women from owning dairy cattle or land.

Mrs Caroline Undi Lubinga (pictured below) is a small-scale farmer with a keen financial and business mind. She is involved in management of the Kwanshama Dairy Cooperative where she serves as a treasurer, but is also an entrepreneurial farmer who sees farming firmly as a business. She believes that successful farming lies in good genetics and feeding, hence her excitement about the CDE project, which aligns well with her vision of improving her dairy enterprise.

Encouraged by the quality assurances attached to the semen and well-equipped AI technicians who have been engaged in the project, she is keen to breed her own local Jerseys. Fortunately, Caroline's heifers started coming on heat in December 2024, and, true to her aspirations, she became the first farmer to inseminate her animals with Jersey semen donated by the project.

Above: Mrs. Caroline Libinga with DAZ Project Officer Choongo Mutelo during the project sensitisation meeting

Partners:

DAZ DAIRY ASSOCIATION OF ZAMBIA

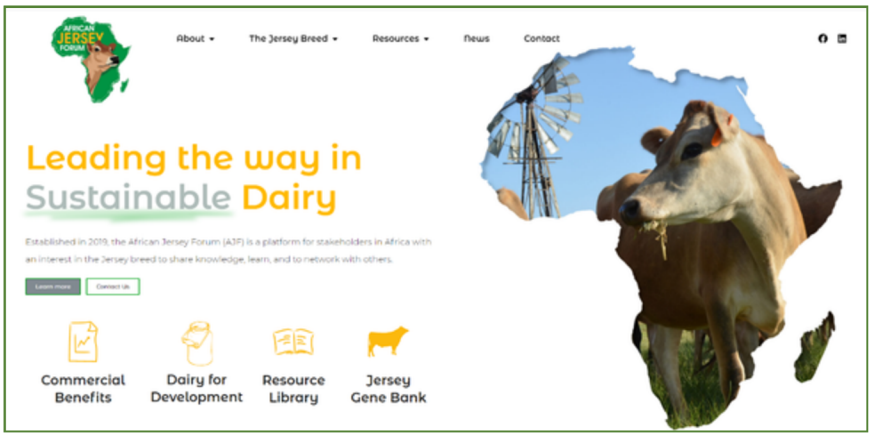
WeForest

The African Jersey Forum

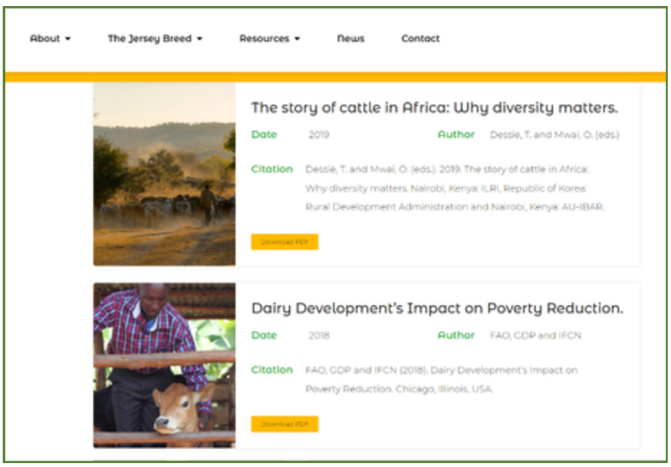
Alongside country-focused projects, the Society works with Jersey Overseas Aid (JOA) and our other partners on several cross-cutting projects. In 2019, we jointly launched the African Jersey Forum (AJF) to promote regional cooperation and coordination in our efforts and those of other donors and actors in the Jersey breed-led elements of the African dairy sector. We have a joint long-term vision of promoting awareness of and research into the Jersey breed as a solution to the challenges of increasing African dairy profitability and productivity in a sustainable manner. The Forum is intended to act as a platform to facilitate this vision and was established, with support from the World Jersey Cattle Bureau (WJCB), as the international umbrella organisation of national and regional Jersey breed associations.

Inspired by existing regional platforms, including the European Jersey Forum and Latin America Jersey Forum, the Forum is intended to serve a dual purpose. Firstly, to provide educational and promotional resources for various audiences (including farmers, researchers and policy-makers) related to the Jersey breed, and dairy development more broadly, throughout Africa and the tropics in general. Secondly, to bring together national Jersey breed associations as they begin to emerge in the region. The Society launched the African Jersey Forum website, which can be accessed at **www.africanjerseyforum.com**.

Scan this QR code to access the website:



The website is a platform for sharing a variety of content, including scientific articles and reports, news and insights. Our intention is that, over time, the Forum will develop an extensive library of resources and a network of users throughout the region, promoting the Jersey breed and its benefits and providing useful information to farmers and others involved in emerging dairy industries across Africa.



The website also profiles our various partner organisations, who you can also learn more about on the next page. Please also keep up-to-date with African Jersey Forum updates on our Facebook and LinkedIn pages, along with our video content on YouTube.

Our Partners:

Donors:

Jersey Overseas Aid

Formed in 1968, Jersey Overseas Aid (JOA) is an international aid agency funded by the States of Jersey. As well as funding for humanitarian assistance in emergencies, JOA funds projects targeting sustainable development in three targeted focus areas: Dairy for Development, Financial Inclusion and Conservation Livelihoods. JOA currently funds the entirety of the Society's overseas development projects.

Government Institutions:

Rwanda Agriculture and Animal Resources Development Board (RAB)

The Rwanda Agriculture and Animal Resources Development Board (RAB) is an autonomous agency of the Government of Rwanda, focused on development of the national agricultural sector. RAB was the Society's key partner in a two-year feasibility study (2021 – 2023) looking at options for development of RAB Songa Station into a centre of excellence for dairy cattle breeding. The Society previously partnered with RAB along with Send a Cow on the Jersey Inka Phase II project, with RAB providing support with extension, training and research activities and ensuring that activities were aligned with government priorities and other initiatives for agricultural development.

The Ministry for Fisheries and Livestock (MFL), Zambia

Under the Government of the Republic of Zambia (GRZ), the Ministry for Fisheries and Livestock (MFL) oversees the development and management of the fisheries and livestock subsector in Zambia and holds a portfolio of responsibility, including policy and legal development, promotion of production and productivity, animal health, research and development and extension and advisory services. The Society began partnering with MFL during the planning stage of the 'Jersey breed focussed Dairy Development in Zambia project' (2023-2025) and acts as a key support and facilitation partner.

Non-Governmental Organisations (NGOs):

Ripple Effect (formerly Send a Cow)

Ripple Effect is an International Non-Governmental Organisation (INGO) established in the UK in 1988. Their work focuses not only on improving farming practices for food security and good nutrition, but on wider aims of increasing gender and social inclusion and developing the business skills and market linkages of smallholder farmers. The Society has partnered with Ripple Effect in Rwanda as the main implementing partner on Jersey Inka Nziza (Phases I and II) and the current Ongera Amata project.

World Agroforestry (ICRAF)

The International Centre for Research in Agroforestry (ICRAF), also known as 'World Agroforestry', is a centre of science and development excellence that harnesses the benefits of trees for people and the environment. ICRAF supports governments, development agencies and farmers to utilise the power of trees and sustainable practices to make farming and livelihoods more environmentally, socially and economically sustainable at scale. The Society began partnering with ICRAF in 2023 on the Ongera Amata project, Rwanda, where their primary focus is the supply of improved cattle fodder.

Our Partners:

Non-Governmental Organisations (NGOs):

Adventist Development and Relief Agency (ADRA)

The Adventist Development and Relief Agency (ADRA) is a global humanitarian organisation, founded in 1956, with a long and successful history of providing humanitarian relief and implementing development initiatives. The organisation works in a range of countries and development sectors worldwide, with a particular focus on livelihoods projects, humanitarian aid and Water, Sanitation and Hygiene (WASH). The Society cooperates with ADRA's Zambia team as the key implementing partner on our three-year Dairy for Development project in Zambia, and technical support to a four-year ADRA-led, JOA-funded, dairy project in Nepal entitled the Enhanced Rural Artificial Insemination (TERAI) project.

WeForest Zambia

WeForest is a non-profit organisation dedicated to conserving and restoring threatened forest landscapes in biodiversity hotspots through collaboration with governments, local organisations and communities. Its mission is to protect the ecological integrity of these landscapes while improving the well-being of the communities that depend on them. The Society partners with WeForest Zambia on the Copperbelt Dairy Expansion project (CDE), which aims to tackle challenges related to dairy feed unavailability, inaccessibility, unaffordability for smallholder dairy/cattle farmers, contribute towards the reduction of methane foot prints for dairy farmers and strengthen the adoption of agroforestry practices in the Copperbelt region.

Producer Associations:

Shire Highlands Milk Producers Association (SHMPA)

The Shire Highlands Milk Producers Association (SHMPA) has been the main actor in smallholder dairy development in Malawi since forming in 1985. It is a dairy producers cooperative of over 10,000 farmers, who supply over 90% of Malawi's domestic milk supply. The Society has worked with SHMPA since 2018 as the key implementing partner in our Malawi Dairy Growth project (Phases I, II and III). More recently, SHMPA acted as the primary host of the 2023 African Jersey Forum Conference held in Blantyre, hosting delegates from across the continent for study tours, cultural visits and a day of technical presentations.

Malawi Milk Producers Association (MMPA)

The Malawi Milk Producers Association (MMPA) is the umbrella body representing smallholder dairy farmers in Malawi, established in 1985. Alongside SHMPA, MMPA's board also includes representation from Mpoto Dairy Farmers Association (MDFA) and the Central Region Milk Producers' Association (CREMPA), representing Northern and Central Malawi respectively. The Society partners with MMPA on a pilot Jersey breeding scheme in central Malawi, which began in 2024.

Dairy Association of Zambia (DAZ)

The Dairy Association of Zambia (DAZ) is a national membership-based organisation with a country-wide representation, representing all categories of dairy producers, processors and dairy-related agribusiness. DAZ is an in-country implementing partner on the JOA-funded Copperbelt Dairy Expansion (CDE) project, supported by the Society. The association's offices are located in Lusaka within the Agricultural and Commercial Showgrounds, with field offices in the Copperbelt supporting project implementation.

Our Partners:

Technical Partners:

PAN Livestock Services Limited

PAN Livestock Services Limited (PAN) has close academic links with the Veterinary Epidemiology and Economics Research Unit (VEERU) at the University of Reading. The Society is partnering with PAN to support our livestock related activities in Malawi and Zambia, as well as in Rwanda, where the Society collaborated with PAN Livestock and the Rwandan government to develop a national cattle database.

Dyneval Limited

Dyneval Limited is based in the Roslin Institute, Edinburgh, Dyneval have developed innovative technology that can provide precise automated measurements of semen quality using portable equipment: the Dynescan. Dyneval act as a technical partner to JOA-funded dairy development projects led by the Society, including in Rwanda and Zambia.

AbacusBio

AbacusBio is a UK-based organisation, working globally in value chain consulting and genetic improvement programmes in both the crop and livestock sectors. This includes genetic and genomic evaluation and selection index creation, to facilitate organisations and industries to structure their breeding goals across sectors. AbacusBio is currently providing technical expertise to the development of a Genetic Evaluation Management System based on a Rwandan Dairy Profit Index, in JOA-funded, Society-led research.

The Dairy School

The Dairy School is a social enterprise using engaging films and media to deliver vital, practical knowledge to small-scale farmers, founded by Dr Peter Edmondson, a dairy vet specialising in mastitis and milk quality with extensive international experience. The Dairy School mission is simple; to provide educational films and media to improve the lives of farmers and the welfare of their animals. Dr Edmondson provides comprehensive remote and in-country support to our projects in Malawi, Zambia and Nepal, advising on issues such as cattle health, fertility and milk quality, providing in-country training and supporting development of training materials.

The Dairy Group

The Dairy Group is a UK-based dairy consultancy business, working throughout the UK and overseas. The Society currently works solely with Mr Ian Ohnstad, an internationally recognised specialist who leads The Dairy Group's team of milking technology specialists, who provide independent advice on milking parlour specification and operation, hygienic milk production, mastitis control and dairy building design. Ian has previously worked with the Society on its Ethiopia project and, more recently, provides technical support to the Ongera Amata project in Rwanda.

JERSEY GENE BANK

Our Dairy for Development projects benefit from high quality Jersey genetics, much of which is sourced from top locally-bred bulls, including:

Elite Victor

Cipele Mfumu

Royal Jersey Agricultural & Horticultural Society
Royal Jersey Showground
Trinity, Jersey, JE3 5JP

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