



...Our role
in Island life

Chairman and Managing Director's Review of 2024



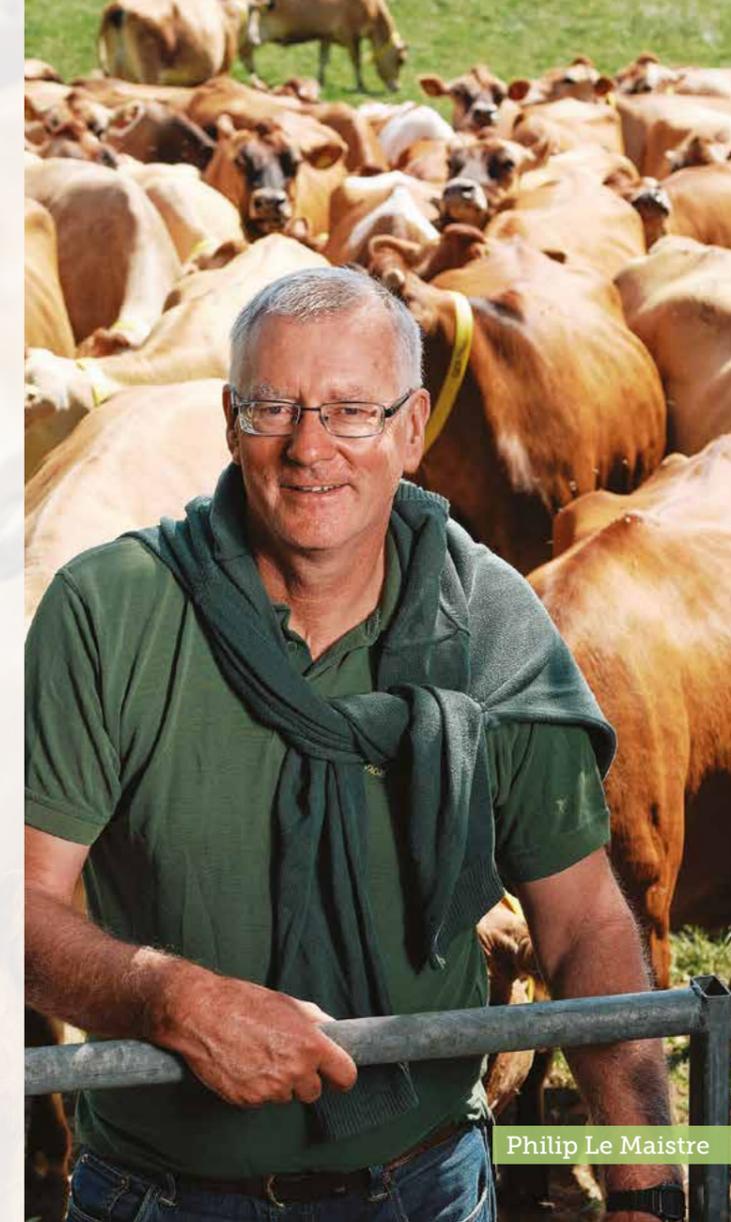
Chairman's Review

The past year was marked by a truly special highlight; the donation of seven pedigree Jersey heifers to His Majesty King Charles III at the Jersey Expo in July 2024. It was a privilege to see representatives from all seven herds that donated a heifer present at the event, where they had the unique opportunity to meet the King and Queen. This event showcased not only the importance of our iconic Jersey cow but also the integral role agriculture plays in representing and promoting the Island's identity. Time and again, the beauty of our Jersey cows and the countryside we farm are key elements used to promote the Island across different industries.

A further significant boost to our industry came in November 2024, when the States Assembly made a landmark decision to increase funding for the rural and marine sectors. The overwhelming support, with 43 votes in favour and none against, reflected the collective positive perception of the industry by the broader community. This decision, championed by Deputy Steve Luce, was truly game-changing and demonstrated a unified vision of the future for agriculture in Jersey.

Equally impactful was the reintroduction of the agricultural loan scheme, which is critical for enabling farms to reinvest in infrastructure. This investment is essential for improving productivity and ensuring our operations are equipped to meet the challenges of the future.

Looking ahead, sustainable milk production will continue to be a central focus, especially as we work to attract new business. Reducing our environmental footprint will also remain vital and, while we've already made significant progress, there remains more to achieve. By setting ambitious targets aligned with government policy, we can position our industry as a leader in sustainability while safeguarding its future.



Philip Le Maistre

Meanwhile, food security has become an increasingly urgent concern, highlighting the importance of maintaining a viable dairy industry in Jersey. Our ability to supply a diverse range of high-quality dairy products daily is crucial to the local market. The continued loyalty of our customers underpins our success in this regard, and we are deeply grateful for their ongoing support.

Ultimately, our unwavering commitment to the iconic Jersey cow, environmental sustainability, product quality, and food security will remain at the forefront of all we do – ensuring a bright future for Jersey Dairy and our valued customers.

Philip Le Maistre, Chairman of the Jersey Milk Marketing Board, December 2024.



Managing Director's Review

Jersey Dairy has achieved consistent growth throughout 2024, building a solid foundation for further expansion in the coming year and beyond.

As with many businesses, we have faced ongoing inflationary pressures, including rising costs for raw materials, packaging and utilities. Despite these challenges, we have succeeded thanks to the strong strategic partnerships built with our customers.

I am pleased to report that our export sales of UHT recipe-based products to the UK food service market have continued to grow. By delivering premium, sustainably produced dairy products and maintaining exceptional customer service we have and will continue to set ourselves apart in the market.

In 2024, we installed a new fresh milk packing machine to improve operational efficiency and maximise productivity. This upgrade complemented the increased milk intake of more than half a million litres from our farms. Additionally, the Dairy replaced its ageing UHT homogeniser with a new model, reducing the high maintenance costs of the

old version. Several projects are planned for 2025 to further enhance business efficiencies.

Sustainability and corporate social responsibility are becoming increasingly important priorities for our customers and are expected to become mandatory reporting requirements. Our strong sustainability credentials – which include environmental stewardship, animal welfare, biodiversity on our farms, and sustainable practices at Jersey Dairy – are highly valued by our customers. By strengthening these credentials, we not only support our customers' objectives but also deepen our relationships with them and enhance our appeal to prospective clients.

The local market remains our largest and most significant, playing a key role in ensuring food security for the Island of Jersey by supplying nutritious Jersey milk and premium dairy products daily. Initiatives like school visits help educate the next generation about the local dairy industry, and we continue to introduce exciting products, such as our new iced coffee drink, to our customers.

Key Challenges and Outlook for the Current Financial Year

Jersey Dairy is an evolving business with an increasing milk intake and growing export market.

The current strategic focus is to continue to grow export sales of our UHT recipe products, primarily within the UK and EU markets.

Looking forward, an optimistic strategy has been set which is complemented by an ambitious yet realistic budget for 2025, which forecasts an increase in export sales.

Growth for Jersey Dairy and its producers does, however, come with risks. While sales of local milk continue to slowly decline, the volumes of milk used in products for export markets are increasing, so we must position our products to maximise returns.

Jersey Dairy is a focused, flexible and value-driven business. We remain confident in the company's future and its ability to achieve sustainable growth, which will enhance not just the profitability of Jersey Dairy but that of our owners and producers too. This growth will enable us to make long-term investments both on the farms and at the Dairy, while also recognising and managing our risks.

As with every year, the next 12 months will bring their fair share of challenges, but also significant opportunities, particularly with the growing demand for our expanding product range in both existing and new markets. We are confident in our ability to achieve profitable growth and are actively pursuing exciting and realistic opportunities for 2025.

I would like to express my sincere gratitude to all my colleagues at Jersey Dairy for their continued hard work, passion, commitment and dedication throughout 2024. A truly great workplace is one where employees trust the people they work for, have pride in what they do, and enjoy the people they work with. I firmly believe that Jersey Dairy embodies these values and I am incredibly proud of the outstanding, hardworking individuals in every part of our business – from farming and food production to processing and distribution.



Eamon Fenlon

Photo credit: Gary Grimshaw, Rural Jersey

**Eamon Fenlon, Managing Director,
December 2024**



Law banning the importation of cattle is enforced – the start of the Islands pure herd.

Island herd book is created to register the lineage of every cow in Jersey.

Glass milk bottles are replaced by cardboard Tetra brik cartons.

Jersey Dairy invest in £2.25 million in a new UHT facility. This allowed them to produce long life milk for the local market.

Jersey Dairy launch a new skimmed milk. At only 200 calories a carton the milk was labelled "Trim Line" and appealed to those wanting to lose weight.

Jersey Dairy begin producing soft scoop ice cream in the local market.

Jersey Dairy sign contract with Noisy Drinks to produce a range of flavoured milks for the UK leisure industry.

Jersey Dairy enter sponsorship agreement with the Jersey Rugby Club, supplying the team with milk and yogurts to aid sports recovery.

Jersey Dairy start exporting Long Life milk to Hong Kong. Jersey Dairy strengthens branding of its product packaging.

Jersey Dairy wins contract to supply Jersey butter to South Korea's leading supermarket chain.

"Ice Cream of the Gods" developed in collaboration with Hotel Chocolat.

Jersey Dairy is the first dairy in the world to hold the LEAF Marque (Linking Environment and Farming) on their milk cartons.

Jersey Dairy is announced winner of the Great British Food Awards in South West for their Soft Mix ice cream.

Jersey Dairy launches its new, versatile Gelato Mix, crafted specifically for high-end chefs.

1866

1960

1964

1989

2001

2012

2014

2017

2021

2023

1763

2024

1954

Jersey Milk Marketing Board is established to facilitate milk distribution between the islands farms and independently run dairies.

1962

Small independently run dairies shut down and Jersey's milk supply is concentrated to a new company named 'Jersey Dairy'. To facilitate this a new production site was built at Five Oaks.

1974

As the Island's population grows and milk production increases Jersey Dairy make the switch from traditional milk churns to a milk tanker in order to collect an increasing supply of milk from the Islands farms.

1990

For the first time, UHT Jersey milk is exported to the UK for the mini pot catering business.

2010

Jersey Dairy move to a new £12 million production site in rural Trinity in order to meet growing demand for its products.

2013

Jersey Dairy celebrate 250 years of pure quality.

2015

First exports of Jersey Dairy products in Mainland China.

2018

Jersey Dairy achieves record sales in the UK for Soft Mix ice cream and Thickshake.

2022

Jersey Dairy wins the Marketing Award at the prestigious UK Cream Awards for their legen-dairy 'My Milk' campaign.

Jersey Dairy partners with Trinity AgTech to help farms measure and leverage carbon emissions.

Jersey Dairy makes its first appearance at an international trade event – SIAL Paris. Jersey Dairy introduces its deliciously creamy new Iced Coffee drink to both local and international markets.

Farm Stories

Farms in Jersey have nearly always included cows, but it was in the 18th and 19th centuries, as people moved away from the land, that specialisation took place and a dairy industry developed to provide milk for all Islanders and create an internationally renowned breed of dairy cattle.

Today, Jersey Dairy has 12 dairy farms on the Island (December 2024) with herd sizes ranging from 60 to 600 cows. As Jersey Dairy is a farmer-owned co-operative, it means the farmers play an important role in every aspect of the milk's journey from "grass to glass". Each dairy farm in Jersey has its own unique story, with heritage going back generations.



heritage and provenance

La Ferme Farm

Father and son team Robbie and Tom Perchard run their Ansom herd of 290 milking cows at their family-owned farm called 'La Ferme' in St Martin. Tom is the 3rd generation of the Perchard family to farm there after his grandparents bought the property in 1957.

Tom says...



The best thing about being a dairy farmer is the opportunity to work outside and the variation in the work through the different seasons. It's also hugely satisfying seeing animals that you have cared for develop from baby calves into mature milking cows, knowing that through good management and high levels of animal welfare and husbandry, those animals will lead happy, healthy and hopefully profitable lives!



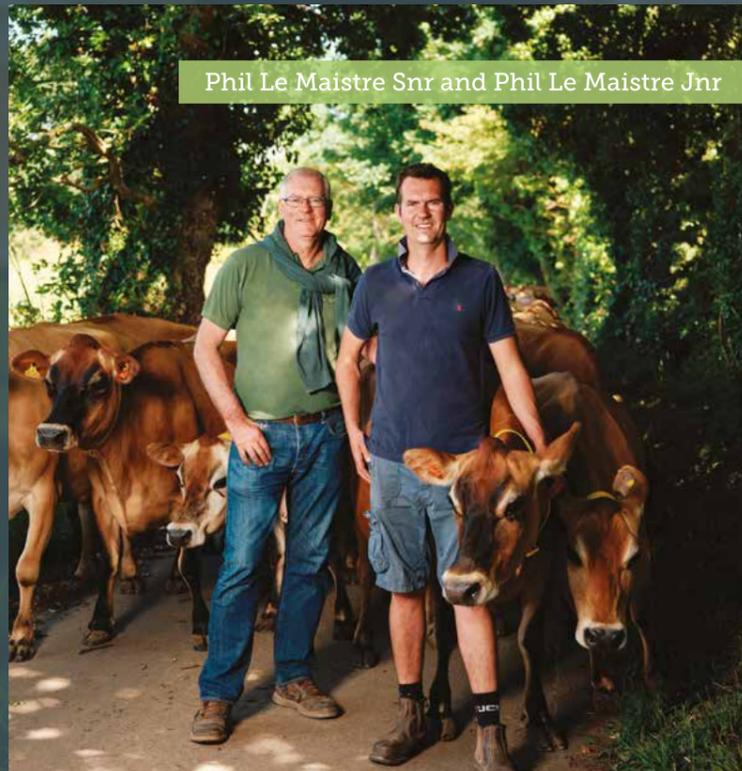
Tom Perchard

Farm Stories

Master Farms

Master Farms is a mixed dairy and vegetable farm run by the Le Maistre family. Phil Le Maistre Snr and Phil Le Maistre Jnr run the dairy farm, with the latter being the seventh generation to farm. The family have a 240-head milking herd at their farm in St. Brelade, Westlands Farm. Their Jersey cows are an important part of the farm. Apart from producing the highest quality of Jersey milk to Jersey Dairy, the cows enable the family to rotate their land to ensure they grow their crops as efficiently as possible for their vegetable production.

Master Farms are well loved in the local community, hosting fabulous farm days for everyone to enjoy. In summer they host their 'Sunflower Spectacular', October it's their spooktacular 'Pumpkin Patch', and Christmas it's time for 'Master Farms Christmas Tree Fest'. In addition to offering locals the chance to visit a nearby farm and enjoy a day of fun, these fantastic events help people gain a deeper understanding of where their food comes from.



Phil Le Maistre Snr and Phil Le Maistre Jnr

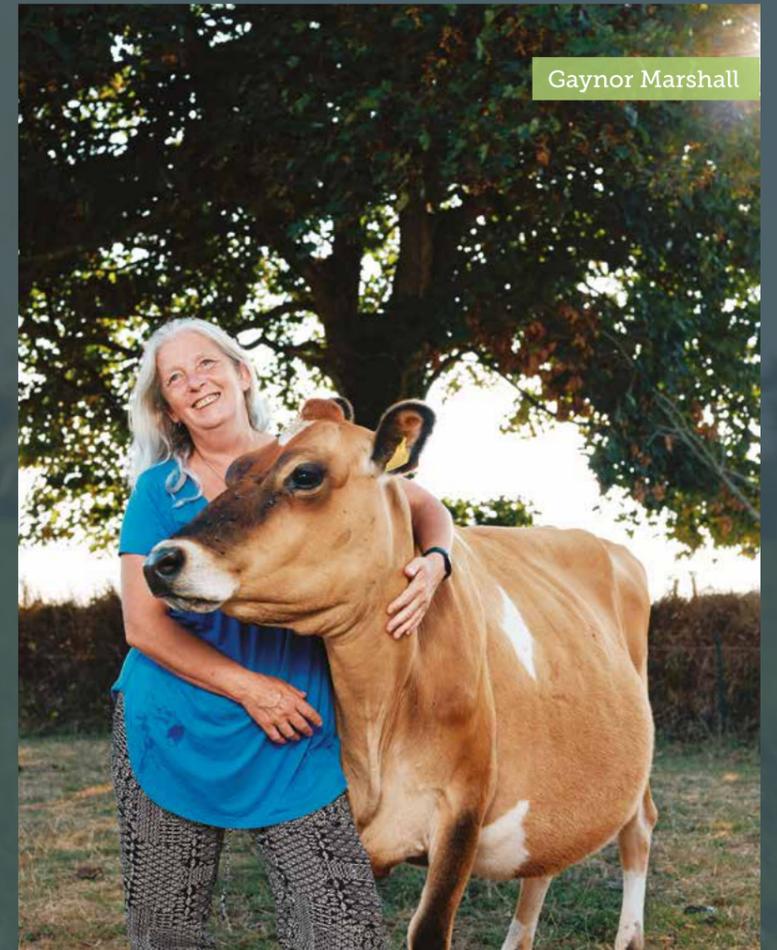


Clairval Farm

Clairval Farm is home to one of only two organic dairy herds on the Island. Originally owned by Sadie Le Sueur-Rennard, Constable of St Saviour, who sadly passed away in Spring 2022, the farm is now lovingly managed by her family, who are committed to continuing her legacy. The family has embraced the challenge of caring for the cherished organic herd of 74 milking cows at Clairval Farm in St Saviour, a tradition that spans multiple generations since the late 1800s.



Our happy, healthy Jersey cows live a fully organic lifestyle, producing natural, nutritious and delicious organic milk for our consumers.



Gaynor Marshall

The Jersey Cow

All Jersey Dairy products are made with milk sourced exclusively from pedigree Jersey cows on the Island of Jersey.

They have a unique and clear provenance with full traceability from farm to product. All cows are registered in the Island Herd Book which dates back to 1866 and shows the name of each cow and their pedigree lineage.

All Jersey Dairy cows have access to the open air throughout the year and spend most of the late Spring, Summer and early Autumn months at pasture. It is this access to fresh grass and sea air that produces the distinctive and unique Jersey milk that is renowned for its quality.

Dairy for Development

Jersey cattle are now the world's second most popular dairy breed, found in over 100 countries.

Known for their early reproductive age, ease of calving, high milk quality and efficient production, Jersey cows offer key advantages over other breeds. They are also more heat-tolerant and disease-resistant, making them especially suited for smallholder farmers in resource-limited settings.

The RJA&HS, along with their Dairy for Development team, has been actively supporting dairy industries in resource-limited African countries. By sharing Jersey Island genetics, primarily through exporting frozen bull semen, the Jersey breed now benefits over 50,000 smallholder farmers. Recently expanding into Zambia after successes in Rwanda, Malawi, Ethiopia, and Nepal, this initiative is transforming small-scale agricultural economies by stabilising cash flow and improving health outcomes. Increased dairy consumption enriches diets with essential nutrients, including protein, fat and vital micronutrients.



Our Island's Herd

The Island's herd has reached an all-time high in production efficiency. Over the past 15 years, milk yield per cow, along with butterfat and protein content, have all increased – demonstrating the exceptional quality of milk produced by Jersey Dairy cows.

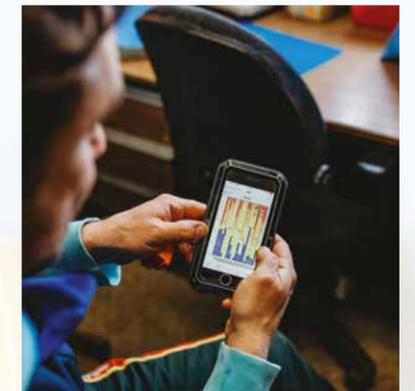
The Autumn Cattle Show at the RJA&HS highlighted the excellent quality of cattle on our Island. International judge Steve Borland from Rapid Bay Jerseys in Canada shared his impressions, stating:



I will be leaving the Island knowing that the cattle are absolutely of an international standard.

Animal Welfare

Jersey has some of the strictest laws in the world regarding animal welfare. Jersey Dairy farms are all Red Tractor certified, and they maintain a proactive management of the health and welfare of all livestock on the farm.



All the cattle on the Island have an unbeatable herd health status due to the Island's ban of the importation of live cattle, which has been prohibited for over 200 years.

Jersey Dairy farms continue to invest in technology to improve efficiency and production. All the milking cows on the Island are tagged with a "fit bit" - a herd health monitoring system that follows each individual cow 24/7 in any situation, regardless of farm size. It's the ultimate tool for continuously monitoring cows' fertility, health, nutrition and location, sending real-time information to the farmer's smartphone and/or other devices.

Continuous improvements are being made inside the cow sheds as well. Many farms now feature full automation, including conveyor belt feeding systems, cattle brushes for a good scratch, tipping water troughs, cow mattresses, and even robotic slurry hoovers to keep sheds clean and reduce emissions.

These innovations show how Jersey Dairy farms are consistently investing in technology to enhance animal welfare and operational efficiency.



Key Highlights

20%

Of the farmed countryside in Jersey is used for dairy farming



12

Dairy farms supplying fresh milk to Jersey Dairy



38,000

Litres of fresh Jersey milk is received daily to Jersey Dairy from our 12 dairy farms



2,225

Milking cows in the Island of Jersey

1ST

Dairy in the world to hold the LEAF Marque on milk cartons



150

People working in the dairy industry

1

Litre of milk produced in Jersey has a carbon footprint that is half of the carbon footprint of the global average



48

Hours or less for fresh Jersey milk to go from farm to supermarket



30

Countries have been sold Jersey Dairy products over the last 15 years

35 MILLION

Soft serve ice creams are sold in Britain every year from Jersey Dairy



1,000

Local students visited Jersey dairy farms from 2023-2024

12.5 MILLION

Litres of Long-Life Jersey milk sold to Hong Kong since 2014



Technology and Productivity



excellence and quality

2025 will mark 15 years since Jersey Dairy relocated to its state-of-the-art, £12 million manufacturing facility in the heart of rural Trinity, overlooking lush green countryside.

Jersey Dairy has a reputation for excellence and quality, and holds a high accreditation from the British Retail Consortium audit (BRCGS) – Grade AA+, which is audited annually.

Recognised worldwide, and developed with input from the industry, this important framework requires companies to achieve and maintain a standard of excellence put forward by the food manufacturing industry.

Dr Magdalena Drabble, Director of Operations at Jersey Dairy, commented:



The AA+ certification is the highest possible rating for a BRC audit and reflects the great emphasis on quality and food safety that Jersey Dairy adheres to. All our products are subjected to rigorous testing at our laboratory. Our Quality Management System is designed to ensure that policies, procedures, specifications, HACCP, and BRC standards, plus customer and regulatory requirements are consistently followed. Our overall objective is to ensure that all products leaving Jersey Dairy are safe for our customers and consistently of a high quality.

Jersey Dairy also holds other customer accreditation audits. During these audits, cleaning practices and traceability systems are tested to ensure the Dairy can trace which farm's milk has gone into which product.

It takes just nine minutes from the time the milk tanker arrives on site at Jersey Dairy for the complete quality analysis of the incoming raw milk to take place, ensuring the milk is in line with the high-quality standards which Jersey Dairy adheres to. Jersey Dairy's raw milk microbiological and compositional quality is the highest in the world. The technical team sets stringent raw milk testing criteria with incentives in place for farmers to ensure the milk quality continuously improves.

Jersey Dairy staff value product provenance, uniqueness, and heritage and are devoted and committed to producing dairy products that meet the highest quality standards. Their passion shines through in every mouthful of the luxurious Jersey Dairy product range. To create this diverse selection, Jersey Dairy maintains 400 unique components on-site and has invested in a wide variety of specialised equipment within the processing facility. From cow to customer, Jersey Dairy maintains the highest quality controls at every stage of production within the factory.

Jersey Dairy continues to invest in the latest technologies and equipment across the plant and laboratory. Jersey Dairy wants to ensure that the efficiencies and continuous improvement programmes deliver the maximum commercial returns whilst also protecting the heritage of the iconic Jersey cow and the Island's local dairy industry. Supporting local has never been so important; more spent on local Jersey produce helps the Jersey economy, supporting jobs, employers and generating taxable revenue.



Dr Magdalena Drabble

Our People

25

employees have been working at Jersey Dairy for over 15 years.

3

employees have been working at Jersey Dairy for over 25 years.

The team of 65 individuals at Jersey Dairy have a wealth of experience and excellence in everything they do. With a combined workforce totalling over 800 years of service, the people at Jersey Dairy are committed to providing world class dairy products to the local community and customers further afield.



In 2025, Nelio will celebrate 25 years of dedicated service in Jersey Dairy's distribution department.



Production Manager, Wayne started working for Jersey Dairy when he was just 17 (he's now 36!).



Lucy & Dina have been working at Jersey Dairy for a combined total of 46 years! Wow!



Michele, Director of Customer Services has been an integral part of Jersey Dairy for an impressive 22 years.



Russ has been a much-loved tanker driver for over 22 years.



Eamon, Managing Director has been a part of Jersey Dairy for nearly 20 years.



Steph has been working at Jersey Dairy for a remarkable 24 years!

Environmental Impact

Jersey's countryside is a place of beauty, recreation and culture, and dairy farming in Jersey has a positive impact on the environment and countryside.

Jersey Dairy is proud to be the first dairy in the world to hold the LEAF Marque – Linking Environment and Farming – on its fresh milk cartons. LEAF Marque is all about empowering and enabling farming businesses to make positive changes.

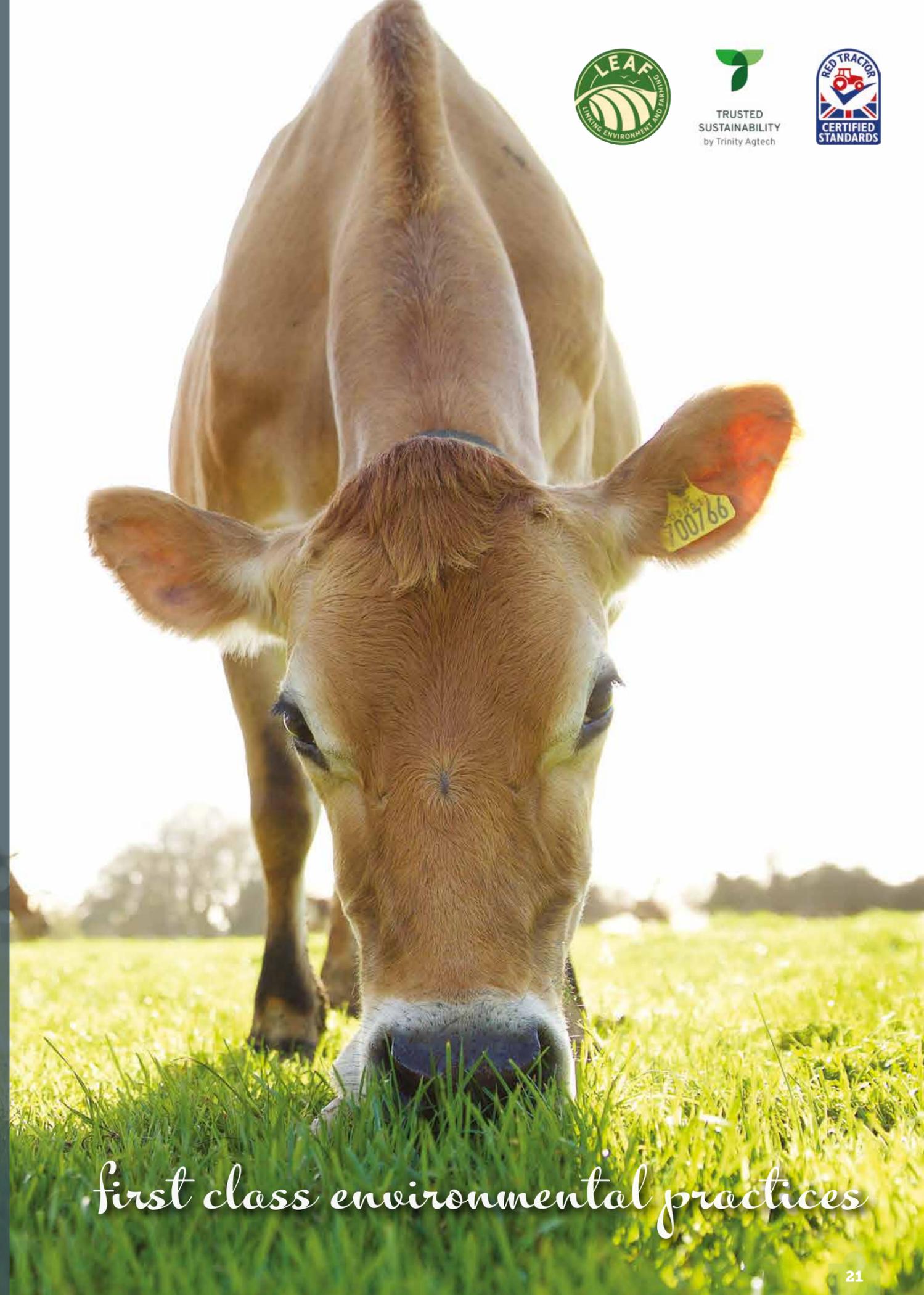
Achieving a more sustainable approach to farming is a collective responsibility involving the entire food supply chain – farmers, suppliers, processors, retailers and consumers. Jersey Dairy farmers are committed to driving forward more sustainable farming and have been working to address sustainability challenges through better soil and water management, improving energy conservation, optimising inputs, enhancing biodiversity and engaging with their local communities.

Jersey farmers supplying milk to Jersey Dairy acknowledge the growing need to tackle the global challenge of climate change and have committed to further reducing greenhouse gas emissions on their farms. To achieve this, they are implementing various initiatives to track and demonstrate their progress, with support from local biodiversity experts and UK leaders in this field, who see the Island as an ideal platform for precise dairy farm emissions measurement. Additionally, Jersey Dairy farms are focused on improving carbon sequestration and soil health across their fields, which make up just over 20% of the Island's farmland.

Many farms have set ambitious goals to achieve over the next five-10 years, including restoring orchid meadows, planting hedgerows and trees, and managing habitats to encourage the return of lost species. The hedgerows, a vital and distinctive feature of the landscape and local biodiversity, were originally established to divide grassland into manageable grazing pastures for dairy cattle. In addition to providing shelter for livestock, these hedgerows offer ideal habitats for various farmland birds and wildlife species.

Jersey Dairy works in partnership with UK firm Trinity AgTech to deliver a tailored and credible carbon emission and biodiversity evaluation program for its 12 dairy farms and the dairy facility in Trinity. In the coming years, this partnership is expected to play a key role in shaping the future of Jersey's agricultural sector. Dairy farmers have faced many challenges in the past and have come together to overcome them. Now, with the support of Trinity AgTech, Jersey Dairy can gain deeper insights into its carbon footprint and environmental impact. Access to quantifiable data will be vital for ensuring food security, profitability, and sustainability – essential elements for the industry's future and Jersey's path towards carbon neutrality.

The dairy industry in Jersey is dedicated to integrating appropriate environmental practices into its operations and capital investment decisions while striving to achieve the highest levels of efficiency in all aspects of its production.



first class environmental practices

Health Benefits

Milk has been a staple in the human diet for thousands of years, valued for its natural nutrition and delicious taste.

Jersey Dairy milk is sourced from pedigree cows, which are grass-fed for the majority of the year. The milk from our beautiful Jersey cows is rich in essential nutrients like calcium, protein and vitamins, making it a key contributor to a healthy, balanced diet. Jersey milk has an 18% higher protein content than milk from other breeds of cow, which can help to increase strength and muscle mass when consumed. There is also 20% more calcium in Jersey milk, which is great for the development of healthy teeth and bones, especially in growing children and the older generation.

In addition, milk is a fantastic post-exercise re-hydration aid; the mixture of high-quality protein, carbohydrate, water and micro-nutrients makes for a great recovery drink while the consumption of milk after exercise promotes the greater gains in muscle protein vital to repairing damage caused by the exercise itself.

On a recent trip to Jersey in 2024, a 20-strong Springboks squad followed in the footsteps of England rugby player and Jersey milk advocate Joe Marler in experiencing the superfood's natural benefits. Each player enjoyed a daily bottle of Jersey milk accompanied by a fact sheet detailing the high-calcium and protein-rich qualities of this 'white wonder' drink. Tighthead prop Vincent Koch called it 'unbelievable' and applauded the milk's creamy richness and impressive nutritional benefits.

Jersey Dairy proudly supports Jersey RFC, providing the team with milk as the ideal post-training recovery drink to replenish fluids and aid recovery. Packed with natural goodness, Jersey milk fuels some of rugby's finest.



Nathan Rogers, Jersey RFC – proudly sponsored by Jersey Dairy

Jersey Dairy milk is a staple in my recovery routine. It's packed with protein and nutrients that help me refuel after a tough match or training session.



Photo credit: David Ferguson Photography

Why Jersey milk is good for you!



40

Grams of protein per litre of Jersey Dairy milk

20%

More calcium in milk from a Jersey cow than milk from any other breed of dairy cow



9

Essential amino acids necessary for your body to function properly are found in Jersey Dairy milk

200ml

Glass of Jersey milk has as much potassium as a banana



Potassium

Regulates fluid balance, nerve signals, muscle contractions, and helps to maintain a healthy blood pressure.

Vitamin A

Supports vision, strengthens the immune system, and promotes healthy skin.

Calcium

Helps keep our bones, teeth, muscles, and nerves healthy.



Vitamin B & B12

Helps convert food into energy, supports cell growth, and is crucial for eye and skin health.

Iodine

Helps to support normal brain function.

Protein

Contains all essential amino acids, which support muscle growth, tissue repair, and immune function.

Export Business

Jersey Dairy's relocation to a brand-new manufacturing facility in 2010 was instrumental in creating additional capacity and driving the growth of its export business.

Over the course of the last 15 years, Jersey Dairy has made sales in over 30 overseas markets, with export sales in 2024 representing 36% of total revenue.

The Dairy's initial focus was on the UK market, targeting customers for UHT recipe-based products, particularly Soft-Mix Ice Cream. With the new factory being equipped with the latest technology on spiral flow UHT production, Jersey Dairy was focused on developing volume markets for the skim component of its milk intake.

In the first year of the UK campaign, 2012, Jersey Dairy sold 38,000 litres of Soft-Mix Ice Cream, increasing ten-fold the following year to almost 400,000 litres. Its wholesale distributor network gradually expanded, reaching from Cornwall to the north of Scotland before entering Ireland in 2015.

In 2024, export volume to the UK markets had reached over 3 million litres, representing 75% of Jersey Dairy's overall export volume.

The Asian markets have been a particular focus of the Dairy's export strategy. In 2013, Jersey Dairy made its first shipment of UHT milk to a retail store group in Hong Kong with first year sales achieving 300% of the initial forecast. In the 11 years since launch, Jersey Dairy has sold 12.5 million litres of UHT milk to residents of Hong Kong.

Today, Jersey Dairy has established itself as a prominent UK brand in the ice cream and foodservice sectors, but its growth journey continues. The brand has secured national contracts with renowned restaurant chains and expanded into new areas, including dessert parlours, high street retailers, and even the NHS. Additionally, Jersey Dairy has introduced new products like Iced Coffee and Chocolate Milk, providing customers with a quick, easy and consistent way to serve rich, delicious beverages.

In 2024, Jersey Dairy made its debut at the international trade event SIAL Paris. The five-day event provided an excellent opportunity to connect with potential clients and showcase the Dairy's offerings on a global stage. With a focus on expanding into European markets, Jersey Dairy is excited to explore new opportunities and reach even more international customers.



Education



inspiring future generations

Farming is essential to everyone and this is especially true here in Jersey. Jersey Dairy is eager to share the story of the Jersey cow, our farms and the rich, nutritious Jersey milk they produce.

Jersey Dairy and its farms have been providing schools with exciting and relevant opportunities to meet objectives in a range of curriculum areas. Hosting school visits is an invaluable way for future generations to learn where their food comes from. By meeting local farmers and seeing Jersey cows in their environment, children gain respect for the hard work involved in producing food as well as a deeper appreciation for the animals and resources that sustain them.

Jersey Dairy's education programme also teaches children about sustainability, healthy eating and the importance of supporting local agriculture. This hands-on learning fosters a sense of responsibility, helping young people to make informed food decisions and encouraging them to consider the impact of their choices on the environment, community and economy.

Jersey Dairy welcomes school visits, which are tailored to meet the needs of each class, including a visit to both a dairy farm and the Dairy, so pupils can experience the entire sequence, 'from grass to glass'. Testimonials include:

“

Brilliantly organised, informative and helpful for our science topic. It also helped raise awareness of local industry. It was all excellent.

“

The girls enjoyed seeing the cows, learning about their food, and milking. Andrew was very passionate about the industry and pitched his information at a good challenging level for the class.

“

The Dairy trip was well organised with lots of information to see. It was really good to see the whole process from farm to dairy and learn about the export side.

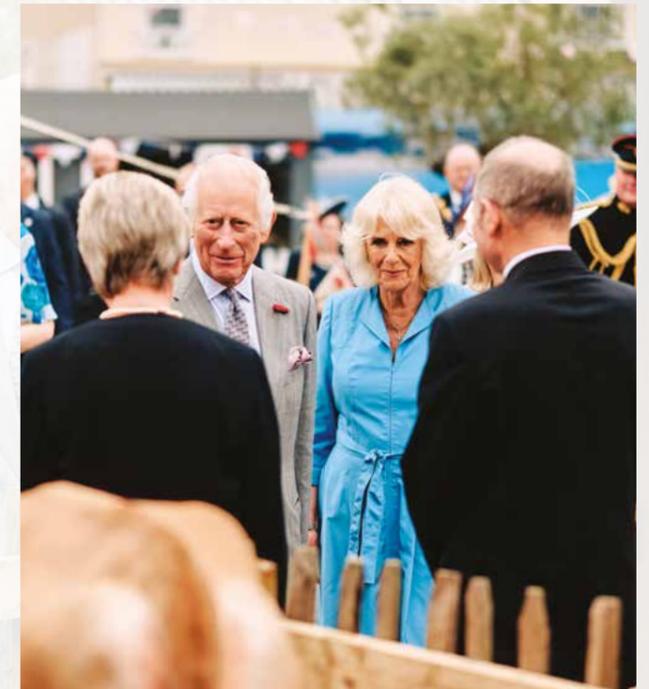
“

Everything was brilliant! It was great to see the whole process on the same day – how the milk goes from grass to glass.

A Royal Treat: Ice Cream Fit for a King and Queen!



Photo credit: Max Burnett Photography



On 15th July 2024, King Charles III and Queen Camilla visited Jersey, where they experienced 'the best that Jersey has to offer'.

Their Majesties attended the Jersey Expo - a showcase of the Island's finest local produce, from Jersey Royals to Jersey ice cream, and a celebration of the richness of Jersey's agricultural heritage. Jersey Dairy played a prominent role at the event, with local dairy farmers proudly promoting the industry to the King and Queen.

During the visit, King Charles was presented with a special gift: seven Jersey heifers, carefully selected to represent the excellence of the Island's breeding herds. This gift had originally been intended for the late Queen Elizabeth II in honour of her Platinum Jubilee, but was delayed due to unforeseen circumstances.

In December 2022, one of Jersey's prominent dairy herds experienced the tragic loss of a substantial portion of its milking cattle. Given the Island's restrictions on importing live animals, replacing this lost milk supply required

retaining existing milking stock and in-calf heifers. This posed a significant challenge for the Jersey Milk Marketing Board (JMMB), the Island's dairy co-operative. However, members quickly stepped in, pledging animals to support the affected herd's restocking efforts and helping it recover as swiftly as possible.

Recognising these efforts, King Charles had graciously returned the seven heifers to aid in the restocking programme, highlighting his support for the Island's dairy farmers.

With the Island's herds having since been successfully restocked, the JMMB and the Royal Jersey Agricultural & Horticultural Society regifted the seven Jersey heifers to His Majesty at the Jersey Expo in July.

To end their visit on a sweet note, Queen Camilla enjoyed one of Jersey Dairy's famous Jersey ice creams, embracing a true taste of the Island.



Our Future

Farming is vital to communities worldwide as it provides food security, supports local economies and fosters sustainable stewardship of the land for future generations. With a heritage spanning over 250 years, Jersey's dairy industry plays an essential role in supporting the Island's economy, enriching its society and preserving its cultural identity.

Jersey's agriculture industry continues to face significant challenges and uncertain times, yet the dairy sector remains adaptable, resilient and agile.

Jersey Dairy is dedicated to sustainability, ensuring a bright future for generations to come. Its goal is to produce world-class dairy products while prioritising the wellbeing of Jersey cows, protecting the environment and supporting the local community.

Jersey, as a whole, produces top quality food products with unmatched provenance. With the ongoing support and cooperation of farmers, staff and customers, Jersey Dairy remains confident in the future of the industry and its valuable contribution to the Island.



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