



**...Our role
in Island life**



Managing Director and Chairman's Review of 2020

Managing Director's Review

2020 was an extraordinary year, our whole way of life has been disrupted by the arrival of the virus Covid-19 and its impact on society and businesses in Jersey and around the world since its arrival has been exceptional.

Most businesses struggled with how to mitigate the impacts from this pandemic which continues to cause disruptions and the situation remains very fluid and challenging.

Dealing with it includes navigating a broad range of interrelated issues that span from keeping employees, shoring-up cash and liquidity, reorienting operations and navigating complicated government support programs.

Since the arrival of Covid-19 staff safety and morale at Jersey Dairy remained high and operational resilience continued to be good. I am incredibly proud of all the amazing and hard-working people across every area of our business who ensured the Island continued to have a daily supply of fresh milk. Their critical roles across farming, food production, processing & distribution

meant they could not work from home and we are thankful for their dedication and commitment to working in a spirit of solidarity and Jersey Dairy was not immune to the effect of Covid-19 and our business suffered financially as a result of the impact of the lockdown measures in the UK on our exports into that market.

Our export sales of UHT recipe based products to the UK food service market were severely disrupted due to the Covid-19 containment measures and restrictions on leisure activity. This could not have come at a worse time for our export business. The UK foodservice and hospitality markets (which represents 60% of our export revenue) would normally become very active from Easter onwards. In the event sales to our wholesale network and key customers came to a complete halt in early March.

When the lockdown measures began to be eased in the UK we did see an uplift in trade and sales of soft-mix ice cream in July to September close to budget and all stocks of UHT products we had on hand when lockdown commenced were sold.

The key positives for the business since Covid-19 began to have its effect are as follows:

- We managed to mitigate the impacts of the pandemic and make an operating profit.
- We maximised cash flow for the benefit of the members of the Jersey Dairy cooperative.
- In contrast to what happened to many producers in the UK and elsewhere our producers/owners continued to receive the full price on all milk supplied within quota.
- Staff safety and morale remained high and operational resilience remained good.
- Product safety and quality remained high.
- Customer service remained high and we continued to supply all lines and fulfil all orders.
- Reduced visitor numbers in Jersey had a negative impact on local sales, however local sales were not as badly impacted as were initially expected.
- Export sales of milk to Hong Kong were up on last year by 23%.
- Export sales of soft-mix ice cream to the UK in July to September were close to budget.
- All stocks of UHT products on hand when Covid-19 disruptions commenced were sold.
- Premium butter sales increased with none being sold into the commodity market. M&S Jersey butter went on sale in Ocado in September.
- New UHT products currently being developed for the UK and elsewhere.

Key Challenges and Outlook for the Current Financial Year

Covid-19 is still with us and continues to cause disruptions. The situation remains very fluid and challenging but we are confident that we can achieve growth despite the many issues the pandemic continues to cause.

An enthusiastic and optimistic strategy for the next five years has been agreed together with an ambitious and realistic budget for next year.

Our business objective is to extract the maximum value of the assets and capabilities of JMMB to ensure a sustainable, growing and profitable dairy sector and for the next financial year we will

continue to focus on the key elements of our business strategy.

However by exploiting our unique brand/provenance, our factory's capability, our flexibility and our customer service capability, making our scale our advantage, via agility and flexibility, and always striving for maximum productivity and business efficiencies in all areas of the business, we are confident of achieving profitable growth and we are pursuing some very exciting and realistic opportunities.

Eamon Fenlon
Managing Director, 2021



Eamon Fenlon and Andrew Le Gallais, MBE

Chairman's Review

The implications of the Covid-19 pandemic, which began in late March 2020 with a citizen movement lockdown in the Island, as well as in the UK and Europe, has had an impact on us all. From the outset of the pandemic, in what were clearly unprecedented times, we had to set out and follow a number of key priorities for the Dairy industry. We had to concentrate on the development of business resilience to maintain a regular supply of a wide range of dairy products to our local customers, to establish new customers, especially in the UK, for lost markets due to the lockdown restrictions, and thus endeavour to maintain the milk supply from our dairy producer's farms. We are pleased that unlike certain dairies in the UK, no milk has been dumped in the Island.

Today there are just 2,225 milking cows in the Island of Jersey, the lowest ever level

owned by the least number of producers. Nevertheless, during 2020 nearly 14 million litres of fresh Jersey milk were supplied to Jersey Dairy, with 85% of the milk intake being supplied by the largest six farms who have recently invested and expanded their dairy farms for the future of the Dairy Industry.

We want to share with you our story, and our vision of a thriving environmentally sustainable Dairy Industry providing food security to Jersey consumers, career opportunities for dynamic local students, marketing of a range of dairy products and services offshore which promote the Island, with our iconic Jersey Cow at its heart.

Andrew Le Gallais, MBE
Chairman of the Jersey Milk Marketing Board, 2021



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.

1763

2021

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

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.

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.

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

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

Jersey Dairy celebrate 250 years of pure quality.

First exports of Jersey Dairy products in Mainland China.

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

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.

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.

Jersey Dairy has 13 dairy farms in the Island (January 2021) with herd sizes ranging from 10 to 400 cows. As Jersey Dairy is a farmer owned co-operative it means the farmers play an important role in every aspect of the milks journey from “grass to glass”.

Each dairy farm in Jersey has their own unique story surrounding their farm with heritage going back generations.



heritage and provenance

La Ferme Farm - Father and son team Robbie and Tom Perchard run their Ansom herd of 280 head 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. Robbie is the President of the Royal Jersey Agricultural and Horticultural Society (RJA&HS) which is currently helping to drive projects in Africa that are utilizing bull semen from the Island and the Jersey cow to deliver economic growth in rural areas and lift people out of poverty.

Every two years the Perchard family open up the farm to the public for their 'La Ferme Farm Fun Day' which is a fantastic charitable event that gives members of the public full access to a working dairy farm, including farm tours, tractor and trailer rides, live entertainment and much more!

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



passionate and dedicated

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 dairy 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.



Phil Le Maistre Snr and Phil Le Maistre Jnr

In 2020 the Le Maistre Family intended to open their farm to the public for the first time as they planned to take part in LEAF Open Farm Sunday. Unfortunately, due to Covid-19 the event was cancelled and LEAF Online Farm Sunday was created. This was an online celebration of farming, which gave hundreds of thousands of people the chance to discover more about how and where their food is produced. Phil Jnr hosted a live tour of Westlands Farm which gave thousands of people the opportunity to virtually visit his farm.

Phil said...

“ We had a great time hosting for LEAF Online Farm Sunday. It was slightly strange doing the live stream especially not having members of the public in front of you asking questions, however, being able to show the public the process of milking the cows in the parlour was fantastic. Plus, we were able to extend our audience to everyone in the UK and further afield, not just Jersey! We enjoyed having the opportunity to show people the standards which modern day farmers adhere to along with all the hard work that goes into putting all of our great LEAF Marque certified Jersey Dairy products on the table.

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.

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 of the cattle on the Island have an unbeatable herd health status due to the Islands ban of 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 of the milking cows on the Island are tagged with a "fit bit". A herd health monitoring system which follows each individual cow 24/7 in any situation, regardless of farm size.



distinctive and unique

It's the ultimate tool for continuously monitoring cows' fertility, health, nutrition and location, receiving real-time information on the farmer's smartphone and/or other devices.

Improvements are continually being made within the cow shed as well. Becky Houze from Lodge Farm states...



Over the last two years we've focused on renovating our cattle's winter housing to low emission buildings, converting to LED lights set on timers and reducing emissions by installing robotic slurry hoovers. Our shed is now completely automated with even our feed system on a conveyor belt, our air quality has much improved due to no longer driving diesel tractors inside the sheds. We have also improved cow comfort by installing 160 new free stall beds, tipping water troughs and increasing loafing areas. This week we completed our renovation project introducing two new back scratches for the cows to entertain themselves while we wait for the February sun and the grass to grow. At Lodge Farm we are working towards the goal of being carbon neutral by 2030!"

These examples identify ways in which Jersey Dairy farms are continually investing in technology to increase the already high standards of animal welfare and efficiencies on the farm.



Key Highlights

20%

of the farmed countryside in Jersey is used for dairy farming



13

Dairy farms supplying fresh milk to Jersey Dairy



38,000

Litres of fresh Jersey milk is received daily to Jersey Dairy from our 13 dairy farms



1ST

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

150

People working in the dairy industry



2,590

Species recorded on Jersey Dairy LEAF farms



1,000

Local students visited Jersey dairy farms from 2019-2020

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 cow

20 MILLION

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



30

Countries have been sold Jersey Dairy products over the last 10 years

2,225

Jersey cows in the Island of Jersey



Technology and Productivity



excellence and quality



2020 saw the tenth anniversary of Jersey Dairy's move to our brand new £12 million purpose built manufacturing facility in the heart of rural Trinity, overlooking lush green countryside.

Jersey Dairy has a reputation of excellence and quality and holds a high accreditation from the British Retail Consortium audit (BRC) – Grade AA which is audited annually. They also hold the double Gold Standard from Marks & Spencer who audit their quality standards once every three years. During these audits, cleaning practises and traceability systems are tested to ensure the Dairy can trace which farm's milk has gone into which product.

The Jersey Dairy Quality Team has always focused on improving product quality. In 2014, Jersey Dairy took the decision to undertake further tests of the raw milk quality from all supplying farms and individual counts of bacteria and other specific bacteria tests were introduced. Technical support for producers was organised incorporating a combination of producer meetings with monitoring and improving many practices at individual farm level. A bonus scheme was introduced to reward and encourage focus on improving raw milk quality. This initiative was supported with the use of rapid laboratory testing instruments and significant improvements were achieved.

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 the Dairy adheres to.

If the raw milk does not meet the guidelines it is not processed into the extensive range of local dairy products which are enjoyed by Jersey Dairy's local customers, as well as the UHT products that travel far and wide, as the milk must meet the high standards at the end of its shelf life.

This is just one of the procedures that Jersey Dairy carries out throughout the milks journey from cow to customer.

Jersey Dairy staff are proud of their heritage and they are focused on ensuring that the dairy products which are produced are in line with our stringent quality standards. The proof of their passion is in the eating of their excellent vast product range, of some 114 different product lines. For Jersey Dairy to produce its range of products, we have 400 different components on site, and we have invested in a diverse range of equipment within the processing facility.

Jersey Dairy continues to invest in the latest technologies and equipment across the plant and laboratory. Jersey Dairy wants to ensure efficiencies and continuous improvement programmes deliver the maximum commercial returns to protect the heritage of the iconic Jersey cow and the Islands 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.

Our People

19

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

2

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

The team of 68 individuals at Jersey Dairy have a wealth of experience and excellence in everything they do. With a combined workforce totalling over 650 years of service, the people at Jersey Dairy are committed to providing world class dairy products to the local community and customers further afield.



Bob, Head of Export has helped JD make sales in 30 overseas markets since 2010.



Michele, Office Manager and Queen of Sales has been working at JD for nearly 20 years.



Eamon, Managing Director has been working at JD for 16 years.



Wayne, King of Ice Cream has been working at JD for 17 years.



Lucy & Dina have been working at JD for a combined total of 40 years! Amazing!



Russ has been a tanker driver at JD for an impressive 20 years.



Stef has been working at JD for a remarkable 21 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 their fresh milk cartons. LEAF Marque is all about empowering and enabling farming businesses to make positive changes. Achieving more sustainable 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.

Over the last 18 months Jersey Dairy farms have been working with Piers Sangan, Ecologist at Sangan Island Conservation to put together audits and enhancement plans in relation to LEAF standards and focus on integrated farm management. This farm management puts emphasis on all elements of the farm and shows how fundamentals such as soil management, water, crop protection and nature and landscape are all interconnected.

Many of the farms have also set themselves bold ambitions to achieve within the next 5-10 years such as restoring orchid meadows, hedgerow and tree planting or/and habitat

management to encourage the return of lost species. Many of the hedgerows that are such an important and distinctive component of the landscape and biodiversity owe their existence to the need to divide grassland into conveniently-sized grazing pastures for dairy cattle. As well as providing shelter for livestock, these hedgerows create an ideal habitat for many of the farmland bird and wildlife species.

On Saturday 8th February 2020, 10 Jersey Dairy farmers participated in the first ever Farmland Jersey Bird Count across 11 sites. This was the first coordinated count across the islands dairy farmland by farmers to help monitor the bird populations. 2,000 birds in total were recorded, 47 species within 30 minutes. Each farm was partnered with their own ornithologist who shared their vast knowledge and experience of the various species spotted. Jersey Dairy farms provide excellent habitats for many species of birds and the farms take great care in minimising the impact of farming systems on these habitats as well as trying to enhance and create new ones.

The dairy industry in Jersey is committed to adopting good environmental practice in its operational and capital investment decisions and to operate at the highest levels of efficiency. The continued hard work and commitment to the environment has been recognised.



During 2020 the following awards and nominations were received:

- IGR brand index for environmentally friendly companies, recognised by Islanders, Jersey Dairy came second.
- Pride of Jersey Awards - Jersey Dairy were finalist in the Environmental Award, and Becky Houze is a finalist in the Ambassador Award.
- Andrew Le Gallais, MBE and Chairman of JMMB was recognised in the honours list for his stewardship of the local dairy industry.

first class environmental practices

Health Benefits

Milk has been consumed by humans for thousands of years and it is a natural, nutritious and delicious drink.

Jersey Dairy milk is sourced from pedigree cows which are grass-fed for the majority of the year. The milk our beautiful Jersey cows produce helps to build strong bones and lower blood pressure. Jersey milk has a 18% higher protein content than milk from other breeds of cow which helps to gain strength and muscle mass. 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.

Jersey Dairy has continued to promote the health benefits of drinking milk and consuming dairy in the diet. In 2019 we launched our newest campaign "Bring Back Breakfast" which aimed to highlight the nutritional benefits of a dairy based breakfast. The Dairy worked closely with Kit Chamier, Registered Sport and Exercise Nutritionist, who endorsed the campaign with breakfast, dairy, milk and health facts, as well as delicious and nutritious recipe cards featuring milk and yogurt in different breakfast options.



To the right are some of the facts that featured in Jersey Dairy's "Bring Back Breakfast" campaign, endorsed by Kit Chamier.

PROTEIN KEEPS YOU FULLER FOR LONGER, AT BREAKFAST YOU CAN EASILY FIND IT IN YOUR MILK OR YOGURT



#BringBackBreakfast

200ML OF SEMI-SKIMMED MILK PROVIDES OVER 70% OF YOUR RECOMMENDED DAILY VITAMIN B12 INTAKE WHICH HELPS YOU RELEASE ENERGY FROM FOOD



#BringBackBreakfast

STUDIES SHOW COW'S MILK HAS A POSITIVE EFFECT ON YOUR BLOOD PRESSURE



#BringBackBreakfast

MILK HAS NO ADDITIVES, MEANING ALL ITS VITAMINS AND MINERALS ARE NATURALLY OCCURRING



#BringBackBreakfast



Milk is a fantastic post-exercise re-hydration aid, the mixture of high quality protein, carbohydrate, water and micro-nutrients equates for a great recovery drink. The consumption of milk after exercise promotes greater gains in muscle protein which is important in repairing damage caused by the exercise itself. Jersey Dairy continues to support Jersey Reds by fuelling the team with milk as the perfect post exercise recovery drink to replenish fluids following training.

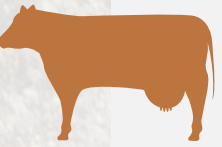
During summer 2019 Jersey Dairy also sponsored St Peter's Football Club, Everton Football Week with a presence at the football grounds promoting the health benefits of consuming milk.

Jersey Dairy announced in early 2020 that we now have a milk for everyone as our new Lactose free milk was launched. Lactose free milk is made from 100% real Jersey milk, just without the lactose, making it easier for people who are lactose intolerant to digest. It also includes all the natural vitamins and nutrients which come with Jersey milk.

The Jersey milk produced from Jersey cows on the Island of Jersey contains mostly "A2" protein which is easier on the digestive system. In 2019 hair samples were taken from all of the cows on the Island and sent off for analysis to test individual cow genomes for A2A2 beta casein. Results of these findings should be readily available in the coming months.

MILK

protein	18% more
calcium	20% more
saturated fats	naturally lower



Export Business

Jersey Dairy's move to their brand new manufacturing facility in 2010 was the key to the creation of extra capacity and the development of their export business.

In the last 10 years Jersey Dairy has made sales in over 30 overseas markets, with export sales in 2019 representing 30% of total revenue.

The Dairy's initial focus was on the UK markets and the search for customers for UHT recipe-based products, particularly Soft-Mix Ice Cream. The new factory was equipped with the latest technology on spiral flow UHT production and Jersey Dairy was keen to have volume markets for the skim component of their 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. Their wholesale distributor network gradually reached from Cornwall to the north of Scotland and then entered the island of Ireland in 2015.

In 2019 volume to the UK markets had reached 2.3 million litres and represented 64% of their export volume.

Within the EU Jersey Dairy have been working in partnership with Holland Jersey, a private company that recently launched milk and yogurt products into the Dutch market made with milk sourced from its Jersey herds

in the east of Holland. Their objective is to work together for mutual benefit, to share experience, networks and sales leads, to use NPD and production resources, sales and marketing collateral, with the aim of building a profitable future and continued commercial success. In the short-term Jersey Dairy plan to launch their manufactured butter and soft-mix ice cream into the Dutch market and consider buying Jersey whole milk powder from Holland Jersey for their UHT recipe private label business.

The Asian markets have been a particular focus of the Dairy's export drive. In 2013 Jersey Dairy made their 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 6 years since launch Jersey Dairy have sold close to 7 million litres of UHT milk to the residents of Hong Kong.

The Dairy's success in Hong Kong was the positive case study they needed to explore other Asian markets and over time Jersey Dairy has reached customers in mainland China (frozen ice cream), Japan (UHT ice cream and butter), South Korea (butter), Taiwan (milk), Philippines (ice cream), Myanmar (UHT ice cream), Singapore (UHT milk), and Malaysia (UHT milk).



Local Initiatives and Education

Farming is fundamental to us all and nowhere is that more in evidence than in Jersey. Jersey Dairy want to share the story of the Jersey cow, our farms and the delicious and nutritious Jersey milk.

Jersey Dairy and its farms have been providing schools with exciting and relevant opportunities to meet objectives in a range of curriculum areas. Jersey Dairy welcomes school visits, which are tailored to meet the needs of each class, including both a visit to 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 and 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.



inspiring future generations

As school children go up in years, timetables become more stringent and it can become harder to engage with secondary school pupils. Jersey Dairy has been fortunate enough to be involved with certain initiatives involving local sixth form students. These include:

- A presentation to business pupils from Beaulieu, JCG and Victoria College regarding the Bring Back Breakfast campaign.
- Andrew Le Gallais presented to Victoria College students on "Our Jersey Cow in her Island Home: why she is so special".
- Visits during activities week focusing on animal welfare & nutrition.

As well as Jersey Dairy's education programme, the business continues to engage with the wider community throughout the year. Local initiatives which took place in 2019 included:

- Cultivate Young Minds
- ZEST Hospitality Festival
- Jersey Milk Moments photography competition
- RJA&HS Summer Country Fair
- Coop & Waitrose tasting events
- Bring Back Breakfast campaign – recipe cards, breakfast, milk & health facts, tasting events, corporate week (engaging with local businesses to offer breakfast at work)
- World Porridge Day
- Government of Jersey Food & Family Fun Day
- Jersey Skills Show
- Sporting events – Jersey Marathon & Superleague Triathlon.

Unfortunately, due to Covid-19 all of the 2020 events which Jersey Dairy had planned to take part in were cancelled. However, Jersey Dairy remained engaged with the local community and monthly competitions were launched for children to take part in during lockdown. UHT milk was also delivered to all of the Parish Halls for distribution to the vulnerable and self-isolating.

These community gestures were recognised when the results of the IGR Brand Reputation Index were published. Jersey Dairy ranked number 1 in Jersey for the businesses reputation of resilience shown during Covid-19. An extremely encouraging result, highlighting the positivity that the company has brought to its local customers during 2020.



unforgettable experiences

Our Future

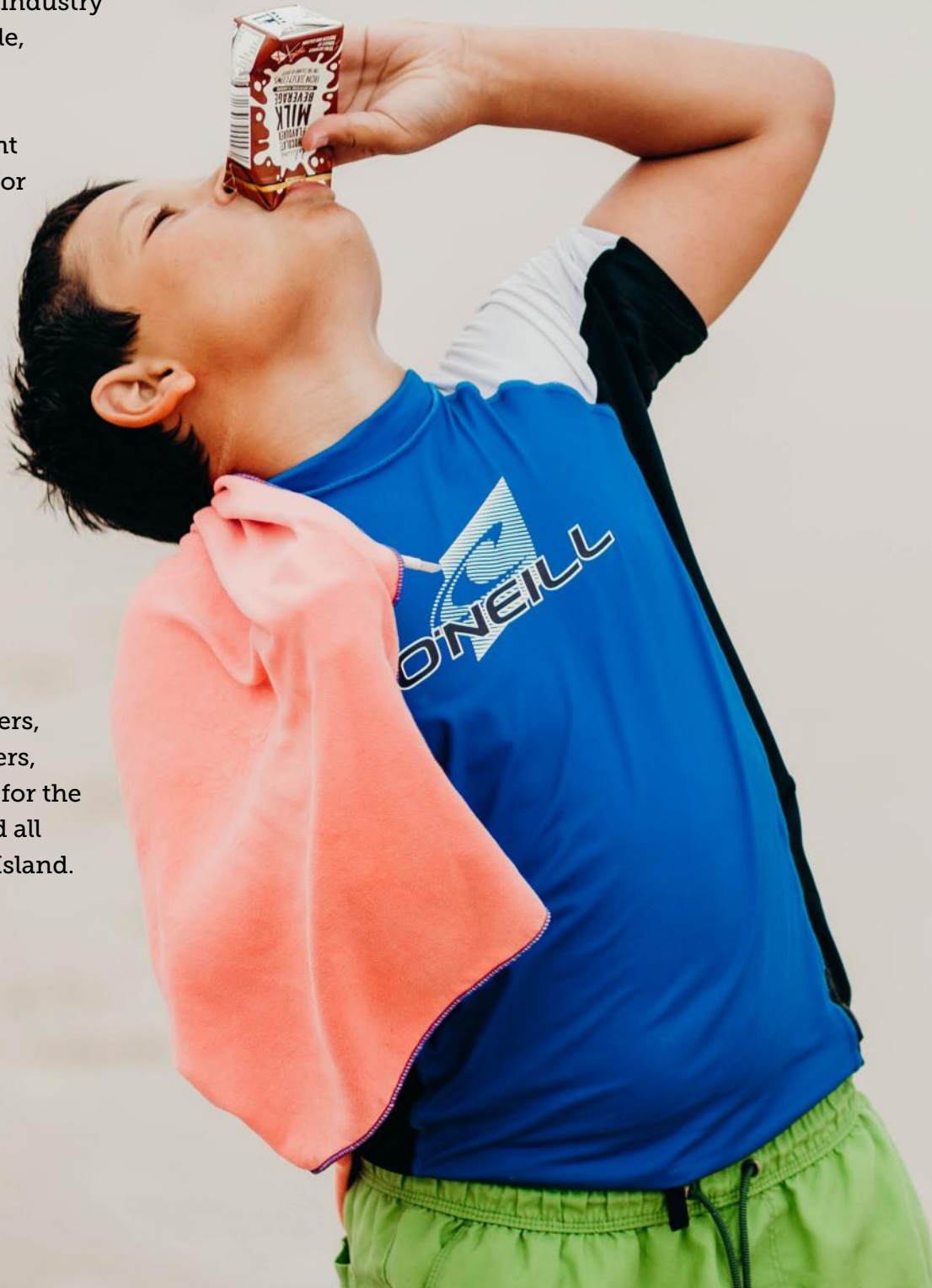
Farming is an ancient and noble profession, and one of Jersey’s backbone industries. The dairy industry in Jersey has been around for over 250 years and it makes a vital contribution to the Island’s economy, society and culture.

The agriculture industry in Jersey continues to face significant challenges and uncertain times, however the dairy industry remains adaptable, flexible, resilient and agile.

Our ongoing commitment to sustainability is there for our future generations. We aim to produce world class dairy products whilst caring for our Jersey cows, our environment and our local community.

Jersey produces top quality food products with unrivalled provenance and with the continued support and

co-operation of our farmers, our staff and our customers, Jersey Dairy is confident for the future of the industry and all that it contributes to the Island.



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