

GUERNSEY NEW ZEALAND  
Report to 14<sup>th</sup> World Guernsey Conference, Guernsey Island 2013



Guernseys have been bred in NZ for 43 years now. Starting with this class (?) in 1978. At present we have 15 members with six of us having anything from 20 to 200 cows and the current registrations run at 80 young stock, about six of these being males for mating with heifers. Bulls that are looking to have potential may be sampled for AI.

Our cows in milk have been declining from breeders retiring or herds being taken into other commercial herds and the recording of those stopping. On the other side, this last two mating seasons semen sales have increased. We now control most of the Guernsey genetics imported into NZ, which we sell through LIC the major AI company. We use their network to market our semen. However, we continue to work with other suppliers as well.

One of our breeders has been exhibiting at Dairy Event, our major dairy show, with success in the combined ring and many positive comments from the public and other Breeds. KG & LM Lichtwark achieved:

- ❖ Combined Breeds Premier Exhibitor 2012
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In the past year our website <http://www.guernsey.co.nz> has been operating and we are pleased to report that visits per week average 77 with 72 different people in the last seven days staying for 31/2 minutes and visiting 4 pages. 86% of visits are new viewers.

We would like you all to visit our site and make comments to us on how you like the presentation. In the last three weeks we have had three new enquiries for cattle.