

Goals for the Guernsey Breed

As revised, September 2, 2021

- Increase the number of members to 75 over the next three years.
- Increase the number of registrations to 500 per year over the next three years.
- Increase national average production to 375 kgs butterfat and 275 kgs protein by 2026.
- Increase the number of Guernsey animals available for sale through expanded use of embryo transfer, IVF, sexed semen, and cattle sales.
- Continue to support and encourage production of Guernsey dairy products by assisting producers to access high quality genetics. Continue to market the quality of the Guernsey cow, especially her milk.
- Increase the number of animals in the breed genomic tested and classified.
- Reduce and eventually eliminate monetary dependency on investment income.