Lisa Broad developed a love and passion for the Jersey breed from quite a young age. Growing up on the family farm instilled in her a love that has only gotten stronger as the years have progressed. In fact, when Lisa was a teenager, she even gave up a spot in a representative netball team so she could continue to show cows on the weekend.

“I just love cows and it has always been about them,” Lisa said.

Lisa worked in the embryo collection field and was the first ever female Jersey classifier in Australia. She is one of the few women to spend time on the Jersey Australia board in an official capacity and currently holds the position of vice president and chairperson of the breed development committee.

Farming with her husband Lynton and son Gavin, the family runs Broadlin Jerseys on 220 ha at Lockington. The Broadlin name is synonymous with champion cows. And there certainly have been a few over the years.

Echo Downs Silver Bubbles, a cow Lisa bred before marrying Lynton, caused a stir back in the mid 1990s when the American and Canadian judges of the Jersey Showcase crowned her back-to-back Grand Champion, gaining admirers worldwide. Silver Bubbles went on to become an extremely successful foundation cow in the Broadlin herd, producing 14 daughters. She died at 22 years of age, after spending her retirement years happily roaming the farm. In recent times, Broadlin Illusion 2817 has been another great cow for the family. She was named Supreme Champion Jersey exhibit in 2015 and returned in 2018 to be named Reserve Senior Champion and Best Udder. Illusion 2817 might now be retired from the show ring but her progeny is starting to shine and make its mark in the ring. “The highlight for us this year was to have three of her daughters, Broadlin Illusion 3341-ET (now owned by the Easterbrook family,) Broadlin Illusion 3354-ET and Broadlin Illusion 3355-ET stand first, second and fourth respectively in their class and that just gave me goose bumps,” Lisa said.

“To think not only did we breed the
mother, but successful generations on from her — she has been the cow that we’ve had most public comment on – her udder is just phenomenal."

The Constance family has also done very well for the Broads.

But not only does the family excel in showing cows, they have also had quite a bit of success in breeding bulls to enter AI too.

They currently have five bulls in the system with strong daughter proofs, including Aussiegold, who is one of the first polled Australian bred bulls be used in Australia and worldwide. He has milking daughters in the US, South Africa, New Zealand and South America.

"To think we have daughters all over the world out of something we have produced here in Lockington is pretty awesome and a bit surreal actually," Lisa said.

Flowerpower was used in the herd 30 years ago and created a sound foundation, while recent bulls like Astound, Vanahelm and Raceway have offered the complete package of type, production and strength.

And that’s where attention to breeding has paid off over the years.

Broadlin were recently honoured with a place on the Genetics Australia Honour Roll for their contribution to Jersey genetics.

"Breeding has always been about production, but keeping type in mind as well, and we would never keep a bull to sell to other dairy farmers that we weren’t prepared to use on our own cows,” Lisa said.

A dozen bulls are reared each year and each one is genomically tested.

“The criteria changes and the bar keeps rising every year for bulls to enter AI. Sometimes our animals might drop off and we have nothing and then we can be lucky enough to hit a green patch and that seems to be where we are at the moment,” Lisa said.

“It is an equally great feeling to breed a successful bull, but it is a different feeling to see something you own looking great and parading around the show ring — both are very proud moments for us.”

Despite Broadlins considerable success, the Broads and in particular Lisa, remain modest about their achievements.

“I guess when you sit back and look at it, I have done a bit over the years,” she smiled.

Lisa was awarded the inaugural Power of Women in Dairy Bette Hall award for her contribution to the Jersey breed and the dairy industry.

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