

JERSEY FARMERS' UNION

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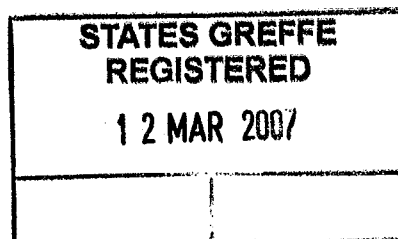
MRS M A RONDEL
Executive Secretary

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RS/01/07/JELeM/MAR.

Mr. Nathan Fox
Retail Strategy Review
Scrutiny Office
Morier House
St. Helier
JERSEY JE1 1DD

07 March 2007



Dear Mr. Fox,

Re: Retail Strategy Review

The Jersey Farmers' Union has considered the implications of the introduction of a new supermarket retailer in the Island in depth and has grave concerns over such a move which we consider would be detrimental to Jersey's retail sector and ancillary businesses.

Traditionally, local specialist vegetable growers have supplied the Co-op, Checkers, Safeway and Spar with locally grown Jersey produce whenever it is in season; these retailers recognising the benefits to themselves, the consumers and to the Island both economically and environmentally of supporting a buoyant agricultural industry.

Local growers have invested heavily over the years to further their businesses and to comply with great changes in food retail. We are aware that the Genuine Jersey Products Association has also made great efforts to help the Island become more self-sufficient and less reliant on imports and we fear that the introduction of a new multiple may result in the operator not wishing or indeed be willing to support local growers in the way in which the existing retailers do.

Local growers have also spent a great deal of time and effort in encouraging local hotels and restaurants to serve fresh local produce at all times and have succeeded in the majority of cases which in turn, has knock-on benefits for the agricultural and tourism industries. The importance of this could be diminished with the advent of a new multiple with fresh Jersey produce losing its identity and preferred status.

A new multiple may also wish to bring in its own meat, bread, milk, fruit and vegetables as these products would have to come through a centralised depot from preferred suppliers which will obviously affect local companies who have been

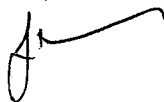
serving the community for many years. We fear this will undoubtedly create unemployment in the service industries.

If the States of Jersey eventually decide that it would be beneficial for the Island to have a new large multiple retailer perhaps it could be stipulated in any required regulations / licence agreements that a percentage of locally available produce should be offered for sale. By doing this the States would demonstrate their support for the Jersey agricultural / horticultural industry.

We would welcome the opportunity of meeting with the Scrutiny Panel to expand our concerns further prior to any decisions being made.

We look forward to hearing from you in due course.

Yours sincerely -



JOHN E. LE MAISTRE
PRESIDENT