

1. Objects

There is a conflict within the objects of achieving economic growth with some of the environmental objects particularly seeking diversification. The objects need to be clearer with KPI targets against which progress can be monitored.

2. Single Area Payment

The payment of support is welcome, although there is evidence to suggest that it has had the effect of encouraging inefficient practices contrary to the objects of the strategy. There needs to be a return to encouragement of maximising technical efficiency.

3. Definitions

There is a need to encourage and perhaps facilitate business succession planning in the industry, although it is felt that there is insufficient evidence to suggest that smallholders will play any significant role in securing an economically viable future for the industry. It is suggested that encouraging smallholder entry should be dropped in favour of encouraging succession planning.

4. Dairy sector analysis

It should be noted that delivery of key elements of the strategy, e.g. the new dairy, are some way behind schedule and therefore any reductions in financial support should reflect this.

5. Diversification

The Island produces two premium high value products, the Jersey Royal Potato and the Jersey Cow, and it is felt that to achieve maximum economic gain the strategy should focus on these products rather than encourage, and provide finance, for the development of 'new alternative' products that often divert attention away from the proven profitable core of the industry. It is the industry that holds the best track record for innovation in response to market opportunities.

6. Tourism

Encouraging the development of land based tourism offerings leads to insidious development of the countryside and loss of agricultural land. There may be a case of the conversion of old traditional farm buildings but not the loss of modern facilities.

7. RIS (Rural Initiative Scheme)

Prior to any comment it is requested that a list of the projects supported and their costs is published as it is hard to comment on some £2.5m of expenditure without more supporting information.

8. CRS (Countryside Renewal Scheme)

The comment about the RIS is applicable to the CRS equally.

9. Planning

The planning policies relating to agriculture are incoherent and need to be agreed and properly iterated. The issues of 'enabling development' and 'agricultural buildings' have not been resolved.

10. Legislation

Whilst there may be a degree of policy protection of agricultural land there is no statutory mechanism to secure the land bank for use by agriculturalists and this issue needs to be addressed.

11. Delivery

There is no 'one stop shop' for agriculture. The lack of this facility leads to 'disconnects' such as have been seen with the abattoir in recent years. The re-establishment of an Agricultural Advisory Board with industry and political representation is considered to be highly desirable.