

Rural Economy Strategy 2011-2015 Issues and Options paper (Green Paper)



Sustaining and Growing The Rural Economy

Economic Development
Planning and Environment

States 
of Jersey



Contents

Foreword	ix
How to use this document	xi
Introduction	xiv
Relationship to other States documents	xvi
1 PROFIT	2
Measuring the contribution of the rural economy to Jersey	2
Review of support payments and States of Jersey funding	9
Fisheries	26
Charges for States of Jersey services	31
Risk management tools	32
The future of processing and added value from food waste	34
The need for research and development	35
2 PEOPLE	37
Allotments	37
Community Agriculture	37
Working together and collaboration	39
Climate change - mitigation and adaptation	41
Rural skills, training, advice and education	43
Amenity value of the countryside	44
3 ENVIRONMENT	48
Biodiversity Issues in the rural economy	48
Water issues	52
Codes of Good Agricultural and Environmental Practice	56
Nutrient budgeting and green waste compost	57
Livestock health planning	58
Agricultural industry planning needs	60
Appendices	

Contents

Abbreviations	68
Definitions	71
List of Contributors	74

Contents

List of Issues

Issue IN 1 Strategic vision	xvi
Issue PR 1 Performance Indicators	3
Issue PR 2 Labour productivity	5
Issue PR 3 Growth of the rural economy	6
Issue PR 4 Reducing the environmental costs of agriculture	7
Issue PR 5 Land classification	7
Issue PR 6 Access to the countryside	8
Issue PR 7 Environment Plan	8
Issue PR 8 Review of Direct Support	10
Issue PR 9 Quality Milk Payment	12
Issue PR 10 Safeguarding the pedigree Jersey Cow	13
Issue PR 11 Rural Initiative Scheme	15
Issue PR 12 Rural Initiative Scheme - Exploring the potential for local markets and greater food self sufficiency	16
Issue PR 13 Rural Initiative Scheme - Exploring the potential for local markets and greater food self sufficiency	17
Issue PR 14 Organic farming	19
Issue PR 15a Countryside Renewal Scheme	23
Issue PR 15b Countryside Renewal Scheme	24
Issue PR 16 Jersey Enterprise Grants	25
Issue PR 17 Marketing Support for Jersey Produce	26
Issue PR 18a Capture fisheries	27
Issue PR 18b Capture fisheries	27
Issue PR 19a Aquaculture	28
Issue PR 19b Aquaculture	28
Issue PR 19c Aquaculture	29
Issue PR 20a Export of fish products	29
Issue PR 20b Export of fish products	30
Issue PR 21 Leisure fishing	30
Issue PR 22 Charges for States of Jersey services	32
Issue PR 23a Risk management tools	32
Issue PR 23b Risk management tools	33
Issue PR 24 The future of processing and added value from food waste	34
Issue PR 25 The need for Research and Development	35
Issue PE 1 Allotments	37
Issue PE 2 Community Agriculture (CA) or Community Supported Agriculture (CSA)	38
Issue PE 3 Community Agriculture (CA) or Community Supported Agriculture	38

Contents

(CSA)	
Issue PE 4 Working together and collaboration	40
Issue PE 5 Climate Change - mitigation and adaptation	42
Issue PE 6 Rural skills, training, advice and education	43
Issue PE 7 Rural skills, training, advice and education	44
Issue PE 8 Agri-tourism	45
Issue PE 9 Access to the countryside	46
Issue PE 10 Access to the countryside	46
Issue E 1 Best practice in farming	49
Issue E 2 Environment Plan	50
Issue E 3 Wildlife corridors and increasing connectivity	50
Issue E 4 Understanding wildlife in the countryside	51
Issue E 5 Jersey Biological Records Centre	52
Issue E 6 Nitrate pollution	53
Issue E 7 Codes of Good Agricultural and Environmental Practice	56
Issue E 8 Nutrient budgeting and green waste compost	57
Issue E 9 Farm health planning	58
Issue E 10 Improving livestock handling and animal welfare	59
Issue E 11 Disease free status and cattle exports	59
Issue E 12a Safeguarding the agricultural land bank	61
Issue E 12b Safeguarding the agricultural land bank	61
Issue E 13 Land Development Levy	62
Issue E 14 Enabling or linked development	63
Issue E 15 Change of use of buildings	64
Issue E 16 New agricultural buildings	65
Issue E 17 Derelict and redundant glasshouses	66

Contents

List of Policies

Policy option IN 1 Strategic vision	xvi
Policy option PR 1 Performance Indicators	4
Policy option PR 2 Labour productivity	5
Policy option PR 3 Growth of the rural economy	6
Policy option PR 4 Reducing the environmental costs of agriculture	7
Policy option PR 5 Land classification	8
Policy option PR 6 Access to the countryside	8
Policy option PR 7 Environment Plan	9
Policy option PR 8 Review of Direct Support	10
Policy option PR 9a Quality Milk Payment	12
Policy option PR 9b Quality Milk Payment	12
Policy option PR 10 Safeguarding the pedigree Jersey Cow	13
Policy option PR 11 Rural Initiative Scheme	15
Policy option PR 12 Rural Initiative Scheme - Exploring the potential for local markets and greater food self sufficiency	16
Policy option PR 13a Rural Initiative Scheme - Exploring the potential for local markets and greater food self sufficiency	17
Policy option PR 13b Rural Initiative Scheme - Exploring the potential for local markets and greater food self sufficiency	18
Policy option PR 14 Organic farming	19
Policy option PR 15a Countryside Renewal Scheme	23
Policy option PR 15b Countryside Renewal Scheme	24
Policy option PR 16 Jersey Enterprise Grants	25
Policy option PR 17 Marketing Support for Jersey Produce	26
Policy option PR 18a Capture fisheries	27
Policy option PR 18b Capture fisheries	27
Policy option PR 19a Aquaculture	28
Policy option PR 19b Aquaculture	28
Policy option PR 19c Aquaculture	29
Policy option PR 20a Export of fish products	29
Policy option PR 20b Export of fish products	30
Policy option PR 21 Leisure fishing	31
Policy option PR 22 Charges for States of Jersey services	32
Policy option PR 23 Risk management tools	33
Policy option PR 24 The future of processing and added value from food waste	34
Policy option PR 25 The need for Research and Development	35
Policy option PE 1 Allotments	37
Policy option PE 2 Community Agriculture (CA) or Community Supported	38

Contents

Agriculture (CSA)	
Policy option PE 3 Community Agriculture (CA) or Community Supported Agriculture (CSA)	38
Policy option PE 4 Working together and collaboration	40
Policy option PE 5a Climate Change - mitigation and adaptation	42
Policy option PE 5b Climate Change - mitigation and adaptation	42
Policy option PE 5c Climate Change - mitigation and adaptation	43
Policy option PE 6 Rural skills, training, advice and education	43
Policy option PE 7 Rural skills, training, advice and education	44
Policy option PE 8 Agri-tourism	45
Policy option PE 9 Access to the countryside	46
Policy option PE 10 Access to the countryside	46
Policy option E 1 Best practice in farming	49
Policy option E 2 Identifying key habitats within an Environment Plan	50
Policy option E 3 Wildlife corridors and increasing connectivity	51
Policy option E 4 Understanding wildlife in the countryside	51
Policy option E 5 Jersey Biological Records Centre	52
Policy option E 6a Water Catchment Management Pilot Scheme	55
Policy option E 6b Water Catchment Management Areas	55
Policy option E 6c Water Catchment Management Pilot Scheme	56
Policy option E 7 Codes of Good Agricultural and Environmental Practice	57
Policy option E 8 Nutrient budgeting and green waste compost	57
Policy option E 9 Farm health planning	58
Policy option E 10 Improving livestock handling and animal welfare	59
Policy option E 11 Disease free status and cattle exports	60
Policy option E 12a Safeguarding the agricultural land bank	61
Policy option E 12b Safeguarding the agricultural land bank	61
Policy option E 13 Land Development Levy	62
Policy option E 14a Enabling or linked development	63
Policy option E 14b Enabling or linked development	63
Policy option E 14c Enabling or linked development	64
Policy option E 15 Change of use of buildings	64
Policy option E 16 New agricultural buildings	65
Policy option E 17 Derelict and redundant glasshouses	66

Contents

List of Figures

Figure 1 Gross Value Added (GVA) by sector, 2008	2
Figure 2 Annual gross value added (GVA in £ million) contributed by the agriculture and fisheries sector between 1999 and 2008	3
Figure 3 Me and the Farmer: Local businesses have benefitted from funding from the Rural Initiative Scheme.	14
Figure 4 Habitat Strip funded by the Countryside Renewal Scheme	22
Figure 5 New slurry store to allow better use of slurry as a fertiliser.	23
Figure 6 Managed footpaths can provide amenity value.	45
Figure 7 Annual mean concentration of nitrate (NO ₃ mg/l-1) recorded in surface water (Jersey Water data) and the total cultivated area of Jersey Royals (vergées).	54

List of Tables

Table 1 Number of Countryside Renewal Scheme Applications 2005-2009	21
---	----

List of Statements

Proposed Importation of Bovine Semen, 2008. Corporate Services Scrutiny Panel.	13
--	----



Foreword



Foreword

Foreword

An effective Rural Economy Strategy (RES) for Jersey must deliver a number of things. Firstly, the RES needs to enhance the economic, environmental and social value of the land in which the majority of rural economic activity is undertaken. It must also take into account the needs and requirements of those who use, live and work in the countryside: rural policy must continue to take full account of society's expectations.

Profitability is essential to all businesses. However, the RES must move away from simply gauging its success in terms of costs, output and income. Success needs to be based on increasing productivity in its broadest sense, with measures of environmental and social performance as well as financial indicators. As such, sustainable development in the countryside requires rural businesses and government to consider a 'triple bottom line' - *profit, people and environment*.

Some believe that there is a conflict between rural economic growth and the environment. It is true that there is no such thing as 'no impact' economic activity and in order to secure ongoing public support, the rural sector needs to ensure that the business continues to be serious about protecting our common environment.

Rural businesses are increasingly and rightly market focused. It is important for rural businesses to remain flexible, so that they can respond to financial pressures and the unpredictability of such markets, taking greater responsibility for their own destinies through ensuring high standards in risk management, business administration and identifying and filling skills gaps.

This approach is central to the principle of shared responsibility in the rural economy and requires the States of Jersey and rural businesses to work together, on the understanding that government cannot provide for every eventuality. To achieve this we must identify the specific needs and target limited public resources to areas where the rural sector can deliver the highest overall productivity and benefit to Jersey in the long-term.

Connétable Len Norman

Assistant Minister for Economic Development

Deputy Rob Duhamel

Assistant Minister for Planning & Environment

March 2010

How to use this document

How to use this document

How to use this document

It is not expected that everyone who wishes to comment on the review needs to read the entire document: you do not have to. You may respond to as many or as few of the proposals as you wish, but we do want you to take part.

To help, the review has been separated into three sections; profit, people and the environment. Each section sets out key issues and proposes policy options to resolve them. Issues and policies are highlighted and numbered so that they can be easily identified. However, they are not prioritised, listed in any particular order, or indeed viewed as comprehensive. As such you can suggest other issues / policy options or comment on the ones presented.

Your comments and suggestions are needed and valued. This will ensure that the final Rural Economy Strategy (RES) includes the needs and concerns of everyone who has an interest in the countryside.

Making your comments

1. On-line

The easiest way to respond to this document is through the on-line version of the document available at: <http://consult.gov.je/portal/> where responses can be completed and submitted. We would encourage as many people as possible to use this way of responding to the proposals.

Strategy document

You can access the document via the web address above and can view and comment on all areas of the document or only those which you are interested in using the comments tabs provided.

Strategy questionnaire

A supporting on-line questionnaire can be responded to either separately or at the same time as viewing the on-line Strategy document.

There is no need to answer all the questions linked to the on-line document, only those which are of interest to you or which you would like to comment on. Each question also contains a text box which you can add general comments relating to the issue or policy option.

If you would like to submit your comments using the on-line questionnaire, but do not have internet access, then please contact the Rural Economy Section who can forward you a printed copy.

How to use this document

2. In writing

You can also submit your comments in writing. If you wish to make a written representation we would ask you to please consider the following points:

- state whether you are 'objecting' or 'supporting' any particular issue or policy option or any other aspect of the review.
- include your suggested changes and where appropriate state the relevant section or policy number.
- outline why you consider your suggested changes to be necessary.

Please submit your comments in writing to the address or via email below.

Timescale

Consultation on this document is between Tuesday 9 March 2010 and Tuesday 20 April 2010.

Hard copies

Printed copies of the RES document are available from the States Bookshop Mourier House or the Environment Division at Howard Davis Farm, Trinity. Copies are also available at the Parish Halls, the Library, and the Customer Services Centre at Cyril Le Marquand House.

More information

Please remember the more responses we have then the more relevant the final strategy will be to the rural sector.

If you have any queries, or require further information, please contact the RES review team:

Rural Economy Section, Howard Davis Farm, La Route de la Trinite, Trinity, JE3 5JP.

email: resreview@gov.je or tel: 01534 441600

Public submissions

Please take into consideration that all comments submitted to States of Jersey public consultations may be made public. If you have a particular wish for confidentially please indicate this clearly when submitting a response.



Introduction



Introduction

Introduction

What is the Rural Economy Strategy?

The Rural Economy Strategy (RES) is a five-year strategy. It is designed to grow the rural economy in line with the objectives of the States Strategic Plan, whilst safeguarding Jersey's countryside, its character and the environment. The RES recognises that economic sustainability of the rural sector depends on also providing positive environmental and social benefits.

Why review the current Rural Economy Strategy?

The RES was adopted as States policy in June 2005 and implemented on 1st January 2006 for a 5 year period ending 31st December 2010. In the [RES 2005](#)⁽¹⁾, a commitment was given to review the RES over the course of 2009, with the view to bringing forward a new strategy for States debate in 2010.

Over the period 2005-2010 government has reduced spending in line with the targets set out in the Rural Economy Strategy budget forecast, to below £3.3 million. At the Green Paper stage, it is not anticipated that there will be any additional budget requirement above this figure to fund the RES 2011-2015.

The review will help ensure that the changing needs and requirements of the Island's rural economy are reflected and accommodated.

1 Rural Economy Strategy: Growing the Rural Economy, 2005. Economic Development and Planning and Environment Departments, States of Jersey.

Relationship to other States documents

Relationship to other States documents

Relationship to other States documents

The RES needs to link in with both the States Strategic Plan (which details the strategic direction for the Island up to 2014) and the Island Plan (that determines the way land is used in Jersey).

An overarching theme of the [States Strategic Plan, 2009-2014](#)⁽²⁾ is sustainability. The Plan highlights the need to protect and enhance Jersey's valuable assets and to continue to protect Jersey's environment, countryside and agricultural land for future generations.

As such the RES needs to:

- support the Island community through the economic downturn
- maintain a strong, environmentally sustainable and diverse economy
- maintain high quality education and skills
- protect and enhance our natural and built environment
- protect and enhance our unique culture and identity.

This Review is being developed at a time of considerable economic uncertainty and the rural sector will not escape the effects of the global economic downturn.

Issue IN 1

Strategic vision

Rural businesses need a long-term strategy to enable them to plan for the future. This is where clear signals are needed from the States of Jersey in terms of the amount and duration of support that rural businesses can expect. Strategic change will not happen immediately and takes time to prepare for and 'bed in'. People won't want to develop their businesses in a certain direction, if they think that government policies are short-term and may have moved in a different direction in a short space of time.

Policy option IN 1

Strategic vision

States of Jersey and the rural sector to consider the advantages and disadvantages, of extending the scope of the Rural Economy Strategy to encompass a 10, 15 or 20 year strategic vision.

2 States Strategic Plan 2009-2014. States of Jersey, 2009.

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Measuring the contribution of the rural economy to Jersey

Current measurement of success

1.1 Currently, economic activity is measured by Gross Value Added (GVA). GVA is a measurement of the output of each sector that includes business profits, wages and salaries plus other employment costs such as social security payments and pensions.

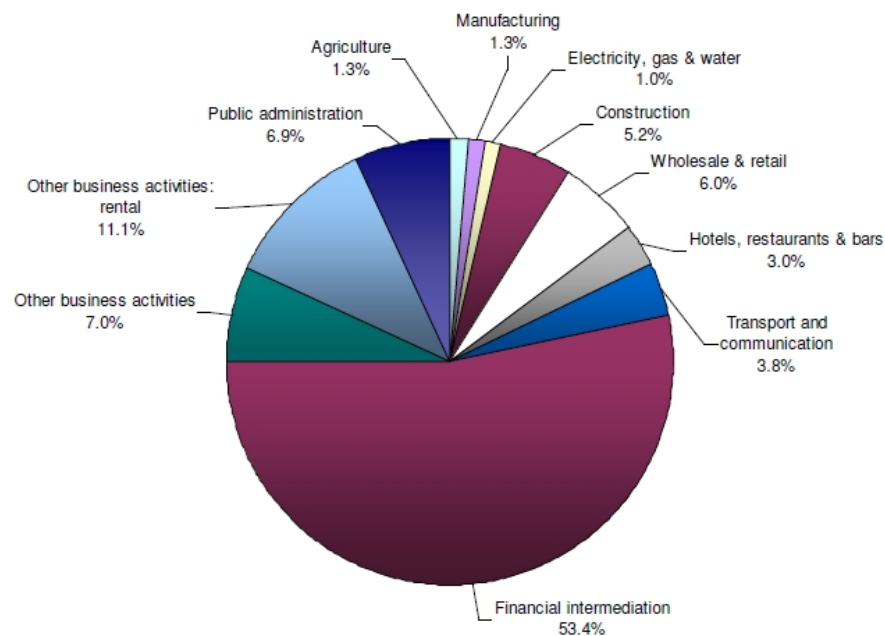


Figure 1 Gross Value Added (GVA) by sector, 2008

1.2 In 2008, the GVA of the agricultural and fisheries sector contributed 1.3% of the economic activity of Jersey (Fig. 1⁽³⁾). However, this pure financial data does not include the environmental and social importance of the rural sector.

1.3 The GVA calculation for the sector conforms to international conventions, but it excludes some production that might be considered 'agricultural', such as tractor sales (included in the retail sector), and food processing, including dairy production and potato packaging (both included in the manufacturing sector), although the importance of this should not be overplayed. It is therefore sensible to develop a measure of the total economic value of the rural sector and in addition, add indicators of social and environmental importance to measure its true worth.

3 [Jersey Economic Trends, 2009. Statistics Unit, States of Jersey.](#)

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1.4 The GVA of the agricultural and fisheries sector increased from £46 million (2006) to £48 million (2008) after a period of reduction from £56 million (1999) to £43 million (2004) (constant 2003 values, Fig. 2)⁽⁴⁾. The period of growth in agriculture between 2006 and 2008 may have been boosted by the introduction of the minimum wage, which pushed up employment costs (part of GVA).

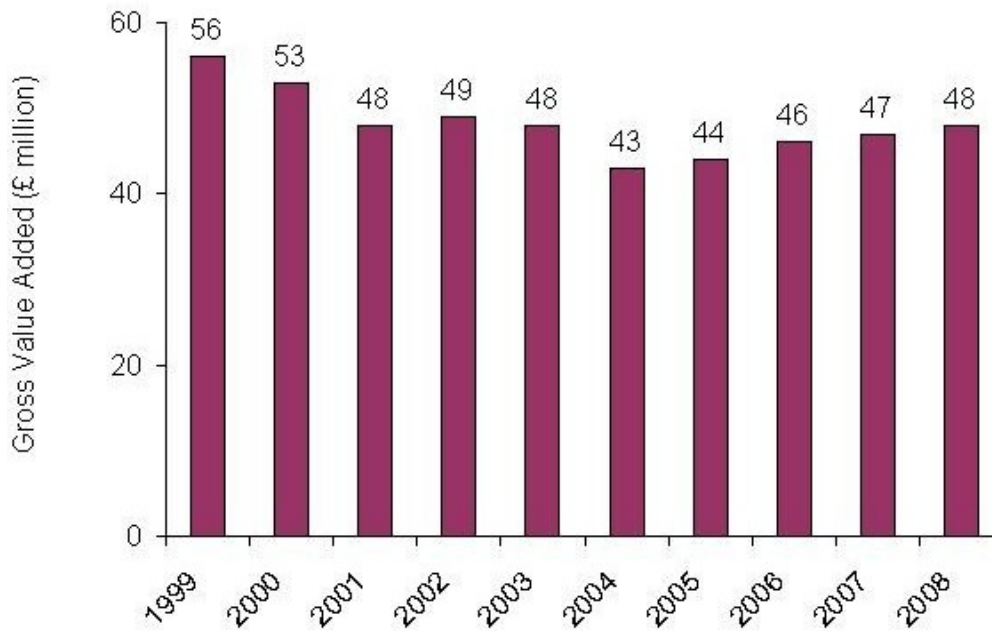


Figure 2 Annual gross value added (GVA in £ million) contributed by the agriculture and fisheries sector between 1999 and 2008

Issue PR 1

Performance Indicators

The current calculation of GVA does not take into account all activities that could be associated with agriculture and fisheries or of non-market activities, such as the cost of damage incurred by pollution or the value that is lost through depletion of resources (for example through soil erosion or poor water quality). Therefore, the RES needs to measure output not only in terms of GVA, but also needs to include the costs and benefits of the environmental and social activities in the rural economy.

4 [Jersey in Figures, 2008. Statistics Unit, States of Jersey.](#)

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Policy option PR 1

Performance Indicators

States of Jersey to develop a comprehensive set of indicators for the economic, social and environmental performance of the rural economy so that its total value to the Island is measured.

Labour productivity

1.5 The growth between 2005 and 2008 in agricultural GVA also saw a corresponding rise in employment (6%) over the same period. This has resulted in productivity per employee remaining static at around £28,000 per annum during this period.

1.6 Given that the Island has limited housing stock, the present growth in agricultural GVA using increasing numbers of migrant labour is unsustainable. This is evidenced by the difficulty in finding accommodation to meet the current industry needs. In addition, there is no guarantee that this source of labour will be available in the future. Future labour availability is therefore a risk that has to be managed.

1.7 Sustainable growth of GVA can only be achieved if:

- labour productivity per person is improved.
- market value of crops increase.
- labour focuses on producing higher value goods (for example diversification into niche markets).
- crop yields increase.
- costs are reduced.
- mechanisation is increased.

1.8 The number of new entrants, educated and living in Jersey, seeking a career in agriculture is small compared to the demands of the industry to address succession issues. In addition, the current economic downturn has resulted in an increase in unemployment. Clearly, this presents a potential opportunity to address some of the agricultural labour requirement through on-Island recruitment.

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Issue PR 2

Labour productivity

To achieve higher productivity and attract local people to the industry will require the rural sector to invest in training for existing staff, as well as career development, apprenticeships, education and training for future entrants into the industry to address succession issues. In addition, there will be a need for further investment in higher value products, better technical performance to increase output and reduce costs and new innovations to increase economic performance which utilise a more efficient labour force⁽⁵⁾.

Policy option PR 2

Labour productivity

States of Jersey, in consultation with the agricultural industry to develop a strategy that promotes both higher productivity per employee through education and training and creates opportunities for new entrants into the rural economy to ensure the long-term sustainability of the sector.

Growth of the rural economy

1.9 The RES 2005 aimed to “promote growth” of the rural economy in line with the States of Jersey target for economic growth of 2% per annum for the period 2005 to 2009. This was an objective set by the overarching Fiscal Strategy 2004 and has been achieved to date (see Fig 2).

5 See 'Rural skills, training, advice and education' section.

PROFIT

Issue PR 3

Growth of the rural economy

Productivity growth (an economic measurement of output from a production process, per unit of input) can be achieved by moving resources (people and money) into higher productivity sectors or by increasing productivity within existing sectors. Productivity growth is driven by five factors (HM Treasury (2004)⁽⁶⁾):

- investment
- innovation
- skills
- enterprise
- competition

Consequently, removing barriers to these five factors must be a high priority. A good example, is removing the ban on bovine semen imports. This is expected to increase milk yields and therefore agricultural productivity. The Rural Economy Strategy 2011-2015 should be consistent with the aim of achieving higher productivity for the Island.

Policy option PR 3

Growth of the rural economy

States of Jersey to identify barriers to higher productivity and growth in the rural economy and, in consultation with the industry representatives, assess and develop ways to remove them or limit their impact.

6 [HM Treasury, 2004. Productivity in the UK 5: Benchmarking UK Productivity Performance: A consultation in productivity indicators.](#)

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Reducing the environmental costs of agriculture

Issue PR 4

Reducing the environmental costs of agriculture

The increase in agricultural support to drive greater productivity (including direct payments and market price support) in recent times is likely to have resulted in agriculture having a greater (negative) impact on the environment. Some farms are still struggling to meet Codes of Good Agricultural and Environmental Practice due in part to a lack of environmental awareness, shortage of appropriate skills and financial constraints.

The States of Jersey must continue to recognise and weigh-up risks, and where necessary, monitor and mitigate against potential negative effects on the environment caused by grant and subsidy payments given to the industry to support production.

Policy option PR 4

Reducing the environmental costs of agriculture

All support given by the States of Jersey needs to take into account appropriate environmental standards. States of Jersey to develop and monitor robust criteria for both the environmental impact and effectiveness of Rural Economy Strategy grant schemes.

Issue PR 5

Land classification

There is no official classification of the Island's soil and agricultural land to identify the most productive agricultural, environmental and amenity areas. This will be an important tool for identifying and protecting the most vulnerable and valuable areas and to inform future land use planning.

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Policy option PR 5

Land classification

States of Jersey to develop and introduce a land classification system linked to land quality.

Issue PR 6

Access to the countryside

Rural businesses are increasingly receiving public support for maintaining and enhancing the rural landscape. The local population, businesses and tourists derive 'value' from being able to access an attractive countryside. Therefore it is important to maximise the opportunities for public access.

Policy option PR 6

Access to the countryside

States of Jersey to develop a strategic document that identifies opportunities for new and better access to the countryside, ensuring these new routes link with and improve existing access routes.

Issue PR 7

Environment Plan

Farmers and landowners are the current custodians of the countryside and as such have a crucial role in managing, preserving and improving all aspects of the rural landscape. However, for each farm and land area, there is a need to identify what is most important - key environmental features - and how best to manage them. This will help to target support in the most beneficial places and ensure that the farm is managed with regard to best environmental practice⁽⁷⁾ ⁽⁸⁾.

7 See Issue E 2 'Environment Plan'.

8 See Policy option E 2 'Identifying key habitats within an Environment Plan'.

Policy option PR 7

Environment Plan

Any individual or business receiving grants or subsidies within the rural sector will need an "Environment Plan". This will identify where soil and water must be protected and will also highlight opportunities for enhancing key wildlife and landscape features. This will also allow better targeting of support through schemes such as the Countryside Renewal Scheme.

Review of support payments and States of Jersey funding

1.10 The Rural Economy Strategy, 2005 contained key areas of support that included:

- The [Single Area Payment](#)⁽⁹⁾
- The Quality Milk Payment
- The [Rural Initiative Scheme](#)⁽¹⁰⁾
- The [Countryside Renewal Scheme](#)⁽¹¹⁾
- [Jersey Enterprise](#) grants⁽¹²⁾
- Marketing support for Jersey products⁽¹³⁾

Single Area Payment

1.11 The [Single Area Payment](#) (SAP) underpins farming activity in Jersey and ensures that the unique character of the countryside is maintained. It replaced production led subsidies, to discourage crops being grown for the subsidy they received. In this way, SAP continues to encourage market led diversification into crops and livestock, some of which previously received no subsidy.

1.12 The SAP is comparable with agricultural support through the Single Payment Scheme (SPS) within the European Union (EU). However, the receipt of the SAP is conditional (i.e. if payment conditions are not met applicants may receive a reduced payment or even lose the SAP entirely) on farmers meeting certain standards and levels of environmental performance (known as cross compliance), including relevant

9 The Single Area Payment, 2009. Economic Development Department, States of Jersey.

10 The Rural Initiative Scheme, 2010. Economic Development Department, States of Jersey.

11 The Countryside Renewal Scheme, 2009. Planning and Environment Department, States of Jersey.

12 <http://enterprise.jersey.com>

13 <http://www.genuinejersey.com>

PROFIT

legislation, Codes of Good Agricultural and Environmental Practice (CGAEP), the provision of annual financial returns and the submission of an annual Farm Manure and Waste Management Plan.

Issue PR 8

Review of Direct Support

Jersey farmers have stated that the level of direct support given to them through the SAP puts them at a disadvantage with their European counterparts and refer to the additional support that EU farmers receive through the [EU Fruit and Vegetable Aid Scheme](#)⁽¹⁴⁾. However, there is other support available in Jersey such as the RIS, CRS, QMP, laboratory services etc.

Under the EU Fruit and Vegetable Aid Scheme, farmers in the EU are able to access further funding through a recognised Producer Organisation (PO). This is dependent on an implementation plan to improve the PO's performance and skills in marketing, product quality and environmental considerations. The list of crops covered by the EU Fruit and Vegetable Aid Scheme is extensive but certain crops, most notably potatoes, are excluded.

However a PO has to meet two main criteria: they must have at least five grower members and a minimum amount of annual turnover of at least one million Euros (approximately £875,000⁽¹⁵⁾).

Policy option PR 8

Review of Direct Support

States of Jersey to compare the funding available through the Fruit and Vegetable Aid Scheme, the Single Payment Scheme and other support within the EU. This will also include a review of the conditions which need to be met with a view to ensuring similar levels of support and conditionality.

14 <http://www.rpa.gov.uk/rpa/index.nsf/home>

15 currency exchange rate as at 04/02/10.

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Dairy industry support and recovery plan

1.13 The McQueen report⁽¹⁶⁾, together with the industry's Woodacre Report⁽¹⁷⁾, prompted the Jersey Milk Marketing Board (JMMB) to formulate and implement an industry recovery plan which was subsequently endorsed by the Promar Report⁽¹⁸⁾ and the Corporate Services Scrutiny Panel (see section Safeguarding the pedigree of the Jersey Cow below).

1.14 The Dairy Industry Recovery Plan⁽¹⁹⁾ is beginning to show positive results with confidence in the future demonstrated by investment in a new dairy and in new on-farm infrastructure, the use of imported pedigree Jersey semen and the development of a cattle export market.

1.15 The delay in the construction of the new dairy has meant that the expected increase in farm profitability has yet to fully materialise. This has necessitated the maintenance of Quality Milk Payment (QMP) at £180 per cow per year against the RES 2005 forecast of £155 per cow per year in 2010 to ensure farm viability is maintained.

Quality Milk Payment

1.16 The historical and social value of the Jersey cow and the importance of maintaining grazing animals in the countryside is recognised. In order to maintain the Jersey cow in its Island home, the States of Jersey introduced support through the Quality Milk Payment (QMP). The payment provides financial support to the dairy industry during an identified period of low profitability⁽²⁰⁾.

16 McQueen, D. 2005. Review of Jersey legislation relevant to trade in the dairy and livestock sectors and related control issues.

17 Woodacre, B. 2003. Dairy Industry Profitability.

18 [Promar International, 2006. A Sustainable Dairy Industry in Jersey. Report prepared for the States of Jersey.](#)

19 Jersey Milk Marketing Board, 2004. The Dairy Industry Recovery Plan.

20 McQueen, D. 2003. The Dairy Industry in Jersey: A Strategic Review.

PROFIT

Issue PR 9

Quality Milk Payment

The full benefits of the industry recovery plan will not become apparent at farm level until the new dairy has become operational in 2010, during which time it is proposed that current Quality Milk Payment support levels are maintained. Once the benefits start to take effect, the current level of financial support will be reduced.

Policy option PR 9a

Quality Milk Payment

States of Jersey support for the dairy industry will continue to be delivered through the Quality Milk Payment whilst the dairy industry completes its restructuring plan (the completion of the new Dairy). However, the QMP will be reduced by 20% per annum from 2011 to 2015 to reflect the financial benefits gained from the industry recovery plan. This money will be re-distributed back into support for the wider rural economy through the Rural Initiative Scheme.

Policy option PR 9b

Quality Milk Payment

Payment of the Quality Milk Payment will continue to be dependant on conditionality to ensure ongoing delivery of public goods and services.

Safeguarding the pedigree Jersey Cow

1.17 On 16 July 2008, the Corporate Services Scrutiny Panel presented a report entitled "Review into the Proposed Importation of Bovine Semen⁽²¹⁾." to the States of Jersey. The key recommendation of this report was "that the import of bovine

21 [Proposed Importation of Bovine Semen, 2008. Corporate Services Scrutiny Panel, States of Jersey.](#)

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semen be permitted”. The importation of bovine semen was ultimately agreed by the States of Jersey approving the European Communities Legislation (Implementation) (Bovine Semen) (Jersey) Regulation 2008. The Corporate Services Scrutiny Report also recommended that:

Proposed Importation of Bovine Semen, 2008. Corporate Services Scrutiny Panel.

“The Economic Development Department should do all it can to ensure that the economic advantages for local farmers in keeping purebred Jersey cattle are maintained in the long-term. This should include changes to the Rural Economy Strategy (RES) when it is reviewed, to include conditions to safeguard the purebred Jersey cow”.

Issue PR 10

Safeguarding the pedigree Jersey Cow

The livestock industry is also concerned with safeguarding the Jersey cow. Jersey Dairy (JD) have altered their “Rules of Supply” to which all registered producers, supplying milk to JD, must conform. It states that JD will only accept milk produced from purebred Jersey cows that are registered in the Jersey herd book managed by the [Royal Jersey Agricultural and Horticultural Society](#)⁽²²⁾ (RJA&HS).

Policy option PR 10

Safeguarding the pedigree Jersey Cow

To further safeguard the Jersey cow, Quality Milk Payments will only be paid to support dairy herds whose cattle are registered in the Jersey cattle pedigree herd book administered by the Royal Jersey Agricultural & Horticultural Society.

Rural Initiative Scheme

1.18 The [Rural Initiative Scheme](#) (RIS) is a grant scheme designed to promote growth in the rural economy by supporting diversification, enterprise and innovation through the following:

22 <http://www.royaljersey.co.uk>

PROFIT

1.19 Research Grant: (maximum grant 50%⁽²³⁾, grants range from £1,500 to £10,000) to enable applicants to explore a number of options before identifying a course of action that they wish to pursue. For example through engaging consultants, investigating new crops, identifying savings.

1.20 Energy Efficiency Grant: (maximum grant 50%, grants range from £3,000 to £50,000) to examine and develop technologies capable of reducing energy consumption and greenhouse gas emissions (based on an energy audit).

1.21 Enterprise Grant: (maximum grant 50%, grants range from £3,000 to £50,000) to help offset the costs of starting a new enterprise or diversifying an existing business.

1.22 Industry-Wide Grant: (level of grant assessed on merits, however, an Industry-Wide Research proposal can be granted up to 80%) to assist in the provision of common infrastructure to benefit a large part of a specific industry and not just the applicant. An example of an industry wide project would be a processing facility that will benefit a number of producers.



Figure 3 Me and the Farmer: Local businesses have benefitted from funding from the Rural Initiative Scheme.

1.23 Between 2006 to 2009 the RIS processed 130 applications approving of which 65 (50%) were approved investing approximately £1.1 million into the rural economy. RIS support for these new initiatives is based on sound business plans which demonstrate that new or existing businesses will:

23 unless Industry-Wide Research Grant.

PROFIT

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- Develop new markets and services.
- Add value and/or reduce costs.
- Improve productivity.
- Enhance employment and improve skills.
- Not displace existing Jersey businesses.
- Not have an adverse impact on the environment.

Issue PR 11**Rural Initiative Scheme**

Businesses in the rural sector, in particular the agricultural and fishing industries, can pose a high investment risk for banks and other lending organisations (compared to the non-rural sectors), especially in the current economic downturn. This is due to the uncertainty of production, a volatile market place and inherently low profitability levels in these industries. It is therefore important to ensure rural businesses are encouraged through support measures to invest money into growth and diversification projects that will help create a sustainable future.

Policy option PR 11**Rural Initiative Scheme**

States of Jersey to continue support of the rural sector through the Rural Initiative Scheme to ensure growth, energy efficiency, diversification and entrepreneurial activity.

Rural Initiative Scheme - Exploring the potential for local markets and greater food self sufficiency

1.24 The Jersey Household Expenditure Survey (HES)⁽²⁴⁾ is undertaken by the States of Jersey Statistics Unit. Results showed that the total spend on food and non alcoholic drink in Jersey in 2004/05 was £61.70 per household per week.

1.25 The number of households in Jersey in 2001 was 35,562 (Jersey Census). This indicates that the total market in Jersey for food and non alcoholic drinks is worth approximately £114m per annum.

24 [Jersey Household Expenditure Survey, 2004/5. Statistics Unit, States of Jersey.](#)

PROFIT

1.26 Single Area Payment (SAP) returns indicate that farm produce sold for local consumption was £20.3m (2008), representing some 18% of local sales. According to the UK Household Expenditure Survey 2008, comparable levels in the UK are 60.3% self sufficient in all foods.

Issue PR 12

Rural Initiative Scheme - Exploring the potential for local markets and greater food self sufficiency

The information contained in the HES 2004/5 demonstrates the potential opportunities that exist in the Jersey market place. Expenditure per household on poultry, beef and pork amounts to £2.00, £1.90 and £1.00 per week. Therefore the annual spend on these items equates to £3.7 million, £3.5 million and £1.9 million, very little of this meat being produced in Jersey.

A high quality abattoir service which meets externally recognised regulatory requirements for slaughtering livestock for human consumption is vital if the local markets for locally produced meat are to be developed. The liaison between users of the abattoir service and the States of Jersey as the operator, will continue to be developed through the recently formed Abattoir User Group.

Policy option PR 12

Rural Initiative Scheme - Exploring the potential for local markets and greater food self sufficiency

States of Jersey to commit to supporting the provision of a high quality abattoir including liaison with producers through the Abattoir User Group, as well as analysing the advantages and disadvantages of encouraging a greater level of self sufficiency.

PROFIT

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Issue PR 13

Rural Initiative Scheme - Exploring the potential for local markets and greater food self sufficiency

The world's population is set to grow from 6.7 to 9.2 billion by 2050⁽²⁵⁾. With a predicted need to double food production by that date. This food has to be produced by increases in yields and the reduction in waste as there is a finite area of agricultural land.

To meet the above increase in demand will require the development of new varieties, technology and water efficiency measures. In addition a concerted effort must be made to reduce the waste inherent in current production methods from field, grading, storage, manufacturing and retail losses. New research and investment will also be required to improve husbandry, production and marketing methods.

Jersey will not be isolated from the effects of global shortages and therefore there is a need to explore mitigation and improved food production methods to address the Island's responsibilities and future needs.

Policy option PR 13a

Rural Initiative Scheme - Exploring the potential for local markets and greater food self sufficiency

Rural Initiative Scheme to continue to support the applications for research and development into innovative and more efficient production techniques and the development of new markets.

25 [United Nations, 2007. World Population Prospects: The 2006 Revision, Executive Summary.](#)

PROFIT

Policy option PR 13b

Rural Initiative Scheme - Exploring the potential for local markets and greater food self sufficiency

States of Jersey and the rural sector to collaborate to increase the efficiency of production, for example through supporting investment in new technology, reduction in usable waste e.g. using vegetables not fit for export and encouraging the production of more food crops for local markets and through improved targeting of the Islands research and development capability⁽²⁶⁾

Organic farming

1.27 The organic sector has stimulated a demand for its food in Jersey. Government support payments are available for the conversion of agricultural land to organic production through the Countryside Renewal Scheme (CRS) following the introduction of the RES in 2005.

1.28 CRS funding is currently £100 per vergee per year for the two year conversion period and a further £40 per year for a subsequent period of five years. Since 2005, the CRS has supported the conversion of 2,316 vergees of land and contributed over £500,000 to organic farming support.

26 See 'The future of processing and added value from food waste' and 'The need for research and development' sections.

PROFIT

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Issue PR 14

Organic farming

Organic farming is a production system effectively receiving a production subsidy through the CRS. Although there is some evidence that organic farming is good for certain wildlife and may address some of the reasons for declines in some species, it is questionable that direct production support should be taken from the CRS in the future. There is however an expectation by some members of the public and some producers, that the States of Jersey should support organic farming, as it is expensive to convert land, organic produce is required in the market place and organic methods are seen as environmentally friendly, being less reliant on artificial inputs and agro-chemicals. The Jersey Organic Association has requested that a new mechanism for funding organic farming should be developed and agrees that support through the CRS is not the right approach.

Consequently, it is proposed that support payments for organic farming is transferred from the CRS to the Rural Initiative Scheme based on long-term market focused business plans, demonstrating sustainable levels of profitability. Organic farmers would still be eligible to receive SAP.

Policy option PR 14

Organic farming

To transfer the support for organic farming from the Countryside Renewal Scheme to the Rural Initiative Scheme in recognition that this is predominantly an economic activity that needs to be market focused and based on long-term business planning.

PROFIT

Countryside Renewal Scheme⁽²⁷⁾

1.29 The [Countryside Renewal Scheme](#)⁽²⁸⁾ (CRS) was set up in 2005 to provide funding for farmers, landowners and managers who voluntarily undertake projects that provide environmental enhancement on the Island, which would otherwise not be undertaken.

1.30 The aims of the CRS are to:

- Protect and enhance the visual attractiveness of the landscape.
- Provide greater access to the countryside for the public.
- Protect and enhance biodiversity.
- Adopt further measures to reduce diffuse pollution.
- Develop less intensive farming systems.

1.31 The [States Strategic Plan, 2009-2014](#)⁽²⁹⁾ includes the following in its stated priorities:

- To protect and enhance our natural and built environment.

1.32 [The Draft \(Jersey\) Island Plan](#)⁽³⁰⁾, which is currently out for consultation, also highlights the importance of environmental protection and improvement in section NE 1 - Natural Environment Objectives:

- To protect and promote biodiversity and maintain and enhance the Island's terrestrial and marine habitats and ecosystems;
- Protect and enhance the quality, character, diversity and distinctiveness of the Island landscape, coastline and seascape.

1.33 The continuance of adequate funding for the CRS is therefore important to enable the priorities and objectives contained in the Strategic Plan and the Draft (Jersey) Island Plan to be achieved.

27 [The Draft \(Jersey\) Island Plan supports agri-environment schemes such as the Countryside Renewal Scheme in Proposal 15 Stewardship in Agriculture](#)

28 The Countryside Renewal Scheme, 2009. Planning and Environment Department States of Jersey.

29 States Strategic Plan 2009-2014. States of Jersey, 2009.

30 <http://consult.gov.je/portal/>

PROFIT

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1.34 It is also important that the CRS is fully integrated with priorities in the [Biodiversity Strategy](#)⁽³¹⁾ and Biodiversity Action Plans (BAPs) and the management of important areas such as Sites of Special Interest (SSIs) and Environmentally Sensitive Areas (ESAs).

CRS Year	Number of Applications Received	Applications approved by CRS Panel	Total Expenditure	Expenditure Slurry Stores
2005	62	61	£166,087	£68,450
2006	66	43	£519,214	£75,999
2007	56	51	£584,636	£202,267
2008	63	54	£528,586	£221,624
2009	39	29	£525,168	£297,603
TOTAL	286	238	£2,323,691	£865,943

Table 1 Number of Countryside Renewal Scheme Applications 2005-2009

1.35 The scheme has supported the planting of 3140 verges of crops designed to reduce pollution or benefit wildlife. It has negotiated agreements on 1560 verges of heathland and grassland to improve biodiversity and environmental quality. Approximately 2000 verges of land has been converted to organic farming together with funds being awarded to maintain ongoing organic management after conversion.

31 Biodiversity Strategy. Environment and Public Services Department, 2000. States of Jersey.

PROFIT



Figure 4 Habitat Strip funded by the Countryside Renewal Scheme

1.36 Approximately 14 kilometres of hedgerows and 40 kilometres of habitat strips (see Fig. 4) designed to act as wildlife corridors have been created, with an additional 14 kilometres of footpaths established. Ponds have been created, tree planting and woodland management have been encouraged and capital projects such as slurry storage on dairy farms and energy efficiency measures on intensive crop production units having also been funded.

PROFIT

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Figure 5 New slurry store to allow better use of slurry as a fertiliser.

Issue PR 15a

Countryside Renewal Scheme

The CRS provides valuable funding for environmental initiatives that support key objectives in the States Strategic Plan and draft Island Plan and this should be continued in order to support the maintenance and improvement of biodiversity, reduce pollution, promote environmentally sustainable farming and improve access to the countryside.

Policy option PR 15a

Countryside Renewal Scheme

States of Jersey to maintain Countryside Renewal Scheme funding to ensure that the objectives and commitments contained in key strategic documents are achieved and that farmers, landowners and other organisations in the rural sector are encouraged to continue with enhancement projects in the countryside.

PROFIT

Issue PR 15b

Countryside Renewal Scheme

The CRS provides an opportunity for encouraging the development of local consultancy and environment management businesses to provide independent advice and contract services in relation to CRS applications. Some research, auditing and monitoring work could also be undertaken by such businesses, either as a service provided for an applicant or under a States of Jersey contract. There is a clearly identified opportunity for the development of local advisory expertise in this area. In addition, the CRS could identify specific countryside enhancement projects that could be put out to tender, to create a market for the delivery of environmental goods and services and encourage the development of a local rural knowledge economy.

Policy option PR 15b

Countryside Renewal Scheme

States of Jersey to consider a Countryside Renewal Scheme (CRS) component to promote the use of external advice to help in completing an Environment Plan and to identify specific CRS projects that could be put out to tender to encourage the development of a new market in the provision of public goods and an independent, on-Island agri-environment support service.

Jersey Enterprise Grants

1.37 Jersey Enterprise manages a range of business 'grants' designed to encourage businesses in the non-financial sector to aid diversification and to develop new export opportunities. These are:

1.38 Jersey Innovation Initiative (JII) - A business grant given toward the cost of developing a new innovative product or service.

1.39 Jersey Export Development Initiative (JEDI) - A grant given to encourage the identification and growth of export markets.

1.40 Small Firms Loan Guarantee Scheme (SGLGS) - available for businesses seeking working capital - restricted to organisations that don't have sufficient collateral to secure a loan.

PROFIT

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Issue PR 16**Jersey Enterprise Grants**

The Rural Economy Section and Jersey Enterprise both manage schemes to support business growth and development. The Rural Initiative Scheme targets the rural economy, whilst Jersey Enterprise focuses on providing help to small and medium sized businesses in all sectors, except the finance industry. Both the RIS and Jersey Enterprise grants are funded by Economic Development Department with some level of overlap in objectives and delivery with regard to the rural sector.

Policy option PR 16**Jersey Enterprise Grants**

States of Jersey to analyse its business advice provision and grant delivery methods in order to identify how the Rural Economy section and Jersey Enterprise can deliver a fully integrated service to the rural sector, with a view to developing a consolidated Rural Business Support Service.

Marketing Support for Jersey Produce

1.41 Generic marketing support for Jersey produce continues to be provided by the States of Jersey. It is important to ensure that this support is targeted appropriately in order to achieve maximum returns from the market place. The States of Jersey supports marketing of agricultural produce through the following:

- Protected Designation of Origin (PDO).
- Trade (Certification) marks.
- Rural Initiative Scheme.
- Jersey Products Promotion Limited (JPPL), including Genuine Jersey.
- A Marketing Representative in the UK.
- Support for Public Relations Representatives.
- Support for events and trade shows.
- [Chelsea Flower Show](#)⁽³²⁾
- [Real Food Festival](#)⁽³³⁾

32 <http://www.rhs.org.uk/shows-events/chelsea/index.asp>.

33 <http://www.realfoodfestival.co.uk/>.

PROFIT

- [Cheese Festival](#)⁽³⁴⁾
- [Jersey Fish Festival](#)⁽³⁵⁾

Issue PR 17

Marketing Support for Jersey Produce

It is unclear what level of support is required by the rural sector in the future and how this can be best coordinated. Further consideration should be given to how direct and indirect marketing can be best achieved and the relative roles of Government and industry.

Policy option PR 17

Marketing Support for Jersey Produce

States of Jersey to work with the rural sector in order to review future marketing needs and roles and responsibilities to ensure a fully coordinated approach.

Fisheries

Capture fisheries

1.42 The traditional fishery of Jersey is mainly shellfish (90% by weight), with the remainder being wetfish. A large proportion of the shellfish catch (approximately 70%) is exported and is required to meet a range of regulatory standards to ensure the sustainability of fish stocks⁽³⁶⁾.

1.43 The commercial harvesting of the Island's fish stocks (shellfish and wet fish) is subject to possession of a fishing licence and an access permit. There are only a limited number available and are traded openly, so significant funds must be available for licence purchase before buying a vessel. The objective of the majority of fishers is to obtain the best profit from the exploitable stock; a situation that is usually balanced by a lowering of economic return as the stock is exploited.

34 <http://www.cheesefestival.co.uk/>

35 <http://www.jerseyfishfestival.com/>

36 Customs and Excise and fish traders estimated figures *pers. comm.*

PROFIT

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Issue PR 18a

Capture fisheries

Fishing effort (number and the type of fishing boats/gears) around Jersey is controlled by licensing and permits. The Island's fish stocks are generally fully exploited. Any extra fishing effort may lead to the individuals catch being reduced.

Policy option PR 18a

Capture fisheries

Increased fishing effort (number of licenses issued, increased catching efficiency of gear) should only be supported when backed by strong evidence that the stock is able to withstand extra fishing pressure.

Issue PR 18b

Capture fisheries

Some fisheries, while reasonably successful, may not be 'environmentally friendly' (for example, scallop dredging, suction dredging that can damage the sea bed). Other gears also catch species (by-catch) other than those which are targeted. By-catch species are often of lower value but are nevertheless important in the economics of the fishing operation.

Policy option PR 18b

Capture fisheries

States of Jersey to support fishing gear/methods that have less impact on non targeted species and the environment.

PROFIT

Aquaculture

1.44 Jersey benefits from high primary productivity (plankton) and large inter-tidal areas. The farming of mussels and oysters in these areas has substantially increased during the last ten years⁽³⁷⁾.

Issue PR 19a

Aquaculture

As well as fish farming, the inter-tidal area is valuable for many other aspects e.g. birdlife, low water fishing, walking and visual perception.

Policy option PR 19a

Aquaculture

States of Jersey to establish an agreed level of aquaculture that takes into account the overall marine resource, other users and demands on the inter-tidal area.

Issue PR 19b

Aquaculture

Jersey has disease-free status for oysters and can benefit from this (for example, through production of disease free juveniles). However, the proximity to the Continent and high summer sea temperatures mean that there is always a risk of disease infection from neighbouring coasts.

Policy option PR 19b

Aquaculture

Support onshore initiatives that may benefit from disease-free status e.g. hatchery or juvenile production of commercially important aquaculture species.

³⁷ [Fisheries and Marine Resources Annual Report 2008, May 2009. Environment Department, States of Jersey.](#)

PROFIT

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Issue PR 19c

Aquaculture

There are derelict greenhouses and good quality streams in Jersey. These could be used to encourage fresh water farming of species (for example, cold water ornamentals such as koi carp).

Policy option PR 19c

Aquaculture

States of Jersey to encourage fisheries initiatives for fresh water.

Export of fish products

Issue PR 20a

Export of fish products

Most of the Island's caught and farmed catch is sold fresh. Fish and shellfish are a high-value product and good mark ups and increased shelf life can be achieved through added processing (for example, controlled atmosphere packaging, boil in the bag meals of mussels/scallops).

Policy option PR 20a

Export of fish products

States of Jersey and the industry (fishers and fish traders) to investigate the processing needs of the industry and to support initiatives where appropriate⁽³⁸⁾.

38 See 'The future of processing and added value from food waste' section

PROFIT

Issue PR 20b

Export of fish products

Jersey has a limited market for farmed and caught shellfish and fish. A large proportion (between 50-70%⁽³⁹⁾) is exported. Transport and procedures for fish products exported to the Continent can be improved.

Policy option PR 20b

Export of fish products

Support export initiatives for both fish transport and handling (e.g. agents)⁽⁴⁰⁾.

Leisure fishing

1.45 Leisure fishing around Jersey is popular, with one in ten people reported to have access to a boat or own a fishing rod. Thus circa 9,000 people may go leisure fishing⁽⁴¹⁾ and purchase leisure fishing equipment.

Issue PR 21

Leisure fishing

If we conservatively assume that each angler spends £50 p.a.⁽⁴²⁾ on leisure angling equipment there may be just under £½m retail turnover in this sector. Dolphin watching trips and marine adventures e.g. kayaking are also becoming popular.

39 Customs and Excise and fish traders estimated figures *pers. comm.*

40 See 'Working together and collaboration' section.

41 Hawkins, 2003. MRes An Assessment of the Environmental, Social, Economic and Policy Aspects of Jersey's Recreational Fishery.

42 Hawkins, 2003. MRes An Assessment of the Environmental, Social, Economic and Policy Aspects of Jersey's Recreational Fishery.

PROFIT

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Policy option PR 21**Leisure fishing**

States of Jersey to support initiatives to expand the leisure fishing and marine sightseeing areas providing conservation regulations and marine sightseeing codes are complied with⁽⁴³⁾.

Charges for States of Jersey services

1.46 At present the Environment Division of the Planning and Environment Department provides a number of services for the benefit of the rural economy, other States of Jersey departments and the general public. These services fall into two main categories, statutory services which have to be provided and non-statutory services which are discretionary. These services are currently either charged at full cost, partial cost or provided free of charge.

1.47 Statutory Services include:

- Issuing export health certificates.
- Bovine semen.
- Issuing shellfish and fish movement documents.
- Inspection or examination of animals and animal products (food hygiene).
- Animal health and welfare and public health regulation in the abattoir.
- Meat inspection services in the abattoir.
- Issuing Plant passports & phytosanitary certificates.
- Land Transactions in accordance with the Agricultural Land (Control of Sales and Leases) (Jersey) Law 1974.
- Issuing Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) licences (legislation impending).
- EU legislation requirements.
- Pesticide Legislation.
- Monitoring Statutory Pests and Diseases.

1.48 Non-Statutory Services include:

- Analysis of soil/water/tissue, manure and potato cyst nematode (PCN).
- Diagnostic services.
- Pest monitoring.
- Independent technical advice to the agricultural industry.
- Advice to developer.

43 See 'Amenity value of the countryside' section.

PROFIT

Issue PR 22

Charges for States of Jersey services

The statutory services are currently provided free of charge but a number of these only benefit the producer or applicant. There is inconsistency with regard to the level of fees charged for the non-statutory services, being either free, at 20% cost or at full cost recovery.

Policy option PR 22

Charges for States of Jersey services

States of Jersey to review charges for service provision to the rural sector where a section of the community receives a valuable service from the States which is subsidised by taxpayers.

Risk management tools

1.49 The risk of failing to achieve the expected technical performance on a farm is long established and is perceived by many farmers to be the core risk associated with farming. But farmers face a range of risks within their businesses. Some they share with other businesses, some are unique to farming. Human risk - such as staff illness or injury - and risk of damage to assets are shared with other businesses. However, farmers also need to manage risks such as poor yields, exchange rate movements, environmental impacts and the weather, which is a major risk and one that climate change could magnify.

Issue PR 23a

Risk management tools

Rural enterprises are needing to do more to address key risks to their businesses and with the shelter of the subsidy system gradually disappearing, the States of Jersey should encourage wider use of risk management instruments.

PROFIT

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Issue PR 23b

Risk management tools

Jersey farmers have historically not fully appreciated the need to identify risk. In reality, the risks associated with production are much more complex than the weather and can be split into a number of key areas:

Production risk - whether arable, livestock or mixed. Risks to production range from disease and climate through to management failure.

Price and market risk - markets have become increasingly volatile as farm support has been moved away from production. Increasingly, farmers have to contract their output and need to understand how risk management tools can limit price risk.

Financial risk - remaining financially stable and managing all sources of finance. Limiting risk associated with interest rate movements, addressing the risk of bad debt, using insurance to limit risk and how business liabilities can be managed.

Environmental, legal and institutional risk - farms are more complicated than they were in times past and involve a range of tenancy and contractual arrangements. Farmers have to assess the impact of future policy reforms and the broad range of legislation with which farms must comply.

Personal risk - whether succession, marriage breakdown, pensions or housing the security of the family business is intimately entwined with personal risk and the sustainability of the farm.

Policy option PR 23

Risk management tools

States of Jersey to develop a range of risk management tools, provide training and subsequently expect the wider use of risk management measures to be adopted as a condition of receipt of grants and subsidies.

PROFIT

The future of processing and added value from food waste

1.50 Food in the form of fresh produce is wasted. This may occur due to a number of reasons e.g. does not meet supermarket requirements or there is a surplus at harvest. Consequently, this waste is diverted from the human food chain and is either thrown away, used as animal feed or ploughed back into fields⁽⁴⁴⁾.

Issue PR 24

The future of processing and added value from food waste

Value could be added to these wastes, through further processing into a range of products (oils, soups, blast frozen products, pre-packs, dried goods, juices, pickles, jams). However to make these products, a range of processing facilities are needed and these may not be available within Jersey. In addition, costs may be prohibitive for any untested markets. However, there are a range of benefits that could be delivered through processing:

- Uses material not acceptable for the fresh market.
- Reduces produce losses.
- Diversification opportunities (new income stream).
- Adds value.
- Extends existing availability (smoothes supply chain).
- Import substitution e.g. vegetable oils, sauces, soup.
- Potential for export of finished or semi-processed products.
- Stimulates rural economy (increases employment).
- Anaerobic digestion for energy production.

Policy option PR 24

The future of processing and added value from food waste

States of Jersey to carry out an Island-wide infrastructure survey to determine the current processing capacity and consider the development of a greater range of local value-added processed products.

44 [The Draft \(Jersey\) Island Plan supports the provision of Light Industrial and Warehouse Land in Objective EIW1 Light Industrial and Warehousing \(points 3 and 4\); Policy EIW1 Provision of Light Industrial and Warehouse Land; Policy EIW3 Proposals for New Industrial Buildings; and Policy EIW6 New Industrial Development in the Countryside.](#)

PROFIT

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The need for research and development

1.51 To stay competitive, any industry needs to know about the latest developments and be able to apply them. In the past, the States of Jersey provided a more extensive Research and Development (R&D) service for the Island, addressing a range of crop production and environmental issues.

Issue PR 25

The need for Research and Development

Historically, the value of previous R&D was questioned and at present, there is no R&D programme or budget. Any work is undertaken is on a 'needs must' basis with limited engagement with the industry and as such, lacks strategic direction. A number of issues over the last few years have highlighted the need to reconsider an R&D capability in Jersey. These include:

- Potato Cyst Nematode control.
- Pesticide Maximum Residue Limits.
- Oak Processionary Moth.
- Volunteer potato control.
- Gypsy Moth.
- Bio-fumigants.
- Alternatives to pesticides for blight control.
- Diffuse pollution.
- Climate change scenarios.
- Bio fuels.
- Carbon footprint.

There needs to be a strong drive to improve how research is commissioned, managed and transferred in the rural economy.

Policy option PR 25

The need for Research and Development

States of Jersey and the rural sector to set up a 'priorities board' to develop a long-term research and development strategy in conjunction with stakeholders, with a view to establishing a research programme based on a Public Private Partnership.

PEOPLE

2

PEOPLE

2

2 PEOPLE

Allotments

2.1 Allotments provide the community/public an opportunity to be directly involved with the rural economy by working the land and growing food for themselves and their families. The benefits of allotments can be found in the Allotment Working Group Report and are supported in the Draft (Jersey) Island Plan.

Issue PE 1

Allotments

Currently demand for allotments exceeds the supply and is complicated by the fact that approximately 45% of agricultural land is subject to the 1974 Land Law, which means that this land can only be let to bone fide Agriculturalists or Smallholders. This leaves 55% which could be used to provide allotments, as in the case of the RJA&HS's Country Gardens. Therefore whilst there should be adequate land available, some fields which may be viewed as a prime site could not be used unless there was a change of use specifically granted by the Planning and Environment Minister to accommodate the provision of allotments.

Policy option PE 1

Allotments

States of Jersey to assist the development of allotments based on the Working Group Report and to allow non bone fide Agriculturalists or Smallholders to occupy the land where this is in the best interests of the community.

Community Agriculture

2.2 Rural businesses are embedded within communities. Community Agriculture (CA) or Community Supported Agriculture (CSA) is co-operation and support between a farmer and those who eat the food they produce. It is a partnership between farmers and consumers with the responsibilities, risks and rewards of farming being shared.

2.3 The consumers commit themselves to supporting the farm and providing a fair income for the farmers and benefit by receiving fresh, healthy food, having a connection with the land where their food comes from and how it is grown.

2

PEOPLE

2.4 Farmers receive a more secure income and a higher return for their produce. All the produce from the farm is shared between the supporting consumers or sold locally if there is a surplus. They therefore have closer links with their local community and develop the potential to raise working capital and financial support.

Issue PE 2

Community Agriculture (CA) or Community Supported Agriculture (CSA)

There is only a limited interaction between the public and farmers on Jersey. Community Agriculture provides a link between people and farming. It does this by providing an opportunity for people to support and benefit from farm projects in various ways by:

- Paying towards the costs of running farm projects.
- Receiving a share of the produce.
- Volunteering time to help with farm work.
- Setting up and attending events linked to the farm (e.g. education visits).

Policy option PE 2

Community Agriculture (CA) or Community Supported Agriculture (CSA)

States of Jersey to investigate the scope for Community Supported Agriculture with a view to increasing community engagement with the rural economy.

Issue PE 3

Community Agriculture (CA) or Community Supported Agriculture (CSA)

Agriculture also needs to attract young people - the farmers of tomorrow. It is also important that our children make a strong connection with where and how their food is produced.

Policy option PE 3

Community Agriculture (CA) or Community Supported Agriculture (CSA)

States of Jersey to consider the development of a training academy that will offer business and management skills and mentoring for new entrants to the rural sector, as well as promoting the use of farms as 'countryside classrooms'.

PEOPLE

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Working together and collaboration

2.5 The States of Jersey supports partnerships in the food industry. A partnership between food retailers and farmers has the benefit of:

- Enabling food and farming business to have collective negotiating and purchasing power.
- Improving efficiency and waste by covering the costs of quality assurance, marketing, warehouses, cold stores, packaging facilities and transport costs (for example; by establishing a fleet of vehicles).
- Investing in joint research and development and sharing technical support and expertise.
- Diversification into services outside agriculture to provide opportunities to add value to their own businesses.
- Recognising change and focusing on key strengths.
- Helping to forge long-term supply partnerships which can add value to the grower and the end user.
- Enabling growers to concentrate on their own resources i.e. crop production to ensure that quality specifications demanded by retailers are met.
- Business efficiency focusing on knowledge transfer and skills development⁽⁴⁵⁾.

2.6 Jersey Product Promotion Limited (JPPL) is a Public Private Partnership (PPP), grant funded by the Economic Development Department (EDD) and through subscriptions from the private sector. JPPL is tasked with:

- leading on-Island marketing initiatives to increase on-Island sales for members of the Genuine Jersey Products Association.
- developing export initiatives for on-Island producers.
- masterminding the continued development of the Genuine Jersey brand.
- providing professional support and advice to existing and new members.

2.7 JPPL works closely with industry bodies and associations as well as the Rural Economy and International Trade and Inward Investment Teams within EDD, to ensure that public and private sector resources are effectively used, to create business opportunities for Jersey producers.

2.8 The Genuine Jersey Products Association was launched in 2001 with financial support from the then separate States departments which today make up EDD. The dozen founder members have increased to almost eighty local businesses and sole traders, all of whom are dedicated to showing the quality, diversity and value of local products and produce.

45 See 'Rural skills, training, advice and education' section.

PEOPLE

2.9 Genuine Jersey was launched to promote the diversity and quality of local produce and products. Since the Association started it has attracted a loyal and enthusiastic membership. Many are at the forefront of introducing pioneering farming methods, new crops or exploring previously untapped international markets.

Issue PE 4

Working together and collaboration

The majority of the Island's produce is exported to mainland UK independently by growers. Only a small proportion of local produce is on the shelves in Island shops and supermarkets⁽⁴⁶⁾.

The costs of agricultural production have risen significantly over the past year. This, coupled with falling output prices, will lower profitability unless inefficiencies are driven out of businesses. Falling profits may cause farmers to reduce their purchases of fertilisers, feed and other inputs impacting upon yields and productivity⁽⁴⁷⁾.

JPLP has made a good start at building collaborative approaches in the food chain. However, to fully realise the benefits, savings and efficiencies of a joined up food chain, relationships need to improve. The States of Jersey needs to look at the ways and means of assisting food and farming businesses to respond to market pressures (e.g. food inflation, costs of export and the implications of recession) by encouraging a better working relationship, between those who produce food, those that market food and those that retail food.

Policy option PE 4

Working together and collaboration

States of Jersey to promote the establishment of a Food and Farming Partnership body to include businesses that retail food (shops and supermarkets) working together with those who market and produce food in Jersey.

46 [Comparison of Food Prices in Jersey and the United Kingdom, 2005. Jersey Competition Regulatory Authority](#)

47 [Our view - Bucking the trend. VIEW Issue 2, January 2009. English Food and Farming Partnership.](#)

PEOPLE

2

Climate change - mitigation and adaptation

2.10 Climate change and greenhouse gas emissions will present some of the greatest challenges to the rural sector in the 21st century. Increased temperatures, drier summers, wetter winters, reduced availability and higher costs of fossil fuels and fertilisers and the need to reduce gas emissions will all challenge current husbandry practices, presenting new problems and opportunities.

2.11 It is clear that in order to respond to climate change Jersey will require a modern, skilful, adaptable, efficient and profitable agricultural industry, that is able to implement the changes necessary for a sustainable future. The industry will need to employ modern technology and not be bound by custom and tradition. It will need to use imported oil based products more efficiently and reduce their overall use, by generating more of their own energy needs. New crops will be seen in the Island and new husbandry methods will need to be developed for existing crops and livestock. Profitability to enable reinvestment in these new technologies will be a key part of a successful response to the imperatives of climate change.

2.12 Jersey's proposals (contained in the Energy Green Paper⁽⁴⁸⁾) to mitigate against climate change that will directly impact on the rural sector include:

- The reduction of green house gas emissions arising from agricultural practices.
- Investigation into the potential for growing biofuels.
- Anaerobic digestion, of agricultural and other organic wastes, to reduce fossil fuel imports.
- Implementation and investment in more efficient energy use methods.

2.13 Current work being undertaken by the States of Jersey and the rural sector in this area include:

- Green waste composting to assist the building of soil organic matter⁽⁴⁹⁾.
- Genetic improvements to improve the efficiency of milk production (i.e. more milk per cow).
- Diet formulations designed to reduce methane emissions from livestock.
- Implementation of Codes of Good Agricultural and Environmental Practice (CGAEP)⁽⁵⁰⁾.
- Long-term slurry storage to improve utilisation of greenhouse gas producing compounds and reduce reliance on inorganic fertiliser.
- Green cover crops to minimise soil erosion, nutrient loss to the environment and increase soil organic matter.
- Energy Audits to improve energy efficiency.

48 [Energy Green paper: Fuel for Thought? Environment Department, 2007. States of Jersey](#)

49 See 'Nutrient budgeting and green waste compost' section.

50 See 'Codes of Good Agricultural and Environmental Practice' section.

2

PEOPLE

- Grants for energy efficiency measures.
- Fertiliser recommendations to optimise use of inorganic fertiliser and to maximise the use of organic manures.

Issue PE 5**Climate Change - mitigation and adaptation**

Reduced energy demand and greenhouse gas mitigation measures are required to avoid the predicted increase in energy use and the growth in carbon emissions. This has led to the proposed measures to bring about a reduction in energy demand across all sectors of 20% by 2030⁽⁵¹⁾.

Policy option PE 5a**Climate Change - mitigation and adaptation**

States of Jersey to promote reduced reliance on fossil fuels in the rural economy through the development of a series of best practice guidelines to help mitigate and adapt to climate change and measures to reduce fossil fuel use.

Policy option PE 5b**Climate Change - mitigation and adaptation**

To protect and increase natural carbon storage by enhancing the amount of carbon stored in agricultural soils through evaluation of soil husbandry techniques and timeliness of operations and by increasing soil organic matter through use of cover crops and green manures. In addition, to investigate opportunities encouraging woodland management, tree planting and hedgerow establishment e.g. through the Countryside Renewal Scheme.

51 [Energy Green paper: Fuel for Thought? Environment Department, 2007. States of Jersey.](#)

PEOPLE

2

Policy option PE 5c**Climate Change - mitigation and adaptation**

States of Jersey to facilitate adaptation and/or mitigation of climate change by providing additional components and criteria within the Countryside Renewal Scheme and Rural Initiative Scheme.

Rural skills, training, advice and education**Issue PE 6****Rural skills, training, advice and education**

Lack of skills threatens future economic success. The rural economy needs to focus on skills for the future. Of course, farming and food production are highly skilled businesses, but we know that new skills are increasingly critical to profitability, productivity and responding to the demands of consumers and looking after the environment.

There are key opportunities to build on existing skills, raise environmental standards and performance in land and business management. The States of Jersey needs to work with the rural sector to develop and action plan setting out exactly where skills need to be strengthened and how skills gaps can be addressed.

Policy option PE 6**Rural skills, training, advice and education**

States of Jersey to work with industry to develop a rural skills action plan, to include the introduction of a training needs assessment for those businesses receiving public support in order to identify skills gaps linked to best practice.

2

PEOPLE

Issue PE 7**Rural skills, training, advice and education**

Once skills gaps have been identified, these gaps need to be addressed, with advice given on how to stay up-to-date through professional development - access to the right advice is important.

Policy option PE 7**Rural skills, training, advice and education**

States of Jersey will develop a Rural Business Support Service to provide a package of vocational training, so that managers and staff can undertake continuous professional development. The Rural Initiative Scheme will be expanded to provide for vocational training based on business needs.

Amenity value of the countryside**Agri-tourism**

2.14 Agri-tourism is a valid form of diversification for the farming industry and provides welcome additional income to the individual business and in certain communities, considerable benefit to the rural economy⁽⁵²⁾.

2.15 Jersey was the first holiday destination in the world to be given Green Globe status in recognition of Jersey's contribution to 'green' tourism, involving such schemes as coastal footpaths, cycle tracks and the green lane network. The Green Globe was developed in 1994 in response to the Rio Earth Summit, an environmental management programme for travel and tourism companies and tourism destinations, and has members in 100 countries. The Tourism Department promotes Jersey as a tourist destination based on, amongst other attractions, the beauty of the countryside.

52 [The Draft \(Jersey\) Island Plan supports amenity value of the countryside in Objective EVE 1 Tourism; Policy EVE 3 Tourism Support Facilities in the Countryside, and Policy NE 8 Access and Awareness.](#)

PEOPLE

2



Figure 6 Managed footpaths can provide amenity value.

Issue PE 8

Agri-tourism

Developing agri-tourism can promote the Island's rural landscape and traditional farming practices and provide additional revenue for the Island and farmers. The Tourism Department is keen to promote and encourage:

- Farm stay developments, such as self-catering in farm style accommodation (for example; '[Featherdown Farm](http://www.featherdownfarm.co.uk)' in Ireland / UK⁽⁵³⁾).
- Farm tours, such as food trails and walks and horse-riding etc.
- Local products through small-scale producers.

Policy option PE 8

Agri-tourism

States of Jersey to consider the development of an agri-tourism strategy and action plan for Jersey.

53 <http://www.featherdownfarm.co.uk>

2

PEOPLE

Access to the countryside

Issue PE 9

Access to the countryside

Approximately 50% of the Island land is classed as agricultural. However, current access provision is concentrated within coastal margins and some inland valleys, with limited routes across farmland.

Policy option PE 9

Access to the countryside

States of Jersey to undertake a review of access to the countryside, identifying opportunities to provide new access and identify where improvements to existing access infrastructure are required.

Issue PE 10

Access to the countryside

There is sometimes conflict between ramblers, cyclists and horse riders. This is due in part because the current network is primarily designed for one group or another. In a small area like Jersey, it is not always possible to provide separate facilities for every individual user group. Provision for multiple uses must, therefore, be a primary consideration.

Policy option PE 10

Access to the countryside

States of Jersey to create a forum of user groups to identify and implement an agreed action plan to provide improved access to the countryside.

ENVIRONMENT

3

ENVIRONMENT

3 ENVIRONMENT

Biodiversity Issues in the rural economy

3.1 Biodiversity is the variety of living things. The United Nations Conference on Environment and Development (the 'Earth Summit') held in Rio de Janeiro in 1992 was the largest ever gathering of world leaders. It was evidence that environmental issues should receive the highest priority on the world's political agenda.

3.2 The result was that 150 Heads of State signed the Convention of Biological Diversity, which requires Governments to draw up national plans and programmes for the sustainable use and conservation of biological resources. Jersey's semi-natural areas provide the backbone for the Island's biodiversity and are prioritised within the:

- [Biodiversity Strategy, 2000](#)⁽⁵⁴⁾.
- [Countryside Character Appraisal, 1999](#)⁽⁵⁵⁾.
- [The State of Jersey, 2005](#)⁽⁵⁶⁾.
- [States Strategic Plan, 2009-2014](#)⁽⁵⁷⁾.

3.3 Consequently, nature conservation is beginning to emerge more clearly in Jersey, through the development of the Countryside Renewal Scheme the continuing designation of ecological Sites of Special Interest and the identification of Environmentally Sensitive Areas⁽⁵⁸⁾.

3.4 Despite its small size, Jersey is highly prized for its rich and diverse habitats and the particular mix of wildlife is unique. Coastal heath and cliff slope, woodland, meadows, sand dunes and the marine and inter-tidal zones represent key habitat types in the Island and need to be protected from the effects of development or economic activity in the countryside.

54 The State of Jersey: a Report on the Condition of Jersey's Environment. Environment and Public Services Committee, 2005. States of Jersey

55 Jersey Island Plan Review: Countryside Character Appraisal. Planning and Environment Committee, 1999. States of Jersey

56 The State of Jersey: a Report on the Condition of Jersey's Environment. Environment and Public Services Committee, 2005. States of Jersey

57 States Strategic Plan 2009-2014. States of Jersey, 2009.

58 [The Draft \(Jersey\) Island Plan recognises the issues and challenges facing the natural environment over the next ten years and beyond in Objective NE 1 Natural Environment; Indicator NE 1 Natural Environment; Policy NE 1 Conservation and Enhancement of Biological Diversity; Policy NE 2 Species Protection; and Proposal 6 Landscape Management Strategy.](#)

ENVIRONMENT

3

3.5 Farming has a significant impact on Island life. Many farmers are providing a range of habitats for wildlife on farmland through farming activities and through the CRS. Farming provides the landscape within which we live and, the rich cultural heritage that we benefit from and the produce that we require.

Issue E 1

Best practice in farming

The States of Jersey has committed itself to international agreements to protect biological diversity and should integrate consideration for biological diversity in all local decision making including the Rural Economy Strategy (e.g. the United Nations Convention on Biological Diversity, 1992)⁽⁵⁹⁾.

Modern farming techniques use pesticides and intensive methodologies which have the potential to have a negative affect on the natural environment. However, the use of modern farming techniques and technology can go hand-in-hand with modern biodiversity conservation techniques.

Policy option E 1

Best practice in farming

States of Jersey to develop and implement a comprehensive range of best practice guidance specific to the maintenance and enhancement of biodiversity on farms to comply with both Jersey's local and international agreements and obligations⁽⁶⁰⁾.

Environment Plan: Improving biodiversity through targeted farm management

3.6 Government support that is more closely aligned with environmental gain, or harm reduction strategies will promote biodiversity. It is proposed that future economic support should be conditional on following an Environment Plan (EP)⁽⁶¹⁾ for land in agricultural production.

3.7 The plan will have a map of key habitats on or adjacent to their holdings and a plan to avoid damaging practices. It will also identify where on the farm practical biodiversity improvements and benefits can be achieved, bearing in mind

59 [United Nations Convention on Biological Diversity, 1992](#).

60 See 'Codes of Good Agricultural and Environmental Practice' section.

61 See Policy option PR 7 'Environment Plan'.

ENVIRONMENT

that all farms have different scope or biodiversity improvements. Where required, training will form part of the plan to ensure that farmers understand how to interpret the biodiversity elements of the plan and manage environmental risk.

Issue E 2

Environment Plan

Farmers and landowners are the current custodians of the countryside and as such have a crucial role in managing, preserving and improving all aspects of the rural landscape. However, for each farm and land area, there is a need to identify what is most important - key environmental features - and how best to manage them. This will help to target support in the most beneficial places and ensure that the farm is managed with regard to best environmental practice⁽⁶²⁾.

Policy option E 2

Identifying key habitats within an Environment Plan

The Environmental Plan to identify and provide recommendations for the maintenance and enhancement of biological diversity both within and between habitats on all land covered by the Plan. This will include areas of woodland, wet meadow and other permanent grassland, ponds, marsh, dunes, heathland, cliff slope and boundary features (banks, hedges and ditches).

Issue E 3

Wildlife corridors and increasing connectivity

Semi-natural areas and areas of high biodiversity are fragmented in Jersey and therefore require links that allow for wildlife to move between them. Valley side woodland, valley bottom meadow, marsh and wetland areas, hedgerows and walls and banques are all defined as being valuable in a local context. Opportunities for improving habitat condition and connectivity such as enhancement or provision of hedgerows, field margins or land parcels should be supported.

62 Same as Issue PR 7 'Environment Plan'

ENVIRONMENT

3

Policy option E 3

Wildlife corridors and increasing connectivity

States of Jersey to develop a component within the Countryside Renewal Scheme for the provision of wildlife corridors and target applications that increase connectivity between semi-natural areas and areas of high biodiversity to enhance ecological processes.

Understanding wildlife in the countryside

3.8 Research into the Island's local ecology is essential. Research ensures that management of biodiversity, conservation policy and legislation is appropriate and adheres to international obligations.

Issue E 4

Understanding wildlife in the countryside

At present monitoring is focussed on biodiversity within the semi-natural environment, but does not fully include measurements of the impact of agriculture. Regular monitoring is necessary to identify changes within the rural environment to ensure that Jersey's local and international obligations are being met and to demonstrate a successful response from industry.

Policy option E 4

Understanding wildlife in the countryside

Develop and implement a comprehensive monitoring strategy to ensure that changes are identified and the States of Jersey meets both local and international obligations, supported by an annual Rural Habitat Statement (due to be published 2010).

ENVIRONMENT

Issue E 5

Jersey Biological Records Centre

A large number of people use the countryside on a daily basis and these people could potentially be helpful in building a picture of the Island's wildlife, by recording what they see. More information is needed on the precise status of species (the biodiversity) in farmed areas. The development of simple methods for recording species would allow the users of the countryside (inc. Farmers) to provide valuable data that would add to the natural history knowledge base in Jersey.

Policy option E 5

Jersey Biological Records Centre

States of Jersey to support the development of a Jersey Biological Records Centre (JBRC) and develop simple wildlife monitoring methods and protocols that can be used by anyone interested in collecting information to record data on wildlife and local ecology to support the JBRC.

Water issues

3.9 The Rural Economy Strategy recognises that responsible stewardship of the Island's water resources and aquatic environment is key to successful delivery.

3.10 Domestic oil spills are the leading cause of 'point source' pollution incidents in Jersey, and is a highly visible form of pollution. In contrast to 'point source' pollution, diffuse water pollution is often less obvious as it is caused by the collective impacts of land-use activities. The resulting contamination can severely damage the ecology of watercourses and reduce the amenity and recreational value of water systems. Agriculture is the largest land user in Jersey. Consequently, surface and sub-surface run-off from agricultural land is potentially a major cause of non-point or 'diffuse source' pollution. It follows that involvement of the industry is a key component when tackling diffuse source pollution.

3.11 Diffuse source pollutants include:

- Dissolved plant nutrients (e.g. nitrogen and phosphorus).
- Pesticide run-off.
- Soil and suspended solids run-off.
- Bacteria (e.g. faecal indicator organisms).

ENVIRONMENT

3

3.12 As well as having negative environmental impacts, losses of fertiliser, pesticides and soil can be costly for the land user/owner, and are unsustainable. The popularity of products from demonstrably environmentally sustainable sources is likely to increase through customer led initiatives.

3.13 Under the Water Pollution (Jersey) Law, 2000 there are legal means in place to tackle both point and diffuse source pollution. There are now well established mechanisms in place for dealing with point source pollution under the Law. There are also statutory means to set standards and control catchment activities under the Law. However, there are disadvantages to resorting to statutory measures to make changes in land-use.

Issue E 6

Nitrate pollution

Jersey, in common with Europe, has experienced increasing nitrate levels in streams and groundwater. Previous studies have indicated that agricultural activities connected to the use of fertiliser are a major contributor of nitrate. There is also a significant correlation between the area of early outdoor royals and nitrate concentration in groundwater between 1990 and 2007⁽⁶³⁾.

63 (See Fig. 7 Annual mean concentration of nitrate (NO₃ mg/l-1) recorded in surface water (Jersey Water data) and the total cultivated area of Jersey Royals (vergées)).

ENVIRONMENT

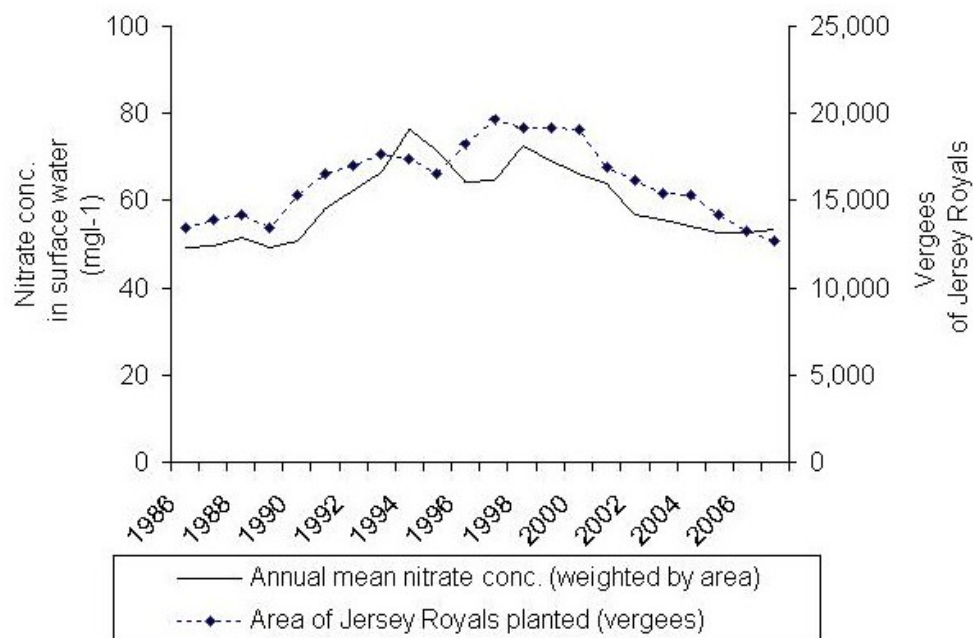


Figure 7 Annual mean concentration of nitrate (NO₃ mg/l) recorded in surface water (Jersey Water data) and the total cultivated area of Jersey Royals (vergees).

3.14 Jersey Water is required to comply with a 50 mg/l limit of nitrate in the public mains water supply under the Water (Jersey) Law, 1972 as amended. In order to supply water that has concentrations of Nitrate under this limit, Jersey Water routinely has to blend less contaminated sources, or when all sources are high, use low Nitrogen water from the desalination plant.

3.15 The Ministers for Health and Social Services and for Planning and Environment have recently agreed a five year dispensation under the 1972 Law for Nitrate, allowing the company to supply some water with Nitrate levels under 70mg/l. However, this temporary dispensation fails to address the longer-term problem. The recognised long-term solution to diffuse pollution is through control of catchment based sources. This can either be done through statutory means or by voluntary uptake of mitigation measures.

The Water Catchment Management Pilot Scheme

3.16 The Diffuse Pollution Pilot Project (DPPP) has been designed to investigate the water quality improvements that can be made by defining and implementing workable agricultural best management practices in Jersey. The DPPP is a voluntary scheme that will use a participatory co-management approach with the local farming community, through workshops, demonstration activities and Continued

ENVIRONMENT

3

Professional Development training. The DPPP will also assist in providing farmers with appropriate skills updates, and contribute to preparations for the requirement for an Environment Plan for each farm⁽⁶⁴⁾.

3.17 On a small number of trial farms, at the same time as best management practices are being planned and implemented, targeted water quality data will be collected to assess the impact of the interventions.

3.18 The lessons learned from the pilot results will then be used to develop strategies for Island-wide implementation.

3.19 If delivered, the benefits to the Island will be:

- Reduced cost and energy of water treatment by Jersey Water.
- Safeguarding of public health.
- Enhanced aquatic environment (flora and fauna).
- Safeguarding the quality of the Island's bathing waters, fish farms.

3.20 If delivered, the benefits to the land owner/user will be:

- Reduced losses of nutrients and soil from land.
- Reduced on farm expenditure through measured application of nutrients.
- Customer acceptance of products through evidenced environmental stewardship.

Policy option E 6a

Water Catchment Management Pilot Scheme

States of Jersey to work with the agricultural industry through the Diffuse Pollution Pilot Project (DPPP) in order to discuss, define and implement agricultural 'best management practices' that are associated with on farm soil and water management measures.

Policy option E 6b

Water Catchment Management Areas

States of Jersey to designate and implement Water Catchment Management Areas under the Water Pollution (Jersey) Law, 2000. Under these provisions, it would be possible to 'specify conditions for the prevention, control, reduction or elimination of pollution or of the risk of pollution in controlled waters'.

64 See Policy option PR 7 'Environment Plan' section.

ENVIRONMENT

Policy option E 6c

Water Catchment Management Pilot Scheme

States of Jersey to consider introducing additional components that are specifically designed to tackle diffuse water pollution within the Countryside Renewal Scheme.

Codes of Good Agricultural and Environmental Practice

3.21 Codes of Good Agricultural and Environmental Practice (CGAEP) are practical guides to help farmers and growers meet their legal obligations. They explain the legislation and provide advice on best practice. 'Good agricultural practice' represents a practice that minimises the risk of causing pollution, as well as protecting natural resources whilst allowing agricultural development to continue.

3.22 The CGAEP provide an important reference point that is based around the main operations that farmers, growers and land managers might undertake. The advice covers activities carried out in the field and includes management plans, farm infrastructure and waste management issues.

3.23 Codes of Good Agricultural and Environmental Practice (CGAEP) could form the basis of a Continued Professional Development programme, based on training needs assessment for all recipients of grants and subsidies (see 'Rural skills, training, advice and education' section).

Issue E 7

Codes of Good Agricultural and Environmental Practice

Currently, existing CGAEP do not include several areas of importance relating to land use and agricultural practice in Jersey, others have not been reviewed for sometime. Such as:

- Soil management.
- Protection of air.
- Animal welfare.

ENVIRONMENT

3

Policy option E 7

Codes of Good Agricultural and Environmental Practice

States of Jersey to develop Codes of Good Agricultural and Environmental Practice (CGAEP) to include the above and to require documentary evidence from those receiving public support that the CGAEP are being complied with.

Nutrient budgeting and green waste compost

3.24 Green waste is composted garden waste produced by an open windrow system at La Collette.

Issue E 8

Nutrient budgeting and green waste compost

Farmland is often viewed as a place of disposal for organic manures. There is little evidence of organic manures being taken into account by the farmer when undertaking nutrient budgeting, which could lead to unnecessary fertiliser use.

Using green waste compost has the following benefits:

- Waste is turned into a useful material i.e. a fertiliser.
- Improved soil structure (soil conditioner).
- Nutrient availability (low risk of pollution compared with slurry used as a fertiliser).
- Less environmental impact (lower leaching if applied at correct time to maximise the use of nutrients).
- Disease suppression.
- Less artificial fertiliser imported.

Policy option E 8

Nutrient budgeting and green waste compost

States of Jersey to support the use of composting and to introduce nutrient budgeting and management planning into the Environment Plans to ensure the nutrient value of wastes and manures are correctly calculated to reduce the risk of diffuse pollution.

ENVIRONMENT

Livestock health planning

3.25 Farm health planning has developed considerably over the last few years, but can vary hugely ranging from a single sheet of paper from an agricultural merchant to a detailed veterinary plan. The benefits of producing a comprehensive health plan include animal health becoming a high priority for farm staff, as well as animal welfare and production being improved through adherence to a structured plan.

Issue E 9

Farm health planning

Improved animal health leads to improved welfare, decreased use of medicines and improved productivity. Farm health planning includes identifying problems and solutions e.g. calf diarrhoea, Johne's control, liver fluke control or possibly proving herd freedom from specific diseases e.g. Bovine Viral Diarrhoea (BVD), Infectious Bovine Rhinotracheitis (IBR), Leptospirosis.

Health planning includes reviewing current status by reference to records such as production and mortality, diet, blood sampling and/or faeces sampling. Information is reviewed to identify knowledge gaps, as well as identifying areas for improvement, setting targets, agreeing actions e.g. routine vaccinations and other treatments e.g. milk fever control.

Policy option E 9

Farm health planning

States of Jersey in conjunction with the Veterinary profession, to assist dairy and livestock producers in producing comprehensive animal health and welfare plans for their farms. This would be achieved by inviting suitable qualified professionals to provide Continuing Professional Development and training opportunities for livestock owners and the veterinary profession.

ENVIRONMENT

3

Issue E 10

Improving livestock handling and animal welfare

A lack of adequate safe livestock handling facilities is a disincentive to routine inspection and treatment of farm animals e.g. footcare, vaccination, and tagging sheep. The inability to handle stock and provide treatment quickly and efficiently in order to relieve pain and suffering is unacceptable. Good handling facilities are welfare friendly for stock, safe for stockhandlers and should be an essential item of farm equipment. The provision of financial support for the purchase of suitable handling facilities will increase livestock productivity, reduce the time taken to handle and treat stock, safeguard farm staff and improve the health and welfare of farm animals.

Policy option E 10

Improving livestock handling and animal welfare

States of Jersey to implement, with the livestock industry and veterinary profession, a review of farm facilities and husbandry practices with reference to improving livestock handling and animal welfare. In addition, in consultation with the livestock industry, update the Jersey Codes of Practice for the Welfare of Farm Animals, including items such as, the possible elimination of the use of tethers; routine vaccinations and unnecessary mutilations (e.g. tail docking pigs); handling facilities and bobby calf facilities and care.

Issue E 11

Disease free status and cattle exports

The health of farm livestock in Jersey has long been recognised as being of a very high standard compared to other countries. Maintenance of these high health standards, has involved import restrictions on live animals and certain animal products to ensure diseases are not imported. Clinical history and sporadic testing, indicate that Bovine Viral Diarrhoea (BVD), Infectious Bovine Rhinotracheitis (IBR) and Leptospirosis are not present in the Island. However, Jersey would have to undertake a testing programme and apply to the EU for official recognition.

The current interest in exporting cattle from Jersey would be greatly assisted if the Island was officially designated free from the above diseases via official EU testing regimes.

ENVIRONMENT

Policy option E 11

Disease free status and cattle exports

States of Jersey to work in partnership with the livestock industry to achieve recognition of herd freedom from Bovine Viral Diarrhoea (BVD), Infectious Bovine Rhinotracheitis (IBR) and Leptospirosis in order to promote disease free status and assist cattle exports.

Agricultural industry planning needs

3.26 Agricultural land accounts for more than 50% of the land area of Jersey ([Agricultural Statistics, 2008. Environment Department, States of Jersey](#) and supports an industry with a GVA of £56 million⁽⁶⁵⁾. It is therefore vital that Planning and Land Control issues are flexible enough to allow the industry to adapt to the needs of their customers in order to remain competitive.

Safeguarding the agricultural land bank⁽⁶⁶⁾

3.27 The appearance of Jersey's countryside is largely a product of human intervention, mainly through farming. Agriculture has been going through changes for several decades, due to changing technologies and economic forces. Tourism is targeting a 'greener' more discerning visitor and leisure and recreation are making new demands on rural areas. The commercial agricultural land bank needs to be maintained and/or enhanced. It is therefore essential that the [Agricultural Land \(Control of Sales and Leases\) \(Jersey\) Law 1974](#) is properly enforced, which protects agricultural land with conditions and restricts its use to agriculturalists or smallholders. This is important in order to:

- Maintain a viable agriculture industry.
- Protect the countryside.
- Support tourism brown cows in green fields.
- Provide environmental benefits.
- Underpin the Rural Economy (supports local industries).

65 provisional figure (at current values), [GVA and GNI, 2008. Statistics Unit, States of Jersey](#).

66 [The Draft \(Jersey\) Island Plan recognises the issues and challenges facing the agricultural industry over the next ten years and beyond in Policy ERE 1 Safeguarding Agricultural Land.](#)

ENVIRONMENT

3

Issue E 12a**Safeguarding the agricultural land bank**

Currently only about 50% of farmland is subject to The Agricultural Land (Control of Sales and Leases) (Jersey) Law, 1974. Therefore there is no control on activities which can take place on the remaining land or a requirement for it to be occupied by an Agriculturalist. Land owned by the States, the Crown and the Parishes are all exempt from the Agricultural Land (Control of Sales and Leases) (Jersey) Law 1974.

Policy option E 12a**Safeguarding the agricultural land bank**

States of Jersey to review the current laws and to identify the appropriateness of enabling more land to be made available for bone fide Agriculturalists and Smallholders to ensure a viable agricultural land bank.

Issue E 12b**Safeguarding the agricultural land bank**

Changes within the industry in recent years, has seen a fluctuation in demand for land, allowing for a more flexible use of agricultural land. There is an argument that allowing a free market for land use will enable the land to be put to its best economic use, but if this translates into buying or leasing land and taking it out of commercial agriculture, this will have a negative impact on agriculture at a time when such land is at a premium.

Policy option E 12b**Safeguarding the agricultural land bank**

Review the eligibility of people who are able to occupy and undertake economic activity on agricultural land including a mechanism to release land formerly occupied by smallholders and bona fide Agriculturalists who no longer meet the eligibility criteria as defined in the Rural Economy Strategy 2005.

ENVIRONMENT

Land Development Levy

3.28 When landowners are given planning permission to develop land, the value of that land immediately increases, giving a one-off windfall benefit. The introduction of a Land Development Levy would enable a financial contribution (levy) to be obtained from the landowner or developer who has gained from such a windfall, thereby allowing the States of Jersey to raise additional revenues to fund services for the benefit of the community. The evaluation of options for a Land Development Levy was agreed in the Fiscal Strategy debate on 11/12 May 2005.

Issue E 13

Land Development Levy

Options for a Land Development Levy as agreed in the Fiscal Strategy are yet to be completed due to the continuing ongoing political debate surrounding the difficulty of identifying the point at which such a levy would be raised.

Policy option E 13

Land Development Levy

States of Jersey to re-evaluate the options for a Land Development Levy.

Enabling or linked development⁽⁶⁷⁾

3.29 The RES is a material consideration to which the Planning and Environment Minister will have regard in determining applications. Enabling or Linked Development is the term given to development of a site for purposes outside the landowner's principal business, with the capital raised being used to fund the construction of facilities which will enhance business performance and/or have a positive environmental benefit.

67 [The Draft \(Jersey\) Island Plan sets out the criteria required for enabling or linked development in Policy ERE 3 Enabling or Linked Development.](#)

ENVIRONMENT

3

Issue E 14

Enabling or linked development

The key strategic asset that the agricultural industry has is the land bank. Rural business modernisation could in theory be funded through obtaining development permission for non-agricultural development on part of the land bank. It would not be in the best interests of farmers or the community to allow all such development to take place, although could have a positive economic output through the provision of modern, efficient economic infrastructure and may bring benefit through conditions to remove unsightly buildings or create some amenity improvements. Enabling or Linked Development Policy is still not firmly established and there is some concern from the rural sector that proposals only provide for funds raised to be used for capital items, as well as unease about allowing individual businesses to benefit from a windfall.

Policy option E 14a

Enabling or linked development

Introduce an Enabling or Linked Development policy to support individual agricultural businesses to modernise and develop efficient production systems funded through the mechanism of obtaining development permission for non agricultural development on part of their agricultural holding. This would be conditional on there being no alternative funding source, not causing significant environmental harm, not reducing the value of the countryside asset in the long-term and that the benefits to society, outweigh the disbenefits.

Policy option E 14b

Enabling or linked development

Consider options within the Enabling or Linked Development policy to allow funds to be re-invested within the business, not just for capital items, but also to reduce borrowings or generate working capital where it can be proven that this is related solely to the needs of the agricultural business.

ENVIRONMENT

Policy option E 14c

Enabling or linked development

Proposals for Enabling or Linked Development should include environmental gains e.g. to generate finance to return redundant/derelict areas, such as glasshouse sites back to agriculture or to the natural environment.

Change of use and/or conversion of traditional and modern farm buildings⁽⁶⁸⁾

3.30 To facilitate the most efficient use of agricultural buildings, it is proposed that the States of Jersey develop a web site giving information on the availability and demand for agricultural buildings. This will assist the industry in identifying potential existing premises to meet with their business requirements.

Issue E 15

Change of use of buildings

Change of use is resisted where the building is of strategic importance to the industry, this can lead to an impasse leaving buildings empty. There is no requirement for individuals to notify the States of Jersey when agricultural buildings become either empty or redundant. The States of Jersey are only notified when an application for a change of use is submitted. Current policy requires that the agricultural building is advertised in the Jersey Evening Post on three separate occasions which limits the exposure to the industry.

Policy option E 15

Change of use of buildings

States of Jersey to develop a web site and require a need to advertise any agricultural building for a three month period prior to a change of use application (or when temporary planning permit expires e.g. within three months prior to the expiry date).

68 [The Draft \(Jersey\) Island Plan has a presumption against change of use or conversion of traditional and modern farm buildings in Policies ERE 4 Change of Use and/or Conversion of Traditional Farm Buildings and Policy ERE 5 Change of Use and/or Conversion of Modern Farm Buildings.](#)

ENVIRONMENT

3

New agricultural buildings and extensions, horticultural structures and strategic planning⁽⁶⁹⁾

3.31 Currently there is no strategic direction relating to the future infrastructure needs of the rural sector. However there is some understanding of the existing capacity for agricultural buildings based on work undertaken in 2007/8⁽⁷⁰⁾.

Issue E 16**New agricultural buildings**

The States of Jersey commissioned the survey on the agricultural building capacity within the industry to gain a better understanding of the current built infrastructure. However, there is a lack of knowledge regarding the future requirements of the various sectors. This information is required to enable appropriate policy development.

Policy option E 16**New agricultural buildings**

Identify short/medium/long-term strategies for prime agricultural businesses with regard to infrastructure needs.

Derelict and redundant glasshouses⁽⁷¹⁾

3.32 Considerable areas of glasshouses are now empty giving rise to potentially redundant sites. Before glasshouses are allowed to be removed or developed, consideration should be given to the needs of any future rural economic enterprises.

69 [Draft \(Jersey\) Island Plan has a strong presumption against proposals for new agricultural buildings, extensions and horticultural structures in Policy ERE 6 New Agricultural Buildings, Extensions, and Horticultural Structures unless it can be demonstrated that the proposed development will contribute to the viability of the agricultural industry.](#)

70 Agricultural Capacity Study, 2007-08. Environment Department, States of Jersey.

71 [Draft \(Jersey\) Island Plan Policy ERE 7 considers derelict and redundant glasshouses.](#)

ENVIRONMENT

Issue E 17

Derelict and redundant glasshouses

Once existing sites have been rezoned they may be used for either housing, light industrial or other uses, as opposed to an agricultural activity.

Policy option E 17

Derelict and redundant glasshouses

Where glasshouse sites are not rezoned, planning permission for other agricultural use should be given priority in order to keep them available to the rural economy.



Abbreviations



Abbreviations

Abbreviations

BAP Biodiversity Action Plans

BGS British Soil Survey

BVD Bovine Viral Diarrhoea

CA Community Agriculture

CITES Convention on International Trade in Endangered Species

CGAEP Codes of Good Agricultural and Environmental Practice

CMD Chief Ministers Department

CPD Continuing Professional Development

CRS Countryside Renewal Scheme

CSA Community Supported Agriculture

DPPP Diffuse Pollution Pilot Project

EDD Economic Development Department

EP Environment Plan

ESA Environmentally Sensitive Area

EU European Union

GVA Gross Value Added

HES Household Expenditure Survey

IBR Infectious Bovine Rhinotracheitis

JBRC Jersey Biological Records Centre

JD Jersey Dairy

JEDI Jersey Export Development Initiative

JEE Jersey Energy Efficiency

JII Jersey Innovation Initiative

JMMB Jersey Milk Marketing Board

JPPL Jersey Products Promotions Limited

Abbreviations

PCN Potato Cyst Nematode

PED Planning and Environment Department

PO Producer Organisation

PPP Public Private Partnership

QMP Quality Milk Payment

R&D Research and Development

RES Rural Economy Strategy

RIS Rural Initiative Scheme

RJA&HS Royal Jersey Agricultural & Horticultural Society

SAP Single Area Payment

SFLGS Small Firms Loan Guarantee Scheme

SSI Sites of Special Interest

SPS Single Payment Scheme (EU Only)

UK United Kingdom



Definitions



Definitions

Definitions

The review document refers to the following definitions:

Agricultural holding: A holding is a company or individual that owns an area of agricultural land, the activities on which contributes to the rural economy. A holding does not constitute a working farm.

Bobby calf: An unwanted calf, slaughtered within a few days of birth.

Bona fide agriculturalist: Someone employed in land dependent primary production, obtaining income from agriculture or horticulture which meets a target level of economic activity as defined by the Strategy.

Capital project: Is a new construction, expansion, renovation, or replacement project of facilities or the purchase or renovations of equipment.

Cross compliance: a set of conditions administered by the States of Jersey to ensure that grant and subsidy payments received by farmers adhere to measures and actions taken to support and protection of wildlife and biodiversity, environment and the rural landscape.

Dispensation: An exemption from a rule or obligation.

Economies of scale: An economic term that refers to the reducing cost per unit as more items are produced.

Environment Plan (EP): A professional independent environmental audit undertaken on the farm that identifies the key features and best practice management tasks that will safeguard and improve the biodiversity, soil, water and landscape.

Gross value added (GVA): GVA measures the value of economic activity taking place in Jersey and can be broken down into the GVA of each sector of the economy. It is calculated as the sum of the profits of businesses and earnings of employees.

New entrants: New people or organisations that have recently commenced business within the rural sector.

Productivity: In general, productivity measures the amount of output produced per unit of input. For example, if a business can produce more output without increasing the number of inputs, its productivity has risen. For Jersey, labour productivity can be calculated as amount of output, measured by GVA in real terms, produced per unit of labour input, measured by the number of full-time equivalent employees.

Definitions

Profitability: In general, accounting profits are calculated as the revenue of a business less its operating costs, including wages, input materials and overheads. For example, if a business has revenue of £1m and operating costs of £0.8m, its profit will be £0.2m. For Jersey, a measure of profits enters the calculation of gross valued added (GVA).

Public goods: goods and services provided by the government that are freely available to anyone.

Rural economy: The cumulative revenues from business activity derived from the use of agricultural land and the countryside (i.e. businesses which derive their income from land dependent activity).

Smallholder (part time or small scale agriculturist): A person actively participating in land dependent primary production which meets a reduced level of economic activity compared with a bona fide agriculturalist.

Training needs assessment: the identification of training requirements for the rural sector in order that they are knowledgeable and skilled to implement the options listed in the review (for example; the Environment Plan).

Well Kept Countryside: A well kept countryside is not one tidied and manicured with closely and continuously trimmed vegetation, consuming resources and damaging to wildlife. It is a countryside that incorporates a balanced approach to management of biodiversity and landscape.

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