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# Economic Framework for the **Rural Environment**

MAY 2022

The purpose of this framework is to: provide a clear structure within which Government interventions are directed in a manner which is accountable, measured, valued and reported; and contributes fully to the delivery of a vibrant and sustainable rural sector, providing employment and economic opportunity, enhancing our natural capital and maintaining rural life as an integral and valued part of the Island's cultural identity.

### **Vision Statement**

Our Island culture is deeply rooted in our agricultural heritage, with farming being the dominant social, economic and environmental influence in Jersey over many centuries.

The rural backdrop has created a pleasant living environment for residents, is of benefit to those working in other sectors of the economy and it directly and positively impacts the tourism offering and provides opportunities to encourage inward investment.

A successful rural strategy will keep Jersey farming and ensure our food system retains and promotes consumption of locally produced food for Island residents, which in turn makes a valued contribution to our sense of place and identity.

It is imperative that the Government of Jersey produces a strategic vision for the rural sector that ensures stability and certainty, as called for in the Government's Vision Strategy, and delivers on the objectives of the Common Strategic Policy in a manner compatible with the framework provided by the Future Economy Programme.

The role of Government is central in providing a robust foundation to ensure farming remains an essential element of Island life.

This is done through implementation of necessary and appropriate legislation, safeguarding and enhancing natural resources (farmland, wildlife, soil and water), enabling connectivity with established trade routes and facilitating new ones, and provision of essential direct financial and indirect support to ensure Island businesses are able to compete with other jurisdictions on a fair basis, whilst operating in a sustainable manner.

Rural businesses operating efficient, productive and profitable businesses, offering opportunity for diverse and rewarding employment, managed under good practice accredited schemes whilst maintaining and improving the unique character of the Island's countryside in a sustainable manner, is the clear goal of this framework and the projects and strategies deployed within the framework.

### **Rural Economic Framework**

Building on the successful elements of the Rural Economy Strategy 2017-2021, this framework is effectively a 'bridging' strategy which will allow continued development of rural policy to ensure the delivery of a long-term vision for the rural economy with social, economic and environmental sustainability at its core.

This framework seeks to ensure all policy components are complementary to overall Government strategic aims and reflect cross-cutting policy considerations which may be delivered by several Departments, but nonetheless have an economic impact on rural activity and land management.

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This framework is delivered in two distinct formats:

- i) The framework 'document' [this version] providing a summary of the 56 components which make up the framework, together with an Annex providing supplementary information
- ii) A database 'application' which produces the document version of the framework, in addition to allowing management for each individual component, in a manner focussed on delivery, monitoring and measuring outcomes.

Within the framework are five strategic component groups with distinct areas of focus:

**1. Rural Governance:**

Management of the rural economy by Government, in both a local and international context

**2. Rural Support:**

A structure to provide direct financial support to the rural sector in a manner compliant with international trade obligations

**3. Land and Ecosystem:**

Ways in which to maintain and enhance the rural environment and ensure sustainable uses of resources

**4. Communication and Marketing:**

Greater promotion of the sector locally and internationally

**5. Rural Development:**

Policies designed to enable sustainable development of the sector, some requiring further research to be delivered throughout the life of the framework.

## Farmed Landscape

Over half of the Island's surface area is a managed farmed landscape, with dairy and potato farming continuing to dominate the sector in terms of value and land use. Whilst crop, land use and business diversity have been in decline for many years, policy interventions have improved the environmental performance of the sector, as evidenced through improved water quality.

Our traditional industries are part of the Island's make-up. It is important not just to view the value of agriculture to Jersey in purely economic terms. Many public goods and services can be delivered by agriculture, beyond food production; the protection and stewardship of natural resources, the provision of renewable energy, greater food security, public access to the countryside beyond that provided on the coast and the maintenance of a landscape, which to a large degree makes the island recognisable as Jersey.

## Rural Economic Framework – Component Content List

<b>1. One Gov – Legislative Framework and Service Delivery</b>		
Legislative Framework		
Efficient Public Service		
Cross Department Co-ordination		
<b>2. International Trading Architecture</b>		
Trade Agreements		
Statutory Services		
<b>3. International Commitments</b>		
Compliance with International Commitments		
<b>4. Rural Support</b>		
Rural Support Scheme	RS1a	
Base Rate Payments - RSS Tier 1	RS1b	
Sustainable Farming Incentive - RSS Tier 2	RS1c	
Quality Milk Payment - RSS Tier 2	RS1d	
Rural Initiative Scheme - RSS Tier 3	RS1e	
<b>5. Land Stewardship, Sustainability and Conditionality</b>		
LEAF Marque Standard	RS2a	
Organic Farming Certification	RS2b	
Agri-Environment Scheme (AES)	RS2c	
<b>6. Rural Support – Justification and Strategic Outcomes</b>		
Rural Support Justification	RS3a	
<b>7. Safeguarding Agricultural Land</b>		
Land Management Data Platform	LE1a	
Protection of Agricultural Land	LE1b	
Land Use - Approved Agricultural Businesses	LE1c	
<b>8. Land Based Community Well-being</b>		
Jersey National Park (JNP)	LE2a	
Countryside Access		
<b>9. Ecosystem Services</b>		
Ecosystem Services Review		
<b>10. Resource Management</b>		
Soil and Land Management Plan		
Water Management Plan		
Jersey Biodiversity Strategy		
<b>11. Communication of Rural Issues</b>		
Rural Issues Communication Strategy	CP1a	
Jersey Farming Conference	CP1b	
Jersey Rural Forum	CP1c	
<b>12. Agricultural and Business Advice</b>		
Agricultural and Rural Economy Advice	CP2a	
Jersey Business	CP2b	
<b>13. Arms-Length Organisations</b>		
Jersey Product Promotion (2017) Ltd	CP3a	
Genuine Jersey	CP3b	
Farm Jersey	CP3c	
<b>14. Agricultural Marketing</b>		
Jersey Royal Brand Management	CP4a	
Jersey Milk Marketing Board	CP4b	
<b>15. People in the Rural Economy</b>		
Skills and Training	RD1a	
New Entrant and Succession Planning	RD1b	
Labour and Migration	RD1c	
Rural Employment	RD1d	
<b>16. Agricultural Research and Development</b>		
Digital Agriculture		RD2a
Agri-Tech		RD2b
Alternative Crops		RD2c
Food Processing and Packing		RD2d
Genetically Modified Organisms (GMOs)		RD2e
<b>17. Food Production for the Local Market</b>		
Island Food Security		RD3a
Smallholder – Pathway		RD3b
Island Farming Foundation		RD3c
<b>18. Animal Welfare</b>		
Animal Health and Welfare		
Livestock Management Data Services		RD4a
Beef Production		RD4b
Abattoir Services		
<b>19. Rural Built Environment</b>		
New Rural Buildings		
Re-use of Rural Buildings		
Agri-Tourism		RD5a
Energy Generation		
<b>20. Carbon Neutral Roadmap</b>		
Jersey Agriculture - Nett Carbon Neutral		
Carbon Sequestration		