

Economic Framework for the Rural Environment 2022



Government of
JERSEY

Rural Economic Framework 2022

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Executive Summary

The Rural Economic Framework (REF) 2022 sets out policies for the management of the Jersey countryside that embrace the responsibility in the care of our resources, and in which all stakeholders work alongside Government to support the wider strategic needs of the Island, in particular with regard to the production and supply of food, water security and the quality of our natural environment.

The rural economy, in particular the agricultural industry, occupies over half of the land surface area of Jersey and as such has a fundamental influence on its natural capital, landscape, wildlife, environment and water resources of the Island.

Farming and food production remain an essential element of Island life, but in recent years has been subject to increasing socioeconomic challenges. Business profitability is low and the significant re-structuring that has taken place has reduced the diversity of activity, both in terms of products and number and type of producers.

Government will need to work closely with all stakeholders over the coming years to ensure the current fragile economic ecosystem is revitalised and the sector is able to attain goals of long-term environmental, social and economic sustainability.

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.

The Rural Economic Framework will deliver:

- A policy framework that clearly sets out political and governmental accountability for delivery on integrated policies for the management of the rural economy
- Structure to provide financial support for the rural sector in the form of a Rural Support Scheme and indirect support in a variety of forms
- Incentives for all stakeholders to adopt the best environmental working practices and ensure sustainable management of the rural resource.

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.

Vision Statement

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.

A joined-up approach between all Government Departments is essential to deliver this vision.

Various Government led initiatives, such as the Island Plan, a population policy, the Carbon Neutral Roadmap, fiscal and tax policies, employment regulations, and minimum wage legislation, implementation of business regulations, or charges for Government services all have a direct impact on the sector and long-term socioeconomic sustainability needs to be carefully considered.

A holistic appraisal of the economic impact of each Government initiative needs to be undertaken to allow for an informed decision-making process, thereby ensuring overall strategic outcomes are attained, and that the rural economy continues to make a positive contribution to the Exchequer, the community and the Island landscape.

In addition, the sustainable development of the rural economy cannot be considered in isolation to other areas of the Island's economy, as the rural backdrop has a significant influence on the overall well-being of the Island's inhabitants and is highly important in maintaining the look and feel of the Island.

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 may be noted that the management of our countryside remains, for the most part, an activity centred on agriculture (farming), and this is fundamentally an economic activity focussed mainly on the production of food. Acknowledgement of this reality does not intend to downplay the vital concept of operating within sustainable environmental limits or prevent the opportunities of change, with consideration of alternate land uses or management regimes.

Ecological and environmental sustainability objectives clearly underpin the rural sector and are considered as essential to the maintenance of successful and sustainable rural business activity. Ecological and economic 'prosperity' are not mutually exclusive but can and should be complementary objectives.

Nonetheless, the most immediate challenge facing the management of our countryside and production of food are not issues of environmental sustainability, but socioeconomic challenges which have significantly reduced business and product diversity on the Island and led to a fragile economic ecosystem. It may be argued that lack of economic diversity in rural business can lead to a loss of social diversity, and perhaps also a reduction in habitat diversity and resultant biodiversity.

The current economic outlook for all rural businesses is challenging. The value exchange within our food system is a complex process involving producers, suppliers, customers, consumers, the community at large and Government.

This framework is not intended to provide direct comment on current economic considerations faced by the rural sector but provides a clear pathway to establish, deliver and measure a range of projects and interventions, delivered primarily by the Department for the Economy, to enable the sector to adapt, evolve and thrive.

The delivery of a dynamic policy framework will enable ongoing strategy development with projects [Annex K] to gather evidence, and enable ongoing monitoring and reporting on outcomes, thereby providing evidence for future policy making.

Managing the economic challenges faced by the sector will require positive contributions from all stakeholders and will necessarily include measures aimed at improving productivity and efficiencies, adding value and increasing returns from the marketplace, as well as increasing levels of community funded support, both direct and indirect.

Rural businesses operating efficient, productive and profitable businesses, offering opportunity for diverse and rewarding employment, managed under good practice accredited schemes while 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.

Policy Context

The Rural Economy Framework (REF) connects directly with overarching Government objectives.

Common Strategic Policy

The Common Strategic Policy, which details the priorities agreed by this Council of Ministers in its current term of office, was agreed unanimously by the States Assembly in December 2018 and is supported by the REF in the following areas:

We will improve Islanders' well-being and mental and physical health:

- Supporting new and extended community, health and social care facilities; access to Jersey's coast and countryside; and major improvements and access to the walking, cycling, public transport and active travel networks. Focusing on these areas in the plan is critical to the maintenance of vibrant and sustainable communities, while also supporting Islanders' physical and mental well-being.

We will create a sustainable vibrant economy and skilled local workforce for the future:

- Giving priority to the maintenance of a productive and diverse economy, with support for new and existing businesses, particularly where they encourage the development of a local market for goods and services, attract small footprint/high value business and foster innovation
- Safeguarding key economic infrastructure throughout the post-pandemic period.

We will protect and value our environment:

- Protecting and improving the Island's natural environment, its landscapes, coastline, seascapes, biodiversity, and geodiversity
- Extending the Coastal National Park to provide the highest level of protection to Jersey's most sensitive coast and countryside locations
- Integrating with and supporting the Carbon Neutral Strategy and Sustainable Transport Policy.

[Common Strategic Policy 2018 to 2022 \(gov.je\)](#)

Government Plan

The Government Plan is a detailed one-year plan with a rolling four-year approach that brings together income and expenditure decisions for the 12 months ahead, as part of a four-year financial outlook. It sets out how public money will be spent to deliver the day-to-day business of Government and on strategic priorities and areas for improvement, including the prioritisation of infrastructure delivery.

The REF is currently supported by growth funding as set out in the Government Plan as well as 'business as usual' funding carried forward.

The REF will be supported by a business case for funding in the 2023 Government Plan.

[Government Plan](#)

Performance Framework

The Performance Framework is where the Government of Jersey (GoJ) measures the progress that Jersey makes towards achieving sustainable well-being. It makes use of objective measures (those that include data and figures) and subjective measures (those that include what people think and feel).

Jersey is one of only a small number of jurisdictions across the world that have made an explicit and binding commitment to promote well-being in all their actions.

Sustainable well-being is a holistic concept that uses different tools to measure how well society is doing across the key areas that contribute to overall quality of life. It supports a focus on long-term progress rather than short-term intervention, and enables community, environmental and economic indicators of well-being to be measured.

- Community – seeking to protect and improve the quality of people’s lives and the Island’s cultural heritage and identity
- Environment – seeking to protect and improve the quality of Jersey’s urban, rural and marine environments and biodiversity
- Economy – seeking to maintain and improve the performance of the local economy within sustainable limits.

All policy components in the REF are assessed in terms of the Performance Framework matrix, the next iteration of which may be informed by the delivery of KPIs and measurements of the REF.

[Jersey Performance Framework \(gov.je\)](http://gov.je)



Future Economy Programme

The Government of Jersey's Future Economy Programme (FEP) has the overall aim of delivering a framework for a sustainable, vibrant, and inclusive economy, and a skilled local workforce for Jersey's future, supporting delivery of the Common Strategic Policy 2018-22, Government Plan 2020-23, and beyond.

Broadly, and in the context of post-pandemic recovery for the medium-long term, it seeks to:

- Provide a clear overview of Jersey's economic ecosystem, identify threats, constraints and opportunities, and determine how sectors might best evolve under the Government of Jersey's stewardship
- Design and deliver initiatives to improve productivity, support a sustainable and vibrant economy, and to provide a skilled workforce for the future.

The REF will deliver within the guiding principles for Jersey's future economic strategy:

1. SMART Goals – Clear and measurable goals for the future economy of Jersey
2. Align Activity – Unite and guide the activity of Government and ALOs behind a collective vision
3. Government Owned – Government leadership as the steward of economic prosperity
4. Long-term – Running from 2022 to 2040, the strategy should address megatrends
5. Five missions for Jersey's economy by 2040 – The strategic aims should align with the five missions (below), which are set out in [the Outline Economic Strategy for Jersey](#), and Jersey's wider Performance Framework
6. Data Driven – Underpinned by economic models and predictive analytics.

[Five missions for Jersey's economy by 2040 from the Outline Economic Strategy for Jersey](#)

International economy

An international economy which is outward facing, globally connected and that attracts diverse talent and investment.

Objective: A positive net balance of trade surplus

Fair economy

Fair access for all islanders to educational, housing and employment opportunities, collectively benefiting from the green transition and technology revolution.

Objective: Improved housing and rental affordability (JHAI)



Resilient economy

Internationally competitive, resilient to economic shocks and agile to change.

Objective: Proportionally larger increase in the economic value of sectors beyond finance

Innovative economy

A recognised innovation hub, driven by investment in new opportunities and market making processes, products and services.

Objective: Higher GDP per-worker growth

Skills-led economy

A skills-centric economy where people are the key asset which drives competitiveness and socially cohesive growth.

Objective: Improved tertiary-level education and skills as % population (i.e. level 4+)

Rural Economic Framework

The REF 22 is the latest iteration in a long line of policy documents providing strategic guidance on the Island's rural economy and environment.

Historically, the need for a rural strategy stemmed from Jersey's constitutional position with regard to the European Union (EU), the maintenance of fiscal independence and the fact that Island agriculture remained outside of the EU Common Agricultural Policy (CAP) in terms of public interventions, but remained within the Common Market with free trade in goods – and therefore needed to implement a local alternative.

For over fifty years the CAP has provided supranational policy deployment and a significant financial support package for rural businesses across all member states, with the stated policy aims being:

- Support farmers and improve agricultural productivity, so that consumers have a stable supply of affordable food
- Ensure that EU farmers can make a reasonable living
- Help tackle climate change and the sustainable management of natural resources
- Maintain rural areas and landscapes across the EU
- Keep the rural economy alive by promoting jobs in farming, agri-foods industries, and associated sectors.

The CAP, notably through its rural development policy, is the major provider of EU financial support for land management measures to protect and benefit the environment, reflecting the fact that farmers and forest managers are the main managers of land.

Pillar I of the CAP includes instruments related to the functioning of agricultural markets and the food supply chain (Council Regulation (EC) No 1234/2007) and to direct payments (Council Regulation (EC) No 73/2009) conditional upon statutory management requirements and good agricultural and environmental conditions. Combined, these measures provide a fundamental layer of support that allows keeping sustainable farming in place throughout the EU.

Pillar II – Rural Development Policy (Council Regulation (EC) No 1698/2005) – includes measures that aim at improving the competitiveness of the agriculture sector, delivering specific environmental public goods and promoting the diversification of economic activity and quality of life in rural areas. These measures are largely voluntary, contractual, co-financed and delivered within a strategic framework which links policy action to European, national, regional and local needs.

Rural development Agri-environment Measures (AEMs) support the provision of a wide range of environmental public goods and services going beyond legal obligations – from the preservation of biodiversity and landscapes to care for water and soil, mitigation and adaptation to climate change and the conservation of genetic resources. These measures often address a number of environmental and climate objectives simultaneously and account for roughly half of the value of support delivered to the sector.

Following Brexit, the UK is now having to follow Jersey's lead by developing new rural policy interventions in each devolved nation, which re-establish policy sovereignty for all rural matters, including delivery of financial support. This is significant for Jersey, as the UK is the main market for Jersey's agricultural exports and maintenance of equivalent Island based support regimes help local agriculture remain competitive in these markets.

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.

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.

The structure of the framework provides opportunity for the delivery of projects (Annex K) and workstreams in the Rural Economy sector within the Department for the Economy (ED) and indicates responsibility for each component (where not directly ED) to ensure accountability for each element is clear and provides opportunity for economic analysis on all government interventions which impact this area.

The policy development ‘framework’ approach for the rural sector adopted by ED follows significant stakeholder and ALO consultation and provides a dynamic management tool which directly addresses issues raised by The Economic Council in the recently published New Perspectives report:

[Economic Council New Perspectives Report.pdf \(gov.je\)](#)

“The Economic Council wishes to emphasise the need for [such] sector strategies to be developed through a collaborative but well-led process. Time and again, Jersey has experienced attempts at developing strategies that have either been Government dictated or consultant-led without the participation and following of sector participants or other key stakeholders. Such an approach soon results in the development of competing initiatives or a written strategy report simply being consigned to the bookshelf.”

“The Economic Council would urge Government to continue to work collaboratively with the relevant ALOs and other stakeholders to ensure a rigorous approach is taken, with consistency, based around essential criteria and key performance indicators, in the completion of these sector strategies. In addition, that a tracking system be adopted, to identify where there are any potential/actual deficiencies, to enable timetables to be adhered to and thereby monitor progress.”

Funding for policy components included in the framework are either ‘business as usual’, within existing ED budget, or will be subject to a formal proposal for growth under the Government Plan process for 2023-2026. The framework does not, in itself, provide commitment to budget proposals, other than those already agreed under separate process.

Bridging Island Plan

The current proposals for the Bridging Island Plan (BIP) state that the appearance of large parts of the Island's countryside is generally a result of the management of the land by those engaged in the rural economy and in particular, agriculture. While the agricultural industry has gone through significant change, it is still very much regarded as the custodian of Jersey's countryside.

It is important, from an environmental, economic, community and cultural perspective, that agriculture and the rural economy, in general, is supported and that development, where a countryside location is justified and appropriate, in scale, character and use, is facilitated.

At the same time, it is important that the countryside and the undeveloped parts of Jersey's natural environment are protected for their intrinsic value; for the health and well-being, and recreation of Islanders and visitors; and the Island's economy.

In the countryside, the Island Plan safeguards productive agricultural land in order to increase the security of local food supplies, while supporting the long-term maintenance of the agricultural industry, and diversification of the rural economy.

Clearly the Island Plan and the REF are in many senses indivisible and it therefore seems appropriate to ensure they are delivered in a parallel and complementary manner. This iteration of the REF will be adopted alongside the BIP with an intention to deliver a comprehensive REF update with the next full Island Plan.

As agriculture and other sectors of the rural economy continue to restructure and adapt to consumer demands, technological advances, and a changing climate, it is important that the Island Plan facilitates appropriate diversification to ensure a sustainable rural economy. This might include:

- The development and diversification of agriculture
- Other land-based tourism or leisure development
- Growth and expansion of coastal or countryside business, both through re-use of existing buildings and well-designed new buildings.

Agricultural diversification can be described as any proposal which seeks to supplement farm income on working farms. Any new activity should provide additional income and potentially create or sustain employment opportunities in agriculture and the rural economy.

BIP Policy proposals are reproduced as an annex to the REF where they relate to rural issues, though it should be noted that all planning matters are considered and balanced across the wider context of the entire BIP.

[Island Plan \(gov.je\)](http://gov.je)

Carbon Neutral Strategy and Energy Plan

The Carbon Neutral Strategy sets out a people-powered approach to respond to the aim for Jersey to be carbon neutral by 2030. The strategy builds on the progress made through the 'Pathway 2050: An Energy Plan for Jersey' and sets out a strategic framework of principles and a central planning scenario.

The REF delivers Policy components necessary and integral to the Island's response to the climate emergency and Carbon Neutral Strategy.

Carbon Neutral Roadmap (CNR) policy proposals are reproduced as an annex to the REF where relevant.

[Draft Carbon Neutral Roadmap \(gov.je\)](#)

REF Public Consultation: Community Research Project 2020

A consultation and research project carried out in 2020 sought to gain Islanders' views on our local food system and the extent to which our community wishes to support local production/consumption and protect Jersey's rural economy and countryside.

Specific **objectives** included:

- Identifying usage of different food sources, especially locally produced food
- Identifying awareness and perceptions of our local foods in Jersey, including of course the iconic Jersey Royal new potato and Jersey cow
- Identify awareness of the LEAF marque and its implications
- Exploring drivers/motivators to buy local – sustainability, environmentally friendly, convenience, protection of our rural environment and the trade-offs with price
- Ascertaining behavioural drivers to change/nudge more local food purchase.

Outcome: over 800 data cases to provide insights and key information to inform the debate on the local food economy and the development of the next iteration of the Rural Economy Strategy.

Jersey's countryside perceived important, needs protection, has significant value to Islanders' mental health and well-being

Majority use countryside for **enjoyment** (69%)

Many perceived main use for land is **farming**

95% think that the Government should be supporting farmers at least at the same level of support as elsewhere, with 48% stating more support than elsewhere

Most (82%) call for **more support** of local produce, farms and farmers

Majority (58%) mostly buy local produce from supermarkets, occasionally from farm shops, followed by 'hedge veg'

Dairy and egg, majority buy locally, beef and pork, least percentage bought locally

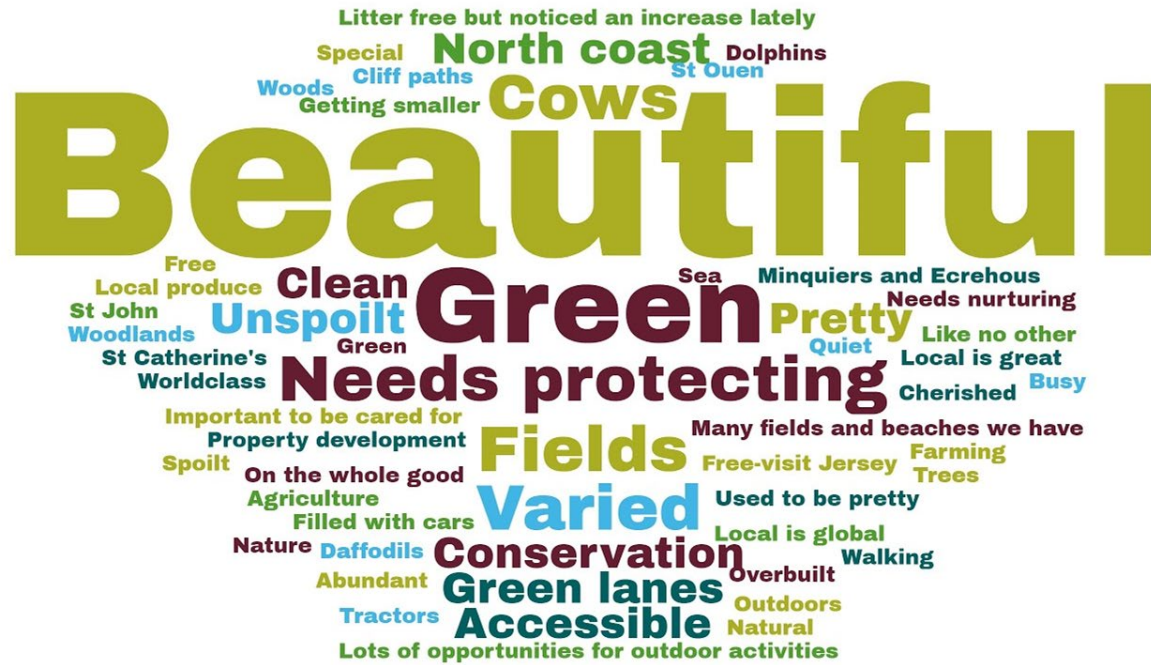
Main reason for buying local is supporting local families and businesses (87%)

Difficult to find (57%) and too high a price (53%) main reasons for not buying local

Loyalty, sustainable and environment strongly associated with buying local produce

Jersey Countryside

First word associations as captured by the community research project:



Rural Economic Framework - Overview

Rural Economic Framework 2022

Rural Governance - The governance framework for managing the rural economy in both a local and international context.

- 1. One Gov – Legislative Framework and Service Delivery**
- 2. International Trading Architecture**
- 3. International Commitments**

Rural Support - A suite of policies designed to provide appropriate financial support to the rural sector in a manner compliant with international trade obligations and designed to achieve the overall strategic objectives of the Government of Jersey.

- | | |
|--|-------------------|
| 4. Rural Support Scheme | Policy RS1 |
| 5. Land Stewardship, Sustainability and Conditionality | Policy RS2 |
| 6. Rural Support - Justification and Strategic Outcomes | Policy RS3 |

Land and Ecosystem - A suite of policies designed to maintain and enhance the agricultural land bank on the Island ensuring strategic management of land use with regard for environmental, economic and social sustainability and ensure community access to land is enabled.

- | | |
|---|-------------------|
| 7. Safeguarding Agricultural Land | Policy LE1 |
| 8. Land Based Community Well-being | Policy LE2 |
| 9. Ecosystem Services | Policy LE3 |
| 10. Resource Management | Policy LE4 |

Communication and Marketing - A suite of policies to ensure and deliver clear communication of rural issues and promote collaboration within the sector, as well as promotion of products and services to a wide range of stakeholders.

- | | |
|---|-------------------|
| 11. Communication of Rural Issues | Policy CP1 |
| 12. Agricultural and Business Advice | Policy CP2 |
| 13. Arm's-Length Organisations | Policy CP3 |
| 14. Agricultural Marketing | Policy CP4 |

Rural Development - A suite of policies designed to enable a broad range of rural development to maximise productivity within the sector and provide clear pathways to deliver improved environmental, economic and social sustainability.

- | | |
|--|-------------------|
| 15. People in the Rural Economy | Policy RD1 |
| 16. Agricultural Research and Development | Policy RD2 |
| 17. Food Production for the Local Market | Policy RD3 |
| 18. Animal Welfare | Policy RD4 |
| 19. Rural Built Environment | Policy RD5 |
| 20. Carbon Neutral Roadmap | Policy RD6 |

Rural Economic Framework - Component Content List

- 1. One Gov - Legislative Framework and Service Delivery**
 - Legislative Framework
 - Efficient Public Service
 - Cross Department Co-ordination
- 2. International Trading Architecture**
 - Trade Agreements
 - Statutory Services
- 3. International Commitments**
 - Compliance with International Commitments
- 4. Rural Support**
 - 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
- 5. Land Stewardship, Sustainability and Conditionality**
 - LEAF Marque Standard RS2a
 - Organic Farming Certification RS2b
 - Agri-Environment Scheme (AES) RS2c
- 6. Rural Support - Justification and Strategic Outcomes**
 - Rural Support Justification RS3a
- 7. Safeguarding Agricultural Land**
 - Land Management Data Platform LE1a
 - Protection of Agricultural Land LE1b
 - Land Use - Approved Agricultural Businesses LE1c
- 8. Land Based Community Well-being**
 - Jersey National Park (JNP) LE2a
 - Countryside Access
- 9. Ecosystem Services**
 - Ecosystem Services Review
- 10. Resource Management**
 - Soil and Land Management Plan
 - Water Management Plan
 - Jersey Biodiversity Strategy
- 11. Communication of Rural Issues**
 - Rural Issues Communication Strategy CP1a
 - Jersey Farming Conference CP1b
 - Jersey Rural Forum CP1c
- 12. Agricultural and Business Advice**
 - Agricultural and Rural Economy Advice CP2a
 - Jersey Business CP2b

| | |
|--|------|
| 13. Arm's-Length Organisations | |
| Jersey Product Promotion (2017) Ltd | CP3a |
| Genuine Jersey | CP3b |
| Farm Jersey | CP3c |
| 14. Agricultural Marketing | |
| Jersey Royal Brand Management | CP4a |
| Jersey Milk Marketing Board | CP4b |
| 15. People in the Rural Economy | |
| Skills and Training | RD1a |
| New Entrant and Succession Planning | RD1b |
| Labour and Migration | RD1c |
| Rural Employment | RD1d |
| 16. Agricultural Research and Development | |
| Digital Agriculture | RD2a |
| Agri-tech | RD2b |
| Alternative Crops | RD2c |
| Food Processing and Packing | RD2d |
| Genetically Modified Organisms (GMOs) | RD2e |
| 17. Food Production for the Local Market | |
| Island Food Security | RD3a |
| Smallholder – Pathway | RD3b |
| Island Farming Foundation | RD3c |
| 18. Animal Welfare | |
| Animal Health and Welfare | |
| Livestock Management Data Services | RD4a |
| Beef Production | RD4b |
| Abattoir Services | |
| 19. Rural Built Environment | |
| New Rural Buildings | |
| Re-use of Rural Buildings | |
| Agri-Tourism | RD5a |
| Energy Generation | |
| 20. Carbon Neutral Roadmap | |
| Jersey Agriculture - Nett Carbon Neutral | |
| Carbon Sequestration | |

Governance for the Rural Economy

The governance framework for managing the rural economy in both a local and international context.

- 1) One Gov – Legislative Framework and Service Delivery**
- 2) International Trading Architecture**
- 3) International Commitments**

1 One Gov - Legislative Framework and Service Delivery

The Government of Jersey will adopt a Rural Economic Framework which sets clear objectives to sustain environmental, social and economic management and development of the countryside, farming and food systems, which will be delivered across all relevant departments within the Organisation.

1.1 Legislative Framework

The Government of Jersey will provide an appropriate legislative framework to underpin all activity within the Rural Economy.

Jersey has statutory obligations with regard to trading architecture and commerce, plant and animal health, protection of natural resources, and delivery of public goods and must provide the necessary legal framework for this activity.

- Implementation of local laws
- Compliance with TCA export requirements
- Compliance with International Conventions
 - International Plant Protection Convention, CITES etc.
- Compliance with statutory pest and disease reporting obligations
 - EU Plant Health Directive
- Professionally qualified advice (pesticides/fertiliser)
 - Sustainable Use Directive
 - EU Plant Health Regulations
 - Official Controls Regulations
 - Advice to Govt. - Law revision
- Monitoring, contingency and eradication of statutory pests and diseases
- EU Plant Health Directive (Protected Zone Arrangements)
- Provision of Phytosanitary Export and Plant Passport certification
- Management of Agricultural Statistics - Agricultural Returns (Jersey) Law 1947
- Agricultural Land Law enforcement.

Government of Jersey
Minister – All

1.2 Efficient Public Service

The Department for the Economy will provide a public service which will operate to the maximum efficiency to deliver the REF with officers dedicated to the rural and marine economy sector.

A revised Departmental framework will provide Officers with specific responsibility for the rural sector who will continue to deliver policy development, services, and advice in an efficient manner.

Department - ED
Minister - EDTSC

1.3 Cross Department Co-ordination

The Department for the Economy will maintain a clear and joined up approach on the REF, while delivering policies within a cross departmental framework which provides clarity on political accountability for each policy component.

To be achieved through the development and maintenance of a clear framework which identifies political and departmental responsibility for each policy component and enables ongoing monitoring and reporting on strategic outcomes.

Department - ED
Minister - EDTSC

2 International Trading Architecture

The Government of Jersey will consider the impact of the international trading arrangements on the rural sector. The ITA strategy sets out the structures facilitating Jersey's involvement in wider international trade, it is intended over the longer term to review the effectiveness of this architecture for all sectors, including the rural sector. Of particular relevance will be considering new market opportunities, engagement capacity and assessing how new trading relationships have impacted the economy overall.

2.1 Trade Agreements

The Government of Jersey will continue to fulfil its numerous advisory and regulatory activities in pursuance of its obligations under Trade Agreements, pursue Trade Agreement opportunities signalled to be of interest by the rural sector, ensuring economic impacts of agreements are fully considered in the decision-making process.

The Government of Jersey will continue to ensure it is able to maximise opportunities that are identified by the rural sector that would be provided for by the inclusion in international trade agreements and that Jersey exerts its influence to ensure adherence of all parties to the terms of such agreements.

The Island will adhere to trade obligations as established by WTO rules and the Agreement on Agriculture.

[WTO | legal texts - Marrakesh agreement](#)

Department - OCE (ER)
Minister - MER

2.2 Statutory Services

The Government of Jersey will continue to provide statutory services where required to facilitate trade under assumed international agreements and aim to ensure the delivery of benefits from the trade liberalising provisions of such agreements.

The relationship with the UK and Trade Agreements specifically impacts on the rural economy and the UK-EU Trade and Cooperation Agreement has been a key driver in changing the market and resource dynamics of the sector since Brexit.

Agreements also require compliance and provision of statutory services in a number of areas:

- Trade in agricultural products
- Veterinary legislation
- Animal health legislation
- Plant health legislation
- Marketing of seeds and seedlings
- Food legislation
- Feeding stuffs legislation
- Quality and marketing standards
- Third country listings.

Department - ALL

Minister - EDTSC, MENV, MER, MI

3 International Commitments

The Government of Jersey will adhere to international agreement obligations and consider compliance, impacts and opportunities of international commitments on the domestic rural sector.

3.1 Compliance with International Commitments

The Government of Jersey has signed up to several Multilateral Environmental Agreements and will ensure compliance with the provisions of these agreements and provide assessment of impacts on the rural economy.

These treaties commit Jersey to the protection of its biodiversity and natural environment and legislation is translated into policy through the implementation of the Jersey Island Plan which ensures that habitats and species are protected through a development control regime and the protection of landscape.

The Multi-lateral Environment Agreements extended to Jersey through the UK's membership include items listed in Annex A.

Department - ALL

Minister - EDTSC, MENV, MER, MI

Rural Support

A suite of policies designed to provide appropriate financial support to the rural sector in a manner compliant with international trade obligations and designed to achieve the overall strategic objectives of the Government of Jersey.

Policy RS1 Rural Support Scheme

Policy RS2 Land Stewardship, Sustainability and Conditionality

Policy RS3 Rural Support: Justification and Strategic Outcomes

4 Rural Support Scheme

Policy RS1

The Government of Jersey will continue to deliver direct and indirect support to businesses operating in the rural economy, taking into account the economic and environmental sustainability of the sector and the value and type of support provided in other jurisdictions.

4.1 Rural Support Scheme

Policy RS1a

The Government of Jersey will deliver a Rural Support Scheme (RSS) to provide direct financial support to Island businesses in a manner which will deliver the objectives and outcomes envisioned in the CSP, the Future Economy Programme and the REF.

Through the adoption of external assurance audits as measures of compliance, the RSS will continue to improve the brand value of Jersey agriculture, improve levels of economic and environmental sustainability, and support the farming industry to provide food for both local and export markets in a competitive manner.

The RSS will comprise three tiers or levels, with applicants developing their businesses in a phased way as they move through the scheme. This will mean completing a base entry level independent audit scheme, before progression to levels two and three, which will reward businesses for attaining accreditation under independently audited environmental assessment and improvement schemes.

The concept of delivery of 'public goods' by rural businesses will be further refined by the development of a new 'value system' within this framework, which will result in measurement and reporting in a manner which accurately reflects the benefits of the rural support system.

The budget for the RSS has been specified within the Government Plan and has seen growth in 2020, 2021, 2022, and 2023 allowing for the Single Area Payment to rise to a level more consistent with support provided in neighbouring jurisdictions.

Department - ED

Minister - EDTSC

Delivery Date - BAU/ongoing

4.2 Base Rate Payments - RSS Tier 1

Policy RS1b

Tier 1 Base Rate Payments will deliver support to approved agricultural businesses (Bona Fide or Smallholder) to reward successful accreditation by recognised baseline independent audit schemes.

Payments are made for each scheme and will vary, according to the type of business – Bona Fide Agricultural Businesses are defined as having gross margin in excess of £40k per year; Smallholders have a gross margin of between £5k and £40k.

| Tier 1 Payment Rates | Bona Fide Agriculture Business | Smallholder |
|-----------------------------|---------------------------------------|--------------------|
| Red Tractor | £1,500 | £1,000 |
| KIWA | £1,500 | £1,000 |
| SALSA | £1,500 | £1,000 |
| BHS | £1,500 | £1,000 |
| LEAF Marque | £3,500 | £1,500 |
| Organic Standard | £3,500 | £1,500 |

Department - ED

Minister - EDTSC

Delivery Date - BAU / ongoing

4.3 Sustainable Farming Incentive - RSS Tier 2

Policy RS1c

Sustainable Farming Incentive will be delivered within Tier 2 of the RSS, with support paid as a Single Area Payment (SAP) per hectare for land, which is conditional on the adoption of environmental/sustainable farming practices under LEAF Marque accreditation or Organic certification.

Payments for 2022 will vary according to the type of land and management regime, overall budget for this element of RSS is £1.07m in 2022 and £1.27m in 2023 and 2024 (as per GP22).

| SAP RATES 2022 | £ per hectare |
|---|----------------------|
| LEAF Certified Land | £30 |
| ORGANIC Certified Land | £50 |
| LEAF Certified Protected Crops (Indoor)* | £1,750 |
| ORGANIC Certified Protected Crops (Indoor)* | £1,900 |
| Intensive Livestock Areas (Local Market) | £900 |
| Conservation (Uncultivated) | £15 |

* Protected crops (Indoor) NOT to include potato or hemp production – support for indoor potato and hemp production to be paid at LEAF and ORGANIC certified rates, as appropriate.

Department - ED

Minister - EDTSC

Delivery Date - BAU/ongoing

4.4 Quality Milk Payment - RSS Tier 2

Policy RS1d

A Quality Milk Payment (QMP) will be delivered as the second element of the RSS Tier 2 and is conditional on LEAF Marque or Organic accreditation to specifically assist the Dairy Sector.

The iconic 'Jersey' cow plays a critical role in Island life, historically, culturally, and economically both at the domestic level and internationally. It provides Islanders with a 'sense of place' and has been exported world-wide ensuring that Jersey, the home of the breed, has a high profile in the international community encouraging inward investment, tourism, adding value to Jersey products and effectively helping put Jersey 'on the map'.

It is because of the special status of the Jersey cow that successive rural economy strategies have supported dairy farming, helping ensure its survival, whilst the Island is supplied with high quality local dairy products.

Receipt of QMP is conditional on dairy cows being registered in the Jersey pedigree herd book, compliance with hygiene and welfare legislation and Codes of Good Agricultural and Environmental Practice.

The total budget for this element of the RSS is capped at £400k for the Island herd, with payments made per [milking] animal.

Department - ED
Minister - EDTSC
Delivery Date - BAU/ongoing

4.5 Rural Initiative Scheme - RSS Tier 3

Policy RS1e

Tier 3 funding under the RSS will be provided as grant aid to promote rural development via the Rural Initiative Scheme (RIS) and will be available to businesses compliant with RSS Tier 2 requirements.

The Government of Jersey will reserve RIS funding for businesses entering Tier 3 of the Rural Support Scheme to invest in training, Agri-tech, develop alternative cropping and continue supporting productivity, diversification, energy efficiency, rural innovation and environmental improvements.

Grant support will be available to every business on Tier 3 of the RSS providing up to 80% of the capital cost for qualifying projects, with a maximum grant cap based on the type of business (base rate) plus and area rate on amount of land managed.

| Tier 3 (RIS) Payment Rates | Bona Fide Agriculture Business | Smallholder |
|-----------------------------------|---------------------------------------|--------------------|
| Base Rate | £10,000 | £5,000 |
| + Area Rate | +£10 per vergee | +£10 per vergee |

(Budget growth required from Economic Recovery Fund).

Department - ED
Minister - EDTSC
Delivery Date - Q2 2022

5 Land Stewardship, Sustainability and Conditionality

Policy RS2

The Government of Jersey will deliver a sustainable Agri-environment programme by ensuring financial support is conditional on certification of business by independent environmental audit schemes and providing grant support to directly invest in environmental initiatives and training that will benefit the Islands landscape, habitats and wildlife and address issues of climate change.

5.1 LEAF Marque Standard

Policy RS2a

The Government of Jersey will continue to utilise the LEAF Marque Standard to promote environmental and business improvement, provide an independent audit on the environmental impacts of agricultural activity on the Island and ensure compliance with the highest standards as a condition for the provision of public financial support.

The LEAF Marque Standard is an internationally recognised benchmark supporting integrated agricultural and environmental practice and would add brand value to Jersey produce whilst reassuring customers and Government that Jersey producers are operating in a professional, thoughtful and responsible manner. It is a higher-level farming standard that fits with the external image of 'quality' that the Island is trying to convey across all sectors.

An annual LEAF Marque audit report for the Island will provide evidence on the environmental performance of the sector, monitor improvements to operating practice and enable ongoing policy decisions to be made from an informed position.

Department - ED

Minister - EDTSC

Delivery Date - BAU/ongoing

5.3 Organic Farming Certification

Policy RS2b

The Government of Jersey will continue to provide support for local organic producers so that they are not disadvantaged in comparison to operators in neighbouring jurisdictions, whilst promoting production efficiency and a market focused approach to further enhance this sector.

The Strategic Review of Organic Farming was completed in January 2013 and an "Action Plan to support Organic Farming 2014" was developed from the 'Strategic Review of Organic Farming in Jersey' by Mark Measures as a result of co-operation between the Jersey Organic Association – Producers Group, Jersey Business and the Government of Jersey Environment and Economic Development Departments.

The Action Plan was reviewed and updated in 2019 but requires a further in-depth update to ensure levels of aid delivered through the RSS are compatible with strategic objectives for this sector and the encouragement of adoption of Organic standards on the Island.

Department - ED

Minister - EDTSC

Delivery Date - BAU/ongoing

5.4 Agri-Environment Scheme (AES)

Policy RS2c

The Government of Jersey will aim to provide direct grant funding for the delivery of rural projects with the objective of improving the environment, increasing biodiversity, aiding the sensitive management of habitats, and adapt to climate change and carbon emission requirements and ensure this is available exclusively to businesses on Tier 3 of the RSS.

To secure the ability of businesses on Tier 3 of the RSS to deliver projects that would otherwise not be possible due to low profitability in the agricultural industry, lack of funding from the private sector, the value of environmental goods going unrecognised in the marketplace and agricultural businesses having to focus on economic efficiency.

To assist the agricultural sector to reduce carbon emissions and to manage a transition to a carbon neutral trading regime.

(Growth budget for the AES will be required within the Government Plan 2023).

Department - ED
Minister - EDTSC
Delivery Date - 2023

6 Rural Support - Justification and Strategic Outcomes

Policy RS3

The Government of Jersey will appraise the requirement for direct and indirect support to the Rural Economy taking into account the economic sustainability of the sector, the economic, social and environmental value of rural activity and the type and levels of support provided in other jurisdictions.

6.1 Rural Support Justification

Policy RS3a

An annual appraisal for the provision of rural support will be undertaken by Rural and Marine Economy officers to provide a report to the Minister EDTSC which will factor the following KPIs:

- **Overall contribution to CSP objectives**
- **Socioeconomic performance of businesses within the sector**
- **Direct economic return of the sector to the Exchequer**
- **Contribution to Island food security**
- **Contribution of the sector to Island culture, heritage and sense of place**
- **Well-being of the Island residents and visitors**
- **Environmental impact assessment as measured by LEAF Marque**
- **Contribution to the Carbon Neutral Roadmap**
- **Comparable levels of support in other jurisdictions**
- **Review of support delivery mechanisms, number recipients and area of land managed under environmental improvement schemes.**

The provision of grants and subsidy through the Island's rural development programme should aim to incentivise activities that are consistent with business and Government objectives. Measures are required that increase productivity, help businesses become more sustainable, ensure the highest environmental standards are maintained and meet the demands of domestic and global markets, ensuring food production remains a core component of countryside activity.

An effective support scheme should provide a mix of business, marketing and technical advice, identify training needs, and provide a financial incentive linked to cross-compliance to deliver public goods that are not automatically provided by the market. This will ensure that the impacts of agriculture on the local environment are minimised, genuine public goods and services are delivered, and our international obligations are met.

Department - ED
Minister - EDTSC
Delivery Date - 2023

Land and Ecosystem

A suite of policies designed to maintain and enhance the agricultural land bank on the Island ensuring strategic management of land use with regard for environmental, economic and social sustainability and ensure community access to land is enabled.

Policy LE1 Safeguarding Agricultural Land

Policy LE2 Land Based Community Well-being

Policy LE3 Ecosystem Services

Policy LE4 Resource Management

7 Safeguarding Agricultural Land

Policy LE1

To support the Island Plan by ensuring that all development is in line with current policy; that valuable agricultural land is not lost to development and that safeguards are in place to ensure agricultural land can only be occupied and utilised by those with the relevant permission.

7.1 Land Management Data Platform

Policy LE1a

The Government of Jersey will create a new Land Management Data Platform, enabling co-ordinated and evidence-based decisions on land use to be made and ensuring the Island's land resource is utilised in the most appropriate manner.

To bring together a number of existing data streams, add new ones, and provide a map-based data solution to all stakeholders to ensure this vital resource is well managed. This component required to deliver other related policies for land and resource management.

This policy will be delivered as a project, commencing Q2 2022, with an initial phase 1 deployment in Q4 2022 and subsequent ongoing development.

The data platform will be a vital resource for other land management policy components and cross departmental and industry co-ordination. Digital Jersey to assist with project implementation consolidating existing workstreams across all areas.

The delivery of this component is a vital contribution to a number of other framework components.

Department - ED/IHE
Minister - EDTSC/MENV
Delivery Date - 2022

7.2 Protection of Agricultural Land

Policy LE1b

The Government of Jersey will review current land laws and recommend how best to safeguard this important resource to ensure sustainable use for future generations.

Jersey agriculture is relatively intensive due to the limited land base. As such it is important that Jersey's rural policies address the issue of environmental sustainability, in order to prevent the erosion of those things that make the countryside special and to protect the non-renewable resources upon which the agricultural industry and society depends.

Agricultural land is currently protected under the Agricultural Land (Control of Sales and Leases) (Jersey) Law 1974 and the Protection of Agricultural Land (Jersey) Law 1964. We will work alongside colleagues in IHE to explore the possibility of amending or extending the Laws to create general powers to control land use to better protect agricultural land.

Under this law "agricultural land" is defined as land, including land under glass, used or capable of being used for any purpose of agriculture or horticulture, but does not include any dwelling or outbuilding. As such, the imposition of conditions regarding the use and occupancy of agricultural land has the dual purpose of controlling the occupation and use of agricultural land and ensuring that a stable, viable agricultural land bank is retained for the farming industry.

Department - ED/IHE
Minister - EDTSC/MENV
Delivery Date - 2023

7.3 Land Use - Approved Agricultural Businesses

Policy LE1c

The Government of Jersey will review the current definitions used to recognise approved agricultural businesses under the Agricultural Land (Control of Sales and Leases) (Jersey) Law 1974 and explore the possibility of amending or extending the Law to better control land use.

Under the Agricultural Land (Control of Sales and Leases) (Jersey) Law 1974 approximately 60% of the Island's agricultural land is restricted for use by 'Bona Fide Agriculturists'.

The definition of a bona fide agriculturalist for the purpose of the 1974 Law is a "person who is wholly or mainly engaged in work of an agricultural nature in the Island for his own benefit and profit and also requires that person to have experience to farm the land, spend the majority of his working time on the land, receive the majority of his income from agriculture/horticulture and have the necessary machinery to work the land".

The structure of agricultural businesses on the Island has changed significantly since 1974, and the current process for recognition of approved agricultural businesses needs to be updated.

Department - ED/IHE
Minister - EDTSC/MENV
Delivery Date - 2022

8 Land Based Community Well-being

Policy LE2

The Government of Jersey will ensure that opportunities for enhancement of the well-being of the community through connection with the land are maintained and promoted.

8.1 Jersey National Park (JNP)

Policy LE2a

The Government of Jersey will continue to support the JNP through the award of an annual grant, supporting statutory functions within the Park boundary in a way that is sympathetic to the purposes of the Park and provide specialist advice on environmental and commercial issues.

The Jersey National Park was established with the following Key Purposes:

1. The conservation and enhancement of the natural beauty, wildlife and cultural heritage of the JNP
2. To promote opportunities for the understanding and enjoyment of the special qualities of the JNP by the public
3. To cultivate the economic benefits to Jersey of having the JNP.

Expanding the above Key Purposes creates a perpetual vision for the Jersey National Park:

“A collective of beautiful places, varied landscapes and spaces, where the natural environment, cultural history and sustainable practices within it are valued, understood, respected and celebrated harmoniously”.

Following recent amendments approved by the States Assembly under the BIP, the Minister for Economic Development will work with the Council of Ministers to bring forward, for approval by the States Assembly, proposals for the establishment of a national park in law, with appropriate provisions and mechanisms to:

- a) Define the purposes of a national park in Jersey
- b) Determine its appropriate governance to secure the purposes of the park
- c) Determine the spatial extent of the park
- d) Manage land and activities within the park in accord with its purposes
- e) Ensure public and stakeholder engagement and consultation on all matters associated with the national park.

The JNP is singled out as a land-based community well-being project by virtue of funding arrangements for the organisation coming within the remit of ED and the requirement therefore to directly include within this framework.

Department - ED/IHE

Minister - EDTSC/MENV

Delivery Date - BAU/ongoing

8.2 Countryside Access

The REF will look to support proposals that link to the Strategic aims of the Countryside Access Strategy in providing a range of public access provisions that Natural Environment has developed and has ownership of. The [‘Countryside Access Strategy for Jersey 2016’](#) highlights plans for enhancements to the access network in order to make provisions for a wider range of locals and visitors and to ensure that this valuable asset is planned, developed and managed appropriately for future needs.

Promoting access to the coast and countryside can help meet broader strategic agendas for healthy living, improved quality of life and greater enjoyment of the countryside by all. Clearly defined and consistent standards are essential in order to develop a coordinated approach and to promote respect for the Islands’ rural areas. It is essential that all stakeholders, partners and user groups work closely together in order to resolve issues of mutual interest and deliver and oversee a comprehensive, connected and well-planned access facility for all user groups.

Two stakeholder groups have been established to work collaboratively in order to implement and deliver key objectives of the Access Strategy: The Jersey Access Service Providers (JASP) comprises of major landowners, land managers and promotional organisations, including representatives from the agricultural industry, and the Jersey Access Forum (JAF) who represent a varied cross section of site users.

Department - IHE
Minister - MENV

9 Ecosystem Services

Policy LE3

The Government of Jersey will utilise an ecosystem services and natural capital assessment to determine the true value and benefits of agriculture and the environment for use in evidence-based policy decisions.

9.1 Ecosystem Services Review

The ecosystem services assessment will identify and quantify (as far as possible using existing data) Jersey’s natural capital and ecosystem services, identify the providers and beneficiaries of Jersey’s ecosystem services (in broad terms) and analyse trends and opportunities for enhancement.

Jersey’s natural environment, including its biodiversity and geodiversity, provides vital natural capital and benefits for people – called ecosystem services – which are vital to the functioning of the Island and the Department for the Economy will need to factor the value of these services to include in overall assessment of the value of the rural economy to Islanders.

Ecosystem services are classified into four categories - provisioning, regulatory, supporting and cultural – and each of Jersey’s distinct landscapes and seascapes is home to a specific combination of natural capital and ecosystem services.

These include:

- Provisioning services (e.g. food and fibre production; water supply)
- Regulating services (e.g. climate regulation via carbon storage and sequestration; disease and pest regulation; detoxification and purification of air, water and soil; pollination, hazard regulation)
- Cultural services (e.g. wild species diversity, aesthetic/inspiration, recreation/tourism, spiritual/religious)
- Supporting services (e.g. soil formation, water cycling, nutrient cycling).

Department - ED/IHE
Minister - EDTSC/MENV

10 Resource Management

Policy LE4

The Government of Jersey will work alongside all stakeholders to deliver Resource Management Plans which are based on ecosystems evidence and are designed to improve Island soil health and water quality, reduce the impact of pests and disease, invasive species and mitigate the impacts of climate change on these vital resources.

10.1 Soil and Land Management Plan

The Government of Jersey to work alongside stakeholders to deliver a soil management plan for the Island which will aim to improve soil health, reduce biosecurity threats and contribute to long term environmental sustainability.

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.

A comprehensive Island wide soil management plan will help to manage biosecurity threats, improve soil health and promote long term sustainability.

Department - ED/IHE
Minister - EDTSC/MENV
Delivery Date - 2023

10.2 Water Management Plan

The Government of Jersey to work alongside stakeholders to update the water management plan for the Island which will aim to improve water quality, safeguard water availability, and contribute to long term sustainable use of this vital resource.

The Water Management Plan 2017-2021 has been implemented with a continued emphasis on voluntary measures and joint working initiatives with the industry to achieve the desired Water Quality Objectives.

This will continue while further assessment is conducted into the current environmental status of the Island's water resources and any emerging water quality issues. Working alongside stakeholders, the GoJ has produced tangible improvements to our Island's water quality and this approach will continue, both to

update the water management plan for the Island, where appropriate, to further improve water quality, safeguard water availability and contribute to long term sustainable use of this vital resource.

The Action for Cleaner Water Group will be a pivotal stakeholder, continuing to deliver significant improvements to local water quality through partnership working.

An adequate supply of good quality water is essential for a healthy and functional natural environment, for recreation and to support Jersey's economy. We all need to ensure that the water we use, and the way in which we use it, is sustainable. Current activities should not jeopardise water's vital uses and benefits in the future.

By managing the Island's waters appropriately, the ecosystem services that water provides us can be safeguarded for the future. Rural Support Scheme initiatives delivered through this Rural Economy Framework are a vital enabler to support the rural sector in delivering environmental improvements.

[EPR-R-2016-11-28 Water Management Plan \(gov.je\)](#)

Department - IHE

Minister - MENV

10.3 Jersey Biodiversity Strategy

The Government of Jersey will ensure that the aims of a revised Biodiversity Strategy continue to consider the managed farmed landscape and recognise the diverse activity that takes place within it.

The quality of the natural environment is one of Jersey's principal assets. The state of the environment is also a key indicator of sustainability.

Due to the Island's geographical position between mainland Britain and Europe, and our favourable climate, Jersey has a rich and diverse flora and fauna. Many of these are of international importance and are therefore protected by local legislation.

Jersey has recognised its responsibility towards the protection of its unique biological heritage on a local and international scale. The Island is a party to a number of international environmental agreements, including the Convention on Biological Diversity which encourages parties to develop strategies and action plans for the conservation of species and habitats.

Future development in Jersey will play a key role in maintaining and enhancing the status of habitats and species. The Department for the Economy fully recognises that monitoring and evidence-based policies are essential; supports the requirement for a review into the current Biodiversity Strategy and; understands the importance of the Biodiversity Centre, however, ultimately these policies (that sit within the former RES 2017-2021) are the responsibility of the Natural Environment Department and Strategic Policy Planning and Performance and as such any reviews need to be considered and formulated under these Departments.

[ID Biodiversity Strategy Booklet DM.pdf \(gov.je\)](#)

Invasive Non-Native Species (INNS) can have a detrimental effect on biodiversity, crop production and livelihoods across the world, while the potentially huge economic impact of invasive species has been calculated and published in numerous respected publications. Jersey is not exempt from this problem.

Natural Environment will develop a Biological Security Strategy to provide further protection to the Ecosystem Services and Natural Capital on which Jersey depends.

This project consists of numerous components and stakeholder consultation to collectively drive forward government activity on Biological Security and Invasive Non-Native Species (INNS) ensuring Jersey has both a framework and capacity to effectively handle Biosecurity and INNS, both from an international obligation position and protecting Jersey from negative impacts. It will contribute to the Island's future tourist and agricultural industries but also to the Island's inhabitants by protecting our natural heritage, our landscapes and our well-being.

Department - IHE
Minister - MENV

Communication and Marketing

A suite of policies to ensure and deliver clear communication of rural issues and promote collaboration within the sector, as well as promotion of products and services to a wide range of stakeholders.

Policy CP1 Communication of Rural Issues

Policy CP2 Agricultural and Business Advice

Policy CP3 Arm's-Length Organisations

Policy CP4 Agricultural Marketing

11 Communication of Rural Issues

Policy CP1

The Department for the Economy will develop a clear communication strategy for the rural sector.

11.1 Rural Issues Communication Strategy

Policy CP1a

The Department for the Economy will develop an e-based communication strategy for the rural sector.

Use of e-media will reduce staff and material costs and allow development of a responsive, feedback enabled system to deliver and gather information and opinion rapidly.

This would be targeted at the rural industries, pressure groups, consumers, the public and other interested parties, responding to concerns, obtaining feedback and communication policy objectives.

Department - ED
Minister - EDTSC

11.2 Jersey Farming Conference

Policy CP1b

The Government of Jersey will continue to ensure the delivery of an annual Jersey Farming Conference, which will be facilitated by the Arm's length Organisation Jersey Product Promotion (2017) Ltd (JPPL), through 'Farm Jersey'.

The objective of the conference is to:

- Discuss and update the vision for Jersey's rural economy
- Acknowledge the local and international challenges faced by Government and rural businesses in Jersey
- Address the issues surrounding the sustainable use of the Islands natural resources
- Empower industry members to comment on Government policy in an open forum.

Department - ED
Minister - EDTSC

11.3 Jersey Rural Forum

Policy CP1c

The Government of Jersey will establish a new stakeholder group to communicate and liaise on rural issues.

To establish a formalised stakeholder group with regular meetings (at least quarterly) to discuss matters pertaining to the rural economy.

Department - ED
Minister - EDTSC
Delivery Date - 2022

12 Agricultural and Business Advice

Policy CP2

The Government of Jersey will continue to provide a professional agricultural advisory service which is a legislative requirement and provides key competency within Government.

12.1 Agricultural and Rural Economy Advice

Policy CP2a

Advice will be tailored to meet statutory, operational and environmental obligations whilst also providing Government with specialist advice on rural and policy issues.

Jersey has statutory obligations with regard to plant and animal health matters and must retain the capability to deliver these and other states strategic aims, whilst recognising that specialist advice is also provide from the private sector.

- Advice to Government:
 - Nitrates Working Group, Public Health, Pollution Control, Infrastructure, Housing and Environment (IHE), and Planning
 - Industry Reporting and Ministers 'questions without notice'
 - Geographical Indicator (GI) and World Trade Organisation (WTO) technical advice
- Research and development to deliver 'public goods'
- Soil, water and tissue analysis, manure and Potato Cyst Nematode (PCN)
- Planning Functions:
 - Planning application analysis and support of proposals
 - Island Plan Consultation
 - Agricultural capacity register
- Business support functions, business plans, financial analyses, etc.
- Management of Compliance monitoring under all schemes administered
- Scheme Management:
 - Rural Support Scheme (RSS), Single Area Payment (SAP), Rural Initiative Scheme (RIS), Quality Milk Payment (QMP), Service Level Agreements (SLAs)
- Specialist Agronomic advice on a wide variety of areas/crops/systems
- Maintaining register of Approved Agricultural Businesses.

Department - ED
Minister - EDTSC
Delivery Date - BAU/ongoing

12.2 Jersey Business

Policy CP2b

The Government of Jersey will continue to provide grant funding to Jersey Business and ensure the organisation continues to support development of the rural economy by providing suitable assistance to rural business.

Jersey Business provides a range of advice including start-up, business planning, branding, packaging, identifying skills and training requirements. In addition, part of their service provision supports International Market Development which will enable businesses to develop viable export initiatives.

Department - ED
Minister - EDTSC

13 Arm's-Length Organisations

Policy CP3

The Government of Jersey will continue to provide grant funding to Jersey Product Promotion (2017) Ltd (JPPL) to deliver marketing development and support for a wide range of rural activities and businesses in both local and export markets.

13.1 Jersey Product Promotion (2017) Ltd

Policy CP3a

The Government of Jersey to continue funding for JPPL, the umbrella organisation for the Genuine Jersey Products Association (GJPA) and Farm Jersey, aiming to increase sales of local produce, crafts and services and to develop export initiatives for on-Island producers.

JPPL is responsible for developing on and off-Island marketing initiatives and to continue to develop the Genuine Jersey and Jersey Export brands to increase local sales for members of the Genuine Jersey Products Association and develop export initiatives for Island producers.

Department - ED
Minister - EDTSC

13.2 Genuine Jersey

Policy CP3b

JPPL will continue to manage the Genuine Jersey Product Association (GJPA) and further the interests of this membership association by promotion of its goods, services and activities.

The GJPA raises the awareness of the range and diversity of seasonal produce, local goods and the benefits of buying local. It supports members through training, education, sponsored events, social media, and advertising.

Department - ED
Minister - EDTSC

13.3 Farm Jersey

Policy CP3c

JPPL will continue to provide a secretariat for Farm Jersey to organise the annual Farming Conference, facilitate the Jersey Royal Brand Management Group, and organise social media campaigns to promote Jersey farming.

Farm Jersey to deliver on Government strategic aims for the sector, in particular with regard to export markets and in delivery of the communication strategy.

Department - ED
Minister - EDTSC

14 Agricultural Marketing

Policy CP4

The Government of Jersey will review and develop policy options which fall under the remit of the Agricultural Marketing Law (1953)

14.1 Jersey Royal Brand Management

Policy CP4a

The Government of Jersey will establish a Jersey Royal Brand Management Group to implement the recommendations of the Jersey Royal Brand Review conducted by ED in Q4 2021.

The Government of Jersey, on behalf of the public, has a direct interest in managing the Jersey Royal new potato brand for the following reasons:

- Jersey Royal new potatoes are the most important agricultural crop on the Island in terms of value and area of land use
- The history of the Jersey Royal stretches back over 140 years and it is intrinsic to our farming system, our culture and an important part of Island heritage
- The GoJ provides direct financial support to Jersey Royal producers and is obliged to ensure responsible use of tax-payer funding
- The GoJ owns a UK registered trademark for 'Jersey Royals' and is the certification authority for maintenance of the Geographic Indicator held by the brand - Protected Designation of Origin (PDO)
- The GoJ has funded promotional activity in support of the Jersey Royal industry over several decades and therefore made a significant monetary contribution to the creation and maintenance of the brand
- Following consultation with all stakeholders, the GoJ had set clear policy proposals in RES 2017-21(Policy SF9) which included provisions to examine and determine controls necessary for management of the Jersey Royal brand
- The Jersey Royal brand, in itself, is effectively an ambassador for the Island of Jersey and the GoJ therefore has an obligation to ensure that public interests are safeguarded through responsible management of the brand as a quality product.

Department - ED
Minister - EDTSC
Delivery Date - Q2 2022

14.2 Jersey Milk Marketing Board

Policy CP4b

The Government of Jersey will review the constitution of the Jersey Milk Marketing Board to ensure it is operating in accordance with legal requirements and effect necessary changes to adapt Scheme rules under the Agricultural Marketing Law (1953) if needed.

The Jersey Milk Marketing Board (JMMB) was established under the Milk Marketing Scheme (Approval) (Jersey) Act in 1954, which to a large degree, defines its purpose and structure and created a statutory monopoly in order to, amongst other things, control levels of production and milk quality in the Island. Since that time much has changed both in the Island and elsewhere in the world. Since the 1950s the number of working dairy farms has reduced from some 1,000 holdings to 13 today. Review of the operation of the JMMB is long overdue as provisions within the current scheme are no longer fit for current circumstances and require updating.

Department - ED
Minister - EDTSC
Delivery Date - Q4 2022

Rural Development

A suite of policies designed to enable a broad range of rural development to maximise productivity within the sector and provide clear pathways to deliver improved environmental, economic and social sustainability.

Policy RD1 People in the Rural Economy

Policy RD2 Agricultural Research and Development

Policy RD3 Food Production for Local Market

Policy RD4 Animal Welfare

Policy RD5 Rural Built Environment

Policy RD6 Carbon Neutral Roadmap

15 People in the Rural Economy

Policy RD1

The Government of Jersey will develop and deliver a range of policy components to ensure sustainability within the sector is underpinned by active participation of suitably skilled people in a manner compatible with CSP objectives.

15.1 Skills and Training

Policy RD1a

The Government of Jersey will work in collaboration with industry and Government partners, to provide a Land Based Apprenticeship Programme which may deliver for the agricultural, horticultural, conservation and land management sector.

Skills development has been recognised as a key factor to bridge the gap and address the lack of uptake in the local agricultural industry. Despite the highly significant contribution to the local economy, local culture, and a sense of place among Islanders and tourists, the agriculture and horticulture sectors are facing a watershed moment in their workforce succession planning, skills need, and related growth opportunities.

To address these issues, it is proposed that Government of Jersey co-ordinates with the sectors to develop a Land Based Apprenticeship programme in order to improve local access to relevant training along with a sustainable talent pipeline to:

- Offset the training costs incurred to the employer
- Contribute to continued professional development in the form of Jersey/UK based training and workshops
- Contribute to the apprentice's salary in order to incentivise employers to invest in effective training and development for the apprentice, subject to terms and conditions of apprenticeship completion
- Fund the recruitment, training, and development of an Agricultural and Horticulturally based tutor to co-ordinate and support apprentice learning.

The low number of apprentices in the sector combined with evidence of 100+ application responses to the Trinity Manor Apprenticeship (advertised October 2020) indicate that: a) there is a demand amongst 18–25-year-olds and b) talent pipelines into the sector need to be improved.

Discussions with employers within both the agricultural and horticultural sectors during 2019-2021 indicate the following:

- Skills and labour issues are of key concern for the entire sector in the current, medium and long-term
- Difficulties recruiting people with the right skills and/or attitudes.

Providing opportunities for upskilling the current workforce and access to continuing professional development is also critical to the survival of the industry and comes hand-in-hand with the onboarding of new entrants.

Department - ED
Minister - EDTSC

15.2 New Entrant and Succession Planning

Policy RD1b

The Government of Jersey will work alongside industry, Jersey Business and Skills Jersey to identify and promote opportunities for new entrants and to assist business succession plans where appropriate.

A vision for skills development in the agri-food sector is critical in order to encourage new entrants into the industry, thereby building on the knowledge base on-Island.

New entrants face huge barriers to entry into the rural economy yet there is the appetite to do so from the next generation. 88% of 100 teenagers at the RJA&HS Cultivate event (2021) responded YES to the question 'Would you like to learn more about agriculture and horticulture, with 20 students expressing an interest in a land-based career.

There is a notable divide in the age group of current agriculturalists, with the average age of those in the industry at 55. Blockages not only include the absence of educational courses on-Island to encourage those wanting to enter/or continue to work in the industry (being addressed in RD1a) but also the capital costs of setting up a business, establishing and maintaining local markets and the difficulty in gaining permission for infrastructure.

Department - ED
Minister - EDTSC

15.3 Labour and Migration

Policy RD1c

The Department for the Economy to provide an evidence-based assessment of the socioeconomic impact on rural businesses of employment, labour and migration policies adopted by the Government of Jersey.

Contingent on development and delivery of population policy and migration strategy.

Department - ED
Minister - EDTSC

15.4 Rural Employment

Policy RD1d

To promote and encourage opportunities for employment in the sector and develop long term ambitions to maintain diverse employment opportunities on the Island.

To consider the opportunities and value of rural employment in the context of the wider strategic objectives of the Government of Jersey factoring issues including wage levels (minimum and living wage), social security contributions and personal taxation, and provision of accommodation.

The Department for the Economy to develop a position paper on the above to enable an informed decision-making process.

For BIP policy on rural workers' accommodation refer to Annex C.

Department - ED
Minister - EDTSC

16 Agricultural Research and Development

Policy RD2

The Government of Jersey will continue to support the delivery of land-based research and development through a mix of financial support, delivered as grants under the RIS, and technical support and advice to industry.

16.1 Digital Agriculture

Policy RD2a

Working with Digital Jersey and other partners to increase integration of digital technology in the rural economy.

Data and digital-driven agriculture are helping to improve productivity, cut food loss and waste as well as helping producers trade and secure a fair price for the products they produce. Central to the adoption of these new technologies is the use of Space Data and Satellite Connectivity which offers the producer a range of information to help plan, monitor and deliver sustainable production.

Department - ED
Minister - EDTSC

16.2 Agri-tech

Policy RD2b

The Government of Jersey will support investment in equipment, methodology and funding of Agri-tech solutions through Tier 3 of the RSS or other sources where such initiatives are in keeping with overall Government objectives.

Advances in agricultural technology will be a key driver for continuing to improve productivity in this sector and this will be promoted and supported by Government. Innovation in robotics and precision farming continue to drive the adoption of new production methods.

Department - ED
Minister - EDTSC

16.3 Alternative Crops

Policy RD2c

The Government of Jersey should continue research on diversifying into high value crops to promote opportunities for improving the socioeconomic resilience of the sector.

Jersey growers are prevented from producing many lower value crops by land competition and high export costs. However, in a strategy aiming to diversify cropping to reduce risk of market failures and provide a rotation opportunity in the Jersey Royal production system, alternatives should be investigated.

For a crop rotation to be successful it is essential to investigate other high value, niche market produce such as pharmaceutical crops or plant-made pharmaceuticals (PMPs) which might maintain farm incomes and cover high land rentals allowing improved rotational practices.

Department- ED
Minister - EDTSC

16.4 Food Processing and Packing

Policy RD2d

Assess the opportunities to develop and increase food processing and packaging on the Island in a manner which supports the domestic consumption of local produce, adds value to the supply chain, reduces waste and negative environmental impacts.

The previous Rural Economy Strategy recommended the Government of Jersey conducts a processing infrastructure survey to identify opportunities and investment requirements to encourage the reduction in useable waste and to encourage the production of a wider range of demand driven food crops.

Department - ED
Minister - EDTSC

16.5 Genetically Modified Organisms (GMOs)

Policy RD2e

The Government of Jersey should review its position on the regulation of Genetically Modified Organisms after full consideration of the latest technology, ensuring the Island's agricultural industry and public views are taken into account.

Genetically Modified Organisms (GMOs) can be defined as 'any living organism that possesses a novel combination of genetic material obtained through the use of modern biotechnology'.

Many jurisdictions have legislation for their control but such measures have not been introduced in Jersey. A March 1999 proposition was adopted by the Government of Jersey 'to take all possible steps to designate and maintain the Island of Jersey as free from the growing of GMOs', but as yet no formal legislation is in place and the current position may not stand up to challenge.

Department - ED/IHE
Minister - EDTSC/MENV

17 Food Production for the Local Market

Policy RD3

Promotion and support of food production for local consumers will contribute to high level strategic objectives of the Government of Jersey and proactive measures are required to reverse the recent decline in locally produced food.

17.1 Island Food Security

Policy RD3a

Department for the Economy to review and update the food security report for consideration by the Council of Ministers and establish a long-term plan for the Island.

The subject of food security, along with water and energy security is rising as priorities for governments globally and particularly in locations geographically isolated or reliant on complex transport links. The GoJ has started exploring the issues around food security for Jersey and perhaps unsurprisingly the majority of fresh fruit and vegetables purchased on the Island are imported.

A food security policy will factor:

1. Securing the availability of food
2. Securing the affordability of food
3. Securing the ability to produce food
4. Securing against supply shocks.

Department - ED

Minister - EDTSC

Delivery Date - 2023

17.2 Smallholder – Pathway

Policy RD3b

The Department for the Economy to consider introducing new pathways to encourage smallholders to contribute to the supply of local food for the domestic market.

Jersey struggles to compete on production and marketing of commodity produce against other jurisdictions due to economies of scale, prohibitive transport costs, and support regimes in neighbouring jurisdictions which enable supplies to undercut local produce. Only niche, branded and protected produce such as Jersey Royal potatoes and Jersey milk products can be traded at profit.

Local consumption of local produce is vitally important to maintaining the existing agricultural product mix, but this has been in significant decline for a number of years.

A diverse local production base would assist in strengthening rotational practices improving soil health, water quality, biodiversity and may offer opportunity new land-based businesses to be established. Establishment of new holdings is more easily achieved on a 'smallholder' scale.

Department - ED

Minister - EDTSC

17.3 Island Farming Foundation

Policy RD3c

Department for the Economy to investigate the opportunities an Island Farming Foundation could provide with a new ‘community ownership’ model to enable new agricultural holdings to become established to build long term resilience into the local food system.

Food miles and carbon footprint can influence shopper decision on food purchases and here, local Jersey produce has a major advantage over its imported competition and much more could be done to highlight this fact.

- ‘Buying local food cuts down on unnecessary transport’
- ‘Local food travels shorter distances, needing less protective packaging, with less waste to recycle or to send to landfill’
- ‘Fruit and vegetables are more likely to be seasonal if they’re local, and it takes less energy to produce them’
- ‘Local food retailers offer an outlet for the produce from smaller and mixed farms, helping them to survive and contribute to the beauty and diversity of the local countryside’.

BIP Policy for a sustainable Island economy – Annex D

Department - ED
Minister - EDTSC

18 Animal Welfare

Policy RD4

The Government of Jersey to ensure the highest standards of animal welfare are maintained with the required regulatory and legislative framework, and by supporting industry to meet required standards and operate best practice.

18.1 Animal Health and Welfare

The Government of Jersey will retain a States Veterinary Officer (SVO) with the capacity to provide expertise on all aspects of animal health and welfare in Jersey, delivering the regulatory framework governing trade in animals and animal products.

Animal health and welfare considerations may include the following:

- Promoting the welfare of livestock by education, advice and potentially requiring evidencing of competency by livestock keepers
- Promoting livestock welfare to EU, GB standards and above where appropriate. The primary responsibility for an animal’s welfare rests with the keeper
- Promoting welfare at the time of killing of livestock – appropriate training, competency and equipment both within the abattoir and elsewhere
- Promoting Veterinary Animal health plans (with involvement of private veterinarians)
- Animal welfare codes – review and update as appropriate
- Discouraging the keeping of livestock animals as pets or hobby to help protect welfare

- Operate a Veterinary residue surveillance programme in compliance with GB and EU requirements to facilitate trade and help protect public health
- To promote a veterinary presence at the abattoir to maintain oversight and monitoring of animal health and welfare
- Promoting, when appropriate, the attainment and formal recognition of freedom from Notifiable and other livestock diseases to enhance welfare and trading opportunities
- Promote awareness of the risks of feeding waste food to livestock and the prohibition on such feeding
- Promote the use of sexed semen to reduce the production of unwanted calves
- Promoting the reduction of antibiotic usage to reduce the risks of antimicrobial resistance
- To promote the breeding and feeding of cattle for reduced greenhouse gas emissions when possible
- Animal by-products: promote implementation of appropriate international standards EU / GB [including the regulation of incineration may be some sensitivity within the Department] e.g. EU Regulation 1069/2009
- Controls on live animal imports including health requirements and prohibitions will take into account the potential impacts on the Jersey cattle industry.

Department - IHE
 Minister - MENV
 Delivery Date - 2023

18.2 Livestock Management Data Services

Policy RD4b

The Government of Jersey will continue to outsource services for the efficient management of livestock data to Jersey Island Genetics Ltd, who provide statutory and industry facing services.

The Royal Jersey Agricultural and Horticultural Society (RJA&HS) has been contracted by ED to deliver an Artificial Insemination Service and a Milk Recording service to the dairy industry under several successive Service Level Agreements from 2003 to date. In practice, the RJA&HS passes operational responsibility for these services to Jersey Island Genetics Ltd (JIG) a wholly owned subsidiary company of the Society.

Jersey Island Genetics (JIG) is instrumental in promoting the unique heritage of the Island breed in support of international marketing initiatives by providing individual animal identification systems which underpin all management, health, and traceability programmes which in turn support international product marketing.

JIG also administers and manages the Jersey Cattle Movement Service (JCMS) under the European Communities Legislation (Implementation) (Cattle Identification) (Jersey) Regulations 2002, manages and provides technical assistance with statutory disease surveillance and oversees the importation and supply of Liquid Nitrogen to industry and the Island medical sector.

JIG manages facilities to enable the local collection of bull semen and cattle embryos via a permanent local facility established in 2016 that meets the required standard to enable collection and processing of local semen and embryos with the potential to export embryos in support of business development in addition to facilitating importation and supply of international semen for the Island herd.

Budget for these services identified from BAU and Government Plan growth.

Department - ED
Minister - EDTSC

18.3 Beef Production

Policy RD4c

The Government of Jersey will assist industry to explore opportunities to develop beef production as an integral part of the Island's dairy sector.

Integrating arable and livestock farming is increasingly recognised as a more sustainable way to farm. The diversity of outputs creates a more robust agricultural economy, whilst the diversity of land use helps to mitigate some of the negative consequences of single-crop farming.

Livestock farming for meat production is well suited to integrate with the higher value potato crop. For example, beef cattle may be grazed on grass sown immediately after the potato harvest, and this grass crop should in turn reduce the amount of run-off and erosion.

Department - ED
Minister - EDTSC

18.4 Abattoir Services

The Government of Jersey will review the current funding and operating model of the abattoir and knacker's yard service to evaluate the costs, benefits, and efficiency of meat processing and local meat production, the need for accreditation and slaughtering and disposal provisions, and to ensure it runs in accordance with internationally accepted welfare standards and best practice.

The abattoir, knacker's yard and incinerator infrastructure are owned by the Government of Jersey. All three services are operated by a three-man team based in the Department for Infrastructure (DFI), supplemented by additional ad hoc staff on slaughter days and managed by a single DFI manager.

Regulation of the abattoir and the knacker's service are under the auspices of the States Vet, operating through the Natural Environment Department.

Continued Government of Jersey support for the abattoir and animal by-products facilities has been justified on the basis that together these deliver against a number of government objectives including, economic development, protecting animal health and welfare, food security and emergency planning, environmental management, and maintaining a mixed farming economy.

Department - IHE/ED
Minister - EDTSC/MI/MENV
Delivery Date - 2022

The Government of Jersey will deliver policy proposals in the Bridging Island Plan which facilitate development within the rural built environment to support the maintenance of sustainable rural economy activity.

19.1 New Rural Buildings

BIP policy on new rural buildings – see Annex E.

Department - IHE

Minister - MENV

19.2 Re-use of Rural Buildings

BIP policy on re-use of rural buildings – see Annex F.

Department - IHE

Minister - MENV

19.3 Agri-Tourism**Policy RD5c**

The Government of Jersey will support genuine Agri-tourism opportunities where they enhance the socioeconomic sustainability of bona-fide agricultural businesses and associated development is managed in a sustainable manner and in keeping with the rural environment.

A major aspect of Jersey's identity has been formed by the production and global export of high-quality local produce – ranging from knitwear, to cows and dairy produce, potatoes, and seafood.

The recognition that this brings to the Island is considered to be hugely important to the identity and regard in which the Island is held in a competitive global marketplace. It is also key to the Island's role as a tourist destination, where the value of heritage and culture is important to marketing and the attractiveness of the Island as a destination.

BIP policy on promoting Island identity – Annex G.

Department - ED

Minister - EDTSC

19.4 Energy Generation

The Department for the Economy to provide an economic analysis of land-based energy generation factoring impacts on agriculture and land use considerations.

Opportunities exist for larger-scale renewable energy production on-land, with a range of different forms being possible for use in the Island, such as solar and anaerobic digestion technology.

BIP policy on energy generation – Annex H.

The Government of Jersey will work with key stakeholders from the agricultural sector to develop and implement a new rural carbon neutral roadmap, that aims to support the agricultural sector to continue to reduce emissions from their activities, and to adapt to the effects of climate change in accordance with aims set out in the Government carbon plan.

20.1 Jersey Agriculture - Nett Carbon Neutral

The Department for the Economy will create a working group with industry and Government representatives to establish and co-ordinate a carbon neutral Roadmap for the rural economy which will be evidence based and meet obligations of broader Government strategy.

To ensure the international integrity of our environmental targets, and aspire to the highest level of ambition, Jersey will follow an emissions reduction pathway in line with our commitments under the Paris Agreement. This pathway will:

- As a minimum, reduce emissions from agriculture by 24% compared to our 1990 baseline by 2030; and reduce them to 36% from baseline by 2050
- Deliver Island net-zero emissions by 2050
- Stay in line with, and respond to further evidenced change in, science-based global emissions reduction targets that are needed to limit global warming to 1.5°C.

The Jersey Agriculture Carbon Neutral Roadmap will align with policies in the Island's Carbon Neutral Roadmap – Annex I.

Department - ED
Minister - EDTSC

20.2 Carbon Sequestration

The Department for the Economy will create a working group with industry and Government representatives to establish and consider opportunities for carbon sequestration in the rural environment, which will be evidence based and meet obligations of broader Government strategy.

As required in Strategic Policy 5 of the Carbon Neutral Roadmap, government will develop a carbon sequestration framework, including public consultation by the end of 2023.

The Rural Carbon Workgroup will align with policies in the Island's Carbon Neutral Roadmap – Annex J.

Department - IHE/ED
Minister - EDTSC/MENV

Annex A

International Multilateral Agreements

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| <ul style="list-style-type: none">• <u>Agreement on the Conservation of African-Eurasian Migratory Waterbirds</u> |
| <ul style="list-style-type: none">• <u>Agreement on the Conservation of Populations of European Bats</u> |
| <ul style="list-style-type: none">• <u>Agreement on the Conservation of Small Cetaceans of the Baltic and North Seas</u> |
| <ul style="list-style-type: none">• <u>Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and their Disposal</u> |
| <ul style="list-style-type: none">• <u>Convention for the Conservation of Antarctic Seals</u> |
| <ul style="list-style-type: none">• <u>Convention for the Establishment of the European and Mediterranean Plant Protection Organisation</u> |
| <ul style="list-style-type: none">• <u>Convention for the Protection of the Marine Environment of the North-East Atlantic (OSPAR Convention)</u> |
| <ul style="list-style-type: none">• <u>Convention on Biological Diversity</u> |
| <ul style="list-style-type: none">• <u>Convention on Environmental Impact Assessment in a Transboundary Context</u> |
| <ul style="list-style-type: none">• <u>Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES)</u> |
| <ul style="list-style-type: none">• <u>Amendment to Article XI paragraph 3(a) of the Convention on International Trade in Endangered Species of Wild Fauna and Flora</u> |
| <ul style="list-style-type: none">• <u>Amendment to Article XXI of the Convention on International Trade in Endangered Species of Wild Fauna and Flora</u> |
| <ul style="list-style-type: none">• <u>Convention on Long-Range Transboundary Air Pollution</u> |
| <ul style="list-style-type: none">• <u>Protocol to the 1979 Convention on Long-Range Transboundary Air Pollution concerning the Control of Nitrogen Oxides or their Transboundary Fluxes</u> |
| <ul style="list-style-type: none">• <u>Protocol to the Convention on Long-Range Transboundary Air Pollution concerning the Control Emissions of Volatile Organic Compounds or their Transboundary Fluxes</u> |
| <ul style="list-style-type: none">• <u>Protocol to the Convention on Long-Range Transboundary Air Pollution on Further Reduction of Sulphur Emissions</u> |
| <ul style="list-style-type: none">• <u>Convention on the Conservation of Migratory Species of Wild Animals</u> |
| <ul style="list-style-type: none">• <u>Convention on the Prevention of Marine Pollution by dumping of Wastes and other Matter</u> |
| <ul style="list-style-type: none">• <u>1996 Protocol to the Convention on the Prevention of Marine Pollution by dumping of Wastes and other Matter</u> |
| <ul style="list-style-type: none">• <u>Convention on Wetlands of International Importance Especially as Waterfowl Habitat (Ramsar Convention)</u> |

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| <ul style="list-style-type: none"> • <u>Protocol to amend the Convention on Wetlands of International Importance especially as Waterfowl Habitat</u> |
| <ul style="list-style-type: none"> • <u>Amendments to Articles 6 & 7 of the Convention on Wetlands of International Importance Especially as Waterfowl Habitat</u> |
| <ul style="list-style-type: none"> • <u>European Convention for the Protection of Animals during International Transport</u> |
| <ul style="list-style-type: none"> • <u>Additional Protocol to the European Convention for the Protection of Animals during International Transport</u> |
| <ul style="list-style-type: none"> • <u>International Plant Protection Convention</u> |
| <ul style="list-style-type: none"> • <u>United Nations Framework Convention on Climate Change</u> |
| <ul style="list-style-type: none"> • <u>Kyoto Protocol to the United Nations Framework Convention on Climate Change</u> |
| <ul style="list-style-type: none"> • <u>Doha Amendment to the Kyoto Protocol to the United Nations Framework Convention on Climate Change</u> |
| <ul style="list-style-type: none"> • <u>Vienna Convention for the Protection of the Ozone Layer</u> |
| <ul style="list-style-type: none"> • <u>Montreal Protocol on Substances that Deplete the Ozone Layer</u> |

Annex B

Bridging Island Plan

Policy PL5 - Countryside, Coast and marine Environment

- Agricultural land will be protected, particularly where its characteristics mean the land is of high quality and value to the agricultural industry.

Policy ERE1 - Protection of Agricultural Land

The development or loss of agricultural land will not be supported unless in exceptional circumstances and where:

1. The proposal will not lead to the loss of high-quality agricultural land, having regard to:
 - a) The quality of the soil and historic use of the land
 - b) The location of the land relative to nearby farms and other active agricultural activity
 - c) The overall of size of the land parcel and the impact that the development will have in on the integrity and viability of a farm holding
 - d) Access to other agricultural land in the area.
2. The nature of the proposed use genuinely necessitates and is appropriate to its proposed location.

Annex C

Bridging Island Plan

Policy H9 – Rural Workers’ Accommodation

The provision of residential accommodation for workers involved in agriculture and tourism will be encouraged and supported within the built-up area.

The development of residential accommodation for workers involved in agriculture and tourism outside the built-up area will only be supported where it can be demonstrated that all of the following criteria are satisfied:

- i. It is essential to the proper function of the business and is of a size appropriate to the functional need
- ii. It can be demonstrated that it cannot be provided on a site within the boundary of the built-up area; or within other existing occupancy-tied rural accommodation, and still meet the functional need
- iii. The need relates to a full-time worker or one who is primarily employed in agriculture or tourism who needs to be located outside the built-up area and does not relate to a part time requirement
- iv. It cannot be provided by an existing building, either on or off the site, and still meet the functional need
- v. It cannot be provided by rearranging, subdividing or extending an existing building on the site
- vi. Where possible, is located within or adjacent to the existing business premises, or other buildings on the site
- vii. The agricultural or tourism enterprise has been established for at least ten years, is currently financially sound, and has a clear prospect of remaining so.

Where the development of residential accommodation for workers involved in agriculture and tourism outside the built-up area is supported it will be regulated to:

- viii. Prevent the sale of the accommodation separately from the site itself, or any part of it
- ix. Limit occupation of the accommodation to persons solely employed in agriculture or tourism. Applications for the removal of restrictive occupancy conditions will only be granted where it can be demonstrated that:
 - i. The restriction has outlived its original planning purpose
 - ii. There is no reasonable prospect of the accommodation being occupied by workers involved in agriculture and tourism as demonstrated by a comprehensive marketing exercise which reflects the nature of the occupancy restriction.

Annex D

Bridging Island Plan

Policy SP6 – Sustainable Island Economy

A high priority will be given to the creation and maintenance of a sustainable, productive and diverse economy, with support for new and existing businesses, particularly where they encourage the development of a local market for goods and services, attract small footprint/high value business and foster innovation.

In particular, there will be support for:

- Development which can help to maintain and enhance a sustainable rural economy, where a rural or coastal location is justified, and where it protects the character of the landscape and seascape, and high-quality agricultural land.

Annex E

Bridging Island Plan

Policy PL5 - Countryside, Coast and Marine Environment

Economic development that supports the maintenance and diversification of the rural and Island economy will be enabled through this policy, where the location of development is justified and appropriate, or where it involves the reuse or redevelopment of already developed land and buildings, where it is appropriate to do so.

Policy ERE2 – Diversification of the Rural Economy

Proposals relating to the diversification of the rural economy will be supported where:

1. It is within the built-up area
2. In the case of development outside the built-up area, the nature of the proposed use genuinely necessitates, and is appropriate to, its proposed location:
 - a. It will complement and support an existing business, contributing to the maintenance of the rural economy; or
 - b. Enable a new business that has the potential to make a significant contribution to the rural economy; and where
 - c. It makes use of existing buildings; or
 - d. It is well-related to existing buildings and is appropriate in scale, location, design, material and colour to minimise its visual impact and to integrate with the character of the area.

The development of a new or extended farm shop outside of the built-up area will be supported where it does not exceed 100sqm (gross internal floor area); is ancillary to an existing farm holding; and is based on the sale of fresh local produce, which includes produce from that farm. The type, range and origin of goods sold will be controlled by condition or planning obligation agreement. Future development will be controlled to prevent further changes of use.

Proposals for diversification in the countryside must be accompanied by a business plan which justifies the location of the development in the countryside; and demonstrates its contribution to the rural economy. Where the supporting information is insufficient, proposals will not be supported.

Policy ERE5 – New or Extended Agricultural Buildings

Proposals for new agricultural buildings will only be supported where:

1. They are clearly demonstrated to be incidental and essential to the viability or running of the holding
2. Existing buildings on the holding or within reasonable proximity of it – as may be available for purchase or lease – cannot, with or without adaptation, be used for the proposed purpose
3. They are well-related to existing buildings and is appropriate in scale, location, design, material and colour to minimise its visual impact and to integrate with the character of the area.

Proposals for extensions, alterations, re-building or other works to buildings remaining in agricultural use will be supported where they are incidental and essential to the efficient operation of the holding.

Proposals for new or extended agricultural buildings in the countryside must be accompanied by a business plan which justifies the location of the development in the countryside; and demonstrates its contribution to the rural economy. Where the supporting information is insufficient, proposals will not be supported.

Policy ERE7 – Equine Development

All proposals for equine-related development will be assessed to ensure that they will not individually, or cumulatively, harm the quality and character of the landscape, and the amenity of the area and any adjacent uses, and will not otherwise compromise the quality and availability of land for agricultural use.

Development for new or extended commercial equine-related uses, such as livery stables and riding schools, will only be supported where it can be demonstrated that they will make a genuine contribution to the rural economy, and that this contribution is greater and more enduring than the agricultural use that may otherwise take place on the land.

Proposals for smaller-scale private equine-related development will only be supported where it is minor in scale and acceptable in terms of siting, scale, design and impact upon the character or appearance of the land; and impact upon the quality and availability of land for agricultural use.

The conversion of existing buildings to equine-related uses, rather than new-build, will be required when existing buildings on or near to the site are available, and are suitable and capable of conversion.

Where equine development is permitted, the use of any proposed external lighting associated with the facilities will be controlled through conditions which will restrict siting, height, angle or spread of light, and operating times in order to protect the landscape character of the countryside; biodiversity and the amenity of local residents.

Bridging Island Plan

Policy GD5 – Demolition and Replacement of Buildings

The demolition and replacement of a building or part of a building will only be supported where it is demonstrated that:

1. It is not appropriate in sustainability terms, and/or economically viable, to repair or refurbish it
2. The proposed replacement building, or part of a building, represents a more sustainable use of land having regard to the density of existing and proposed development, overall carbon impact, waste generation, and the use and performance of materials and services.

Policy ERE3 – Conversion or Re-use of Traditional Farm Buildings

Proposals to convert or re-use traditional farm buildings for other employment uses will be supported where it is proven that the building is no longer required for agriculture.

Proposals for employment uses which support the diversification of the rural economy will be encouraged. Proposals to convert or re-use traditional farm buildings for non-employment use, such as the provision of residential accommodation, will only be supported where no alternative employment use is appropriate or viable.

In all cases conversion will only be supported where the building is of a sound and substantial construction and is capable of conversion without extensive alteration, extension or re-building, and without adversely affecting the character or appearance of the building or changing or affecting the employment use or the nature of surrounding agricultural land.

Development proposals for the re-use of traditional farm buildings in the countryside must be accompanied by adequate information which demonstrates the redundancy of the building to the holding and the industry; and describes the nature of the building and its appropriateness and capability for re-use and adaptation. Where the supporting information is insufficient, proposals will not be supported.

Policy ERE4 – Re-use of Modern Farm Buildings

Proposals to re-use modern farm buildings for other employment-related uses will only be supported where:

1. The building was designed to be permanent and has been in agricultural use for at least twenty years
2. The building is proven to be no longer required for agricultural use on the holding, or to meet wider agricultural needs

3. The proposed alternative use is compatible with the location. In the case of buildings and structures that were clearly not designed to be permanent by virtue of their simple and temporary-natured construction, the alternative use of the building may be permissible until such a time that the building reaches the end of its serviceable life, and at which defined point the building will, by condition, be removed.

Development proposals for the re-use of agricultural buildings in the countryside must be accompanied by adequate information which: demonstrates the redundancy of the building to the holding and the industry; describes the nature of the building and its appropriateness for reuse. Where the supporting information is insufficient to demonstrate the above, proposals will not be supported.

Annex G

Bridging Island Plan

Policy SP4 – Protecting and Promoting Island Identity

The protection and promotion of the Island's identity will be given a high priority by ensuring that: economic development, which serves to strengthen and contribute positively to Jersey's local and international identity, will be supported.

Annex H

Bridging Island Plan

Policy ME7 - Larger-scale Terrestrial Renewable Energy Developments

Proposals for large-scale terrestrial renewable energy production will be supported where it can be demonstrated that the energy return and benefits of the development are deemed to sufficiently outweigh the environmental impact that may arise as a result. Any such anticipated environmental effects must be mitigated as far as possible, and appropriately compensated for.

Proposals for ground-mounted solar arrays on agricultural land will be supported where the benefit of the scheme will outweigh any loss to the agricultural industry, with positive consideration given to the redevelopment of glasshouse sites for this purpose.

Any such proposal must be supported with an appropriate monitoring programme and detailed restoration proposals, including funding and management mechanisms to ensure their implementation, and would be subject to a time-limited permission.

Proposals for larger-scale renewable energy schemes to serve individual domestic properties will be supported where their environmental impact is acceptable.

Annex I

Carbon Neutral Roadmap

OE3 – Agricultural Sector Emissions

Work with key stakeholders from the agricultural sector to develop and implement a new net-zero RES in 2022, that aims to support the agricultural sector to continue to reduce emissions from their activities, and to adapt to the effects of climate change.

EN3 - Developing Supply Chains and On-Island Skills for a Sustainable Economy

Put the development of on-Island skills at the heart of future economic and skills strategy, including integrating green skills into the Future Economy Programme and Further Education and Skills white paper. Government will also support the development of low carbon and sustainable supply chains.

Annex J

Carbon Neutral Roadmap

EN5 - Blue Carbon, Biodiversity and Sequestration

- Tackling the climate emergency by using nature-based solutions that also address the biodiversity crisis provides multiple benefits on land and at sea
- Develop a carbon sequestration framework.

Annex F

Rural Economy Projects

Land Management Data Platform
Soil and Land Management Plan
Protection of Agricultural Land

Ecosystem Services Review
LEAF Marque Standard
Organic Farming Certification

Jersey Agriculture - Nett Carbon Neutral
Jersey Royal Brand Management
Jersey Milk Marketing Board
Abattoir Services

Agri-Environment Scheme
Compliance with International Commitments
Genetically Modified Organisms

Rural Issues Communication Strategy
Jersey Rural Forum

Skills and Training
New Entrant and Succession Planning

Island Food Security
Island Farming Foundation

Jersey National Park