

## Action Plan to support Organic Farming 2014

Developed from 'Strategic Review of Organic Farming in Jersey' by Mark Measures published December 2013 and discussions held between the Jersey Organic Association – Producers Group and the SOJ Environment Department from January 2014 and ongoing. This action plan should be finalised asap and by end of 2014 at the latest to inform the RES [issues and options](#) paper which will be circulated to the agricultural industry and other stakeholders as a consultation document early in 2015.

<b>Action Point</b>	<b>Tasks</b> (itemised tasks required to achieve the given action point)	<b>Who is responsible?</b> (who will lead and be responsible for completion)	<b>Resources required</b> (financial and personnel)	<b>By when?</b> (interim and final deadlines)	<b>Who monitors?</b> (Who will monitor progress?)
1. Develop and grow organic farming in Jersey from current 3% to approx 6% of available farmland	The following points are further expanded upon below: <ul style="list-style-type: none"> <li>• Develop current businesses to become sustainable</li> <li>• Grow the market</li> <li>• Grow the number of organic businesses</li> <li>• Ensure Jersey organic producers are not disadvantaged in the market place</li> <li>• Provide high quality advice and research results to Jersey organic producers</li> </ul>	JOA-Producer Group  Environment Dept (SOJ)  Jersey Organic Farming Forum (coordination group see point 4)	Commitment of the JOA and individual organic producers plus time allocation of Department of the Environment officers.  Political and Government financial support for the development and implementation of the Strategy.	Interim – 1 <sup>st</sup> January 2015 (to be included in consultation for the new RES)  Final – 1st January 2016 (In place by end of the current RES)	Director of Environmental Management and Rural Economy (EMRE)
2. Coordination of local organic supplies to the market place to maximise availability and value (ie maximise the market)	Work with local and national supermarkets to develop appropriate protocols to coordinate supply of regular local organic produce	JOA (producers group) to discuss with Co-op  D of the E officers to discuss with Waitrose	JOA and D of the E, with local supermarket representatives to develop and implement local organic supply plan	Ongoing regular meetings to develop and implement supply plan followed by annual meetings to monitor outcomes and refine	Director of EMRE & JOA

	<p>Consultation with the Co-operative Society and Waitrose to identify their customers' organic requirements and how organic farming needs to adapt to fulfil a long term supply contract</p>	JOA (producers group) to meet with Jersey Business advisers	JOA and Jersey Business advisors to develop individual business plans to maximise market opportunities	supply network. Initial meeting to be held by May 2014. Followed by ongoing individual and collective discussions.	JOA and individual organic producers
	Maximise the weekly 'veg box' market and explore other market opportunities	As above	As above	As above	As above
3. Development of marketing strategies and materials (including local retailers) that enhance the public's perception of the importance of organic production and its contribution to the management of the environment in Jersey	<p>Develop a marketing strategy, in conjunction with local retailers/other stakeholders, which identifies the environmental and health benefits of organic foods</p> <p>Develop distinctive branding and appropriate packaging</p> <p>Identify appropriate training and/or mentoring in order to develop experience and expertise in marketing, strategic planning and maximise returns</p> <p>Develop an education and public information strategy on the benefits of locally grown produce, including organic, to health, the environment and local producers including school visits/talks/WI/ etc.</p>	Work with local experts and possibly UK consultants to develop the marketing strategy and supporting materials	<p>Funding available through application to Rural Initiative Scheme (RIS).</p> <p>UK advisory input funded by EMRE consultancy budget.</p>	Development of marketing strategy by the end of 2014 and the preparation of an RIS application to meet the deadline of 31 <sup>st</sup> January 2015.	JOA plus advisory input from D of the E, Jersey Business and UK consultants.

<p>4. Identify sources of, organic farming advice, consultancy and research results that will assist the growth and success of organic production in Jersey</p>	<p>Obtain general and specific organic consultancy, research and advice to assist individual organic producers with improvements to husbandry, efficiency, business and financial management and future market developments.</p>	<p>Source expertise locally (SOJ Agricultural Advisory Service) and develop links UK organic advice and research organisations</p>	<p>D of the E officer time allocation plus UK consultancy and research links funded via EMRE.</p>	<p>Initial UK advisory visit to Jersey in 2014 plus ongoing links and possible visits to UK organic institutions.</p>	<p>D of the E officers to allocate time to Organic consultancy and advice provision</p>
	<p>Implement a support mechanisms to access organic information and advice Develop formal links with Elm Farm Organic Research Centre</p>	<p>JOA producer group to identify advisory requirements. D of the E officers to arrange and fund UK consultancy visit.</p>	<p>As above</p>	<p>As above</p>	<p>As above</p>
	<p>Regular one to one advice and training from Institute for Organic Training and Advice (IOTA)</p>	<p>As above</p>	<p>As above</p>	<p>As above</p>	<p>As above</p>
	<p>Support for organic producers to attend annual conference of ORC</p>	<p>As above</p>	<p>As above</p>	<p>As above</p>	<p>As above</p>
	<p>Develop local organic farming discussion group, farm walks etc to develop group and encourage new entrants.</p>	<p>JOA &amp; organic producers to identify attendees and conference dates</p>	<p>Funding available through application to Rural Initiative Scheme (RIS)</p>	<p>Conference season 2015</p>	<p>As above As above</p>

	<p>Formation of a co-ordination group (Jersey Organic Farming Forum involving organic producers, JOA, Genuine Jersey, SOJ representatives and retailers to develop future strategy and oversee its implementation. <i>Work together with SOJ, JOA, Genuine Jersey, retail outlets, Jersey Business etc to develop organic producer businesses to meet the needs of customers</i></p> <p>Liaise with Jersey Business to develop the strategy and to compile individual business plans which complement each other for individual organic producers</p> <p>Identify entrepreneurs within the Organic sector who can lead and have the skills, knowledge and experience and motivation to develop the local organic sector for the benefit of producers, customers and other stakeholders.</p>	<p>JOA &amp; organic producers to arrange and implement JOA &amp; organic producers to arrange and implement</p> <p>JOA Producer group to meet with Jersey Business</p> <p>All stakeholders</p>	<p>D of the E agricultural advisory officers to attend</p> <p>Commitment by all stakeholders</p> <p>Allocation of staff by Jersey Business to Organic Action Plan</p>	<p>Summer 2014 with ongoing dates</p> <p>First meeting Summer 2014 and regular scheduled meetings say quarterly to start with to help develop this action plan and input into RES 2016</p> <p>Initial meetings in the Summer 2014 with ongoing business planning</p>	<p>As above</p>
<p>5. Development of Government policy that provides adequate support for local organic producers so that they are not disadvantaged in</p>	<p>Recognition by SOJ of the importance of Organic farming in Jersey with a clear statement concerning the future support for the sector designed to enable organic farming to meet its potential and how Organic Farming contributes to the environmental aims of RES 2016</p>	<p>JOA Producer Group and Director EMRE</p>	<p>All stakeholders with assistance of Minister, Director EMRE and Department Officers</p>	<p>Statement to be drafted with political support by 1<sup>st</sup> January 2015 for inclusion in RES consultation process.</p>	<p>Director EMRE</p>

comparison to their competitors whilst promoting production efficiency and a market focus approach	This statement to be included in RES 2015				
	Develop a suite of SOJ support measures designed to ensure local organic producers are not disadvantaged in the local and export markets. These measures to take into account the non-market benefits of organic farming so that organic producers are not disadvantaged and can develop long term sustainable businesses.	CAP reform and support mechanisms implemented by local jurisdictions.	EMRE officers to review CAP reforms and consult with stakeholders	Initial proposals to be devised by October 2014	Director EMRE
	Government support measures to be equal to or greater than EU recognised organic support measures operating in neighbouring jurisdictions i.e. UK and France These measures recognise the environmental, educational and health benefits of having an efficient organic farming sector in Jersey.	As above	As above	As above	As above
	Interim support measures prior to RES 2016 to maintain and increase current organic production levels (see point 1)	Director EMRE review 2014 budget and advise Minister of options	Additional funding required to meet organic producers expectations	If possible any additional payment to be in line with SAP paid in September 2014	As above
Identify how the development of the National Park can be enhanced by the inclusion of organic farming that will	JOA & organic producers to review how their	Business planning by individual producers	Ongoing	JOA	

	encourage biodiversity asn coastal land.	businesses can contribute to the National Park project			
	Promote the Soil Association Food for Life programme for schools and hospitals	JOA			
6. Research and determine how the current public purchasing and procurement policy can be adapted to support local agricultural production including organic production	Develop SoJ policy advocating organic produce in public catering procurement	EMRE officers, States Procurement Policy & organic producers	Officer time allocation to discuss options and review current States procurement process	Develop draft proposals by October 2014	Director EMRE
	Work with Health, Education and procurement to develop long term goals and policies	As above	As above	As above	As above
	Review of current SOJ procurement protocols to enable all local farmers including Organic producers the opportunity to supply schools, hospitals and other institutions with local agricultural produce on a profitable basis.	As above	As above	As above	As above
	Research regions where this is policy perhaps as part of locally sourced food initiative, helping to protect local jobs/local economy/industry etc.	As above	As above	As above	As above