

Jersey Product Promotions (2017) Ltd

Report to Recommend Funding for 2019

On 17th July 2012, the States approved a new Economic Growth and Diversification Strategy (P55/2012). The key objectives were to deliver growth, improve competitiveness, diversify the local economy and create employment. This will be achieved by the States working in partnership with the private sector and third sector organisations to deliver four strategic aims:

- Encourage innovation and improve Jersey's international competitiveness
- Grow and diversify the financial services sector, capacity and profitability
- Create new businesses and employment in high value sectors
- Raise the productivity of the whole economy and reduce the reliance on inward migration

The Department has, as part of its overall strategy, the objectives of encouraging sustained real economic growth within Jersey and actively supporting the promotion, diversification and further development of local food and products in the Island, along with growing export markets.

Jersey Products Promotion Limited (JPPL) is an umbrella organisation, grant supported by the Department of Economic Development, Tourism, Sport and Culture and consists of the Genuine Jersey Products Association (GJPA) and the Jersey Export Group (JEG). JPPL has played an important part in assisting the Department to achieve its objectives as detailed in the Rural Economy Strategy 2011-2015 for the food, produce and products sector. It will continue to have an important role in delivering the new Rural Economy Strategy from 2017 onwards and will operate as 2 distinct groups; the Genuine Jersey Products Association (GJPA) and the Jersey Export Group (JEG). The latter will ultimately be developed into 'Farm Jersey' which will encourage collaboration to further develop the Genuine Jersey and Jersey export brands in order to increase local sales for members of the Genuine Jersey Products Association, as well as new export initiatives for Island producers. The development of a common marketing and export strategy across the rural sector will help create a critical mass and variety of world class products and that will help make local produce more available and more attractive to critical new markets overseas. Working in closer partnership with Jersey Business and Visit Jersey, Farm Jersey will help to better connect consumers to producers, promote local food production, showcasing the best that Jersey has to offer, whilst creating ambassadors to promote the Island's other industries and encourage inward investment.

The organisation (JPPL) will be supported through the provision of a grant, totalling £205,000 in 2019, to fund the following activity:

£124,000 to deliver key objectives set out in business plan

£26,000 specifically to support Farm Jersey

£35,000 to specifically support the Phipps Jersey Royal PR campaign

£15,000 to deliver Jersey's attendance at Paris SIA

£5,000 to deliver annual farming conference.

The services supported by the funding include:

1. Develop Strategy to attract membership

- Attract GJPA membership applications.
- Maintain an on-line presence for both GJPA and JEG members as appropriate.
- Attract positive media coverage for members and the Partner to raise the profile of member's products and of the producers.
- Provide marketing support for members
- Monitor members and products to ensure compliance with the appropriate standards

2. Identify and promote produce/products which meet criteria for membership

- Increase GJPA membership.
- Provide product marketing support for produce and/or product sectors.
- Work with States Trading Standards Department, Environmental Protection and Spoor and Fisher to defend the PDO, the Jersey Royal Trade (certification) Mark and logo and the Genuine Jersey Products Association's Collective Trade Marks.

3. Support local businesses during their early stages of development.

- Support new start-ups and small producers by establishing and maintaining a collective insurance scheme.
- Maintain an on-line presence for Members via a JPPL (GJPA and JEG) web site.
- Help define routes to market for Member products

4. Raise the profile of Jersey produce and products

- Advertise the benefits of buying both food and non-food Genuine Jersey goods to potential consumers.
- Attract positive media coverage for Members and the organisation. (Number press releases, interviews and articles)
- Work with retailers, restaurants, wholesalers and distributors to achieve a greater uptake in the purchasing and/or use of local products.
- Co-ordinate an annual Jersey Royal UK PR Campaign to create awareness and stimulate a demand for Jersey Royals within the market place, through shared funding between the Department and the private sector.
- Co-ordinate attendance at the Salon International de L'Agriculture (SIA) in Paris for members for the duration of the agreement between the Conseil Generale de la Manche and the States of Jersey; to maintain and build relationships at local, regional and national level in France, in order to raise the profile of and stimulate demand for Jersey products.
- To work in conjunction with the Bureau des Iles Anglo Normande (BIAN) and Jersey Business to explore the development of an export market in Europe for Jersey products.
- Use the SIA as a conduit and opportunity to access French retailers and distributors.

5. Expand local and export markets

- Encourage applications to government grants and other support.
- Establish and maintain opportunities for Members to sell direct to consumers.
- Communicate opportunities for Members to sell their products on-line.
- Co-ordinate an annual Jersey Royal UK PR Campaign (as required) to create awareness and stimulate a desire for Jersey Royals amongst the target audience to coincide with availability with shared funding between the Department (the brand owner) and the private sector if possible.
- Co-ordinate attendance at the SIA in Paris for members for the duration of the agreement between the Conseil Generale de la Manche and the States of Jersey; to create awareness and stimulate demand for Jersey produce.
- Support new start-ups and small producers by establishing and maintaining a collective insurance scheme.
- Establish and maintain opportunities for members to sell direct to consumers both on and off the island.
- Work with retailers, restaurants and wholesalers to achieve a greater uptake in the purchasing or use of local products.
- Develop opportunities for members to sell their products on-line.

6. Assist the Department to develop and maintain a Jersey Food and Farming Partnership with key stakeholders within industry.

- Protect and promote the PDO and Trade (certification) Marks for Jersey Royal, including the establishment of a Panel with representative(s) from the Department and the Intellectual Property Registry in order to negotiate a licence and fee (where appropriate) for the use of the Jersey Royal trademark.
- Protect and promote the Genuine Jersey trademark, words and logo in any jurisdiction where the trademark is registered including the negotiation of licence fees for the use of the mark where appropriate (see above).
- Facilitate the delivery of the Organic Farming Action Plan (OFAP), in conjunction with Jersey Business, with particular emphasis on areas of packaging, design and co-operation identified by Jersey Business
- Organise an Annual Farming Conference with the emphasis on providing a forum for the agricultural industry with a wider remit to cover technical, marketing and societal issues.