



Universidad  
de Alicante

## Case Study: Jersey Royal Potatoes (PDO)

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Name of the indication	Jersey Royal Potatoes	 <b>Fig. 1 Jersey, Wikipedia (2006)</b>
Country	UK Channel Islands	
Category	Vegetables Class 1.6	
Protection status under Regulation (EC) 2081/92	Protected Designation of Origin (PDO)	

## 1 Product Information

### 1.1 Product description

The Jersey Royal is an early variety of potato characterised by long oval tubers and thin yellow skin. It has dark green foliage with wavy margins and robust stems. Because of the soil and climate in Jersey, Jersey Royals have a firm, waxy texture and a distinctive nutty, earthy and sweet taste. They are eaten with the skin on. Local seaweed or “vraic” is sometimes used as a fertiliser, which enhances the flavour. The potatoes are mostly available from April-June. They have not been successfully grown outside Jersey and are the only potatoes to be protected by a PDO.

### 1.2 History

Potatoes have been grown commercially in Jersey since the late 18th century. The sheltered nature of the island and rapidly warming soils meant crops could be grown earlier on Jersey than anywhere else in the UK. Competition was fierce in London's Covent Garden Market and the early potato farmers searched for the best variety. About 1880 a Jersey farmer Hugh De La Haye found a huge potato with 15 “eyes”. The potato was cut into pieces and they were planted on a steeply sloping field or “cotil”. Next spring they produced a large, early crop. Although the parent potato and most of the new crop were round, one plant produced kidney-shaped potatoes. Because of the way it was discovered and its superior flavour, the new type of potato was named the “Jersey Royal Fluke”. It was developed to produce better versions. The Jersey Royal, as it became known, was grown commercially all over the Island and gradually replaced the cider apple as the Island's main crop. This created today's distinctive landscape: almost continuous forest became small fields with hedgerows; woodland was confined to the steep valley sides.

### **1.3 Possible substitutes**

Early in the season, the main substitutes for Jersey Royal Potatoes are new potatoes from overseas, for example from Egypt or Israel. In particular, these can compete on weather conditions, local production costs and the ability to realise economies of scale. Later substitutes come from mainland Britain, especially from Pembrokeshire and Cornwall, where production suffers from a slight lag in the arrival of warm weather but benefits from economies of scale and lower transport costs.

Although it has lost market share in recent years, the Jersey Royal Potato remains the market leader (41% spontaneous first mention compared with 27% for English New Potatoes, tracking survey June 2003, Public Relations Brief Jersey Produce (2003)).

## **2 Geographic Information**

### **2.1 Area of production**

Agriculture is a major land use on Jersey and around 25% of all land or 45% of agricultural land is dedicated to Jersey Royal Potato production. It is, therefore, an important landscape feature. Because agricultural land and the built-up area make up 75% of the Island's area, only one quarter is left for semi-natural habitats.

Jersey is one of the most densely populated places in Europe and overall the island is classified as "suburban", with two thirds of the population living in urban or suburban areas.

Area (approx.)	Total area: 117km <sup>2</sup> Agricultural area: 65 km <sup>2</sup> or 56% of the total area Jersey Royal Potato growing area: 29 km <sup>2</sup> or 16,000 "vergees", 45% of agricultural area or 25% of the total area
Population (approx.)	87,700 habitants (2004) 58,330 in urban/suburban areas
Population density (approx.)	740 habitants/km <sup>2</sup> (2004) 620 habitants/km <sup>2</sup> in suburban/ rural areas

### **2.2 Alternative Regional Land Uses**

There was a 26% reduction in agricultural land farmed on Jersey 1970-2003, some of which is due to development, natural reversion of marginal land and other uses like community projects (detailed information has not been collated). More recently, there was a decline in Jersey Royal Potato cultivation 1999-2004 of around 5,000 vergees (Rural Economy Strategy (2005)). This seems to have been stabilised by the restructuring of production and

the supply chain and 2005 and 2006 have shown an improvement (interview with Environment Department (2006)). Land used for the other traditional agricultural activity, dairy farming, is down by around 2,500 verges; over 1,000 dairy cows left production in 2002 because of decreasing viability. Farmers do not expect that to be reversed (interview with Jersey Royal Potato farmer and ex-dairy farmer (2006)). Importantly, other farmers have taken up most free land. Nonetheless, the States are keen to promote diversification in the rural economy to ensure sustainability and active land management. Many of those who have given up, e.g. dairy production, seem to have gone to work in a different sector or taken early retirement (interview with Jersey Royal Potato farmer (2006)).

At present there are no alternative agricultural land uses of comparable economic viability to Jersey Royal production and many farmers concentrate on that one crop. The size and geographical location of Jersey mean that it is difficult to realise economies of scale and farmers suffer from high freight costs to reach the rest of the UK market. Because it is a unique product protected by a PDO, farmers are able to charge a premium for Jersey Royals and secure large orders from retailers. It is, however, much less viable to export any other type of agricultural produce, leading to a decline in production on Jersey of other traditional, but not unique, crops that are caught in the commodity trap. 99% of the Jersey Royal crop is exported whereas the majority of other crops such as tomatoes, courgettes, cauliflowers, peppers, red fruits and apples and all dairy produce is consumed on the island. Some types of flower production are doing fairly well while others have fallen off dramatically faced with competition on scale, climate and price from countries such as Kenya.

There is particular interest in making "second crops" more viable, i.e. those planted in fields after the Jersey Royals have been harvested. The Environment Department considers that, to do so, most farmers would need to work together to ensure the sufficient, consistent output necessary to secure a contract with a retailer or wholesaler and to make economies of scale.

Organic produce is perceived as an interesting option for creating agricultural diversity. Demand for Jersey organics generally outstripped supply in 2005; insufficient organic crops are produced in the UK to meet demand making it a potentially significant export market (Jersey Farmer's Union Annual Report (2005)). Organics, moreover, earn the premium price able to make their export viable, similar to the Jersey Royal Potato. Organic Jersey Royals earn an extra premium. Additionally, the growth in farm shops on Jersey seems to be stimulating demand for local, organic and fair trade produce on the Island. Funds from the States of Jersey are available to support organic conversion under the Countryside Renewal scheme. It would still be necessary, however, to guarantee retailers a minimum, consistent supply, generally by forming farmer cooperatives or merging operations, as the majority of Jersey Royal producers have done (interview Environment Department (2006)). 466 verges of arable land was registered as organic in 2005 and 93 verges were in conversion (Jersey Farmer's Union Annual Report (2005)). In spring 2006, the Department for Environment and Planning received an application for organic conversion support for 300 verges for courgette production (interview with Environment Department (2006)).

As another source of diversity, the Environment Department is promoting livestock farming and the abattoir has been brought up to EU standards. Jersey's meat market is worth at least £21.5 million per year. A particular gap in the market is lamb: around 250 per year are produced on the Island but imports are at least 15,000 per year. However, a major revision of legislation and practices is necessary to enable meat exportation (UK National Audit Office

assisted by Dr McQueen in States of Jersey (2005) “Growing the Rural Economy Rural Economy Strategy”).

There has been renewed interest in apple orchards and cider production, but although local varieties have been preserved by the Environment Department most of those planted so far have been French or British. The Countryside Renewal Scheme 2006 offers support for the planting of Jersey varieties to try to address this.

Other options are equine livery, cereals for animal feed or local bread, protein crops for animal feed, salad and vegetables for the local market and essential oils for cosmetic and other therapies.

At present rural tourism is not sufficiently developed to be a sustainable alternative to Jersey Royal production, although high-quality rural tourism could provide a low-impact complementary income. Jersey has seen declining tourist numbers since the 1980s, in particular because of the wide choice of tourist destinations, Jersey’s reputation as an expensive destination and the difficulty of competing on price, especially with Mediterranean countries. The Rural Economy Strategy 2005 aims to encourage tourism based on the quality of Jersey’s environment that can complement the distinctive landscape and culture by attracting new, younger visitors and providing more farm-based self-catering accommodation and outdoor activities that can also be enjoyed by locals.

In any case, as recognised by the Rural Economy Strategy, successful diversification will depend on market feasibility, raising capital for investment and operation costs, developing infrastructure and skills including marketing, and meeting consumer requirements. The States have agreed to provide support through the Single Area Payment Scheme, the Rural Initiative Scheme, the Small Business Development Service and the Small Firms Loan Guarantee Fund. The feeling on the ground at this early stage was, however, that successful diversification is very difficult in agriculture because the sector is suffering from international competition and price squeezing by retailers and because it requires farmers to see their activity as a business and not a family way of life (interview with a Jersey Royal Potato farmer (2006)).

### **3 Legal protection**

#### ***3.1 Geographical Indication Protection***

The Jersey Royal Potatoes PDO is protected by virtue of Commission Regulation (EC) No 1107/96 of 12 June 1996 on the registration of geographical indications and designations of origin under the procedure laid down in Article 17 of Council Regulation (EEC) No 2081/92. The Environment Department’s predecessor handled the national stage of the application procedure.

The specification is not especially detailed, in part because the PDO relates to a vegetable and not a processed product. One point of doubt is that the specification describes the “extensive” use of vrac as fertiliser when, because of the increased price of harvesting vrac, the needs of different Island soils and the availability of other fertilisers, especially cover crops and chemical fertilisers, in general vrac is only sometimes used on the sandy soils on the West on the Island, where it is thought to add needed texture and moisture.

### **3.2 Environmental Regulations**

Legislation administered by Economic Development Department:

Agricultural (Loans and Guarantees)(Jersey) Law 1974 and Agriculture (Loans) (Jersey) Regulations 1974

Legislation administered by the Environment and Planning Department:

Potatoes (Precautions against Blight) (Jersey) Order 1961

Protection of Agricultural Land (Jersey) Law 1964 (as amended)

Export of Agricultural Produce (Jersey) Order 1972 (as amended)

Agricultural Land (Control of Sales and Leases) (Jersey) Law 1974

Pesticides (Jersey) Law 1991. Pesticides (General Provisions) (Jersey) Order 1991

The Conservation of Wildlife (Jersey) Law 2000

[Planning and Building \(Jersey\) Law 2002](#): provides for a List of Sites of Special Interest (SSIs) of places or buildings that are of special environmental or cultural interest and for an Island Plan (2002) with a holistic framework for land use planning up to 2011 based on local and global sustainable development. The countryside policy-making principles relevant to the Jersey Royal Potato include: protecting agricultural land; encouraging a sustainable, diverse and non-polluting agricultural industry that helps manage the environment, creates employment and supplies high quality produce; enriching the diverse biology of Island through environmental management; ensuring the sustainable use of natural resources; enhancing the quality, diversity and distinctiveness of the landscape and natural and cultural features; avoiding pollution; developing economic diversification. In many respects, this law enabled Jersey to bring its environmental and planning legislation into line with Britain and international treaties.

Plant Health (Jersey) Law 2003

Codes of Good Agricultural Practice

### **3.3 Marketing Regulations**

{explanation – situation before and after EC case}

Agricultural Marketing (Jersey) Law 1953: provides for the control of the marketing of agricultural produce by the control of production and other means.

[Export of Agricultural Produce \(Jersey\) Order 1972](#)

Subordinate regulations: [Jersey Potato Export Marketing Scheme \(Approval\) \(Jersey\) Act 2001](#), [Jersey Potato Export Marketing \(Registration of Producers\) Order 2001](#), [Jersey Potato Export Marketing \(Polls\) \(Jersey\) Order 2002](#)

Case C-293/02 (Reference Article 234 EC for a preliminary ruling from the Royal Court of Jersey (Channel Islands) in the proceedings Jersey Produce Marketing Organisation Ltd v States of Jersey, Jersey Potato Export Marketing Board, and Top Produce Ltd, Fairview Farm Ltd): held that **XX**

[Maincrop Potato Marketing \(Registration of Producers and Polls\) \(Revocation\) \(Jersey\) Order 2003](#), [Maincrop Potato Marketing Scheme \(Revocation\) \(Jersey\) Act 2003](#)

## 4 Specification / Code of Practice / Certification

### 4.1 *Specification and usual means of production*

**Specification:** The Jersey Royal is an early kidney potato that was first selected and marketed around 1880. There is no source of Jersey Royals outside the Island. The potatoes are also known as “Jerseys” or “Royals”. The majority of the crop is planted by hand. Each grower selects his own seed, which is planted at the second shoot stage. Extensive use is made of seaweed as a fertiliser.

**Usual production method:** In late June/early July the seed crop is dug and top quality potatoes are selected and stored in open wooden trays. The field they come from is recorded to ensure traceability. A second crop can then be planted. Grass, mustard seed or barley are often sown as a cover crop and simply ploughed back into the soil to add texture and replace nutrients before the following year’s potato crop is planted. The fields may also be manured or “vraiced”, which means covering the ground with seaweed collected from Jersey’s shoreline, or chemically fertilised according to a soil analysis.

By late autumn, the potato seed crop has produced one shoot. That is removed by hand, the potatoes are sorted by size and are “stood” upright in wooden trays and stored. The potatoes then develop between three and five shoots, which produce more and smaller potatoes at harvest than one shoot.

In November the first crop is planted under glass to be harvested in February and March, although the area grown under glass is decreasing for questions of profitability (Jersey Farmers Union Annual Report 2005).

The main crop is planted outdoors in January to be harvested from April to June. Small furrows or “rows” are mechanically ploughed 60-90cm apart, the seed potatoes are placed in the soil by hand, and the soil is then flicked back over mechanically. The potatoes must all be planted at the same angle and depth with the shoot pointing upwards to ensure the crop is ready for harvesting at the same time. To protect the young crop from frost and to warm the soil to ensure an early yield, fields may be covered in polythene or even a fleece blanket during extreme weather. In very dry years, fields in the West of the Island where the soil is more sandy may be irrigated.

The first new potatoes are hand-lifted from the mild and sunny south-facing fields on steep slopes or “côtils” in April. The fields on slopes near the coast are especially steep. Seasonal workers from Madeira and Poland do most of the sorting, planting and harvesting work.

A tractor-powered digger harvests the later crop grown on the flatter land, with pickers following behind to collect the potatoes exposed. Seed potatoes for the next season are selected.

Royals are checked for obvious blemishes, divided into sizes: chats, mids, ware, and toppers, and graded by a quality controller before being packed and transported in refrigerated vans for shipping to Portsmouth, England in the evening. The potatoes are in Britain’s shops the next afternoon. Only around 1% of production is consumed on the Island.

## **4.2 Monitoring and Certification Procedures**

The Environment and Planning Department of the Island government acts as the inspection body.

## **5 Environmental effects**

### **5.1 Water**

**Water resources and demand:** as an Island, Jersey relies on rainfall for its freshwater supplies. Most rain falls September to March, covering the main Jersey Royal Potato growing season. Average annual rainfall is plentiful at 877mm, with annual variations of 600mm to 1100mm from 1995-2005 (Jersey New Waterworks Company (2002)). This means that occasionally a year is too wet or too dry for the Jersey potato crop, hampering growth or requiring irrigation on the sandier western soils. The Environment Department considers that irrigation is infrequent and small-scale enough not to constitute an environmental problem, however (interview with Environment Department (2006)).

Around 97% of the mains water supply comes from surface water. That is complemented by water from boreholes and, at times of drought, a reverse-osmosis de-nitrification plant and a reverse-osmosis desalination plant, and combined into reservoirs. Around 15% of dwellings are not connected to the mains and rely directly on boreholes, wells or rainwater tanks.

Per capita demand for mains water is increasing by around 1% per year (The State of Jersey (2005)). Total abstractions are estimated to be 25% of the average annual effective rainfall (Merrett and Walton (2005)). Jersey is not short of water in absolute terms but reservoirs have become stressed during occasional drought years. Jersey's water resource is affected by: seasonal variations in rainfall because drought years are much dryer than average and in evapotranspiration, which causes water to be lost to the sea as runoff; rainfall around the coast is lost as small flows to sea and cannot be economically tapped – this effect is greater the smaller the island; there is no possibility of obtaining water from a neighbouring area as in a larger country; seasonal visitors (Evans (2004) in The State of Jersey (2005)).

**Water quality:** historic farming practices have given Jersey's current farmers the challenge of reducing levels of nitrate pollution in ground and surface water (around 58% of surface water comes from Jersey's shallow aquifers, increasing the chances of nitrates getting into the water supply (Robins (2000) in Merrett and Walton "Nitrate Pollution on the Island of Jersey Managing Water Quality Within EC Directives" (2005)).

#### Threats

Freshwater environment: the Biodiversity Strategy of 2002 identified over-extraction, pollution from agrochemicals and domestic sources and inappropriate watercourse management as threats to wetland habitats by changing the diversity and composition of species, removing habitat, and channelling surface water to the sea instead of allowing it to filter back into the water table. Freshwater marshes and wet meadows were also at risk.

Marine environment: the Biodiversity Strategy found that, during high rainfall, runoff from land contributed to heavy bacterial loading in the marine environment. Nitrate-rich run-off water was also thought to be responsible for seaweed blooms of sea lettuce and other species in

bays on the South coast. Unlike serrated and bladder seaweeds that can be used as fertiliser or “vraic” and other brown seaweeds that provide an important shoreline habitat and food for insects, fish and birds, the sea lettuce creates anoxic rotting masses on beaches that must be disposed of.

Jersey’s soil has high nitrate leaching potential and aquifer vulnerability because it is generally thin with poor clay content over a hard-rock basement (Merrett and Walton (2005)). Moreover, potato cropping and dairy farming require some of the highest levels of fertiliser application for maximum yield (Holmes (1979) in Merrett and Walton (2005)) and optimum cropping techniques increase leaching rates, especially on the type of soil found on Jersey.

#### Actions:

Jersey is reducing nitrate levels through legislation, new production standards, including those demanded by retailers, and changes in agricultural practices. Nitrate use declined 1999-2005 and 2005 evidence showed a fall in the nitrate content of surface and groundwater. A five-yearly review of macro-invertebrate populations in Jersey’s flowing water showed that important progress was made between 1997/98 and 2002/04 with “bad quality” falling from 37% to 8% (Langley and Kett (2005) in Merrett and Walton (2005)). Reports for Jersey Water show that in 2002, a very wet year, 71% of samples for nitrates and 88% for nitrites met EU maximum concentration levels. In 2003, this rose to 99.7%. In autumn 2002, 78% of stream sites monitored met water quality objectives and this rose to 94% in spring 2003. Autumn low-flow and siltation can be responsible for lower figures (The State of Jersey (2005)).

A 2004 amendment to the Jersey Water (1972) Law incorporated EC drinking water quality standards, including 50 mg/l Maximum Admissible Concentration (MAC) for nitrate, with a dispensation until 2008 whereby up to 33% of samples annually may exceed the nitrate MAC, provided they have less than 70mg/l NO<sub>3</sub>. A denitrification plant has been opened but the nitrate-rich effluent is discharged back into the stream. At the desalination plant, nitrate-free water is mixed with other sources of drinking water. This reduces the amount of water taken from ground and stream sources for drinking. Because of changes in agricultural practices, these plants are not generally needed unless there is a drought.

New forms of water quality management by agriculture were introduced in the Water Pollution (Jersey) Law 2000 and the 2004 Code of Good Agricultural Practice for the Protection of Water, which aim to avoid water pollution by slurry, manure or dirty water (failure to comply is a criminal offence). The Pesticides (Jersey) Law 1991 involves a Code of Good Practice and some pesticides that have been found to pollute watercourses are no longer permitted in Jersey, although they are still used in the UK.

Changes in practices throughout the 1990s include integrated crop management, optimised ploughing, plant-rotation and the use of cover crops as a wildlife habitat and fertiliser. Weeds and disease populations are monitored so that pesticides are applied only if risk is above a damage threshold. Moreover, structural changes in farming have led to fewer, larger farms that are run as efficient businesses. The vast majority of the Jersey Royal Potato farmers produce a premium product for export and so must comply with UK environmental standards. UK certification schemes imposed by UK retailers are Assured Food Standards, LEAF, and Soil Association for organic produce. The Environment Department considered that it was generally smaller and less professionally run farms that may have problems with nitrates today (interview (2006)).

The change in agricultural subsidies and the Countryside Renewal Scheme, which supports the creation of buffer zones along field edges, and should further reduce nitrate fertiliser application and leaching by Jersey Royal Potato growers.

The Ramsar designation and Marine Protection Zone protect marine habitats. The **draft** Water Resources (Jersey) Law 200- will provide for the protection and management of water resources and conservation of inland waters and related biodiversity. All water abstraction will have to be licensed and monitored so that data on overall abstraction is available. Ramsar designation may be extended to critical wetlands.

Lastly, the human health benefits compared to the economic cost of lowering nitrate levels from 100mg/l MAC to 50mg/l MAC have been questioned. The World Health Organisation (WHO) international drinking water quality standards (1970) set <50mg/l as a “recommended” level and 50-100mg/l as an “acceptable” level for nitrates. But the WHO (European) standards gave 50mg/l as a “recommended maximum” and this was incorporated into EC drinking water standards (80/778/EC) and subsequently adopted by Jersey. The scientific basis for the change from 100mg/l to 50mg/l has long been contested. Because it represents a neat halving, it may have been based on the precautionary principle only. A UK Joint Committee on the Medical Aspects of Water Quality found that “There is no compelling evidence to suggest that significant risks to health are encountered when water containing between 50 and 100 mg/l nitrate is supplied to the public” (Merrett and Walton (2005) and interview with the Environment Department (2006)).

## **5.2 Soil**

A Jersey soil map has not yet been developed. Most soils come from glacial drift deposits and are deep and well drained but water retentive. On the steepest valley slopes, the soil comes from the underlying solid rocks and is shallow and acidic. But it is used for the earliest potatoes because it warms up earliest in springtime. Silty or fine, sandy loams are very fertile and sought-after for agriculture but, unless protected by hedgerows and shelter beds, they are weakly structured and liable to erosion. Consolidation in the agricultural sector, especially in Jersey Royal Potato production, means that some traditional boundaries have been lost to make larger fields or because land leaves production. Soils that pollute watercourses can cause eutrophication.

Soil and pest analysis is carried out by the Environment Department so that farmers are able use fertilisers and pest control methods effectively. The Countryside Renewal Scheme, in which the Jersey growers are participating, promotes soil conservation measures like uncultivated buffer zones and hedgerow management. Changes in Jersey Royal production methods are also protecting the soil, e.g. ploughing right before planting so that topsoil is not lost and planting seed crops that are left on the land for 8 months of the year and then ploughed back in to add nutrients and structure.

## **5.3 Landscape and Biodiversity**

At the beginning of the nineteenth century, Jersey was covered in almost continuous trees but from the mid-nineteenth century onwards, the potato gradually replaced the cider apple as the main crop and Jersey was divided into fields and hedgerows with woodland on the

steep valley sides only. This created important habitats and a distinctive landscape with marketing value for tourism and business relocation.

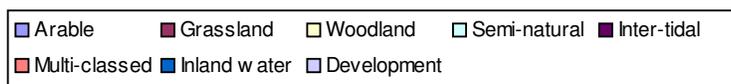
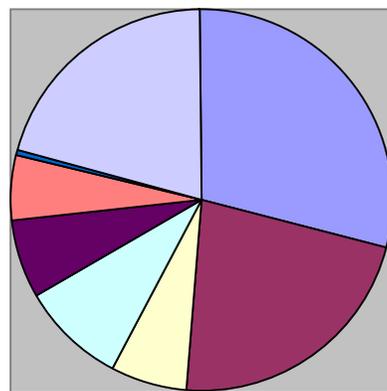


The island is a gently sloping plateau at 60-120 metres above sea level. The 1998 Jersey Island Plan Review: Countryside Character Appraisal identified five character types: cliffs and headlands, including coastal heath land and wooded low cliffs; coastal plains; inland escarpments enclosing the coastal plains and St. Ouen's Bay; interior agricultural land on the broad plateau that slopes to the south; and many enclosed valleys through the plateau that drain largely to the south throughout the year, which is ideal for agriculture.

**Fig. X Jersey from the air (2005)**  
**The State of Jersey**

Three primarily coastal character types were identified: edges of cliffs adjacent to deep sea; bays with inter-tidal flats and reefs; and offshore reefs and islands.

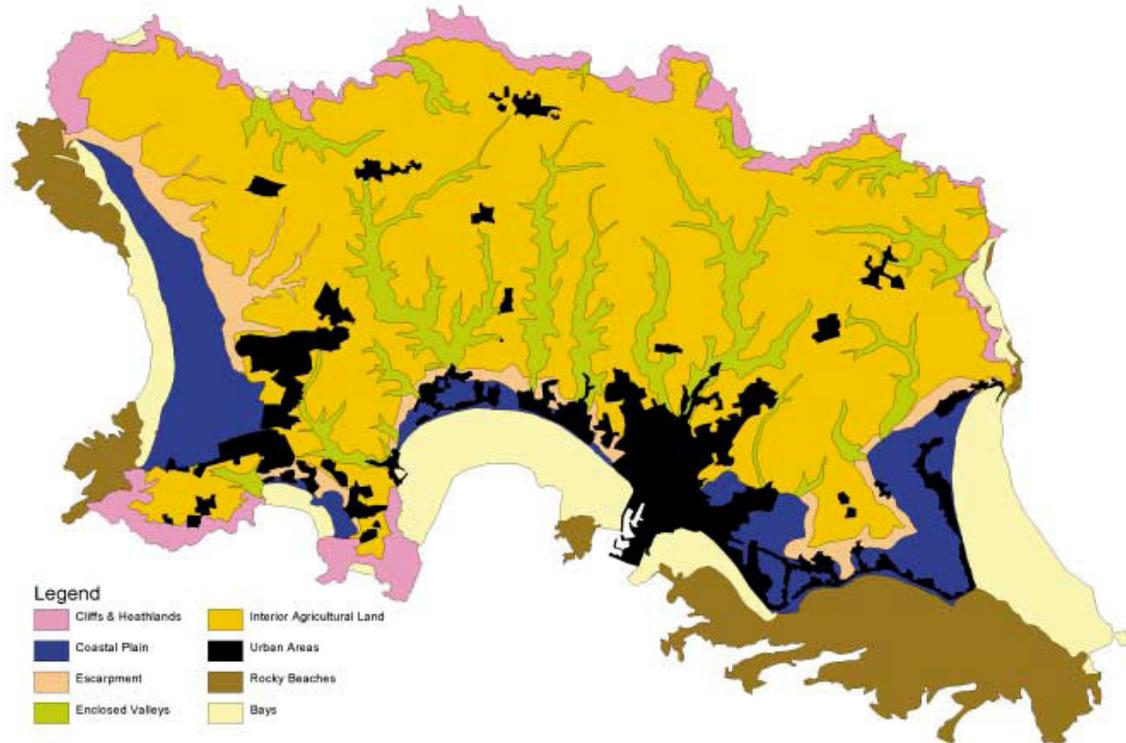
The definition of these countryside types has strongly influenced the countryside conservation and management policies in the Island Plan 2002 and has formed the basis for three designated zones for countryside protection: a Zone of Outstanding Character including cliffs, headlands, heaths and dunes, which require sensitive management; a Green Zone including valleys, escarpments, northern farmland and parts of the undeveloped coast and coastal plains, whose character remain largely intact as humanised landscapes; and a Countryside Zone made up of the remaining farmed landscapes of the plateau and coastal plains, which have begun to lose their distinctive character because of built developments and changes in agricultural practice and may require landscape enhancement or restoration.



**Fig. X Jersey's land cover (1997) based on data Jersey in Figures (2005).**

Jersey Royal Potatoes are grown on the higher exposed area of the central plateau, which includes all of the main hard rock types on Jersey, including volcanic rocks, granites and the

Jersey Shale Formation. The deep drift deposits of loess typical of the plateau create rich soil for farming. The sheltered environment with a dense network of hedgerows, roadside walls, verges and banques provides important wildlife habitats. The recent increase in planting and leaving seed crops after the Jersey Royal Potato harvest has created an important additional habitat used in particular by migrant birds.



**Fig. X Habitat Type/ Land use map, Biodiversity A Strategy for Jersey (2002)**

Agriculture on Jersey is going through a structural transition with consolidation, especially of

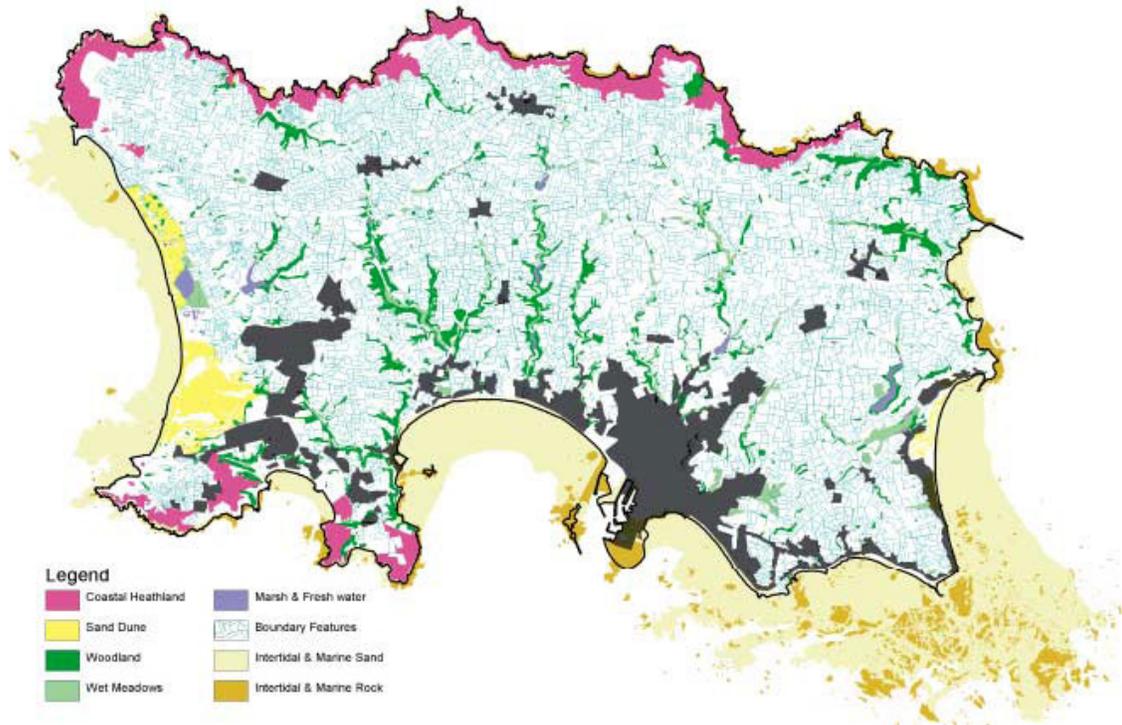


Jersey Royal Potato growers, leading to a decline in the number of land holdings and an increase in farm sizes, a fragmentation of some holdings and the loss of hedgerows. From 1970-2004, the amount of agricultural land decreased by 26% but the rate is lower in recent years. From 2000-2004, the number of arable farms in Jersey fell by 26%. The total area farmed increased by 130 hectares 2003-2004, however, so that the average farm size has increased to around 20 hectares (113 vergées) (Jersey in Figures (2005)).

Changes in production methods have led to demands for new staff accommodation for seasonal workers and larger, industrial style sheds and glasshouses, although glasshouse production is also struggling economically. Many existing farm buildings and glasshouses have become redundant and derelict, gradually changing Jersey's landscape and traditional settlement patterns. Increased use of polythene sheeting to reach the early potato market

can also have a negative visual impact. Examples of environmental gains as a result of the changes are the planting of cover crops and increased resources for land management due to the new economies of scale.

Regarding biodiversity, Jersey's geographical position and climate mean that many species otherwise restricted to Britain or mainland Europe overlap in a unique manner on the island. Jersey is also an important stop for migrating birds.



**Fig. X: Key Habitat Types in Jersey, Biodiversity a Strategy for Jersey (2002)**

Considering key biodiversity indicators, woodland bird populations are fairly stable but farmland bird populations are lower and in slight decline. Moreover, populations of common butterfly species have fallen rapidly since the mid-1990s, although they are currently better than in Britain.

#### **5.4 Energy/ resources/ waste**

**Energy:** in 2003, 99% of Jersey's primary energy and 97% of electricity were imported. Energy demands are mainly met through petroleum products and electricity; demand for electricity increased by an average of 2.5% per year 1993-2005. All petroleum products are imported and electricity mainly comes from France via two submarine interconnectors. The rest comes from by oil-fired generation and a waste-to-energy plant on the island. Because most of France's electricity is generated by nuclear power, imported electricity is over 90% free from fossil fuel emissions at production and use. The disposal of nuclear waste in France and the threat of leaks are important environmental implications, however.

**Waste:** the level of waste produced in Jersey has also risen significantly. Large-scale landfill of biodegradable waste was stopped decades ago but inert waste has been used as a fill in

projects to reclaim land from the sea, causing the loss of ecologically important marine habitat and risking changes to tidal flows and sedimentation patterns around the coast.

Because of the relative size of the sector, Jersey produces a large amount of agricultural waste. Although the wooden palettes used to store Jersey Royal Potatoes can be re-used for several years, the polythene sheeting used to cover fields to ensure the crop is ready early enough to command a premium can be re-used once or twice at most. It then has to be exported for recycling, with the associated environmental and economic transport costs. The potatoes are packaged in plastic for sale, but this applies to nearly all potatoes.

## 5.5 Air/Climate

**Air:** There is no legislation on air pollution in Jersey. The States have agreed, however, to set limits or targets on particulates, sulphur dioxide, nitrogen dioxide and lead to aim to meet the limits set out in EC Directives. Nitrogen dioxide levels occasionally exceed EC levels at certain spots in the capital only. Small particle levels are more consistently problematic and although they do not breach the standards, are at a similar level to London.

**Climate:** Jersey's year-round growing conditions are based on its equitable climate, mean daily temperature of 12°C and topography sloping downwards from North to South, although some years there are occasional ground frosts between November and March. Because Jersey receives more annual sunshine than Southern England it is able to offer ripe crops earlier, a key aspect of the success of the Jersey Royal.

Like the rest of Europe, Jersey is experiencing climate change caused by man-made greenhouse gas emissions. In 2000, 93% of greenhouse gases on Jersey came from CO<sub>2</sub> (Coley and Romeril (2000) in The State of Jersey (2005)) and CO<sub>2</sub> generation increased overall 1990-2000. Most CO<sub>2</sub> comes from fossil fuel combustion, especially from the highest level of private car ownership in the world (1.46 cars/vans per private household in 2001) and the incineration of municipal rubbish. Until recently, Jersey also depended on oil-fired electricity generation. An oil-fired power station was closed in 2000 meaning that nearly 30,000 tonnes less oil was burnt for electricity generation in 2003 than in 2000. Although data is not yet available, it is anticipated that levels of CO<sub>2</sub> emissions will have declined as a result.

	Summer	Winter
<b>Average temperature (°c)</b>	↑ 3.8	↑ 2.4
<b>Frequency of hot summer days</b>	↑ 4-5 fold	
<b>Frosts</b>	↓ 70%-80%	
<b>Snowfalls</b>	↓ 100%	
<b>Wind speeds</b>	↑ 8%-10%	
<b>Precipitation</b>	↓ 45%	↑ 24%
<b>Heavy precipitation</b>	↓ 40%-50%	↑ 30%-50%
<b>Net sea-level</b>	↑ 74 cm	
<b>Height in 50 year storm surge</b>	↑ 50 cm	

**Fig. X Predicted change in Jersey's climate under a medium-high scenario for future emissions (UK Met Office (2003) in The State of Jersey (2005)).**

Based on the climate change predictions, there will be a significant impact on Jersey's biodiversity in the medium term, i.e. by 2050. Biodiversity associated with Mediterranean climates could improve, whereas species associated with temperate climates could decrease in number. Because Jersey is an island with fragmented semi-natural habitats, the potential for colonisation by new species is limited. A recent Environment Department project has overseen the planting of 35,000 trees to increase hedgerow links and reconnect woodlands to support the red squirrel population. This has helped create a wildlife corridor through the agricultural interior of Jersey and reduced soil erosion. They consider that similar activities will be essential as the climate changes. Moreover, the rate of climate change predicted exceeds the rate at which ecosystems are usually able to adapt. Of relevance to Jersey Royal Potato production, an overall increase in temperature, rainfall and evapotranspiration rates could increase soil moisture deficit and drought and a loss of landmass to higher sea levels.

Jersey Royal production may have an impact on Jersey's air and climate through CO<sub>2</sub> emissions from farm machinery and road transport, the fragmentation of semi-natural habitats, and loss of biodiversity such as hedgerows to maximise field size and production levels. These threats are mitigated in several ways. Firstly, compared to a lot of potato production, all planting, picking and sorting and some digging are done by hand. This is because the new potatoes are delicate and the crop must be in perfect condition to command a premium. The recent restructuring of Jersey Royal production means that fields have been redistributed into localised "units", reducing road transport for each farm. Additionally, the potatoes are exported to England by boat. Sea freight is a source of air pollution from the diesel engines but it creates lower emissions and "food miles" than the airfreight used for many early season substitute products from other countries like Egypt. The decrease in viability of a "second crop" on Jersey Royal land means that seed crops are often sown and left for around eight months of the year, enriching the soil and providing a habitat for wildlife. The especially short, winter-spring production cycle of the Jersey Royal Potato compared to maincrop potatoes, which are in the ground from April to September, is key here. Lastly, nearly all Jersey Royal producers have entered into the government Countryside Renewal Scheme, including the creation of field-edge buffer zones and the creation or restoration of hedgerows, which should help biodiversity cope with climate change (interview with the Environment Department (2006)). The fact that the PDO-protected Jersey Royal continues to be a viable export product and commands a premium price means that farmers are more likely to have the funds and manpower needed to undertake land management and biodiversity conservation (interview with producer, 2006).

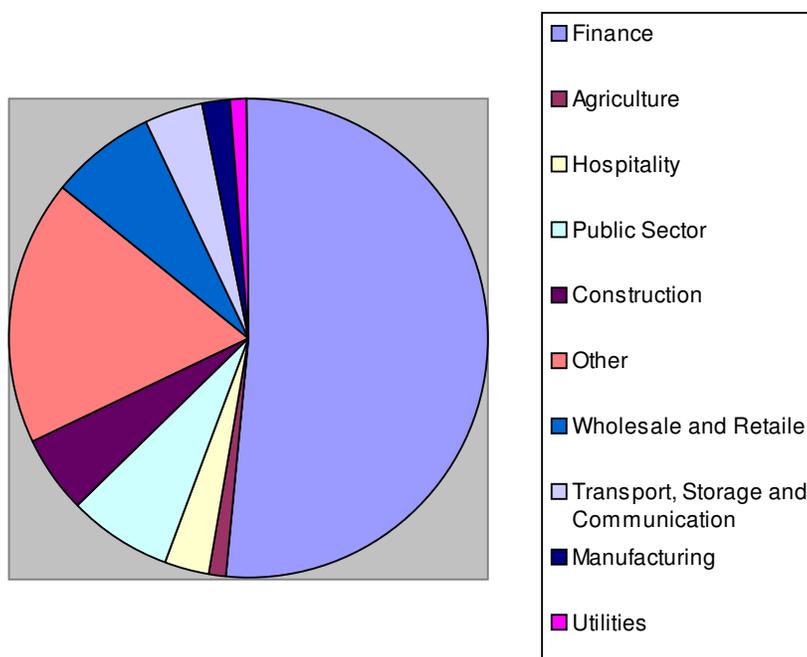
## **5.6 GMOs**

Jersey is a signatory to the Cartagena Protocol and the import of any genetically manipulated material is prohibited under local law (Destructive Insects and Pests (Jersey) Law 1983). There is a 1999 States decision to take all reasonable steps to designate and maintain Jersey free from the growing of GMOs, but not the import of food or food products (as required by the Cartagena Protocol). A research programme into a new strain of Jersey Royal Potato that would be resistant to potato cyst nematode and reduce inputs was suspended.

## 6 Economic data/ effects

As markets have become international, agriculture and tourism are no longer the dominant economic activities on Jersey. From 1998-2004, the sector that experienced greatest falls in GVA in real terms (2003 prices) was agriculture, falling year on year by -£5.5 million 1998-2000 (a time of strong economic growth) and -£23.7 million 2000-2004 (a time of weak economic performance), meaning that it was a quarter smaller in 2004 than in 1998. The next sectors to suffer decline were manufacturing, hospitality and utilities but this was of about a sixth. In contrast, other business activities (see table below) and the public sector grew by 8% and 17% respectively.

In 2004, agriculture accounted for 5% GDP and 1.4% GVA (Jersey Statistics Unit (2004)). In 2005, 68% of the agricultural turnover and 3.4% GDP related to the Jersey Royal New Potato (The State of Jersey (2005)).

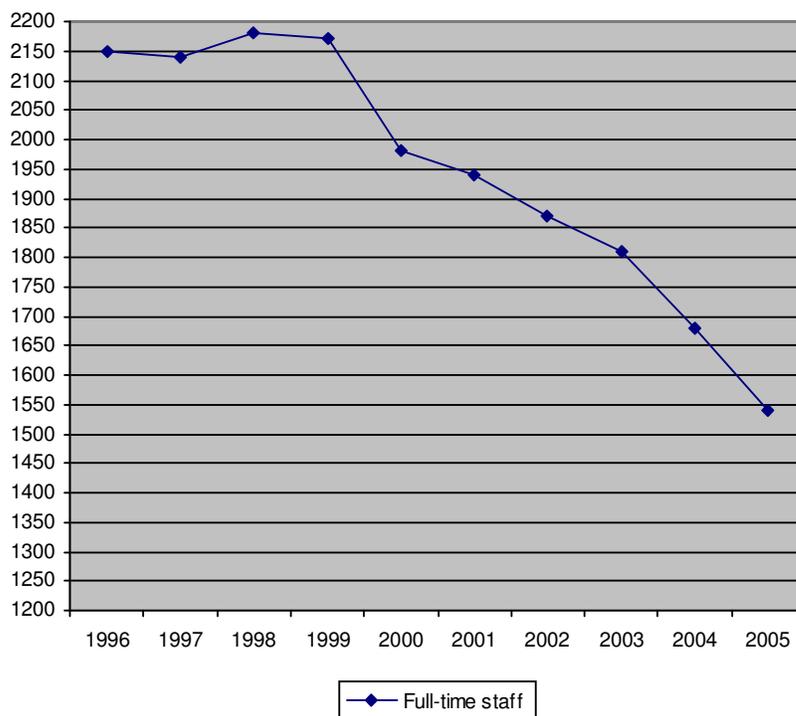


**Fig. X Gross Value Added by Sector 2004 based on data from Jersey in Figures (2005)**

Profitability has declined in the agricultural sector because of increased competition selling into centralised markets in the UK and the high local cost base. The arable sector is now heavily reliant on the Jersey Royal Potato crop, particularly with the decline of the second crops that followed the harvest of Jersey Royals. In real terms, the total value of exported arable crops fell by almost 50% from 1998-2004 and there was around a 25% fall in the potato area 1999-2004. There was an improvement of around a third in the export value of potatoes from 2003-2004, however, while that of tomatoes, flowers and others continued to fall (Jersey in Figures (2005)). The situation for potatoes has continued to improve 2004-2006.

In order to survive, farms are obliged become a business that is market and consumer orientated and competitive. The key is a high value, niche or added value product. It is widely recognised that, because of the PDO, the unique Jersey Royal Potato meets this need. The States are also promoting agricultural diversity into other viable products to

increase sustainability and avoid the environmental effects of intensive mono cropping or unmanaged land. This is important for the environment because farmers in a low profitability industry generally cannot spare time, money or labour for land management (Rural Economy Strategy (2005) and interview with a Jersey Royal Potato farmer (2006)). The Rural Economy Strategy aims for 2% yearly growth, in part from greater productivity in existing businesses but mostly from diversification into new land uses, new markets and new added value goods and services.



**Fig. X Full-time staff in agriculture and fishing June 1996 – June 2005, based on data from Jersey Statistics Unit (2005) “Jersey Labour Market at December 2005.**

### 6.1 Production

Production/year	Seasonal average of around 45,000 tonnes. Production varies between 36,000 – 50,000 tonnes per year, depending on the climate during the January to March growing season.
%GDP	3.4%

### 6.2 Costs of Production/ Sales

Cost of production (per unit)	
Sales (Q, EUR)	% of UK new potato sales are Jersey Royal Potatoes
Price on producer level (per tonne).	£523.83 (2000); £749.06 (2001); £519.09 (2003); £753.24 (2004); £531.77 (2005 provisional).

Price on consumer level	X for an average piece (X g) compared to Y for comparable new potatoes and Z for main crop potatoes.
Price Premium (if applicable)	<ul style="list-style-type: none"> <li>• Price premium %</li> <li>• Price premium for organic production %</li> </ul>
Sales within Jersey	1%
Sales outside Jersey	UK: 99%
Exports	99% of production is exported to the UK, which is the only place outside of Jersey where the potatoes are available to buy, except through eCommerce. At the peak of production in May, up to 1,500 tonnes are exported daily.

### **6.3 Supply Chain and employment**

Number of producers	433, of which around 40 are farmers that grow the crop.
Level of Integration	
Number of employees	Major employer, especially of seasonal workers from abroad
%Total Employment Region	Approx. %

### **6.4 Subsidies / Promotion Programmes (local & national)**

Jersey is not part of the Common Agricultural Policy (CAP) and operates its own Rural Strategy.

Previous Government policy and subsidies to the arable sector were based on a narrow range of crops including the Jersey Royal Potato, with each crop receiving a different level of aid according to its cost of production. No environmental initiatives were involved. This system led some farms to grow specific crops in response to the subsidy offered, inhibiting innovation and diversification of the rural economy in response to market forces.

A new system of three programmes was introduced in 2005 to bring about the decoupling of subsidies and production (in line with the EU approach), promote the management and improvement of the environment, and set agriculture within the wider context of the rural economy.

A Single Area Payment of £35 per vergee per year will gradually replace the variable subsidies tied to a small range of crops. It is designed to support a basic level of farming activity so that the character of the Jersey countryside is maintained. It is paid annually to the person responsible for managing any land used for agriculture (i.e. to farmers and smallholders) and is the same regardless of what type or how many crops are grown. Moreover, payment is conditional upon compliance with the basic levels of Good Agricultural and Environmental Practices, e.g. each farm must have an approved Farm Manure and Waste Management Plan and comply with the Water Code. There is a sliding scale of

penalties for non-compliance. According to the Environment Department, there is disparity in compliance between farms that produce for export, including the vast majority of Jersey Royal Potato producers, who are obliged to meet and exceed minimum requirements to access the UK export market and command a premium, and smaller farmers that produce for the local market only (interview with the Environment Department (2006)).

The Rural Enterprise Scheme of grants and advice to support business innovation is available to all land-dependent rural enterprises and represents a consolidation of former grants and marketing schemes. It is aimed at new and existing activities that will develop new markets and services, improve employment opportunities, add value, increase productivity and reduce costs without displacing existing businesses or detracting from the rural landscape and character of the countryside.

Finally, the Countryside Renewal Scheme aims to safeguard and enhance the environment by providing financial support for environmental benefit gained by the Island's population. It is open to anyone who manages land, i.e. farmers, growers and landowners who are not involved in farming, who can choose from a range of environmental actions to produce an annual Environmental Plan that is adequate (minimum commitment) and appropriate. A financial contribution per item or per area per year is attached to each action, based on cost of materials, profit forgone and management costs. The actions aim to prevent pollution, increase biodiversity, enhance the landscape, promote less intensive farming methods, improve energy conservation and increase public access to the countryside. Based on annual reviews of take up and impact, the Environment Department may vary the actions and payments available. For 2005, action take-up totalled 45.3km of 2m buffer strips and 15.6km of 6m buffer strips, 3.8km of hedgerow creation or restoration and 3km of new access. Actions for 2006 taken up by or of future interest to the Jersey Royal Potato producers include hedgerow, bank and dry stone wall creation and management, organic conversion and production, buffer zones and habitat strips, and creation of cider apple orchards with traditional Jersey varieties (interviews with Environment Department and a Director of Jersey Royal (potato marketing) Ltd (2006)).

## **7 Synergies with other sectors**

As shown in the previous sections, Jersey Royal Potato production interacts with other sectors and issues such as regional development, Island identity and culture and tourism.

The traditional land use practice of Jersey Royal Potato growing is maintained, but placed in the context of environmental conservation and overall rural economic diversity and sustainability. Marketing and public relations highlight the relationship between quality, Jersey's unique natural environment and its unique potato product (origin) and promote the Island to residents and potential visitors or consumers of Jersey produce as a place of natural beauty to be conserved and enjoyed. The industry is also a significant employer, and a strategy based around the PDO as a guarantee of uniqueness and quality combined with a more business-like approach to farming is contributing to a recovery in this important part of the rural economy.

## **7.1 Regional programmes or groups**

Jersey Royal Potato producers come under the local marketing umbrella of the “Genuine Jersey” brand. The product is also central to educational websites about the Jersey environment, history and culture, local produce fairs and conferences on agro-environmental issues, for example by the Jersey Environment Forum.

## **7.2 Tradition, education, tourism, gender, health**

**Tourism:** responsibility for State marketing of the Jersey Royal Potato has been transferred from the then Agriculture department to Economic Development. The States conceive the Jersey Royal Potato as an emblematic part of the package of marketing the Jersey brand externally for its produce and as a tourist and business destination.

The tourist sector is traditionally important but has been in decline since the mid-1980s. Promoting the Island’s natural beauty for high quality environmental tourism or business visitors is now seen as key to the recovery and sustainability of the sector.

**Health:** Jersey Royal Potatoes are a fresh, high quality source of fibre, carbohydrates, vitamins and minerals.

## **7.3 Other motivation to buy product: Local cultural identity; Local heritage policy**

The Jersey Royal Potato is indigenous to and emblematic of the Island. Production is a central part of Jersey’s cultural heritage and has defined the landscape for over 200 years.

## **7.4 Coexistence with other labels**

### **7.4.1 Genuine Jersey Mark**

The Genuine Jersey mark was launched in 2001 to promote the diversity and quality of local produce and the skills and materials used in their production. The mark was set up by a group of Jersey businesses who were concerned that consumers were misled about the origin of products that were only assembled in Jersey or made outside Jersey using Jersey ingredients. Jersey Royal growers that are members of Genuine Jersey aim to capitalise on the public’s new interest in traceable, high quality, distinctive produce that supports sustainable rural development and on the link between the Jersey countryside and its produce. They include Farm Fresh Organics, the largest organic farm on Jersey, which grows a variety of organic produce for sale at retailers, their farm shop and through a home-delivery service; the Jersey Royal Potato Shack, which is a farm shop that specialises in selling Jersey Royals unprocessed and prepared for cooking that are grown in rotation with a herd of Jersey cows. They are also sold through the “Jersey Royal Potato Post”; and Rondel’s Farm Shop run by one of the largest Jersey Royal Potato farms, which specialises in selling Jerseys, produce from small neighbouring farms and sourced from small farms in England and focuses on 100% natural ingredients, distinctive, “green”, organic, fair trade and health food products.

## 7.4.2 Certification schemes

99% of Jersey Royal Potato production is exported to the rest of the UK (England, Wales, Scotland and Northern Ireland) where retailers require that it comply with the Assured Food Standards scheme, Linking Environment And Food (LEAF) and, for organic produce, the Soil Association certification scheme. These standards do not apply to the 1% of production that is consumed on the Island, which has to apply with standards set down by the States of Jersey only, although if it is grown by farmers who also export it will usually be grown to UK standards as well.

### i) Assured Food Standards



Assured Food Standards (AFS) was set up by industry in 2000 to harmonise and extend existing UK food standards schemes in order to increase consumer confidence in UK food production. The AFS encompasses “Baseline”<sup>1</sup> assurance schemes, aimed at increasing general standards of production in the food chain. In the majority of cases, the standards reflect the UK statutory minimum only.

AFS is now run by an independent Board made up of representatives from the six main commodity sectors, links in the food supply chain and independent environmental and consumer affairs experts. All food produced, processed and packed in the UK to AFS standards can carry the “Little Red Tractor” assurance logo (above left), which was updated in 2005 to incorporate the Union Jack flag to distinguish produce as from the UK.

There is no price premium for food carrying the red tractor logo. Because the scheme does not go beyond basic requirements, there is little to distinguish the produce and it may be produced to lower standards than, for example, food produced under a retailer’s pesticide protocols. It is unclear whether farmers are gaining a real benefit compared to the extra costs including joining fees and increased paperwork. The costs of registration and compliance are higher for smaller farms<sup>2</sup>.

Once it has ensured that producers meet baseline standards, AFS aims to incorporate standards in new areas. It is considering introducing additional environmental standards such as the existing Linking Environment And Farming (LEAF) Marque as a “bolt-on” Higher Level Assurance Scheme.

### ii) Linking Environment And Farming (LEAF) Certification



Linking Environment and Farming (LEAF) has charitable status and was set up in 1991 by a group of farmers, environmentalists, food and agricultural organisations, consumers, government and academics to develop and promote Integrated Farm Management (IFM), based on work started in Germany in 1986. LEAF is a member of the European Initiative for Sustainable development in Agriculture (EISA), which represents five similar organisations in Europe.

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<sup>1</sup> Policy Commission on the Future of Food and Farming report January 2002

<sup>2</sup> Friends of the Earth Briefing (2002) “Greening the Red Tractor”, Real Food April 2002.

LEAF promotes "A whole farm policy providing the basis for efficient and profitable production which is economically viable and environmentally responsible. IFM integrates beneficial natural processes into modern farming practices using advanced technology. It aims to minimise environmental risks while conserving, enhancing and recreating that which is of environmental importance". This approach is intended to encourage wildlife, support viable farming businesses and produce wholesome, affordable food.

LEAF offers LEAF Marque certification (above left) to farmers and producers that comply with the mandatory points of the LEAF Marque Standard. To meet the LEAF standard, farmers must be assured under the appropriate baseline AFS scheme, complete the LEAF self-assessment Audit to assess whole farm business performance including Soil and Nutrient Management Plans and have an annually-reviewed Farm Environment Policy (FEP), which goes beyond regulatory requirements and includes short and long term targets to enhance the environment. There must also be a Whole Farm Conservation Plan based on an expert audit to identify key wildlife habitats and other environmental and archaeological features and how to favour and protect them as an integral part of farming. For crops, there must be a crop protection policy, strategies to avoid pest resistance to pesticides, careful monitoring and recorded justification for the quantity and area of any crop protection measures taken and steps to minimise damage to beneficial wildlife. Pollutants such as soil from potatoes must be disposed of without risk to water quality and ditches and watercourses must be monitored. An Environmental Impact Assessment must inform any land use change.

The LEAF standards are comprehensive, detailed and emphasise training, record keeping, audits, regularly consulting experts and annual independent UKAS inspections. LEAF products are fully traceable and in an increasing number of cases a "LEAF Track no." is included in the Marque to enable consumers to look up the producer on the LEAF website. To support farmers implementing IFM and LEAF Marque Standards, LEAF provides a detailed IFM Handbook and runs several Demonstration Farms in the UK with a regional approach. LEAF Innovation Centres research new techniques in sustainable land management.

### iii) Soil Association Certification



The Soil Association (SA) Certification is the UK's leading organic certification body and the only one owned by a charity devoted to promoting the benefits of organic farming and food. The Soil Association's organic standards are a Higher Level Assurance Scheme<sup>3</sup>, exceed the UK statutory minimum required under AFS and frequently exceed the UK's minimum requirements for organic production based on EC Council Regulation 2092/91, for example on the use of pesticides and fertilisers. Over 80% of organic products sold in the UK carry the SA symbol (left).

## 8 Marketing

Before 2004, there were four, competitive Jersey-based marketing and distribution groups that provided all links between the grower and the market. They were combined and joined by five of the largest growing units to create a single company, Jersey Royal (potato

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<sup>3</sup> Policy Commission on the Future of Food and Farming report January 2002.

marketing) Ltd. All export production (i.e. 99% of total production) is now controlled by the company, from seed crop to harvest, grading, packing and marketing. This came in response to the difficult market conditions 1999-2004 and was seen as the key to improved efficiency and a strong brand.

The current State strategy is to manage Jersey produce and tourism marketing together to build the Jersey brand. There is some concern that this may reduce the impact of Jersey Royal Potato marketing (interview with Jersey Royal Potato farmer (2006)).

The last important State-funded integrated PR and marketing campaign to promote Jersey produce and, primarily, the Jersey Royal Potato in the UK was for spring 2004 and coincided with the establishment of Jersey Royal (potato marketing) Ltd. Key marketing/PR objectives for the 2004 campaign included justifying the premium pricing especially during the early weeks of the season (late April to mid May); increasing brand appeal and recognition of the link between produce and tourism; stimulating brand “lifestyle appeal”, especially among younger, affluent female shoppers, many with children (ABC1 under 35); and retaining the loyalty of the main consumer base (ABC1 over 35). The campaign involved advertisements on TV, national and regional press and consumer magazines, trade and catering press, point of sale material, supermarket tastings and consumer promotions.

The States consider that marketing produce with Genuine Jersey acting as a key brand should be encouraged in the future based on an agreed assurance scheme on environmental standards. It is thought that developing a strong brand at the international level that is linked to the Jersey countryside would permit the island to develop its premium-quality image, giving it a competitive edge in areas like the export and local markets and tourism.

### ***8.1 Importance of the GI label compared to a trade mark***

From spring 2004 and the establishment of Jersey Royal (potato marketing) Ltd, consumer promotions have used a new the “Genuine Jersey Royal New Potatoes” brand logo, which involves a depiction of the Jersey landscape, and not the PDO logo because consumers are not thought to look for or understand it. A previous “Genuine Jersey Royal New Potatoes” mark did not involve a landscape design and included “Registered PDO Name of Origin” (but not the official logo).

The PDO logo was not used in the 2004 advertisements for the trade press either. The PDO is, however, considered a very useful tool in the relationship with distributors because it enables producers to justify and maintain a premium price on the basis that the Jersey Royal Potato is unique, of very high quality, and sure to be asked for by consumers and sell well (interview with producer and Director of Jersey Royal (potato marketing) Ltd (2006)).

### ***8.2 Messages embodied in promotion campaigns***

The Jersey Royal Potato brand is well established (it has a 120-year history), is one of the best-known branded vegetables in the UK and commands a significantly higher price than competitor potatoes.

The brief for the 2004 campaign was that Jersey produce is at the foundation of the island’s culture, the countryside defines many of the positive impressions a visitor will take away, and care for the countryside and the integrity of Jersey Royal production are qualities that

enhance the Jersey brand. The potato should, therefore, be asserted as “the best potato” because of its inherent uniqueness, unique taste, heritage and seasonality. A key objective was also to tap into the high media interest in all aspects of food, including nutrition, production methods and sustainable farming.

Current brand perception was thought to be that the Royal is “the” premium potato product that consumers are proud to be seen buying; a deserved treat; the first sign of summer and sunshine (linked to Jersey’s climate); memories of childhood and special occasions; and that it has unique taste.

A dedicated website was developed: [address]

### **8.3 Environmental connotation in promotion**

A link to the countryside of Jersey and farming tradition is implicit in promotions on the basis that most growers are Jersey men whose families have farmed the land for many years. A significant volume of the potatoes is sold unwashed and loose, which supports the “natural” appeal of the brand and its premium positioning.

### **8.4 Existence of specific distribution channels**

Jersey Royal Potatoes are predominantly sold through larger multiple retailers (around 80% of distribution). They are also sold through independent green grocers and increasingly through farm shops (Public Relations Brief Jersey Produce (2003)). PR is used to support the distribution relationships by making brand “noise” within the retail environment.

## **9 Stakeholders**

Producer/processors (430 approx)

Jersey Royal (potato marketing) Ltd

States of Jersey, Environment and Planning Department

States of Jersey, Economic Development

Genuine Jersey

## **10 Summary**

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