

John Maloney - Radio Saturday Morn. - 2012:

Farm Efficiency - large & small farms
and Personal Growth.

Minister Simon Coveney
A Very Hard Worker
To Add Farming Efficiency
and Personal Growth
to Title of Dept
of Agriculture

Not Useful to
Have 2000 million
euros to I
state and
and feel
Depression.

2025 Agri-Food Strategy Public Consultation Questionnaire

1. Has Food Harvest 2020 delivered on its vision for the Agri-Food* Sector in Ireland?

[* 'Agri-Food Sector' includes: primary agriculture, the food and beverage industry, fisheries and fish processing, forestry and forestry processing]

Food Harvest 2020, the strategic plan for the development of the agri-food and fisheries sector, was developed during late 2009 and 2010. Given that much has changed since then, it is now timely to review what has been achieved and set out a new strategic vision for the sector over the coming decade to 2025.

The Food Harvest 2020 vision was based on the concept of Smart, Green, Growth. We have carefully monitored progress over the last 4 years and the recently published Milestones for Success 2014 sets out what has been achieved over that period.

(<http://www.agriculture.gov.ie/media/migration/agri-foodindustry/foodharvest2020/Milestones201415ArtFINALLayout1170914.pdf>)

We would now welcome your views on the progress that has been made under the Food Harvest 2020 Strategy and your suggestions as to what we can do better over the next decade to further develop the agri-food sector in Ireland.

Questions:

- Are we on course to deliver on the strategy envisaged in Food Harvest 2020?
- How can the strategy for the agri-food sector be improved for the next decade?
- Are there emerging market opportunities that should be considered as part of a new strategy for the sector to 2025?
- What should be the scale of our ambition for the sector?

2. Sustainability / Climate Change

We recognise that the development of the agri-food sector must take place in an environmentally sustainable manner. As an export driven food producer, the sustainability of Ireland's production systems is a critical point of differentiation for our food and drink produce on international markets. As food production increases in the coming years, we will face challenges in meeting EU and national environmental targets on climate change, biodiversity, air and water quality etc.

Questions:

- How can Ireland build on existing policies and standards to promote more sustainable agriculture, forestry and fisheries and to meet our national, EU and international commitments in these areas? How do we reconcile these actions with the need to optimise food production, economic growth and job creation?

- In the context of the development of the agri-food sector to 2025, what specific actions should be taken by farmers/fishermen, processors and the State on:
 - Greenhouse gas emissions and sequestration
 - Air, water and soil quality
 - Biodiversity
 - Bioenergy development
 - Sustainable fisheries and aquaculture

3. Global market context including opportunities for FDI

As an export dependent country, Ireland must continuously focus on developing relationships in new and expanding markets, building our reputation internationally and enhancing international consumer confidence in Irish production and control systems.

Questions:

- What major changes/challenges are likely to emerge in the global market for food and drink in the period to 2025?
- How could Ireland be better placed to compete in the global market over the next decade?
- Should Ireland seek to better identify and target high value niche markets, and if so how?
- Should we encourage increased international investment (FDI, Joint Ventures) in our agri-food industry and/or develop strategic alliances with partners in rapidly growing markets?

4. Competitiveness & innovation

Ireland's agri-food sector primarily competes on the international food market and the ability to maintain our competitive advantage based on our low cost, grass based production systems is paramount. While the overall performance of Irish food and drink exports over the last few years has been very strong, we must build on our existing reputation as a supplier of quality food and drink produce and develop new, higher value products to market internationally if we are to realise the full potential of the sector.

Questions:

- What can be done to improve the competitiveness of the agri-food sector over the next decade? Are there examples of best practice from abroad that could be adopted in Ireland?
- What measures should be adopted at farm level to improve competitiveness?
- What measures should be adopted at industry level to improve competitiveness?
- What emerging / existing technologies might significantly impact on the agri-food sector in the years ahead?

- How can we maximise job creation within a competitive agri-food sector over the next ten years?
- What areas should we prioritise to encourage increased innovation in the agri-food sector?

5. Risks

Our high regulatory standards in the areas of food safety and traceability underpin our reputation as a producer of high quality food and drink, providing reassurance to consumers abroad and serve as a source of competitive advantage. But the high level of exposure of our agri-food industry to a range of volatile external elements, means that we must focus on key risk factors and adopt measures to mitigate these risks. These risks range from increasing volatility on international commodity markets, currency risks, and geopolitical insecurity causing trade disruption to major food safety incidents which have generated concern amongst consumers internationally.

Questions:

- What do you consider the most critical risks facing the Irish agri-food sector and rank in order (1=highest risk, etc)?
- What measures should be taken to mitigate or better manage potential market and economic risks?
- How can we best manage risks to food safety, animal and plant health?

Completed questionnaires should be forwarded by email to 2025strategy@agriculture.gov.ie or by post entitled 2025 Agri-Food Strategy to

Economics & Planning Division

Dept of Agriculture, Food and the Marine

Agriculture House

Kildare St

Dublin 2.

Please note the closing date for public consultation is Friday the 9th January 2015.