

SWOT RESPONSE FORM

Details:

Full Name: CHRIS HILL

Organisation where applicable: _____

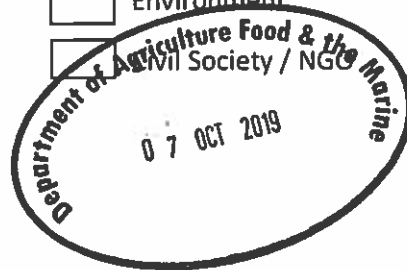
Please tick one of the following options that best describes you;

Farmer (full-time) Farmer (part-time) Farm family member
Member of the public Other

Are you involved in:

Agriculture Forestry Farm Organisation
Rural Development Food industry Environment
Community Sector Research Civil Society / NGO

Other: _____



Nine specific objectives of the Common Agriculture Policy post 2020

- support viable farm income and resilience across the Union to enhance food security;
- (a) enhance market orientation and increase competitiveness, including greater focus on research, technology and digitalisation;
 - (b) improve the farmers' position in the value chain;
 - (c) contribute to climate change mitigation and adaptation, as well as sustainable energy;
 - (d) foster sustainable development and efficient management of natural resources such as water, soil and air;
 - (e) contribute to the protection of biodiversity, enhance ecosystem services and preserve habitats and landscapes;
 - (f) attract young farmers and facilitate business development in rural areas;
 - (g) promote employment, growth, social inclusion and local development in rural areas, including bio-economy and sustainable forestry;
 - (h) improve the response of EU agriculture to societal demands on food and health, including safe, nutritious and sustainable food, food waste, as well as animal welfare.

Those objectives shall be complemented by the cross-cutting objective of modernising the sector by fostering and sharing of knowledge, innovation and digitalisation in agriculture and rural areas.

SWOT template

Please use a separate template for each objective

Objective - 1. SUPPORT VIABLE FARM INCOME AND RESILIENCE ACROSS THE UNION TO ENHANCE FOOD SECURITY	
Strength TECHNICAL COMPETENCE TO PRODUCE FOOD TO EXCEPTIONAL STANDARDS WITH INDIGENOUS GRASS PRODUCTION CAPACITY AS A MAJOR STRENGTH	Weakness FAILURE OF MARKET TO PROVIDE ECONOMIC RETURN TO PRODUCER. CONVERGENCE OF CAP PAYMENTS HAS DESTROYED VIABILITY OF MANY PRODUCTIVE FARM UNITS.
Opportunity TO CONVINCE CONSUMERS OF HIGH QUALITY FOOD PRODUCED AND HENCE ADD VALUE AT FARM LEVEL.	Threat PRODUCT PRICE VOLATILITY, BREXIT, POTENTIAL REDUCTION OF CAP BUDGET FURTHER CONVERGENCE A VERY HIGH RISK TO THE PRODUCTIVE FARM INCOMES. VULNERABLE SECTORS LIVESTOCK, SHEEP, TILAGE NEED SPECIAL ATTENTION

Objective - 2. ENHANCE MARKET ORIENTATION	
Strength HIGH QUALITY PRODUCT AVAILABLE WITH HIGH QUALITY ASSURANCE. GOOD INNOVATION AND RESEARCH AVAILABLE	Weakness DIFFICULTY OF SECURING MARKETS ECONOMICALLY WITH LONG SEA CROSSINGS TO MAJOR MARKETS.
Opportunity DEVELOP NEW MARKETS THAT DELIVER MEANINGFUL PRICES AT FARM LEVEL.	Threat LOSS OF COMPETITIVENESS FROM HIGH COST OF INPUTS AND LABOUR IN THE SECOND MOST EXPENSIVE ECONOMY IN EUROPE

Objective - 3 IMPROVE POSITION OF FARMER IN VALUE CHAIN	
Strength QUALITY ASSURANCE SCHEMES TECHNICAL SUPPORTS FROM RESEARCH SECTOR.	Weakness NO FLOW THROUGH OF VALUE ADD TO PRIMARY PRODUCER. COST TO SECURE MARKETS ABSORBS VALUE ADDED TO PRODUCT.
Opportunity BUILD ON IRELAND'S ORIGIN GREEN MESSAGE TO RETURN REAL VALUE TO PRIMARY PRODUCER	Threat CONSUMER TRENDS PRICE VOLATILITY LACK OF COMPETITIVE POSITION IN MARKET