



SWOT analysis for the CAP Strategic Plan post 2020



Objective 1 Support viable farm income and resilience across the Union to enhance food security

STRENGTHS	WEAKNESS
<p>S1: Agriculture – largest indigenous sector in the economy S2: Temperate climate conducive for our grass-based production systems S3: Low level of debt on Irish farms S4: Viability of some sectors S5: Effective development and delivery of schemes supporting family farm income S6: Traditional and extensive farming practices maintain local livelihoods S7: Dairy & Beef Breeding Index Improving genetics</p>	<p>W1: Low income in agri-sector compared to other sectors of the economy W2: Low profitability / viability in some sectors W3: Increase in input costs W4: Highly dependent on CAP payments W5: Low level of diversification to mitigate risk W6: Lack of risk management tools/knowledge W7: Reactive nature of ad hoc schemes to address weather and other crises in the sector. W8: Market outlet for pedigree beef breeds is subject to fluctuation.</p>
OPPORTUNITIES	THREATS
<p>O1: Use of new technologies to reduce input costs and increase efficiency (e.g. precision farming) O2: Growth of bio-economy O3: Increasing demand for safe, sustainable, nutritious, authentic, organic food produced to high standards of environmental protection and animal welfare O4: Increasing global consumer demand for protein sources O5: Increase value added at farm level O6: Development of risk management tools O7: Increase knowledge base of farmers on risk management tools O8: Identify farm based ecosystem services as services “farmed” for the public good.</p>	<p>T1: Ongoing price volatility in global markets T2: BREXIT T3: Reduced CAP budget T4: Costs of compliance with EU’s higher environmental and sanitary production standards T5: Effects of Climate change on primary production T6: Demographics and the need for generational renewal to increase up take of new technology T7: Increase National/ EU regulation T8: Loss of small-scale family farms and extensive farming practices. T9: Increased Tariffs and Trade Wars affecting exports</p>

<p>O9: Increased investment for the organic sector</p> <p>O10: Re-Introduction of the Milk Quota in Dairying to strengthen sustainability and reduce over supply of livestock to the beef sector</p> <p>O11: Increased Incentives for Younger Farmers 21-30 through an Farm Succession Scheme</p>	<p>T10: Commercialization of Agriculture</p> <p>T11: The current age profile of farmers/herd owners and succession planning</p> <p>T12: Dairy and Beef sector not sustainable under the current model due to the absence of a milk quota.</p>
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Objective 2 Enhance market orientation and increase competitiveness, including greater focus on research, technology and digitalisation

<p>STRENGTHS</p> <p>S1: Increased exports and value-added targets at the heart of the sectors ten-year strategy FW 2025</p> <p>S2: Growing trade surplus with EU and non-EU</p> <p>S3: Temperate climate provides competitive advantage for grass-based production systems</p> <p>S4: Investment levels are increasing</p> <p>S5: Farm productivity levels are increasing</p> <p>S6: Reputation of sustainable Quality Assurance Schemes</p> <p>S7: Strong animal health and disease controls standards</p>	<p>WEAKNESS</p> <p>W1: Difficult to avail of / achieve economies of scale</p> <p>W2: Wide variation in levels of innovation and adoption of new technologies</p> <p>W3: Variation in investment across sectors</p> <p>W4: Lack of access to high speed broadband in rural areas</p> <p>W5: Lack of innovation infrastructure</p> <p>W6: Lack of Producer Organisations</p> <p>W7: Overreliance on individual markets eg UK</p> <p>W8: Costs of compliance with EU's higher environmental and</p>
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<p>S8: Wide range of State support for research, innovation and competitiveness</p>	<p>sanitary production standards W9: Absence of broadband infrastructure in rural areas</p>
<p>OPPORTUNITIES</p> <p>O1: Increasing demand for safe, sustainable, nutritious, authentic, organic food produced to high standards of environmental protection and animal welfare</p> <p>O2: Improve access to credit</p> <p>O3: Import substitution e.g. protein crops, feedstuffs</p> <p>O4: Use of new technologies to reduce input costs, increase efficiency and add value</p> <p>O5: Further develop Circular economy and bio-economy</p> <p>O6: Open new markets and expand existing markets</p> <p>O7: Encourage greater producer participation in Producer Organizations</p> <p>O8: Co-operation with Research Institutions in technological innovations and digitalization</p> <p>O9: Less intensive herd owners reskilled to address labor shortage at primary production stage in other agricultural sectors</p>	<p>THREATS</p> <p>T1: Market volatility, price variations</p> <p>T2: Rising cost of inputs</p> <p>T3: Effects of climate change on primary production</p> <p>T4: Capability and capacity of sector to adjust to new demands/ challenges</p> <p>T5: Labour shortages at both primary and secondary stages of production</p> <p>T6: Costs of compliance with EU’s higher environmental and sanitary production standards</p>

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Objective 3 improve the farmers' position in the value chain

STRENGTHS	WEAKNESSES
<p>S1: Sustainable Quality Assurance Schemes S2: Producer Organisations in Horticulture sector S3: Cooperative structure in the dairy sector S4: Contract prices in dairy sector S5: EU initiatives focusing on greater transparency in the food chain S6: High Animal Welfare Standards the Industry</p>	<p>W1: Share of value added reducing for primary producer W2: Share of value added below EU average W3: Fragmented nature of sector W4: Costs of compliance with EU's higher environmental and sanitary production standards W5: Low number of Irish PDOs/PGIs & TSGs W6: Lack of accurate data for value chain W7: Low number of Producer Organisations W8: Market outlets for organic produce W9: Labelling Imported agricultural produce as "Bord Bia Approved"</p>
OPPORTUNITIES	THREATS
<p>O1: Growing demand for 'natural' based food production systems provides opportunities for premiumisation by primary producers O2: Consumer demand for local produce O3: Potential expansion of organic farming sector O4: Increase the number of Producer Organisations</p>	<p>T1: Market volatility, price variations and input costs T2: Costs of compliance with EU's higher environmental and sanitary production standards T3: Changing consumer tastes T4: Greenwashing reduces trust in "green" products, and value of</p>

<p>O5: Introduction of legislation to protect primary producers</p> <p>O6: Advances in animal and crop breeding technologies</p> <p>O7: Development of contractual relationships between farmers and processors.</p> <p>O8: Opportunity to create added value products based on genuinely “Sustainable”, “local”, “Natural”, “Ecologically friendly”, themes</p>	<p>the product.</p> <p>T5: Failure to meet targets for reduction in GHG emissions negatively impacting the Green Image of agricultural produce</p> <p>T6: Price fluctuations, market outlets, and lack of farmer power at the negotiating table.</p> <p>T7: Imported agricultural produce distorting the market</p>
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Objective 4: Contribute to climate change mitigation and adaption, as well as sustainable energy

<p>Strengths</p> <p>S1: National aim of an approach to carbon neutral in agriculture and land use sector</p> <p>S2: Grass based production system with low carbon footprint</p> <p>S3: High % Utilised Agricultural Area in Ireland is permanent grassland</p> <p>S4: Significant national cover of hedgerows, individual trees & non-forest woodland</p> <p>S5: Highest mean organic carbon of arable land in Europe</p> <p>S6: High % of land under agri-environment-climate commitments</p> <p>S7: Low % of sealed soils (built environment)</p> <p>S8: Leading innovation and research on climate related support tools</p> <p>S9: Established beef and dairy breeding programmes</p> <p>S10: High level of carbon auditing on beef and dairy farms</p> <p>S11: Robust ensemble of climate model projections for Ireland in place</p>	<p>Weaknesses</p> <p>W1: Highest share of GHG emissions comes from agriculture</p> <p>W2: Agricultural GHG emissions are increasing</p> <p>W3: Dairy herd expansion is faster than mitigation capacity</p> <p>W4: Ireland has one of the lowest levels of forest cover in Europe</p> <p>W5: Declining afforestation rates in recent years, with preference for short rotation conifers which are less effective at carbon sequestration.</p> <p>W6: Ongoing drainage of organic soils (grasslands and wetlands), encouraged by “eligibility” for BPS.</p> <p>W7: High % of non-CO2 emissions in Ireland due to agriculture</p> <p>W8: Nitrates derogation farms are a very significant intensive farming cohort over recent years.</p> <p>W9: Sub-optimal soil fertility</p> <p>W10: Limited investment in the sectoral research (horticulture)</p> <p>W11: Reliance on peat in horticultural sector</p>
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<p>S12: Carbon efficient protected crop sector S13: Low levels of direct use of energy in primary agriculture and forestry sector S14: Ireland has a large availability of feedstock and agricultural residues for biobased product and bioenergy production S15: Well established co-operatives capable of enabling farmer engagement in climate actions and energy S16: Farm Advisory System which can quickly disseminate new innovations and knowledge transfer</p>	<p>W12: Increasing annual supply gap for forestry biomass in Ireland W13: Some forests are not managed to their productive potential, others should be managed as long term, established woodlands. W14: Economics of anaerobic digestion (AD) plants are challenging W15: Capital costs for many renewable energy projects are significant W16: Difficulties in accessing the national grid W17: Production of renewable energy at farm level is quite low W18: Irish farms have become less diverse which makes them more vulnerable to climate events (many are single enterprise systems) W19: Ecosystem services and carbon storage capacity of existing habitats are not recognised as essential components of farm infrastructure. W20: Current BPS structure encourages drainage of peatlands & wetlands, and removal of woodland & scrub. W21: Afforestation policies prioritise short rotation, non-native, commercial softwoods, which are less effective at Carbon storage than native, hardwood, longterm/permanent woodlands. W22: Biproducs and waste biomass are not capitalised upon for energy production. W23: Atmospheric Nitrogen/Ammonia deposition leads to eutrophication of oligotrophic habitats such as bogs, resulting peatland deterioration and carbon los</p>
<p><u>Opportunities</u> O1: Introduction of measures in the GHG (and ammonia) Marginal Abatement Cost Curve (MACC) O2: Reducing nitrogen emissions O3: Improve livestock management including through extended</p>	<p><u>Threats</u> T1: Continued increase in agriculture emissions T2: Livestock production and emissions of GHG's remain strongly coupled T3: Ammonia emissions in breach of targets set</p>

<p>grazing</p> <p>O4: Improved animal production efficiency</p> <p>O5: Improve on-farm slurry management</p> <p>O6: Better Management of Peatlands</p> <p>O7: Improved soil management and fertility</p> <p>O8: Increasing relatively low level of forest cover and favourable growing conditions</p> <p>O9: Support diversification to lower carbon intensity farming and to meet bioenergy demands</p> <p>O10: Further efficiency gains through the roll-out of agri-digitalisation, smart farming and precision farming technology</p> <p>O11: Up-skill advisory service and engagement with stakeholders/industry</p> <p>O12: Changing climate allows diversification of crop type</p> <p>O13: Advances in crop breeding and plant genetics</p> <p>O14: Increase productivity and resilience of the national forest estate</p> <p>O15: Reduce energy consumption on farms through energy efficiency and deployment of renewables</p> <p>O16: Use renewable biological resources to create value added bio-based products</p> <p>O17: Network of Agricultural Colleges makes educating the next generation of farmers in environmentally efficient farming methods easier</p> <p>O18: Recognise ecosystem services and carbon sequestration capacity of farm habitats as an essential component of farm infrastructure.</p> <p>O19: Modify payment structures to encourage retention of high quality habitats important for carbon sequestration. E.g. peatlands, wetlands, woodlands.</p>	<p>T4: Inappropriate land-use/soil management</p> <p>T5: Low profitability and low average farm size of beef and sheep sectors could reduce the adoption of climate appropriate practices</p> <p>T6: Slowdown in generational renewal could affect uptake of climate appropriate practices</p> <p>T7: Increased frequency and intensity of some extreme climatic events</p> <p>T8: Increased disease and pest pressures</p> <p>T9: Risk of “carbon leakage” if production in Ireland declines</p> <p>T10: Difficulty in ensuring security of supply for biomass feedstocks</p> <p>T11: Capital investment costs and lack of support for Anaerobic Digestors could be prohibitive to uptake</p> <p>T12: Continued degradation of carbon storing habitats leads to lack of future climate resilience.</p> <p>T13: Deforestation and drainage of wetlands and peatlands poses threat to flood risk management in face of future climate events.</p>
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<p>O20: Supporting community project for access to the national grid for renewable energy/micro generation.</p> <p>O21: Payment support for ineligible features including ponds/wetlands/marshes/tree groves</p> <p>O22: Utilising non-bovine to meet stocking rate requirements thus reducing the number of bovine in the country</p> <p>O23: Payments for ecosystem services on quality of habitat rather than stocking rate dependent</p>	
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Objective 5: Foster sustainable development and efficient management of natural resources such as water, soil and air

<p><u>Strengths:</u></p> <p>S1: Highest mean organic carbon of arable land in Europe</p> <p>S2: Low levels of soil erosion by water</p> <p>S3: Low level of concentration of nitrates in freshwater in Ireland</p> <p>S4: High % farms with extensive stocking rate (this needs to be maintained).</p>	<p><u>Weaknesses</u></p> <p>W1: Increase in livestock numbers</p> <p>W2: Increase in chemical fertiliser sales</p> <p>W3: Impact of agricultural activity on water quality</p> <p>W4: Increasing area under Nitrates derogation</p> <p>W5: Sub-optimal soil fertility</p>
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<p>S5: Legislative framework and strong policy framework in place S6: Strong engagement of industry and advisors to improve water quality S7: High % of land under agri-environment-climate commitments S8: Low % of sealed soils (built environment) S9: Significant national cover of hedgerows, individual trees & non-forest woodland S10: Peatlands cover over 20% of Ireland’s area</p>	<p>W6: Ongoing drainage of organic soils (grasslands and wetlands) W7: Ongoing drainage of peatlands W8: No legislation in place regarding the protection of soil W9: Low level of forest cover, with particularly low level of native, broadleaf, long term cover. W10: Soil degradation compaction is occurring as a result of traveling land with machinery. W11: Contamination of groundwater and wells with pathogens and nutrients of agricultural origin. W12: Agriculture and forestry are amongst the most significant threats and pressures negatively impacting on water quality, including N, P & Sediment. W13: Contamination of waterbodies and ground water with MCPA and other pesticides. W14: Atmospheric Nitrogen/Ammonia deposition leads to eutrophication of oligotrophic habitats such as bogs, resulting peatland deterioration and carbon loss. W15: Deposition of atmospheric Nitrogen/Ammonia results in soil acidification. W16: Overgrazing leading to soil/peat erosion. W17: Current model of Agri-Environmental Schemes have not addressed habitat loss, water quality deterioration and GHG emissions.</p>
<p><u>Opportunities</u> O1: Improve water quality and implement catchment-based approach O2: Roll-out of the Agricultural Sustainability Support & Advisory Programme O3: Incentivise low input farming such as organic farming</p>	<p><u>Threats</u> T1: Deterioration in water quality T2: Agricultural activities impact on the environment T3: Ammonia emissions in breach of targets set T4: Inappropriate land-use/soil management T5: Low profitability and low average farm size of beef and sheep</p>

<p>O4: Reduce fertiliser application O5: Reducing nitrogen and ammonia emissions O6: Improve on-farm slurry management O7: Better Management of Peatlands O8: Improved soil management and fertility O9: Further efficiency gains through the roll-out of agri-digitalisation, smart farming and precision farming technology O10: Foster a greater understanding of environmental issues at farm level O11: Increased afforestation and agroforestry, with emphasis on long term, native, broadleaf. O12: Recognition of ecosystem services provided by on farm habitats as part of essential farm infrastructure. E.g. flood mitigation, water attenuation & filtration, nutrient cycling/retention, carbon sequestration etc. O13: A results based payment programmes approach paying for “what’s present on the ground”</p>	<p>sectors could reduce the adoption of environmentally friendly practices T6: Slowdown in generational renewal could affect uptake of climate appropriate practices T7: Changing climatic conditions T8: Decline in water attenuation capacity & flood resilience, with landscape scale deforestation and drainage for land “improvement”. T9: Contamination of groundwater and wells with pathogens and chemicals of agricultural origin. T10: Contamination of surface waters with MCPA and other pesticides.</p>
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Objective 6 - Contribute to the protection of biodiversity, enhance ecosystem services and preserve habitats and landscapes

<p>Strengths:</p> <p>S1: Majority of threatened species are in favourable and stable status</p> <p>S2: Ireland has a network of Natura 2000 sites corresponding to 13% of the area</p> <p>S3: High percentage of extensive grazing in West of Ireland</p> <p>S4: An estimated 2.1 million hectares has the potential to be managed as High Nature Value farmland</p> <p>S5: Significant national cover of hedgerows, individual trees & non-forest woodland</p> <p>S6: Peatlands, an important habitat, cover over 20% of Ireland’s area</p> <p>S7: Strong policy framework to protect and enhance biodiversity</p> <p>S8: Good knowledge and experience of delivery of results-based agri-environment schemes</p> <p>S9: High plant health status in Ireland</p>	<p>Weaknesses</p> <p>W1: Majority of habitats have an unfavourable status</p> <p>W2: Farmland bird species are in decline</p> <p>W3: Woodlands are deemed to be in bad but stable status</p> <p>W4: Grassland habitats have undergone significant losses over last 10-15 years</p> <p>W5: Ongoing drainage of peatlands, wetlands, deforestation and clearance of hedgerows & scrub, linked to eligibility requirements and farm “improvements”</p> <p>W6: Lack of policy coherence e.g. removal of scrub and drainage of wetlands</p> <p>W7: More species mix needed in forestry planting, with greater emphasis on long term retention of woodland.</p> <p>W8: Lack of economic value attributed to public goods provided by non-productive land or ecosystem services.</p> <p>W9: Loss of soil biodiversity due to compaction, nutrient management, drainage, soil exhaustion etc.</p> <p>W10: Loss of freshwater biodiversity as a direct impact of eutrophication & sedimentation as a result of forestry and agriculture. E.g. macroinvertebrates, salmonids, freshwater pearl mussel etc.</p> <p>W11: Decline in pollinators as a result of monocultures and pesticides.</p> <p>W12: Decline in farmland botanical diversity as a result of nutrient enrichment, monocultures, over grazing etc.</p>
<p>Opportunities:</p>	<p>Threats</p>

<p>O1: Incentivise the provision of ecosystem services including HNV farming</p> <p>O2: Enhance biodiversity and establish new habitats on more intensive farms</p> <p>O3: Appropriate management of forests and increase afforestation levels (particularly mixed forestry)</p> <p>O4: Incentivise low input farming such as organic farming</p> <p>O5: Combat invasive species</p> <p>O6: Foster a greater understanding of environmental issues at farm level</p> <p>O7: Engage industry and the wider community on biodiversity related initiatives</p> <p>O8: Maximise use of available resources on environmental farm profiling</p> <p>O9: Retain extensive farming practises, recognising the role they play in preservation of landscape, natural heritage and biodiversity.</p> <p>O10: Develop and enforce Statutory Instruments for invasive species regs and NHAs.</p> <p>O11: Resource the enforcement of Birds & Habitats Regs.</p> <p>O12: Encourage the management of farms to favour the conservation of target habitats or species of conservation concern.</p> <p>O13: Payment for both eligible and ineligible features under support payments as non-farmer areas for biodiversity</p>	<p>T1: Habitat loss due to changes in land uses</p> <p>T2: Overgrazing of habitats</p> <p>T3: Agriculture intensification</p> <p>T4: Under grazing or land abandonment</p> <p>T5: Agricultural activities impact on the environment</p> <p>T6: Increase in invasive species, and their dispersal as a result of agricultural activity.</p> <p>T7: Climate change</p> <p>T8: Slowdown in generational renewal could affect uptake of environmentally friendly practises</p> <p>T9: Pollinators species are in decline and there is a risk of loss of species</p> <p>T10: There are an absence of management plans for many Natura 2000 sites, including upland SPAs and River SACs.</p> <p>T11: Ireland has not produced a statutory instrument for invasive species regs.</p> <p>T12: Lack of resources to enforce Birds & Habitats Regs, Invasive species Regs etc.</p> <p>T13: Network of NHAs do not have statutory instruments or management plans</p> <p>T14: Afforestation with intensive commercial conifer plantation destroys landscape integrity, and landscape heritage, and visual aesthetic.</p> <p>T15: Lack of coherence between BPS, eligibility and ecosystem services, or biodiversity conservation.</p> <p>T16: Emerging plant pests and pathogens introduced through</p>
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	weaknesses in biosecurity.
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Objective 7 Attract young farmers and facilitate business development in rural areas

STRENGTHS	WEAKNESSES
<p>S1: Training of young farmers is well above EU average</p> <p>S2: Access to knowledge</p> <p>S3: Effective design and implementation of support for Young Farmers</p> <p>S4: Taxation supports for young farmers</p> <p>S5: Land mobility service</p> <p>S6: Contribution of agri-food sector to rural economy</p> <p>S7 Off farm employment opportunities</p> <p>S8: Substantial agri-food industry with diverse geographic spread</p> <p>S9: Strong tourism sector</p> <p>S10: Downstream multiplier effect on employment in the forestry sector</p>	<p>W1: Young farmers account for only 6.1% of the total population of farm managers.</p> <p>W2: Access to land for purchase</p> <p>W3: Access to credit</p> <p>W4: Land mobility</p> <p>W5: Lack of diverse employment opportunities compared to large urban centres</p> <p>W6: Low income in agri-sector compared to other sectors of the economy</p> <p>W7: Isolation and disconnection from wider community as a result of excessive afforestation with conifer plantations.</p> <p>W8: Rural broadband.</p> <p>W9: Access to rural employment for spouses.</p>
OPPORTUNITIES	THREATS
<p>O1: Continue to increase rates of full and basic training for young farmers.</p> <p>O2: Access to digital technologies</p> <p>O3: Build on range of supports available for Young Farmers</p> <p>O4: Develop career pathways in agriculture</p> <p>O5: Develop tourism industry in rural areas in a sustainable way</p> <p>O6: Increase employment rates, and expand employment options in rural areas</p> <p>O7: Increase opportunities for rural female entrepreneurs</p>	<p>T1: Income volatility in certain sectors</p> <p>T2: Reduction in existing young farmer supports</p> <p>T3: Decline in young farmer numbers</p> <p>T4: Lower levels of services and over reliance on traditional employment options</p> <p>T5: Changing nature of retail, service delivery and town centre living</p> <p>T6: Not maximising opportunities presented by digital economy</p> <p>T7: Brexit</p>

<p>O8: Optimising digital connectivity for employment (eg remote working)</p> <p>O9: Develop afforestation policies with community connectivity in mind.</p> <p>O10: Secure rural broadband nationally</p> <p>O11: Incentives for a funded farm partnership succession scheme</p> <p>O12: An increase in the age for stamp duty relief to forty</p> <p>O13: Increased funding for rural development and regeneration</p> <p>O14: Initiation of a collaboration with multi-national companies for rural investment</p> <p>O14: Access to credit at lower percentage rates for young farmers</p>	<p>T8: Isolation and disconnection from wider community as a result of excessive afforestation with conifer plantations.</p> <p>T9: Inadequate broadband infrastructure in rural areas</p>
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Objective 8: promote employment, growth, social inclusion and local development in rural areas, including bio-economy and sustainable forestry;

STRENGTHS	WEAKNESSES
<p>S1: Dedicated Government Department for Rural Development</p> <p>S2: Whole of Government approach through Action Plan for Rural Development</p> <p>S3: Project Ireland 2040 has strategic objective of Strengthened Rural Economies and Communities</p> <p>S4: Strong Community involvement and commitment to engage and deliver locally</p> <p>S5: Coherent approach to local development with integrated structure for delivery</p> <p>S6: Substantial agri-food industry with diverse geographic spread</p> <p>S7: Strong tourism sector</p>	<p>W1: Number of social groups at risk of social exclusion, isolation and poverty deprivation</p> <p>W2: Low levels of women working in agriculture</p> <p>W3: Lower levels of, or limited access to services including transport infrastructure compared to large urban centres</p> <p>W4: Lack of diverse employment opportunities compared to large urban centres</p> <p>W5: Fragmented nature of forestry sector and absence of career path</p> <p>W6: High value markets are poorly developed for hardwood resource</p> <p>W7: Lack of awareness of the circular and the Bio economy</p> <p>W8: Isolation of the elderly in rural areas, including in landscapes excessively</p>

<p>S8: Good quality of life combined with culture and heritage resources S9: Coherent Government Strategy for the bioeconomy S10: Dedicated national implementation activities for the bioeconomy S11: Successive publicly funded forestry programmes will result in strong projections for timber output from Irish forests to 2030 S12: Downstream multiplier effect on employment in the forestry sector</p>	<p>afforested. W9: Inadequate road infrastructure and rural transport</p>
<p>OPPORTUNITIES</p>	<p>THREATS</p>
<p>O1: Building capacities of communities (enabling and supporting rural communities) O2: Develop tourism industry in rural areas in a sustainable way O3: Improve availability of, and access to, necessary services in rural areas O4: Increase employment rates, and expand employment options in rural areas O5: Increase opportunities for rural female entrepreneurs O6: Optimising digital connectivity for employment (eg remote working) O7: Maximise the economic and social potential of the bio economy and circular economy O8: Provision of renewable energy sources, including through community-based schemes O9: Increase afforestation rates O10: Increase opportunities for diversification of farm enterprise O11: Increased market opportunities for wood particularly in the construction and energy sectors O12: Increased funding under the RDP for rural regeneration & Development O13: Addressing the labour shortage with socially excluded members of the</p>	<p>T1: Demographic profile and the need for generational renewal T2: Lower levels of services and over reliance on traditional employment options T3: Changing nature of retail, service delivery and town centre living T4: Climate Change – economic, social and environmental impacts T5: Increased compliance and regulatory requirements for Community and Voluntary Sector T6: Rural isolation, with a particular recognition of its impact on mental health T7: Not maximising opportunities presented by digital economy T8: Brexit T10: Forestry – emerging plant pests and diseases</p>

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Objective 9: 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

<u>Strength</u>	<u>Weakness</u>
<p>S1: National Plan on Antimicrobial Resistance S2: Antibiotics usage in Ireland is below the EU average S3: National Plan on the Sustainable use of Pesticides S4: National Farmed Animal Health Strategy S5: Animal Welfare Strategy S6: The establishment of Animal Health Ireland S7: Agri-food industry supporting initiative in animal health and welfare S8: Food safety and Food Authenticity Strategy S9: Sustainable Healthy Agri-Food Research Plan S10: Strategy for the Development of the Organic Sector S11: Increasing percentage of UAA organically farmed S12: Quality Assurance Schemes S13: National Food Waste reduction schemes</p>	<p>W1: Increased sales of antibiotics W2: Low level of understanding of AMR development and its transmission W3: Lack of available systems to monitor usage of antibiotics W4: Low level of organic farming in Ireland W5: Reliance on imports of certain animal feeds W6: Lack of robust system to measure farming effort in relation to the provision of safe food and high animal health and welfare standards. W7: Lack of coherent approach to bio security measures W8: Lack of accurate data on food waste W9: Over reliance on perennial ryegrass as a single species diet for grazing livestock has influences animal nutrition and health. E.g. gut microbiome. W10: Badger cull to prevent TB which is not based on robust scientific evidence of cause or effect. W11: Development of antibiotic resistance in pathogens. W12: Current lack of transparency on food packaging & Labelling</p>

Opportunity	Threat
<p>O1: Improvements and developments of vaccines O2: Development of database to monitor antibiotic usage O3: Increasing consumer demand for Organic produce / sustainably produced food O4: Increasing consumer demand / awareness for provenance of food vis a vis safety and health and welfare of animals O5: Increase targeted advisory service on animal health O6: Synergies between various strategies O7: Increasing consumer demand for vegan/vegetarian produce. O8: Increasing consumer demand for plastic free packaging. O9: Displaying the country of origin on produce thus increasing transparency</p>	<p>T1: Increased levels of intensive farming T2: Any reduction in animal welfare standards T3: Climate change T4: Slowdown in generational renewal could affect uptake of appropriate practices T5: New and emerging diseases T6: Increased regulation and cost of compliance T7: Product labelling misleading and lacking transparency T8: Antimicrobial resistance</p>