



**An Roinn Talmhaíochta,
Bia agus Mara**
Department of Agriculture,
Food and the Marine

PUBLIC CONSULTATION ON THE SWOT ANALYSIS FOR THE CAP STRATEGIC PLAN – RESPONSE FORM

Consultation Questionnaire

The Department of Agriculture, Food and the Marine seeks the views of the public on the SWOT analysis for the CAP Strategic Plan. This form should be used when submitted a response.

Terms and Conditions

All submissions, including the name of the person making the submission, will be published on the Department's website.

Freedom of Information

In the interest of transparency, DAFM intends to publish all submissions received in response to this consultation and the identity of the party making the submission, including their affiliation on the DAFM website. Any submission containing confidential, private or commercially sensitive information or material should therefore be clearly identified and specify the reasons for its sensitivity. All submissions received will be subject to the provisions of the Freedom of Information (FOI) Act 2014 and may be released or published on foot of third party applications or otherwise.

By responding to the consultation, respondents consent to their name and affiliation being published online with the submission. The Department will redact all other personal data prior to publication.

Data Protection

Please note that if you make a submission you are agreeing for it to be published in accordance with the EU General Data Protection Regulation (GDPR EU 2016/679), the Data Protection Acts 1988-2018, the Freedom of Information Act 2014 and the DPER Consultation Principles and Guidance.

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RESPONSE FORM

- Details:

Full Name: Paul Smyth

Organisation where applicable: Irish Creamery Milk Suppliers Association

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	<input type="checkbox"/>	Food industry	<input type="checkbox"/>	Environment	<input type="checkbox"/>
Community Sector	<input type="checkbox"/>	Research	<input type="checkbox"/>	Civil Society / NGO	<input type="checkbox"/>

Other: _____

- Nine specific objectives of the Common Agriculture Policy post 2020
 - (a) support viable farm income and resilience across the Union to enhance food security;
 - (b) enhance market orientation and increase competitiveness, including greater focus on research, technology and digitalisation;
 - (c) improve the farmers' position in the value chain;
 - (d) contribute to climate change mitigation and adaptation, as well as sustainable energy;
 - (e) foster sustainable development and efficient management of natural resources such as water, soil and air;
 - (f) contribute to the protection of biodiversity, enhance ecosystem services and preserve habitats and landscapes;
 - (g) attract young farmers and facilitate business development in rural areas;
 - (h) promote employment, growth, social inclusion and local development in rural areas, including bio-economy and sustainable forestry;
 - (i) 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

Introduction.

ICMSA have taken the nine objectives as outlined above and added to the analysis outlined in the template document from the Department of Agriculture and the Marine. Rather than repeat most of those Strengths, Weaknesses, Opportunities and Threats, ICMSA have added to that list with some of the key elements that we feel have been omitted.

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

<p>Strength</p> <ul style="list-style-type: none"> • Grass based production system. • Irish climate allows farmers to produce a sustainable product. • Irish Family Farms. • Enhancing rural communities. • Technical ability of Irish farmers. 	<p>Weakness</p> <ul style="list-style-type: none"> • Food prices do not reflect producers’ costs of production. • Over dependence on CAP payments. • Lack of return from the “marketplace” • Climate action proposals may put further pressure on farms. • Costs of production. • Income volatility.
<p>Opportunity</p> <ul style="list-style-type: none"> • Comparative advantage over other countries in terms of climate, image and family farm. • New technology leading to more sustainable farms in terms of economics, environment and socially. • CAP funding to support on farm productivity yet sustainable measures. 	<p>Threat</p> <ul style="list-style-type: none"> • Brexit, Trade wars, Global economy downturn. • Output and input price volatility. • Unable to use our comparative advantage on climate requirements within an EU Context. • Reduced CAP Payments. • Cost of compliance on climate change. • Mercosur. • Failure of food prices to reflect production costs and cost of regulation.

Objective 2 Enhance market orientation and increase competitiveness, including greater focus on research, technology and digitalisation

<p>STRENGTHS</p> <ul style="list-style-type: none"> • Value-added potential. • Grass-based system and environment. • Technology leading to farm productivity. • Irish farm standards are extremely high. 	<p>WEAKNESS</p> <ul style="list-style-type: none"> • Land fragmentation. • Lack of access to high speed broadband in rural areas. • Lack of successors at farm level. • Loss of UK market could halt productivity gains. • Lack of funding in rural communities. • Unwillingness of consumers to pay for quality products. • Food prices not reflecting production costs.
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Our grass-fed green product is highly demanded. • New technology such as 5G. • Potential of rural microgeneration of power. 	<p>THREATS</p> <ul style="list-style-type: none"> • Costs of inputs and compliance. • Consumers’ willingness to pay not matching the cost to produce. • Farm labour shortages. • Brexit. • Mercosur. • Food prices not reflecting the cost of production.

Objective 3 improve the farmers' position in the value chain

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Quality of farmers products. • Cooperative structure in the dairy sector. • EU initiatives focusing on greater transparency in the food chain. 	<ul style="list-style-type: none"> • Share of value added reducing for primary producer. • Large number of farmers versus concentrated retail and processor markets. • Costs of compliance with EU's higher environmental health standards. • Lack of transparency in retail, processor costs and pricing. • Food prices not reflecting the cost of production.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Collective bargaining of farmers. • Legislation to protect primary producers • Development of contractual relationships between farmers and processors. 	<ul style="list-style-type: none"> • Larger retailers and processors with more power. • Cost and other obstacles to changing EU laws. • Food prices not reflecting the cost of production.

Objective 4: Contribute to climate change mitigation and adaption, as well as sustainable energy

<p><u>Strengths</u></p> <ul style="list-style-type: none"> • Grass based production system with low carbon footprint. • Climate action plan in situ with potential to deliver targets. • Comparative advantage of our production systems. • Potential for renewables and micro-generation at farm level. • Grassland systems and sequestration. 	<p><u>Weaknesses</u></p> <ul style="list-style-type: none"> • Share of agriculture GHG emissions overall in an Irish context. • High ammonia percentage from agriculture. • Nitrates derogation farms are a very intensive and increasing due to dairy expansion. • Sub-optimal soil fertility. • Capital costs for many renewable energy projects are significant and uneconomic without subvention.
<p><u>Opportunities</u></p> <ul style="list-style-type: none"> • Improved soil management and fertility. • Awareness of GHG efficiency gains in agriculture to our potential customers. • Micro generation and renewables at farm level. • An index of GHG per output measure to show how efficient Ireland is in terms of food production. 	<p><u>Threats</u></p> <ul style="list-style-type: none"> • Overall emissions increasing even if sectors are becoming more efficient. • Slowdown in generational renewal could affect uptake of climate appropriate practices. • Risk of “carbon leakage” if production in Ireland declines. • “Big Bang” targets to reduce livestock numbers. • Losing a PR war with younger generation in terms of effect of agriculture and climate.

Objective 5: Foster sustainable development and efficient management of natural resources such as water, soil and air

<p><u>Strengths:</u></p> <ul style="list-style-type: none"> • Overall water quality high in Ireland. • High percentage of farms with extensive stocking rate. • High compliance and inspection rate at farm level. • Strong engagement of industry and advisors to improve water quality. • Farmers all aware of environmental issues and a lot of farmers take part in an Agri environmental scheme. 	<p><u>Weaknesses</u></p> <ul style="list-style-type: none"> • High stocking levels on some farms. • High number of farmers in Nitrates derogation. Major issues if not available post 2021. • Sub-optimal soil fertility. • Slurry spreading by date. • Failure of market to cost in the sustainable farm practices in food prices.
<p><u>Opportunities</u></p> <ul style="list-style-type: none"> • Reducing nitrogen and ammonia emissions through LESS. • Improved soil management and fertility. 	<p><u>Threats</u></p> <ul style="list-style-type: none"> • Failure of market to cost in the sustainable farm practices in food prices.

Objective 6 - Contribute to the protection of biodiversity, enhance ecosystem services and preserve habitats and landscapes

<p><u>Strengths:</u></p> <ul style="list-style-type: none">• Large numbers of farms are extensive.• All farms can contribute to this objective on some part of their farm.	<p><u>Weaknesses</u></p> <ul style="list-style-type: none">• Lack of policy coherence e.g. removal of scrub.• Lack of economic value attributed to public goods provided by non-productive land.
<p><u>Opportunities:</u></p> <ul style="list-style-type: none">• Foster a greater understanding of environmental issues at farm level.	<p><u>Threats</u></p> <ul style="list-style-type: none">• Failure of policy to adequately support farmers in providing environmentally sustainable goods.

Objective 7 Attract young farmers and facilitate business development in rural areas

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Large range of educational courses within agriculture for potential young farmers. • Large number of family farms still in Ireland. 	<ul style="list-style-type: none"> • Lack of profitability. • Land fragmentation or scale. • Rural Isolation. • Poor work life balance.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Access to further supports. • A two-way approach to succession through a farm retirement scheme with young farmer aid. • Increased profitability. 	<ul style="list-style-type: none"> • Income volatility and lack of a tax system to deal with this volatility. • Decline in young farmer numbers and increasing scale leading to burnout. • Rural isolation. • Failure of agriculture to deliver an income in line with other sectors of the economy.

Objective 8: promote employment, growth, social inclusion and local development in rural areas, including bio-economy and sustainable forestry;

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Agriculture is part of every parish throughout Ireland. 	<ul style="list-style-type: none"> • Low levels of women working in agriculture • Lack of employment opportunities.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Building technology hubs in rural areas. • Improve availability and access to services in rural areas. • Broadband. • Provision of renewable energy sources, including through community-based schemes. 	<ul style="list-style-type: none"> • Older demographics. • Increased compliance and regulatory requirements. • Rural isolation. • Little or few opportunities presented by digital economy in rural areas.

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

<p><u>Strength</u></p> <ul style="list-style-type: none"> • National Plan on Antimicrobial Resistance. • National Plan on the Sustainable use of Pesticides. • National Farmed Animal Health Strategy. • Animal Welfare Strategy. • Quality Assurance Schemes. • Usage of anti-biotics on livestock farms is measured and controlled. 	<p><u>Weakness</u></p> <ul style="list-style-type: none"> • Low level of understanding of AMR development and its transmission. • Lack of available systems to monitor usage of antibiotics in all sectors of the economy. • Reliance on imports of certain animal feeds. • Increased number of dairy calves born each year.
<p><u>Opportunity</u></p> <ul style="list-style-type: none"> • Development of database to monitor antibiotic usage in all parts of the economy. • Increasing consumer awareness of health and welfare of animals. • Increase targeted advisory service on animal health. 	<p><u>Threat</u></p> <ul style="list-style-type: none"> • Increasing consumer awareness of health and welfare of animals. • Increased levels of intensive farming and potential reduction in animal welfare standards. • Bobby calves. • New and emerging diseases. • Increased regulation and cost of compliance.

