Rialtas na hÉireann
Government of Ireland

SWOT analysis for the CAP Strategic Plan post 2020

Irish Farmers' Association Submission

11th October 2019

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Feirmeoirí Aontaithe na hÉireann
The Irish Farmers' Association
IFA

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

STRENGHTS	**WEAKNESS**
S1: Agriculture – largest indigenous sector in the economy employing 173,000 people and representing nearly 8% of total employment in the Irish economy. S2: Temperate climate conducive for our grass-based production systems S3: Low level of debt on Irish farms (international comparison?) S4: Viability of some sectors S5: Effective development and delivery of schemes supporting family farm income S6: Agriculture has a positive image in society S7: CAP contributes to high quality, safe food S8: Our island nation status gives us protection under animal and plant health	W1: Low income in agri-sector compared to other sectors of the economy (this needs to be spelt out in the comparison of farm income versus non-farm income) W2: Low profitability / viability in some sectors Viable 32%/sustainable34%/vulnerable 34% W3: Increase in input costs (also services costs increasing) W4: Highly dependent on CAP payments particularly for some sectors - % of farmers that are highly dependent on CAP payments? W5: Low level of income and farm system diversification to mitigate risk (diversification is an option for a limited number of farmers, also diversification is not the only method of risk mitigation. In the context of securing employment to support family farm income, opportunities are very limited in many regions) W6: Lack of risk management tools/knowledge (tools in the CAP are not proven, and private sectors tools are not available for all sectors) W7: Reactive nature of ad hoc schemes to address weather and other crises in the sector. This is not a weakness, as it is imperative on Governments to deal with crises which emerge due mainly to weather events. W8: FW 2025 fails to prioritise farm income and profitability.
OPPORTUNITIES	**THREATS**

O1: Use of new technologies to reduce input costs and increase efficiency (e.g. precision farming) The voluntary IFA and EPA Smart Farming initiative is a good example of how farmers can make savings and enhance the rural environment through better resource management on their farm and through targeted incentives. This is particularly relevant to the low income sectors (livestock, sheep, tillage) where incomes are low and making necessary investment is essential. O2: Growth of bio-economy provided that there is strong government support from outside of CAP (refit tariff, etc.). The growth of the bioeconomy will be dependent on supply chains, funding must be made available for farmers to establish new and existing PO's and biomass trade centres. O3: Increasing demand for safe, sustainable, nutritious, authentic andorganic food produced to high standards of environmental protection and animal welfare O4: Increasing global consumer demand for animal protein sources O5: Increase value added at farm level, which can only be sustained if it is appropriately remunerated and supported. O6: Development of risk management tools (not an opportunity in all sectors) O7: Increase knowledge base of farmers on risk management tools (not an opportunity in all sectors) O8: In the next food strategy to 2030, prioritise farmer income and profitability O9: Cofinancing by governments for Pillar II measures O10: Increased CAP payment to support genuine farmers greatly dependent on direct payments.	T1: Ongoing price volatility in global markets T2: BREXIT/Mercosur T3: Reduced CAP budget, convergence downwards for genuine farmers who are greatly dependent on direct payments. T3a: Cofinancing by governments for Pillar II measures T4: Costs of compliance with EU's higher environmental and sanitary production standards, and additional asks from farmers relating to climate change. T5: Effects of Climate change and trade policy on primary production. EU trade deals with regions such as Mercosur will lead to substantial environmental degradation and increases in global greenhouse gas emissions as Amazonian forests are felled to meet trade opportunities arising from EU trade deals, while Irish and European farmers are expected to farm to the highest environmental and animal welfare standards. T6: Demographics and the need for generational renewal to increase up take of new technology T7: Increase National/ EU regulation T8: Divergence between EU trade and CAP policies

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

STRENGTHS S1: Increased exports and value-added targets at the heart of the sectors ten-year strategy FW 2025 S2: Growing trade surplus with EU and non-EU S3: Temperate climate provides competitive advantage for grass-based production systems S4: Investment levels are increasing S5: Farm productivity levels are increasing partly through efficiencies, in some sectors S6: Credibility of our sustainable Quality Assurance Schemes in international marketsS7: Strong animal health and disease controls standards S8: Wide range of State support for research, innovation and competitiveness	**WEAKNESS** W1: Difficult to avail of / achieve economies of scale W2: Wide variation in levels of innovation and adoption of new technologies, with particular difficulties for low income sectors W3: Variation in investment across sectors W4: Lack of access to high speed broadband in rural areas W5: Lack of innovation infrastructure (meaning?) W6: Lack of Producer Organisations (co-ops, marts, horticulture, forestry sectors) W7: Overreliance on individual markets eg UK W8: Costs of compliance with EU's higher environmental and sanitary production standards W9: Cost of doing business is higher than EU average
OPPORTUNITIES O1: Increasing demand for safe, sustainable, nutritious, authentic, organic food produced to high standards of environmental protection and animal welfare O2: Improve access to credit, however, this is proving to be a difficulty with Brexit uncertainty in the background. O3: Import substitution e.g. protein crops, feedstuffs, including grass ; energyO4: Use of new technologies to reduce input costs, increase efficiency	**THREATS** T1a: Willingness of market place to pay for the safe, sustainable…. Food it demands T1b: Certain sectors have chronically low incomes T1: Market volatility, price variations T2: Rising cost of inputs and services T2a: Availability of credit for vulnerable farmers T3: Effects of climate change on primary production

and add value, through the continuous work of programmes including the IFA and EPA led Smart Farming programme. O5: Further develop Circular economy and bio-economy and introduce supports to develop supply chains. O6: Open new markets and expand existing markets, however, many of those new markets do not return on par with our traditional markets. O7: Encourage greater producer participation in Producer Organisations – this is only an opportunity for certain sectors, and it only makes sense for farmers if it delivers improved prices. O8: Co-operation with Research Institutions to facilitate technological innovations and digitalisation	T4: Capability and capacity of sector to adjust to new demands/ challenges T5: Labour shortages at both primary and secondary stages of production T6: Costs of compliance with EU's higher environmental, climate and sanitary production standards

Objective 3 improve the farmers' position in the value chain

STRENGTHS	**WEAKNESSES**
S1: Sustainable Quality Assurance Schemes S2: Producer Organisations in Horticulture & Forestry 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 S5a: EU Directive on UTPs	W1: Share of value added reducing for primary producer (because it depends on what the retail price is – a large share of a low retail price is of no value to the farmer) W2: Share of value added below EU average (reference?) 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 (While important, this is very niche and depends on strong local market) W6: Lack of accurate data for value chain – transparency as important as accuracy W7: Low number of Producer Organisations (co-ops + marts + hort and forest sector) W8: Dominance of the multiple retail sector W9: Small size of domestic market limits opportunity to develop product mix
OPPORTUNITIES	**THREATS**
O1: Demands for higher standards create opportunities for higher prices O1a: Advances in animal and crop breeding technologies must be prioritised	T1: Failure of market to fairly remunerate the primary producer T1a: Market volatility, price variations and input costs T2: Costs of compliance with EU's higher environmental, climate and sanitary production standards

O1b: Development of contractual relationships between farmers and processors. This may be appropriate for sectors other than dairy O1c: Growing demand for 'natural' based food production systems provides opportunities for premiumisation by primary producers – our high export orientation limits the opportunities for premiumization. O2: Consumer demand for local produce (as above) O3: Some potential expansion of organic farming sector – we do not have a big home market through which to optimize the value. O4: Increase the number of Producer Organisations (particularly relevant to certain sectors, also limited scope to improve farmers' remuneration). O5: Introduction of legislation to protect primary producers, with engagement with stakeholders and introduction of independent regulatory authority other than the CCPC – the legislation provides for an Independent Food Regulator.	T3: Changing consumer tastes T4: Emerging anti-animal protein/farming agenda

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

Strengths	**Weaknesses**
S1: National aim of an approach to carbon neutral in agriculture and land use sector, which does not compromise sustainable food production. S2: Grass based production system with low carbon footprint S3: High % Utilised Agricultural Area in Ireland is permanent grassland S4: Significant national cover of hedgerows, individual trees & non-forest woodland S5: Highest mean organic carbon of arable land in Europe S6: High % of land under agri-environment-climate commitments S7: Low % of sealed soils (built environment) S8: Leading innovation and research on climate related support tools S9: Established beef and dairy breeding programmes S10: High level of carbon auditing on beef and dairy farms S11: Robust ensemble of climate model projections for Ireland in place 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 – primarily relevant to dairy sector. S16: Farm Advisory System which can quickly disseminate new	W1: Highest share of GHG emissions comes from agriculture, as Ireland does not have significant large scale industrial manufacturing. W2: Agricultural GHG emissions are increasing, but remain below 1990 baseline year. W3: Dairy herd expansion is faster than mitigation capacity W4: Ireland has one of the lowest levels of forest cover in Europe W5: Declining afforestation rates in recent years, due to measures including compulsory replanting obligations. W6 Not relevant, is historical W7: High % of non-CO2 emissions in Ireland, relative to other EU Member States, due to Ireland's agricultural based economy. W8: Nitrates derogation farms are a very significant intensive farming cohort over recent years. The number of farmers in derogation has remained broadly unchanged at 7,000 (aprox) W9: Sub-optimal soil fertility W10: Limited investment in the sectoral research (horticulture) W11: Reliance on peat in horticultural sector W12: Increasing annual supply gap for forestry biomass in Ireland W13: Some forests are not managed to their productive potential W14: Economics of anaerobic digestion (AD) plants are challenging, especially in the absence of necessary government supports. W15: Capital costs for many renewable energy projects are significant W16: Difficulties in accessing the national grid

innovations and knowledge transfer S17: 11% of our land area is under forest with plan to increase this by 8,000 ha per annum. S18: Nutrient management plans currently being carried out on Nitrates Derogation Farms and GLAS farms.	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) Advisory service too busy completing necessary EU and Department of Agriculture farm schemes, to focus on sustainability advisory
Opportunities O1: Introduction of measures in the GHG (and ammonia) Marginal Abatement Cost Curve (MACC) O1a: IFA and EPA Smart Farming initiatives must be built upon O2: Reducing nitrogen emissions O3: Improve livestock management including through extended grazing O4: Improved animal production efficiency, including through targeted supports O5: Improve on-farm slurry management O6: Better Management of Peatlands O7: Improved soil management and fertility O8: Increasing relatively low level of forest cover and favourable growing conditions, also agro-forestry O9: Support diversification to lower carbon intensity farming and to meet bioenergy demands O10: Further efficiency gains through the roll-out of agri-digitalisation, smart farming and precision farming technology O11: Up-skill advisory service and engagement with stakeholders/industry O12: Changing climate allows diversification of crop type O13: Advances in crop breeding and plant genetics - but limited by societal expectations O14: Increase productivity and resilience of the national forest estate	**Threats** 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 T4: Inappropriate (meaning?) land-use/soil management T5: Low profitability and low average farm size of beef and sheep sectors could reduce the adoption of climate appropriate practices T6: Slowdown in generational renewal could affect uptake of climate appropriate practices T7: Increased frequency and intensity of some extreme climatic events T8: Increased disease and pest pressures T9: Risk of "carbon leakage" if production in Ireland declines T10: Difficulty in ensuring security of supply for biomass feedstocks T11: Capital investment costs and lack of support for Anaerobic Digestors could be prohibitive to uptake T12: Target for forestry as set out in Climate Action Report will not be met unless (i) the replanting obligation is relaxed, (ii) the land eligible under the scheme is increased, (iii) the costs and administrative procedures are reduced and (iv) greater flexibility under the afforestation scheme.

O15: Reduce energy consumption on farms through energy efficiency and deployment of renewables O16: Use renewable biological resources to create value added bio-based products O17: Network of Agricultural Colleges makes educating the next generation of farmers in environmentally efficient farming methods easier O18: Use of farm advisory services through the Knowledge Transfer programme. Improve access to education for farmers, by facilitating e-Learning and distant learning, as a KT method. O19: An opportunity exists to support farmers through a combination of Eco-Schemes under Pillar I and an enhanced Agri-Environmental programme under Pillar II. In addition, a significant amount of Ireland's land area is in Natura areas or of high natural value. This should be used in the carbon calculation for Irish agriculture as a significant amount of CO_2 is locked up in this valuable resource. O20: Explore option to reflect carbon storage performance associated with land based enterprise	

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

<u>Strengths:</u> S1: Highest mean organic carbon of arable land in Europe (S2: Low levels of soil erosion by water S3: Low level of concentration of nitrates in freshwater in Ireland S4: High % farms with extensive stocking rate 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 and designated Natura land 13%. S8: Low % of sealed soils (built environment) S9: Significant national cover of hedgerows, individual trees & non-forest woodland (measurement, figure?) S10: Peatlands cover over 20% of Ireland's area	**<u>Weaknesses</u>** W1: Increase in livestock numbers in certain areas and sectors W2: Increase in chemical fertiliser sales in certain areas, but increased phosphorous efficiency on farms W3: Impact of agricultural activity on water quality W4: Increasing area under Nitrates derogation W5: Sub-optimal soil fertility W6: Ongoing drainage of organic soils (grasslands and wetlands), particularly by semi-State bodies. (this is historical, and not relevant)W7: Ongoing drainage of peatlands – evidence of this required. W8: No legislation in place regarding the protection of soil –Soils are currently protected under GAEC and general cross compliance measures that all farmers in receipt of a basic payment are required to adhere to. W9: Low level of forest cover
<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 O3a: A significantly improved agri-environment scheme to reach a target of at least 70% of Irish farmers (currently GLAS takes in around 40%). Farmers have shown in the past that where they are incentivised to do so, they will partake strongly in agri-environment	**<u>Threats</u>** T1: Deterioration in water quality from various sources, and in some areas only T2: Agricultural activities impact on the environment, as do all other economic, residential and local authority activities T3: Ammonia emissions in breach of targets set T4: Inappropriate land-use/soil management (what is the evidence for this?) T5: Low profitability and low average farm size of beef and sheep sectors could reduce the adoption of environmentally friendly

schemes. E.g. at peak in REPS, 63,000 farmers participated, representing 50% of farmers. 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 O12: improve soil fertility through liming programme	practices T6: Slowdown in generational renewal could affect uptake of climate appropriate practices T7: Changing climatic conditions T8: Lack of appropriately supportive schemes which farmers can avail of

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

Strengths: S1a: Over the last 25 years, agri-environmental schemes have significantly improved biodiversity on farms S1: Majority of threatened species are in favourable and stable status S2: Ireland has a network of Natura 2000 sites corresponding to 13% of the national area S3: High percentage of extensive grazing S4: An estimated 2.1 million hectares has the potential to be managed as High Nature Value farmland S5: Significant national cover of hedgerows, individual trees & non-forest woodland S6: Peatlands, an important habitat, cover over 20% of Ireland's area S7: Strong policy framework to protect and enhance biodiversity S8: Good knowledge and experience of delivery of results-based agri-environment schemes S9: High plant health status in Ireland	**Weaknesses** W1: Some habitats have an unfavourable status (reference?) W2: Some Farmland bird species are in decline (reference?) W3: Woodlands are deemed to be in bad but stable status (reference?) W4: Grassland habitats have undergone significant losses over last 10-15 years (reference?) W5: Ongoing drainage of peatlands (reference? This is historical) W6: Lack of policy coherence e.g. removal of scrub – this is a perverse effect of the eligibility rules W7: More species mix needed in forestry planting. If the level of broadleaf planting is to increase farmers will need a payment beyond the current 15 years, an eco-systems service type payment needs to be introduced for land set aside as ABEs and broadleaf woodlands. W8: Lack of economic value attributed to public goods provided by non-productive land
Opportunities: O1: Incentivise the provision of ecosystem services including HNV farming – through agri-environment scheme O2: Enhance biodiversity and establish new habitats on more intensive farms – agri environment scheme O3: Appropriate management of forests and increase afforestation levels (particularly mixed forestry) O4: Incentivise low input farming such as organic farming O5: Combat invasive species	**Threats** T1: Habitat loss due to changes in land uses T3: Agriculture intensification in some areas T4: Under grazing or land abandonment in some areas, mainly in marginal land T5: Agricultural activities impact on the environment along with other non-farming sectors T6: Increase in invasive species T7: Climate change

O6: Foster a greater understanding of environmental issues at farm level O7: Engage industry and the wider community on biodiversity related initiatives O8: Maximise use of available resources on environmental farm profiling (Please clarify this statement)	T8: Slowdown in generational renewal, especially in some sectors, could affect uptake of environmentally friendly practises T9: Pollinators species are in decline and there is a risk of loss of species

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

STRENGTHS	WEAKNESSES
S1: Training of young farmers is well above EU average (reference?) S2: Access to knowledge S3: Effective design and implementation of support for Young Farmers S4: Taxation supports for young farmers S5: Land mobility service S6: Contribution of agri-food sector to rural economy S7 Off farm employment opportunities, though not in all areas S8: Substantial agri-food industry with diverse geographic spread S9: Strong tourism sector, in certain areas S10: Downstream multiplier effect on employment in the forestry sector, also valid for all agricultural sectors.	W1a: Low income in agri-sector compared to other sectors of the economy W1: Young farmers account for only 6.1% of the total population of farm managers. W1a: Age profile of Irish farming population – over 55 y.o. 55%; under 35 y.o. 5.4% CSO Farm Structure Survey 2013 W2: Access to land for purchase or lease W3: Access to credit W4: Land mobility W4a: Land fragmentation W5: Lack of diverse employment opportunities compared to large urban centres W7: Social isolation W8: Low female participation in farming W9: Lack of broadband coverage more relevant to the younger generation W10: Lack of incentive for older farmers to retire – not many farms can generate 2 incomes for 2 different generations
OPPORTUNITIES	**THREATS**

O1: Continue to increase rates of full and basic training for young farmers. O2: Access to digital technologies O3: Build on range of supports available for Young Farmers O4: Develop career pathways in agriculture O5: Develop tourism industry in rural areas in a sustainable way O6: Increase employment rates, and expand employment options in rural areas O7: Increase opportunities for rural female entrepreneurs and female farmers O8: Optimising digital connectivity for employment (eg remote working) O9: Land mobility service already established can be built upon	T1: Income volatility in certain sectors T1a: Chronically low incomes in certain sectors T2: Reduction in existing young farmer supports T3: Decline in young farmer numbers T4: Lower levels of services and over reliance on traditional employment options T5: Changing nature of retail, service delivery and town centre living T6: Not maximising opportunities presented by digital economy T7: Brexit T8: Social isolation leading to health issues

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

STRENGTHS	**WEAKNESSES**
S1: Dedicated Government Department for Rural Development S2: Whole of Government approach through Action Plan for Rural Development S3: Project Ireland 2040 has strategic objective of Strengthened Rural Economies and Communities S4: Strong Community involvement and commitment to engage and deliver locally S5: Coherent approach to local development with integrated structure for delivery S6: Substantial agri-food industry with diverse geographic spread S7: Strong tourism sector in certain areas with recreational developments more prevalent in certain areas. 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 also valid for other SMEs in the agri-sector.	W1: Number of social groups at risk of social exclusion, isolation and poverty deprivation W2: Low levels of women working in agriculture W3: Lower levels of, or limited access to services including transport infrastructure compared to large urban centres W4: Lack of diverse employment opportunities compared to large urban centres W5: Fragmented nature of forestry sector and absence of career path W6: High value markets are poorly developed for hardwood resource W7: Lack of awareness of the circular and the Bio economy W8: Dispersed nature of SMEs in all agri-sectors W9: Costs associated with establishing businesses is higher in rural areas W10: Lack of broadband availability limiting the development of SMEs and tourism projects.
OPPORTUNITIES	**THREATS**

O1: Building capacities of communities (enabling and supporting rural communities) O1a: Provision of renewable energy sources, including through community-based schemesO2: 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 and female farmers O6: Optimising digital connectivity for employment (eg remote working) O7: Maximise the economic and social potential of the bio economy and circular economy 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: Maximising the potential of recreational tourism through the Walkways scheme and the development of Greenways.	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. The treatment of farmers with Ash Dieback and the removal of supports without a replacement scheme has been very damaging to farmers involvement in forestry.

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

Strength	**Weakness**
S1: National Plan on Antimicrobial Resistance increasing awareness of AMR amongst farmers and vets and providing detailed information and guidance through industry developed and agreed 'Codes of Practice' to reduce antibiotic need and ensure optimum standards in prescribing and use of antibiotics when needed. Development of monitoring systems to evaluate the levels and type of usage of antibiotics. S2: Antibiotics usage in Ireland is below the EU average (reference!) 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 which facilitates the development and implementation of industry led disease eradication and control programmes and animal health and welfare initiatives 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	 W1: W2: (key output of the National Plan on Antimicrobial Resistance)W3: (Developed in the National Plan on Antimicrobial Resistance)W4: Low level of organic farming in Ireland W5: Reliance on imports of certain animal feeds (Sustainability and assurance schemes fulfil this function)W7: Lack of coherent approach to bio security measures W8: Lack of accurate data on food waste W9: lack of direct incentives and tools to assist and support farmers

S14: Irish farmers produce quality, flavoursome foods	
Opportunity O1: Improvements and developments of vaccines O2: (Key output of the National Action Plan on Antimicrobial Resistance) 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: Provide supports and incentives for farmers engaging targeted advisory service on animal health O6: Synergies between various strategies (meaning?) O7: Prohibit substandard agri produce imports to the community	**Threat** T1: Increased levels of intensive farming in certain areas and sectors T2: 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: Failure of market to remunerate farmers for the higher societal standards T8: Failure to protect EU farmers and producers from sub-standard imports to the community
