

**WRITTEN QUESTION TO THE MINISTER FOR ECONOMIC DEVELOPMENT
BY THE CONNÉTABLE OF ST. JOHN
ANSWER TO BE TABLED ON TUESDAY 30th APRIL 2013**

Question

- a) Given that Jersey attended the Paris agricultural show from 24th February to 3rd March 2013, would the Minister advise the total cost to the Island, including staffing and accommodation?
- b) What benefits to industry and to the Island were achieved?
- c) Would the Minister outline which local based companies exhibited and advise the number of persons representing each industry and whether their travel, accommodation and expenses costs were met by his Department and, if so, the amount spent?
- d) Would the Minister advise the number of States Members and public sector employees who attended; the duration of their visits and their individual travel and accommodation costs, as well as the cost of the Stand and associated advertising?
- e) Does the Minister consider that, given the timing of the show, the expenditure was justified?

Answer

- a) The cost to Jersey in attending the Salon d'Agriculture in Paris was £14,590.68. The costs were met by both the Economic Development Department and Chief Minister's Department on the basis that there were both economic development and international affairs elements to Jersey's participation. All expenditure was in line with Departmental travel policy.
- b) Jersey was invited to attend the 50th Salon International de L'Agriculture in Paris by the General Council of La Manche following a visit to the Salon last year by the States of Jersey and industry representatives from the Island. The joint venture with the General Council of La Manche has helped build upon the foundations laid down through the La Manche Working Group, to strengthen political and economic links with La Manche and enable the Island to demonstrate the variety and quality of its produce to a wide audience in Jersey's nearest marketplace. It also highlighted Jersey as a holiday destination and improved transport links with the new Blue Islands direct air link between Jersey and Paris and to explore future export opportunities.

The Show was held over 9 days from 23 February to 3 March 2013; opening times 09.00 to 19.00 and from 09.00 to 23.00 on the final Friday and attracted approximately 694,000 visitors. Jersey received, met and talked to approximately 5,500 of them over the period of the Show.

This high level of personal contact enabled analysis of the value of the event in terms of exposure and as a platform for selling artisanal products. There were 3 halls dedicated to artisanal producers emphasizing just how importantly the French take locally produced and/or specialist foods.

It also enabled the Island's rural development advisers to estimate the likely investment required from producers in time and costs so as to be able to make an informed decision as to whether Jersey will attend next year. It also allowed Jersey to observe how best to present our offering by learning from those stands that had been longer established and generate new ideas for marketing the Island. La Manche are already asking us whether we are prepared to attend again. A report to this effect has already been circulated to the producers.

- c) Staff manning the stand represented all of Jersey's rural and marine industries, which varied over the duration of the 9 days with a higher attendance during the opening weekend and for the late night opening on the final Friday (until 23.00) but ranged from 1-3 people at any one time as we were dealing with, on average, 60 visitors per hour. Tastings, video displays and promotional material representing La Mare Vineyards, The Jersey Dairy, Jersey Sea Farms, Jersey Oyster Company, Jersey Royal Company, Albert Bartlett and Jersey Tourism, were featured at the show. 1 person specifically representing the Jersey Oyster Company attended the show and he paid his own travel, accommodation and expense costs.

- d) Costs

2 States Members	
Travel and accommodation	= £1415.89
9 Public Sector Employees plus Bureau de Jersey Travel, accommodation and subsistence*	= £7,814.98
* Subsistence includes States Members	
Stand	= £3,375.00
Promotional Material (including translation)	= £1,984.81
Total Costs	= £14,590.68

- e) Yes, especially with the media coverage we received. The following information was provided by La Manche.

States of Jersey Press Release
"Jersey and La Manche at Paris agricultural show"

Ouest France:

"The products of the land and sea at the Salon"
"Friends for life"

L'Agriculteur Normand:

"50 good reasons to go to the Salon of Agriculture"
"Inauguration of the La Manche stand"

La Manche press:

"La Manche shines at the Salon"

"Jersey Gold"

La Manche Libre:

"La Manche agricultural power" (web article with video)

"Entente cordiale between La Manche and Jersey"

"Normandy agricultural power"

Radio:**Tendance Ouest:**

Interview

Pascale Bousquet (Account Director – Agendacom, Communications agency)

Quote "When you listen to her you feel like going straight to Jersey to eat some Jersey

Royals and lovely Jersey Dairy ice cream with black butter!"

BBC Radio Jersey

Interview

Additional information

Public sector employees

Average cost of travel per person was £295.92

Average cost of accommodation per person was £65.93 per person per night

Jersey Delegation

Average cost of subsistence* was £41.67 per person per day

* Includes States Members