



FAO - The Citizens' Assembly on Climate Change

The benefits of buying local produce - Genuine Jersey.

Whether it's the first freshly dug Jersey Royal new potatoes, a seabass landing on our plates just moments after being caught or plump and juicy strawberries which still taste of the sun our nine by five miles provides an endless bounty of excellent locally grown, reared or caught ingredients.

All of these products, and many more, carry the Genuine Jersey mark. A reassuring sign for locals and visitors alike, it allows people to easily identify produce from Jersey. Whether they're from hedgveg hot spots, local farm shops, the supermarket shelves or even on restaurant menus Jersey has a huge amount to offer.

There are a great many benefits to buying local produce:

Reducing your food miles

'Food miles' are the distance food travels from where it was grown or raised, through the distribution process before finally ending up in your shopping trolley. Buying local seasonal produce reduces carbon dioxide emissions, packaging materials and waste. And, is likely to be fresher and more flavoursome than food shipped long distances from other countries. Peru is almost 6,000 miles away but lots of our fruit and vegetables are grown there and then transported to Jersey. Likewise, Kenya is over 4,000 miles away. The emissions associated with transporting food across Jersey is significantly less. Foods from faraway places have a heavy carbon footprint, especially if they are transported by air as this typically creates around 10 times more carbon emissions than road transport and around 50 times more than shipping.

BBC Good Food reports that while airfreight is only widely used for high-value, perishable products, like out-of-season berries, these products account for around 11% of the UK's food-transport emissions. Once imported food gets to the UK, there are more miles ahead of it.

Preserving the environment

By buying and eating 'local' you are doing so much more than satisfying your tastebuds, you're supporting our farmers and growers and having a really positive impact on the environment too. Furthermore, good farming methods also help preserve the natural environment.

Under the Rural Economy Strategy 2017 - 2021, which aims to grow Jersey's rural economy while safeguarding its countryside and environment, the vast majority of farms are either LEAF or Organic and Government of Jersey support payments are conditional upon membership of these environmental accreditation schemes.



The LEAF Marque is an environmental assurance system recognising more sustainably farmed products and is underpinned by the sustainable farming principles of Integrated Farm Management. The LEAF Marque requirements topics such as soil management and fertility, pollution control, animal husbandry, energy efficiency and nature conservation. Farms which are LEAF certified or Organic contribute to positive environmental farming practices in Jersey.

Supporting the local economy

Buying Genuine Jersey goods ensures that your money goes back into supporting our farmers, growers and local economy. Every £1 spent locally on Jersey produce could be worth £1.83 to the Jersey economy. The 'local multiplier' effect is the economic theory explaining the benefits to an economy when the community 'shops local'. It has been calculated that for every £1 spent on 'local produce' it would actually be worth between £1.83* and £2.50 to the local economy.

Provenance – Traceability

Wouldn't you like to know that the hen which laid your eggs led a happy life or that your pig was well fed? Knowing where your food comes from and how it is grown or raised enables you to make informed choices about the origins of your food. There aren't many places in the world that can boast such low food miles and excellent provenance, it's something we as islanders can all be proud of.

*£1.83 is the amount calculated by the Isle of Man Government in 2018

607 words

Yours sincerely


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