

Rural Development Programme (RDP) of Guadeloupe, France

Programme de Développement Rural 2007-2013 Région Guadeloupe¹
(*Rural Development Programme of Guadeloupe 2007-2013*)

Relevant Contact Details

Address: Direction de l'Agriculture et de la Forêt –
Jardin Botanique, 97100 Basse Terre, Guadeloupe

Telephone number: + 33 590 99 09 09

Managing Authority Website:

<http://www.guadeloupe.pref.gouv.fr>

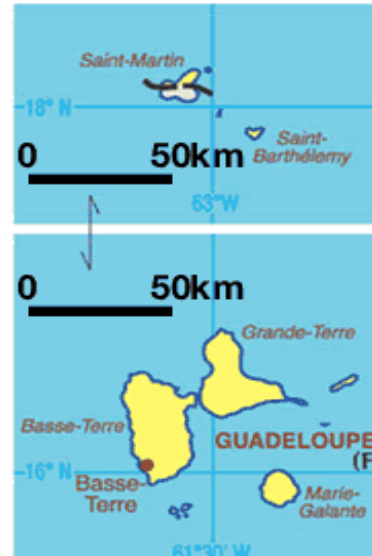
Other useful links:

Rural Development Programme (RDP):

<http://agriculture.gouv.fr/pac-developpement-rural-feader>

French National Rural Network (NRN):

<http://www.reseaurural.fr/guadeloupe>



Map of Guadeloupe
(© European Commission)

General socio-economic situation in rural areas in the Guadeloupe region

The French overseas region of Guadeloupe is an archipelago located in the eastern Caribbean Sea (Lat:16°15'N Long:61°35'W) and has a total surface of 1,628 km² comprised of five islands. The country's major urban areas are Pointe-à-Pitre and Basse-Terre. Apart from these two, all other municipalities in Guadeloupe are defined as rural communes and thus the population living in rural areas is estimated to be approximately 406.771 inhabitants, or around 90% of the total population. With a tropical climate mitigated by strong winds (often hurricanes), a generous vegetation, the richness of its fauna, Guadeloupe is a tourist destination in the Caribbean. GDP per capita was €17,100 in 2007 (68,7% of EU-27 average) and the unemployment rate over 23% (26% in 2005, 21% for men and 30% for women). With an economy primarily based on agriculture and tourism, Guadeloupe experienced its strongest period of growth during the 1990s (4.3% per year on average). Market services (trade, services, business services, hotels and transport) are the main economic sectors in Guadeloupe, accounting for 51.8% in the production of wealth. The primary sector, including bananas and sugar cane production, corresponds to 3.1% of the Gross Value Added.

Rural weaknesses include strong dependence on subsidies (particularly from the centralised French government but also from the EU), geographic exposure, and the frequent occurrence of natural disasters, including hurricanes that often destroy agricultural production. Large unemployment rates and low levels of education also pose important challenges. On the other hand, rural opportunities in Guadeloupe which are highlighted in the 2009 RDP revision include the development of tourism activities, taking full advantage of a tropical climate and good water sports conditions (i.e. diving, windsurf, sailing).

¹ Latest updated RDP, following the adoption of the Health Check and European Economic Recovery Package and additional funds from Modulation.

RDP strategic objectives

The 2009 RDP overall objectives are centred on environmental challenges, training, job creation, and investments for modernisation and innovation of farming and foodstuff industry. Sub-objectives include creating a sustainable rural and agricultural economic development plan; improving both quality and quantity requirements and enabling Guadeloupe to access both local and global markets (exports); tackling environmental problems (for instance, soil pollution due to the use of pesticides, climate change, water issues and preservation of biodiversity); promoting the diversification of agricultural products and services, particularly by stimulating tourism and preserving specific heritage; and developing a risk management system against natural disasters.

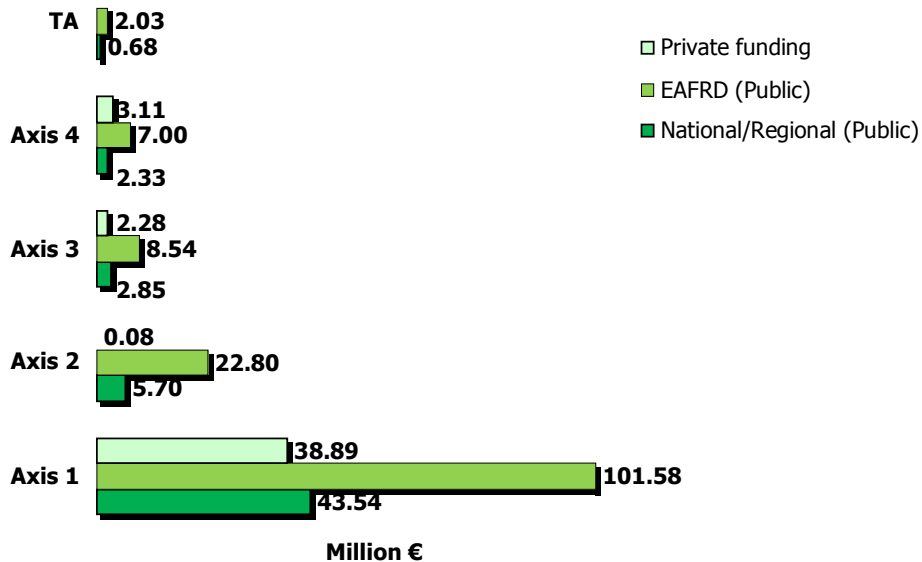
Following the CAP Health Check, in recognition of the greater emphasis now being given to the 'new challenges' facing agriculture and rural areas, the RDP was revised in 2009 to place additional emphasis on activities to tackle environmental issues namely the fight against climate change and the progressive use of renewable energies (mainly under axis 1) and water management and biodiversity (under axis 2). Furthermore, the revised RDP further supports activities to improve connectivity in rural areas through improved access to broadband infrastructure (under axis 3).

Expected impact / outcomes of the policies

The RDP structure should provide the agricultural and forestry sectors with a larger share within the Guadeloupe economy. Allocations under axis 1 are expected to increase the added value of supported farms or businesses by 15%. Farms or businesses introducing new products and/or new technologies are expected to reach 40%. Quality is also taken into account when ensuring competitiveness of the primary sector; therefore, the value of agricultural production meeting quality standards is expected to reach €1.5 million by the end of 2013. The agri-environmental and forestry measure should help curb the impact of pollutants from agricultural activity, the maintenance of forests, and the rehabilitation of natural heritage. The RDP has multiple social impacts – generation continuity on farms, changing attitudes towards the environment and rural development (enhancing local products, using new know-how, offering new services, including natural areas, rural and cultural heritage).

Expected impacts from the 2009 RDP amendment relate to improving energy efficiency, increasing renewable energy production, new land management techniques integrating organic farming and biodiversity preservation. Modifications in output and results indicators are presented below under each axis.

RDP budget breakdown by axis: Total expenditure (including national/regional + EAFRD + private funding) of €241,397,221



The RDP budget allocations are broadly divided into four main areas of expenditure, known as axes (namely: Improving the competitiveness of the agricultural and forestry sector; Improving the environment and the countryside; Quality of life in rural areas and diversification of the rural economy; and Leader). Approximately 76% of the overall RDP budget in Guadeloupe is allocated to axis 1 (€184.00 million); approximately 12% is allocated to axis 2 (€28.58 million), 6% to axis 3 (€13.66 million) and 5% to axis 4 (€12.44 million), with 1% available to fund Technical Assistance (€2.70 million).

Within axis 1, National/Regional public funding represents approximately 24% share of the axis funding; EAFRD 55%; and private funds 21%.

Within axis 2, National/Regional public funding represents approximately 20% share of the axis funding; EAFRD 80%; and private funds 0,3%.

Within axis 3, National/Regional public funding represents approximately 21% share of the axis funding; EAFRD 62% and private funds 17%.

Within axis 4, National/Regional public funding represents approximately 19% share of the axis funding; EAFRD 56%; and private funds 25%.

Within technical assistance, National/Regional public funding represents approximately 25% share of the technical assistance funding and EAFRD 75%.

As a consequence of the RDP revisions in 2009, the Guadeloupe region has been assigned an additional budget totalling €4,873,929 (including €3,642,000 of EAFRD and a further €1,231,929 of national/regional public funds) focusing on environmental issues (i.e. biodiversity preservation, fight against climate change). Furthermore, Guadeloupe also

received €206,000 (subject to change) from a compensatory allowance for permanent natural handicaps that is used for "new challenge" operations.

Axis Information²

Axis 1 objectives – Improving the competitiveness of the agricultural and forestry sector

The first priority in Axis 1 in Guadeloupe is placed on the improvement of infrastructure related to the development of agriculture, through measure 125 accounting for 27% of the budget, focusing on land improvement, through support to water management (irrigation, drainage, waste water treatment), improved access to parcels, land clearance and soil conservation. Comparable importance is given to modernisation of agricultural holdings, through measure 121 accounting for 26% of the budget. Other priorities concern information and training (measure 111, 20%) and added value of agricultural and forestry products (measure 123, 19%).

The table below provides an indication of the RDP's axis 1 objectives.

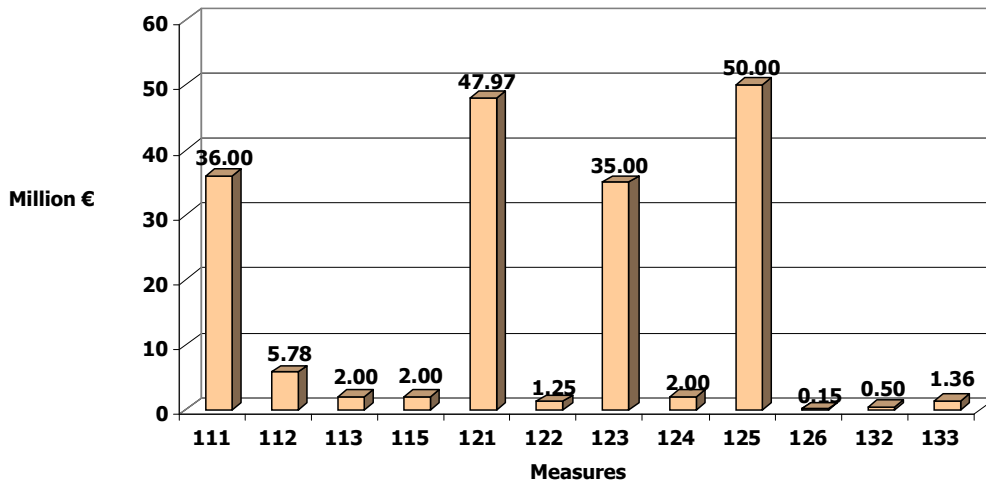
Strategic objectives	Specific objectives
Promote a strong and dynamic agricultural and food industry sector	<ul style="list-style-type: none"> - Promote investments in physical and human capital; - Operate leverage to move towards greater productivity; - Promote training and knowledge dissemination.
Improve water management	<ul style="list-style-type: none"> - Build dams for irrigation and drinking water; - Promote a more balanced and sustainable management of water.
Improve food self-sufficiency and respond to specific requests to export	<ul style="list-style-type: none"> - Modernisation of both farms and the food industry by integrating innovation and quality dimensions; - Promote local production and aim for less economic (and subsidies) dependency on the metropolis (France).

Result targets for axis 1 include in terms of improved competitiveness, a 15% increase of the gross added value of supported farms and enterprises, 850 beneficiaries of training courses up to satisfactory completion in agriculture or forestry, 40% of farms or enterprises having developed new productions or new techniques, 170 young farmers installed after transmission or resumption of a farm, a €1,500,000 value of agricultural productions under recognized quality standards.

Specific modifications to output and result indicators have been made in order to take account of the amendments to the RDP and comprise an additional sub measure (121.2) under measure 121 (modernisation of agricultural holdings), namely, investments related to the production of renewable energy and the implementation of the energetic performance plan (i.e. introduction of solar panels, photovoltaic stations and other equipment that allows to produce renewable energy). There were also modifications in the co-financing rates for FEADER and regional/national public funds regarding several axis 1 measures. In particular, there was the correction of an error: the EAFRD co-financing was amended from 75% to 70% and the regional/national public rate was generally increased. Other modifications include the reformulation of a regressive public rate from 75%, 50% and 25% to 100%, 75% and 50% under measure 115.2.

² A full list of the RDP measures can be found in Annex I.

Axis 1 budget breakdown by measure: Total allocated budget (including national/regional public funds + EAFRD + private funds) of €184,008,454



Following the 2009 RDP update, the total budget for axis 1 is €184,008,453 including an additional €2,571,429 (€1,800,000 EAFRD + €771,429 national/regional public funds) that is targeted at the fight against climate change and renewable energies under measure 121 (modernisation of agricultural holdings). These new funds will assist farmers to implement the Energy Performance Plan.

Axis 2 objectives - Improving the environment and the countryside

A first and high priority in Axis 2 in Guadeloupe is placed on agri-environmental payments, measure 214 representing 67% of the budget. Other priorities concern compensatory allowances in areas with handicaps other than mountain areas (measure 212, 15%) and an evaluation of the state of contamination of plants and soils by pesticides (measure 216 for non productive investments, 10%).

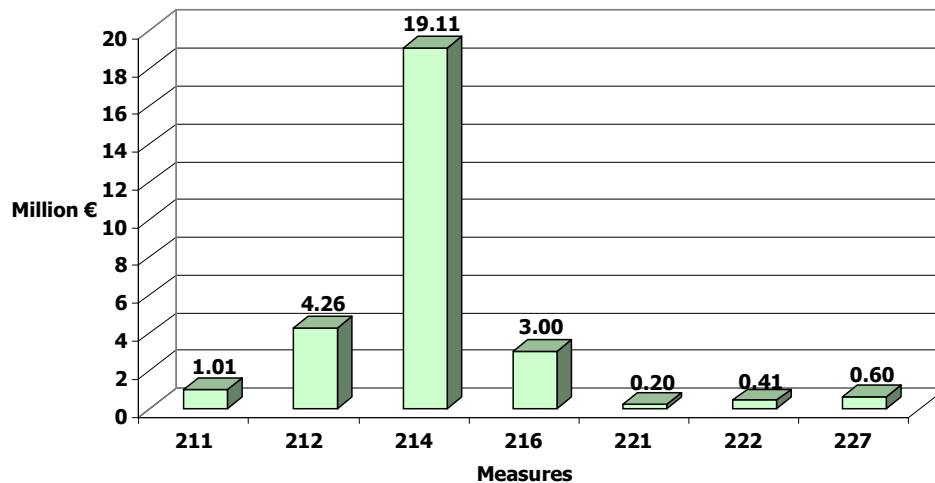
The table below provides an indication of the RDP's axis 2 objectives.

Strategic objectives	Specific objectives
Preserving natural resources through sustainable agriculture	<ul style="list-style-type: none"> - Support the conversion from "standard" to organic farming; - Contribute to the preservation of good water quality, particularly by reducing the use of pesticides and other pollutants; - Contribute to the preservation of biodiversity, and the fight against erosion; - Contribute to find a solution to sustainable land pollution due to past use of pesticides and especially damaging banana production.
Support a more balanced development of the land	<ul style="list-style-type: none"> - Compensate farmers in less favoured areas; - Support farmers with productive losses due to natural hazards and implement adequate preventive measures.

Result targets for axis 2 in relation to agri-environmental payments include successful management of 8,000 hectares of agricultural or forest lands in relation to biodiversity, water and soils quality issues, 1,000 agricultural holdings supported, and 100 requests for support in relation to genetic resources. Other targets include compensatory allowances to 400 farms in areas with handicaps, representing 3,000 hectares, and 7000 analyses of plants and soils to evaluate their state of contamination by pesticides.

Specific modifications to output and result indicators have been made in order to take account of the amendments to the RDP and comprise new conditions (more general) for eligibility to handicap and natural disaster funds and several grammatical and analytical corrections and precisions aimed at clarifying some objectives.

Axis 2 budget breakdown by measure: Total allocated budget (including national/regional public funds + EAFRD + private funds) of €28,582,415



Following the 2009 RDP update, the total budget for axis 2 is €28,582,415 including an additional €2,302,500 (€1,842,000 EAFRD + €460,500 national/regional public funds) that is targeted at water management and the protection of biodiversity under measure 214 (agri-environment payments). These new funds will assist farmers to tackle the “new challenges”.

Axis 3 objectives - The quality of life in rural areas and diversification of the rural economy

The first priority in Axis 3 in Guadeloupe is building capacity to develop local strategies, with measure 341 representing 26% of the budget, followed by diversification towards non agricultural activities (measure 311, 23%) and in particular tourism activities (measure 313, 21%).

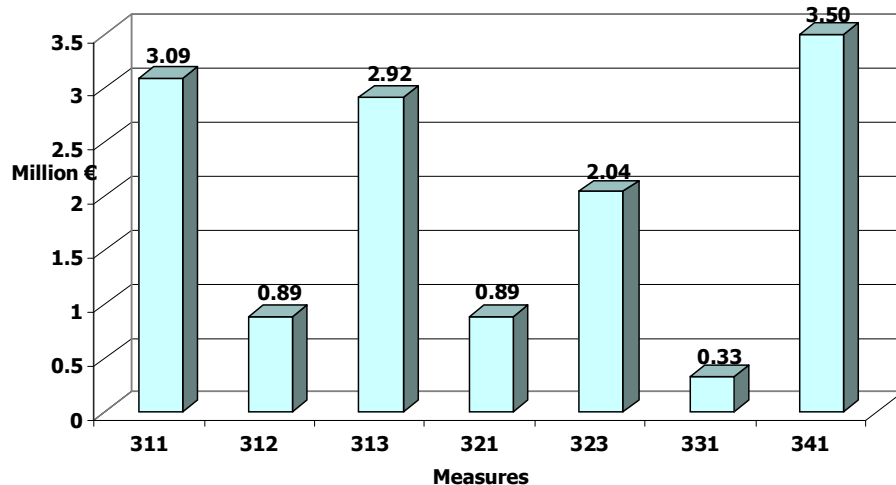
The table below provides an indication of the RDP's axis 3 objectives.

Strategic objectives	Specific objectives
Improve the organisation of local actors	- Contribute to the implementation of projects with an integrated development approach.
Improve rural attractiveness and quality of life	- Support diversification of rural economic activities; - Enhance tourist activities, landscaping, creation or enlargement of forests, which will help to maintain and develop economic activities and hence improve employment opportunities in rural areas; - Promote the preservation of natural and cultural heritage (leading to the creation of individual and social identity and development of local activities).

Result indicators include 130,000 people benefiting from improvement of services as a result of local strategies developed, 450 jobs created, 25,000 new tourists welcomed, 12 farms supported to diversify their activities.

There are no significant modifications of result indicators for axis 3 following the RDP update.

Axis 3 budget breakdown by measure: Total allocated budget (including national/regional public funds + EAFRD + private funds) of €13,658,443



Following the 2009 update of the RDP in Guadeloupe the new total budget allocation for axis 3 is €13,658,443 and the only monetary change following 2009's RDP amendment relates to a small modification in measure 321 regarding the implementation of internet access.

Axis 4 objectives - Leader

Axis 4 (Leader) is devoted to quality of life and diversification actions. These include running Local Action Groups (LAGs), skills acquisition and incentives under measure 413, which was allocated 78% of the total expenditure for axis 4. LAG support for conservation and upgrading of the rural heritage (measure 431) received 14% of the budget and the

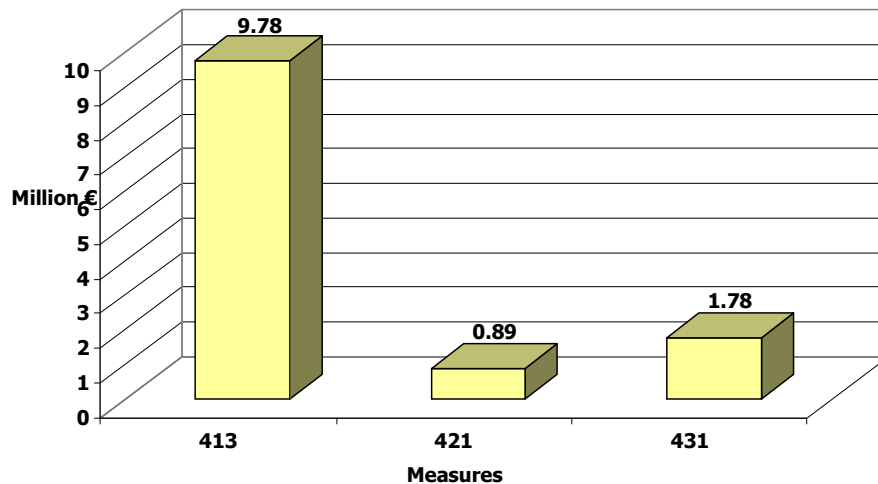
implementation of cooperation projects were allocated 7% of axis 4 funding.

Number of LAGs envisaged in the RDP areas as of March 2010 was not available.

No modifications were made to axis 4 during the RDP update in 2009.

Strategic objectives	Specific objectives
Develop local strategies	- Promote endogenous development of rural areas in Guadeloupe by enhancing competitiveness, protecting the environment and improving quality of life and diversification.
Foster the innovation in rural development	- Support the acquisition of new skills for local actors to stimulate the local economy.
Support the functioning and promotion of LAGs	- Efficient functioning of LAGs; - Promote crucial cooperation to extend the partnership of the territory by opening it to external actors; - Improved capacities and promotion of the territory.

Axis 4 budget breakdown by measure: Total allocated budget (including national/regional public funds + EAFRD + private funds) of €12,444,443



Monitoring and evaluation strategy

The evaluation and monitoring strategies correspond to national targets and are based on the 'intervention logic' as a key tool for evaluation. It ensures the evaluation of the programme during its preparation (ex-ante), implementation (mid-term), and after the end of the programming period (ex-post). To assess the achievement of the RDP objectives, evaluation is based not only on common indicators suggested by the European Commission but also on indicators specific to the priorities assigned by Guadeloupe. To monitor the evolution of agriculture's competitiveness, which is the central issue of the RDP, specific indicators are supplemented (added value of exports, total agricultural production). In addition, the logic of integrated development is reinforced in the on-going RDP, together with the wish for generation renewal to ensure better adaptation to new technologies; and a specific indicator

appears in the RDP (number of young farmers who were allocated land disposal measures by local authorities).

Communication and publicity

Communication and publicity plans have been drawn up according to a common approach for Guadeloupe as for other French RDPs. With the aim of homogenizing information and tools to facilitate the identification of EU intervention, a single communication plan grouping together all actions and documents relating to rural development and local implementation of the other European policies is envisaged. Communication and publicity actions aim to inform potential beneficiaries and agencies interested in the implementation of the RDP, and to inform beneficiaries of EU actions and the general public about the role played by the EU. Thus, in order to target a wide audience, the following tools have been used to ensure the dissemination of information: websites, meetings, press conferences, brochures, information leaflets, and an annual list of the beneficiaries of European funds. Rural networks make a significant contribution to ensure communication and publicity through the publication of a database of success-stories and thematic seminars on their website.

Annex I – Measures

Measures selected by the RDP	Measures selected by the updated RDP
------------------------------	--------------------------------------

Axis 1 - Improving the competitiveness of the agricultural and forestry sector	<i>Promoting knowledge and improving human potential</i>	111	Vocational training and information actions
		112	Setting up of young farmers
		113	Early retirement
		114	Use of advisory services
		115	Setting up of management, relief and advisory services
	<i>Restructuring and developing physical potential and promoting innovation</i>	121	Modernisation of agricultural holdings
		122	Improvement of the economic value of forests
		123	Adding value to agricultural and forestry products
		124	Cooperation for development of new products, processes and technologies in the agriculture and food sector and in the forestry sector
		125	Infrastructure related to the development and adaptation of agriculture and forestry
		126	Restoring agricultural production potential
	<i>Quality of agricultural production and products</i>	131	Meeting standards based on EU legislation
		132	Participation of farmers in food quality schemes
		133	Information and promotion activities
	<i>Transitional measures</i>	141	Semi-subsistence farming
142		Producer groups	
143		Providing farm advisory and extension services	
Axis 2 - Improving the environment and the countryside	<i>Sustainable use of agricultural land</i>	211	Natural handicap payments to farmers in mountain areas
		212	Payments to farmers in areas with handicaps, other than mountain areas
		213	Natura 2000 payments and payments linked to Directive 2000/60/EC
		214	Agri-environment payments
		215	Animal welfare payments
		216	Non-productive investments
	<i>Sustainable use of forestry land</i>	221	First afforestation of agricultural land
		222	First establishment of agroforestry systems on agricultural land
		223	First afforestation of non-agricultural land
		224	Natura 2000 payments
		225	Forest-environment payments
		226	Restoring forestry potential and introducing prevention actions
		227	Non-productive investments
Axis 3 - Quality of life in rural areas and diversification of the rural economy	<i>Diversify the rural economy</i>	311	Diversification into non-agricultural activities
		312	Support for business creation and development
		313	Encouragement of tourism activities
	<i>Improve the quality of life in rural areas</i>	321	Basic services for the economy and rural population
		322	Village renewal and development
		323	Conservation and upgrading of the rural heritage
		331	Training and information
		341	Skills-acquisition and animation measure with a view to preparing and implementing a local development strategy
Axis 4 - Leader	<i>Implementing local development strategies</i>	411	Competitiveness
		412	Environment/land management
		413	Quality of life/diversification
	421	Implementing cooperation projects	
	431	Conservation and upgrading of the rural heritage	