

Rural Development Programme (RDP) of Martinique, France

Programme de développement rural régional de Martinique¹

(Rural Development Programme 2007-2013: for a long term sustainable rural development)

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Other useful links:

Rural Development Programme (RDP):

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

French National Rural Network (NRN):

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



Map of Martinique
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General socio-economic situation in rural areas in the Martinique region

Martinique is an overseas region of France and has a population of around four hundred thousand people, covering a territory of 1,128 km². Located in the eastern Caribbean Sea (lat: 14°37'N long: 61°03'W), the region is heavily dependant on tourism. GDP per capita is on average approximately €18,700, which is around 75% of the EU-27 average. The regional unemployment rate is over 20%, with higher rates for women compared to men.

The small size of the island, the urban sprawl of the territory and the saturated transport infrastructure make Martinique an "island city" blurring a clear distinction between rural and urban areas. However, rural areas are exposed to economic and geographical imbalances: the ecosystem diversity, the economic activities and the population density are unevenly distributed on the Martinique territory. Since 1998, the tourism sector has experienced a crisis which resulted the loss of around 300,000 visitors in 8 years. Agriculture contributes 4% of the Gross Domestic Product, while providing employment to around 8% of the working population. Banana and sugar cane are the dominant sectors of agriculture in Martinique. These cultivations cover nearly half of the Utilised Agricultural Area (UAA). Martinique is also facing a serious problem of agricultural pollution with most of its aquatic environments being contaminated by pesticides. Due to this fact, 80% of the network assets and 21% of the water springs are not suitable for the production of drinking water.

RDP strategic objectives

In accordance with the National Strategy Plan, the overall objective of the Martinique 2009 Rural Development Programme revision is to develop agriculture without harming the environment, strengthen the economic development and promote employment. More specifically, there are four distinctive objectives: consolidating the economy and creating new jobs in rural areas; developing

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

organic farming and other extensive agriculture techniques; developing a sustainable economic model for rural and agricultural activities; and creating a risk management system. These objectives favour interventions that use the modernisation of agricultural holdings and infrastructures; the implementation of an energy saving plan; the conversion and maintenance to organic farming and other types of extensive farming; territorialized agro-environmental payments related to the preservation of biodiversity; and promotion of the Leader approach by establishing partnerships and bottom-up approaches in local rural communities.

Following the CAP Health Check, and 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 need to improve soil and water management, adapt and mitigate against the impact of climate change. Furthermore, the revised RDP further supports activities to improve connectivity in rural areas through improved access to broadband infrastructure and producers to respond to new market conditions.

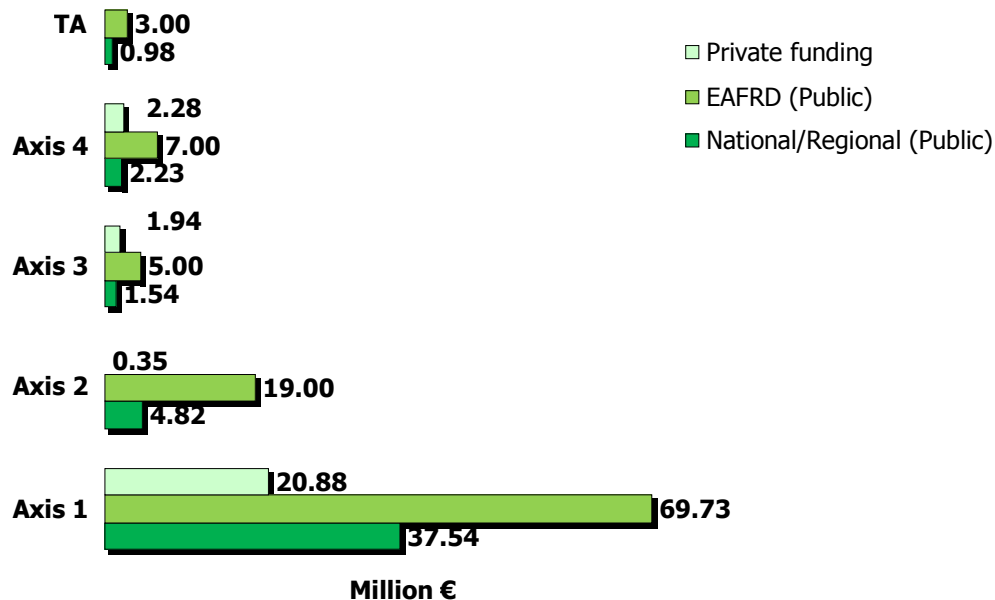
Taking into account the additional financing provided by the CAP Health Check, the European Economic Recovery Package and Modulation, greater strategic priority is being given to initiatives (through existing measures) that contribute to climate change mitigation and adaptation, water management, biodiversity and renewable energy. A hurricane occurred during the RDP outline, and damaged heavily all production, in particular banana and fruits. This has led to some difficulties in the implementation of the rural development policy so far. Therefore, further emphasis on natural handicap payments, compensations and rehabilitation of damaged production is still a major strategic objective in the 2009 RDP revision for Martinique.

Expected impact / outcomes of the policies

Expected results and impacts of the Martinique RDP include the introduction of new products or new technical practices of production by at least 60% of the farms or firms that received support; 600 participants who have successfully completed training related to agriculture and/or forestry practises by 2013; and contracts of agri-environmental measures covering 2,200ha by 2013. However, the impact depends significantly on the conditions of implementation. In particular, building infrastructure and construction is likely to degrade the natural environment or pollute natural resources if necessary preventive measures are not foreseen.

Specific modifications to impact indicators have been made to take account of the RDP’s 2009 alterations. These include new targets for actions enhancing agricultural competitiveness through knowledge, supporting innovative investments and sustainable development; strengthening environmental protection; increasing renewable energy production; protecting biodiversity; reducing water consumption; and increasing territorial coverage for rural broadband access. Detailed information on impact indicators for individual measures is provided in the RDP indicator tables.

RDP budget breakdown by axis: Total expenditure (including national/regional + EAFRD + private funding) of €175,765,667



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 73% of the updated RDP budget in Martinique is allocated to axis 1 (€128.15 million), approximately 14% is allocated to axis 2 (€24.43 million), 4.6% to axis 3 (€8.10 million) and 6.4% to axis 4 (€11.19 million), with approximately 2% available to fund Technical Assistance (€3.90 million).

Within axis 1, National/Regional public funding represents approximately 29% share of the Axis funding; EAFRD 54%; and private funds 16%.

Within axis 2, National/Regional public funding represents approximately 20% share of the Axis funding; EAFRD 79%; and private funds 1%.

Within axis 3, National/Regional public funding represents approximately 19% share of the Axis funding; EAFRD 57% and private funds 24%.

Within axis 4, National/Regional public funding represents approximately 20% share of the Axis funding; EAFRD 60%; and private funds 20%.

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

As a consequence of the 2009 RDP amendments, the Martinique region has been assigned a total of €3,330,192 (including €2,639,000 EAFRD and €691,192 of national/regional public funds) to support “new challenges” (climate change, renewable energy targets etc.). In addition, there’s a reallocation of funds to cover compensations for natural handicaps (€475,000).

Axis Information²

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

The first priority on Axis 1 is placed on modernisation of agricultural holdings (measure 121, accounting for 32% of the axis total budget, 34% after taking into account a complementary national funding called “top up”). Other priorities concern infrastructure related to the development of agriculture and forestry (measure 125, 20%, 18% top up included), training and information (measure 111, 17%, 16% top up included) and adding value to agricultural and forestry (measure 123, 16%, 18% top up included).

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

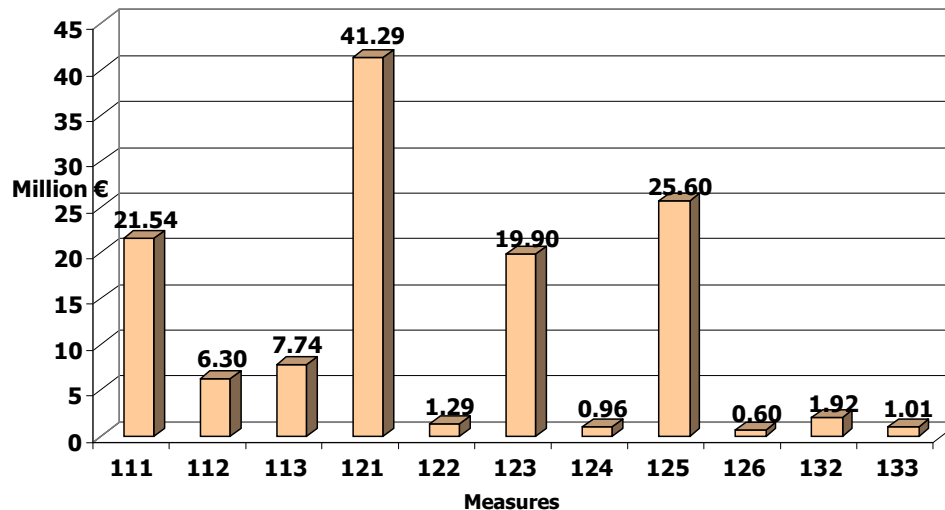
Strategic objectives	Specific objectives
Improve competitiveness of the agricultural, food and forestry sectors (i.e. with a particular emphasis to the forestry sector due to the important resources they contain)	<ul style="list-style-type: none"> - Train professionals - Promote knowledge dissemination among farmers - Promote modernisation and innovation of businesses - Develop the quality of agricultural and forestry production - Increase forests value that is mostly depreciated because of a lack of knowledge about their structure and composition but also due to a lack of organization - Respect the environmental challenges
Improve physical access and telecommunications infrastructures to countervail insularity and mitigate remoteness	<ul style="list-style-type: none"> - Improve roads - Improve rural infrastructure and telecommunications
Promote an efficient use of energy and investments in renewable energies	<ul style="list-style-type: none"> - Promote the use of renewable energy by subsidising farm holdings - Modernise equipments and infrastructure

Result targets include 60% of farms or enterprises introducing new products or techniques, 600 participants to training courses up to satisfactory completion, 175 young farmers installed.

Specific modifications to results indicators have been made to take account of the amendments to the RDP including increase in renewable energies production and energy efficiency performances targets on farm and forestry enterprises. Result targets relating to these modifications include number of diagnosis successfully completed in relation to the implementation of the energy saving plan (15) representing a total cost of €45,000 (€29,250 EAFRD); number of investment projects implemented using renewable energy (10) representing a total cost of €122,692 (€79,750 EAFRD).

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 €128,150,985³



Following the 2009 RDP update, the total budget amount for axis 1 is €128,150,985 including an additional €167,692 (€109,000 EAFRD + €58,692 national/regional public) that is targeted at improving the energy efficiency (measure 121) by introducing modernisation in agricultural holdings and the use of renewable energies.

Axis 2 objectives: Improving the environment and the countryside

The first priority on Axis 2 is placed agri-environmental payments (measure 214, accounting for 47% of the axis total budget). Other priorities include compensatory allowances to farmers in mountain areas (measure 211, 30%) and non productive investments (measure 216, 11%).

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

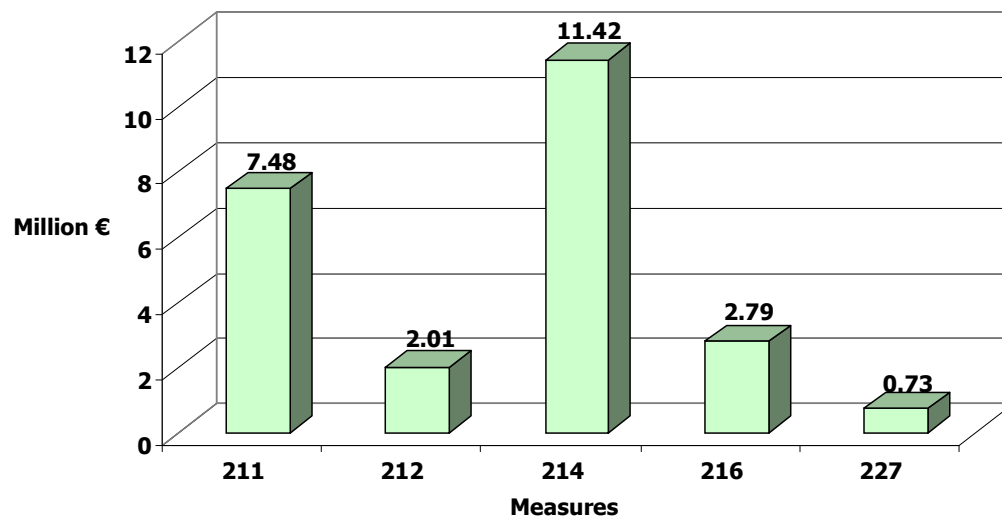
Strategic objectives	Specific objectives
Promote sustainable and multifunctional agriculture	<ul style="list-style-type: none"> - Introduce and spread organic and extensive farming techniques - Promote protection of the territory - Conserve agricultural activity in disadvantaged areas
Conservation of biodiversity and agricultural and forestry areas of high environmental value	<ul style="list-style-type: none"> - Protection of the environment and biodiversity of Natura 2000 sites - Value the environment and landscape through agricultural and forestry practices
Protection of water resources (in terms of quality and quantity)	<ul style="list-style-type: none"> - Favour the introduction of techniques to protect waters
Reduction of greenhouse gas emissions	<ul style="list-style-type: none"> - Increase the availability of biomass

³ Please note that for measures 112, 113, 114, 115, 122, 126, 131, 141, 142 and 143 no private spending has been allocated.

Result targets include 2200 ha of land successfully managed in relation to biodiversity, water and soils quality issues.

Specific modifications to result and output indicators have been made to take account of the amendments to the RDP. In order to emphasize the priority now been given in protecting biodiversity, under measure 214, the conservation of various types and species of protected fauna and flora is supported. In addressing the water management priority, under measure 214 is supported the decrease of water contamination with fertilisers and other harmful substances, which may originate from agricultural and rural activities. To further address problems with natural handicaps, specific results indicators were included under measures 211 and 212.

Axis 2 budget breakdown by measure: Total allocated budget (including national/regional public funds + EAFRD + private funds) of €24,427,727⁴



Following the update of the RDP in 2009, the total budget allocation under axis 2 is €24,427,727. Alterations to funding under the axis include further support for measure 214 (Agri-environmental payments, €3,162,500), including €2,530,000 EAFRD and €632,500 national or regional public funds. The additional funds for axis 2 were used to reinforce already existing operations under "water management" and "biodiversity" priorities such as the improvement of soils management and integrated organic production. Further support available under measures 211 and 212 includes €475,000 related to natural handicap compensations.

Axis 3 objectives: Quality of life in rural areas and diversification of the rural economy

Emphasis on Axis 3 is placed on diversification of the rural economy, the three measures 311 (diversification into non-agricultural activities), 312 (support for business creation and development), and 313 (encouragement of tourism activities) altogether accounting for 43% of the axis total budget. Another important priority is to improve the quality of life in rural areas, through conservation and upgrading of the rural heritage (measure 323, accounting for 22% of the axis total budget) and basic services for the economy and rural population (measure 321, 21%).

⁴ For axis 2 only measure 216 receives private funds.

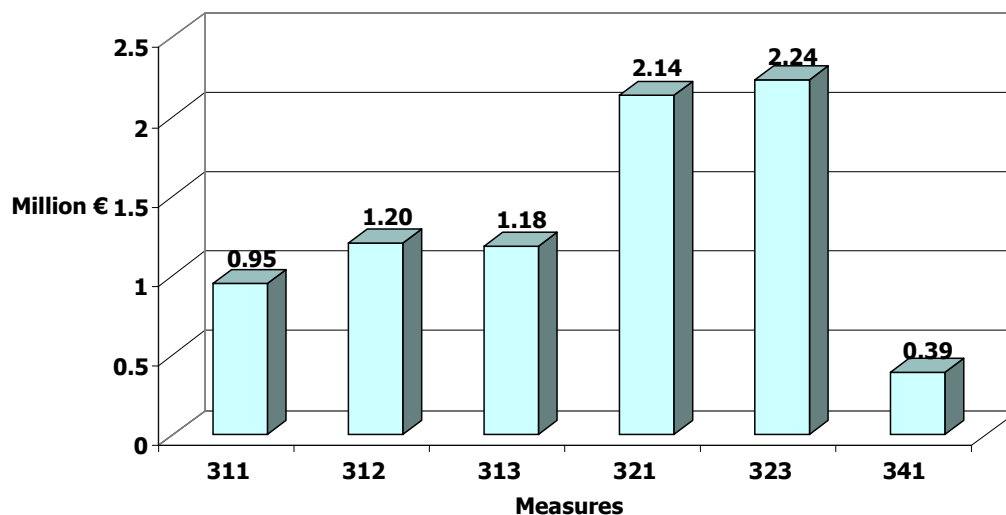
The table below provides an indication of the RDP's axis 3 objectives.

Strategic objectives	Specific objectives
Maintain and develop economic activities and employment	<ul style="list-style-type: none"> - Diversify activities of farms, promote agri-tourism - Promote tourism activities - Develop micro-enterprises
Reduce increasing imbalances between urban and rural areas	<ul style="list-style-type: none"> - Improve general conditions in rural areas for inhabitants and enterprises - Improve basic services to revitalize the rural territories - Balance standards of living, social cohesion and ensure the territories dynamism
Enhance the rural - cultural, historical and natural - heritage	<ul style="list-style-type: none"> - Conservation of rural areas to improve the attractiveness for tourism - Promote tourist activities - Protect natural and architectural heritage (i.e. monuments, small buildings such as chapels, temples, lime kilns, old batteries artillery, etc)
Support local development potential	<ul style="list-style-type: none"> - Improve skills acquisition - Provide factual information, economic data and credible strategies

Result targets include 60 new activities in tourism, 30 farms diversifying their activities, 70 micro-enterprises supported or created, 60 new activities developed in tourism, 152 000 inhabitants of rural areas benefiting from improved services and quality of life.

Minor amendments have been made to the RDP in Axis 3. Only measure 311 is concerned by the introduction of a ceiling for each project amount (€50,000, considering the average investment per project is €32,000).

Axis 3 budget breakdown by measure: Total allocated budget (including national/regional public funds + EAFRD + private funds) of €8,101,558⁵



⁵ For measure 341 no private spending has been allocated.

Following the 2009 update of the RDP there was no budget modification for Axis 3. However, after the result of a national initiative to improve access of rural areas to internet, measure 321 (Basic services for the economy and rural population) may eventually receive complementary funding for improved broadband infrastructure at the occasion of a further modification of the RDP.

Axis 4 objectives: Leader

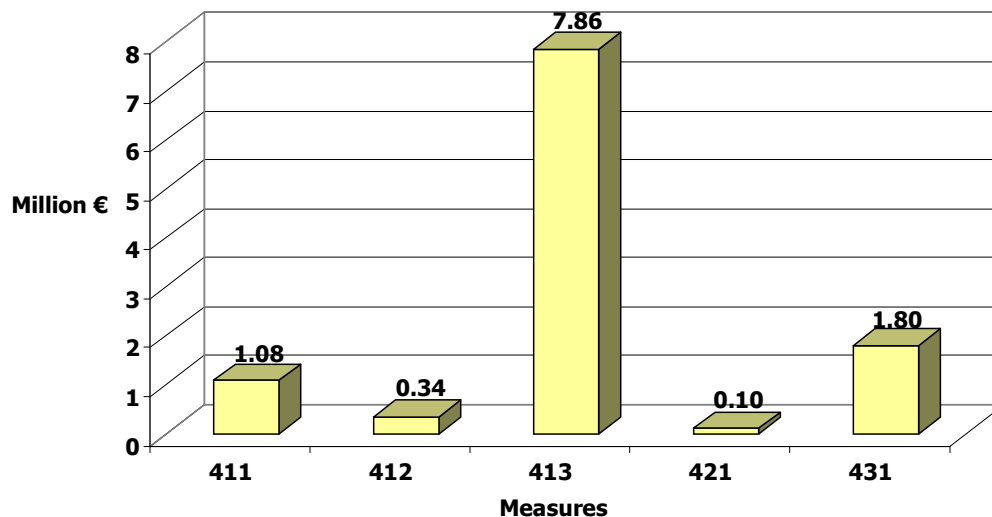
The main priority under axis 4 is support for local development strategies that promote quality of life actions and diversification of rural activities (measure 413). Other support is targeted at the implementation of competitiveness actions and improvements to skills acquisition, animation and formation to be supported through local development strategies (LAGs). Results targets include value added targets linked to increases in competitiveness; improvements in landscape management; and target numbers of participants that successfully completed training activities. For further information on results targets please refer to the results indicators table in the RDP.

Strategic objectives	Specific objectives
Strengthen the participation of local communities in defining rural development policies	<ul style="list-style-type: none"> - Improvement of local participation in defining policies - Implement the rural development measures as part of integrated strategies - Promote innovation to insure rural development
Value endogenous resources in rural areas	<ul style="list-style-type: none"> - Overcome rural isolation

Number of LAGs operational in the RDP areas as of March 2010 was 3.

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

Axis 4 budget breakdown by measure: Total allocated budget (including national/regional public funds + EAFRD + private funds) of €11,185,398⁶



⁶ For measures 421 and 431 no private spending has been allocated.

Monitoring and evaluation strategy

The monitoring and evaluation strategies are drawn to reflect what is envisaged at national policy level and are based on 'intervention logic', as a key evaluation tool that will ensure the assessment of the RDP for its preparation (ex-ante), implementation (mid-term) and completion (ex-post). The monitoring system will focus on three levels: monitoring the national rural development; monitoring the program on Regional Rural Development; and monitoring EU policies in the region. Each of these levels is associated with a Monitoring Committee. Each committee shall adopt its own procedure rules.

Communication and publicity

The program for Regional Rural Development joined with the implementation programs of the Structural Funds (ERDF-ESF) and the European Fisheries Fund (EFF) is the subject of the communication programs. This common approach aims to homogenise the information and tools to facilitate the identification of EU intervention. The communication on regional programme for rural development aims to raise awareness about the joint action of the EU and national governments (state, local authorities, public institutions, etc.). Both focusing on the principles underlying this action (transparency, equality, governance) and its objectives, its resources and results, the communication plan targets the largest possible number of potential beneficiaries. To do this, it includes actions directed at institutional partners, professional and public associations and potential beneficiaries of the programme. Tools to ensure information dissemination are websites, meetings, press conferences, brochures, information leaflets. Rural networks will have significant contribution to ensure communication and publicity towards publication on the website of the seminars that are organized.

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
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	Running the local action group, skills acquisition, animation		