

Genuine Jersey

• IN NUMBERS •



178

Members

(Up from 92 in 2010)

15

Sponsors



INCREASED SALES

62%

Percentage of Members who say using the Genuine Jersey Mark has **INCREASED** or **SIGNIFICANTLY INCREASED** their sales

VALUE OF 'LOCAL'

33%

Percentage of visitors who said being **'LOCAL'** exerted a **STRONG INFLUENCE** on their product choices

BRAND AWARENESS

86%

Percentage of residents **INSTANTLY AWARE OF THE GENUINE JERSEY BRAND**

PROPENSITY TO BUY

32%

Percentage of residents who said seeing the Mark would definitely make them **MORE LIKELY TO BUY THE PRODUCT** (up from 23% in 2010)



274

Number of growing kits delivered to primary schools who took part in the **2014 GENUINE JERSEY ROYAL POTATO GROWING COMPETITION**



ONE

CHARTER

**MADE.
GROWN.
CAUGHT.
REARED.**

FOUR

CATEGORIES OF
GENUINE JERSEY PRODUCTS



Genuine Jersey

TWO

UK AND JERSEY
REGISTERED TRADE MARKS

2,112



LIKES ON THE
GENUINE JERSEY
FACEBOOK PAGE

1,811

FOLLOWERS

NUMBER OF
FOLLOWERS ON
TWITTER
@GENUINEJSY

63,335

UNIQUE VIEWS

NUMBER OF UNIQUE
PAGE VIEWS ON **THE**
WEBSITE DURING 2014

1.46 Million



The number of Genuine Jersey oysters sold by Jersey Oyster Company in 2014

1 Million

Number of litres of Genuine Jersey UHT milk exported to Hong Kong by Jersey Dairy in 2014



86

Number of Members covered through the Islands Insurance Sponsored Collective Insurance Scheme



FREE

THE COST TO
RESTAURANTS OF USING
THE MARK NEXT TO
MEMBER PRODUCTS
ON THEIR MENU



£1,200

Sponsorship funds received from both JEC PLC and Normans Ltd (thank you)

10

The number of **ISLANDERS WHO GIVE THEIR TIME FOR FREE** to help steer the association

Consumer demand is encouraging Retailers and Restaurateurs to **STOCK MORE LOCAL GOODS**

