

Jersey Business and Jersey Product Promotion merge, strengthening support for the rural, marine and wider economy

7th January 2026

Jersey Business have merged with Jersey Product Promotion, creating a single organisation dedicated to supporting businesses across all sectors of the island's economy.

The merger brings together Jersey Product Promotion, the grant-awarding body that champions the rural and marine economy and manages the Genuine Jersey brand, with Jersey Business, which already provides funding and advisory services to a wide range of industries.

Approved by both boards and the Minister for Sustainable Economic Development, the move will reduce duplication and deliver a more efficient and effective support system for local businesses.

Jersey Business currently administers funding through initiatives such as the Better Business Grant and the Agricultural Loans Fund. Jersey Product Promotion complements this by delivering programmes aligned with the Rural and Marine Economic Frameworks and the Food Resilience Report, including the Cultivate Programme for rural apprenticeships, the Food and Farming Programme and the promotion and policing of the Jersey Royal brand.

All existing Jersey Product Promotion services and funding will continue under the new structure. The merger creates opportunities to expand support, increase funding options and deliver more services to a broader range of businesses.

Paul Murphy, CEO of Jersey Business, said:

"This is great news for the economy. By combining Jersey Product Promotion and Jersey Business, we can offer simplified marketing, business advice and funding support that drives sustainable growth. Businesses will benefit from more grants and access to a larger pool of expertise, helping boost productivity across sectors. Agriculture has already seen the benefits of investment and promotion, and this merger positions us to build on that success."

John Garton, CEO of JPP said:

"Merging with Jersey Business will enable us to better deliver our rural and marine programmes which form part of Government's indirect support package for these sectors. We look forward to working with the excellent team at Jersey Business for the benefit of the businesses we support. "

Deputy Kirsten Morel, Minister for Sustainable Economic Development, said:

"This is not only a positive step forward for the agricultural sector but is a first step towards developing a single economic development agency to help deliver Jersey's future economy.

"By combining the different strengths of these two organisations, we are creating one that is greater than the sum of its parts and better equipped to support Jersey's local and rural economies."