

Strategic Framework for AHDB Beef & Lamb R&D¹, 2012 - 2015



AHDB Corporate objectives

AHDB exists to make our agriculture and horticulture industries more competitive and sustainable¹. The AHDB Board has identified five core priorities. These are to deliver to levy payers in order to help them:

1. To improve productivity and cost management (resource management, climate change, soils and water, managing market volatility)
2. To prevent and manage disease
3. To deliver market development (export development, promoting quality products to differentiate against imports, market information and analysis)
4. To understand and adapt to the regulatory and policy environment
5. To address labour market issues and skills development.

AHDB Beef & Lamb objectives

AHDB Beef & Lamb is the Division of AHDB responsible for Beef & Lamb levy payers in England and exists to enhance the profitability and sustainability of the English Beef & Lamb sector.

The AHDB Beef & Lamb Business Plan, 2015-18, reflects these AHDB priorities. The two priority areas of focus are:

- To help the Beef & Lamb supply chain to be more efficient
- To help the beef and sheep meat industry to add value through improved market opportunities.

Role of R&D in the delivery of AHDB Beef & Lamb objectives

The R&D programme is most obviously aimed at delivering the first of these objectives. As the source of new information, however, the R&D programme can contribute to both.

Key priorities identified by the AHDB Beef & Lamb Board

The Business Plan identifies the following desirable outcomes of the R&D programme: improved genetic selection methods leading to improving growth rates, real animal health and welfare benefits, better biosecurity, improved techniques for improving the quality of meat and improved management systems. This work supports and reinforces the knowledge transfer activity, and work in the supply chain to improve the quality of meat or improve efficiency.

¹ AHDB Corporate Plan 2014-2017