

AHDB Strategy 2017-2020

AHDB's Purpose

‘To inspire our farmers, growers and industry to succeed in a rapidly changing world’



AHDB's Vision

‘A world-class food and farming industry inspired by, and competing with the best’



New AHDB Strategic Priorities

- Inspiring British farming and growing to be more competitive and resilient
- Accelerating innovation and productivity growth through coordinated R&D and KE
- Helping the industry understand and deliver what consumers will trust and buy
- Delivering thought leadership and horizon scanning



Beef & Lamb Outlook

- Fragmented market with question mark over support beyond 2020
- Unchartered territory in wake of brexit
- Profitability variances for producers
- Consolidated processor base
- Declining long-term consumption
- Impact of production on climate and human health

Beef & Lamb Priorities 2017-2020

1. Improve production consistency and competitiveness – helping farmers hone skills and knowledge to produce beef and lamb that meets market requirements
2. Increase demand by an industry-led approach to domestic marketing, and investment in exports
3. Better meat quality through driving best practice and improving meat quality expertise

Beef & Lamb Targets 2017-2020

1. Increase the number of animals meeting supplier specifications by 2% year on year
2. 5% increase in profitability based on performance per hectare of producers who benchmark with AHDB
3. Increase the value of English beef and lamb categories within retail and foodservice by 3% over three years
4. Increase consumer confidence and satisfaction with beef purchases while reducing the barriers to purchase

Beef & Lamb Targets 2017-2020

5. Increase the volume and frequency of lamb sales to younger consumers
6. Maintain current export volumes in established markets for beef and lamb to 2020
7. Increase the number of livestock farmers using and valuing AHDB market intelligence products as measured via AHDB's levy payer survey

Investment (2019 – 2020)



Beef & Lamb Strategy Consultation

Full strategy available online at www.ahdb.org.uk

8th December 2016: Stakeholder Conference, Stratford

w/c 9th January 2017:

- Exeter, 9 January
 - Worcester, 10 January
 - Aylesbury, 11 January
 - Scotch Corner, 12 January
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- Feedback will be discussed at AHDB B&L board on 19th January
 - No intention to increase levy rates for 2017-2020
 - Any increase would be subject to a separate industry consultation