

AHDB news release

For immediate release

29 January 2018



Log on for the latest market outlook

English beef, lamb and pork producers can get valuable insight into the future prospects for their sectors by joining the AHDB Livestock Outlook Webinar next month.

Updates on the outlook for the red meat industry in 2018 and beyond will be presented by market analysts at the online event on 15 February. There will also be a presentation on the outlook for the feed sector, as well as an insight into AHDB's latest analysis to prepare the industry for Brexit.

Participants will have the opportunity to put direct questions to AHDB experts, providing them with useful information to prepare their businesses for the changes that lie ahead.

Duncan Wyatt, AHDB lead analyst for red meat, said: "The uncertainty around Britain's exit from the EU continues to have an impact on all agricultural sectors, with the sheep industry likely to be most vulnerable to a hard Brexit.

"There are animals of all species on the ground now that will not be sent to the abattoir until after we have left the EU, therefore it's more important than ever that both farmers and the wider industry are well-informed on the current market situation and what's likely to happen in the future."

Timings for the webinar are as follows:

10:30 – Introduction

10:45 – Beef outlook and review

11:00 – Lamb outlook and review

11:15 – Pork outlook and review

11:30 – Feed outlook

11:45 – Brexit update

12:15 – Questions and answers

12:30 – Close

To register to take part, follow this link:

<https://attendee.gotowebinar.com/register/4726584270924402946>

The webinar fits with AHDB's strategic objective of delivering more horizon-scanning analysis to help ensure industry is fit for the future.

- Ends -

Notes to editors

AHDB is a statutory levy board, funded by farmers, growers and others in the supply chain. Our purpose is to inspire our farmers, growers and industry to succeed in a rapidly changing world. We equip the industry with easy to use, practical know-how which they can apply straight away to make better decisions and improve their performance. Established in 2008 and classified as a Non-Departmental Public Body, it supports the following industries: meat and livestock (cattle, sheep and pigs) in England; horticulture, milk and potatoes in Great Britain; and cereals and oilseeds in the UK. AHDB's remit covers 72 per cent of total UK agricultural output. Further information on AHDB can be found at www.ahdb.org.uk

Contact

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