

# Summary of expenditure

The proposed budget comprises the allocation of AHDB Beef & Lamb levy income across the AHDB delivery functions.

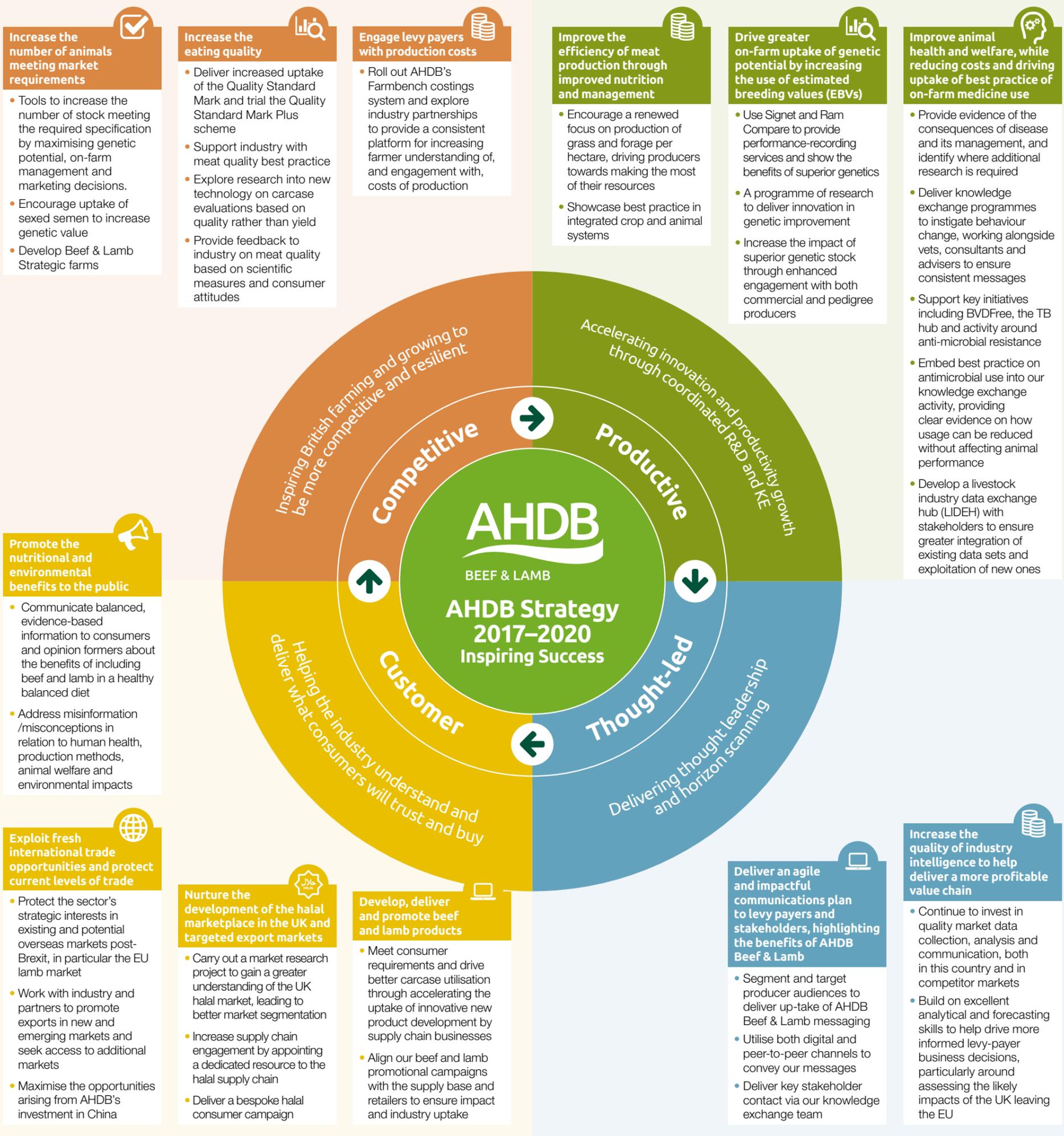
## Expenditure of levy income 2017/ 2018:



- Competitiveness 15%
- Productivity 13%
- Customer 45%
- Thought-led 9%
- Support & levy collection costs 12%
- Reserves 6%

Over 50% of the reserves allocation made in 17/18 will be invested into the 18/19 domestic marketing campaign.

To read the full AHDB Strategy visit: [ahdb.org.uk/publications/corporate.aspx](http://ahdb.org.uk/publications/corporate.aspx)



# AHDB Beef & Lamb sector board members

The main AHDB Board has delegated the responsibility to the sector board to:

- Develop the sector strategy to meet the challenges and opportunities for the sector
- Monitor and oversee delivery to ensure targets & outcomes are met
- Agree and recommend annual budgets
- Ensure levy rates provide adequate funding to achieve outcomes

The AHDB Beef & Lamb sector board is comprised of levy payers and independent members. The sector board members are appointed by AHDB.

<b>Adam Quinney</b> Chair	Commenced Nov 2015
<b>Howard Bates</b>	April 2012
<b>Andy Foot</b>	April 2012
<b>Paul Westaway</b>	April 2012
<b>Mark Allan</b>	April 2013
<b>Rizvan Khalid</b>	April 2013
<b>Ros Turner</b>	April 2013
<b>James Evans</b>	April 2014
<b>Duncan Nelless</b>	April 2014
<b>Steve Conisbee</b>	April 2014
<b>Gill Fine</b>	April 2014
<b>Philip Abbott</b>	April 2014
<b>Peter Baber</b>	April 2014
<b>Laurie Ibbotson</b>	April 2017
<b>Robert Venner</b>	April 2017

AHDB Beef & Lamb also works closely with key stakeholders, government and devolved administrations and specialist committees dedicated to research, knowledge transfer and marketing to ensure the work undertaken clearly meets the needs of levy payers.