## 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

#### Increase the number of animals meeting market requirements

- Tools to increase the number of stock meeting the required specification by maximising genetic potential, on-farm management and marketing decisions.
- · Encourage uptake of sexed semen to increase genetic value
- Develop Beef & Lamb Strategic farms

#### Increase the eating quality

- Deliver increased uptake of the Quality Standard Mark and trial the Quality Standard Mark Plus scheme
- Support industry with meat quality best practice
- Explore research into new technology on carcase evaluations based on quality rather than yield
- Provide feedback to industry on meat quality based on scientific measures and consumer attitudes

## Engage levy payers

 Roll out AHDB's Farmbench costings system and explore industry partnerships to provide a consistent platform for increasing farmer understanding of, and engagement with, costs of production

competitive

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**→** 

**AHDB** 

**AHDB Strategy** 

2017-2020

**Inspiring Success** 

**BEEF & LAMB** 

### Improve the efficiency of meat production through improved nutrition and management

- Encourage a renewed focus on production of grass and forage per hectare, driving producers towards making the most of their resources
- Showcase best practice in integrated crop and animal systems

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Thoughtie

Drive greater on-farm uptake of genetic potential by increasing the use of estimated preeding values (EBVs)

- Use Signet and Ram Compare to provide performance-recording services and show the benefits of superior genetics
- A programme of research to deliver innovation in genetic improvement
- Increase the impact of superior genetic stock through enhanced engagement with both commercial and pedigree producers

mprove animal health and welfare, while reducing costs and driving uptake of best practice of on-farm medicine use

- Provide evidence of the consequences of disease and its management, and identify where additional research is required
- Deliver knowledge exchange programmes to instigate behaviour change, working alongside vets, consultants and advisers to ensure consistent messages
- Support key initiatives including BVDFree, the TB hub and activity around anti-microbial resistance
- Embed best practice on antimicrobial use into our knowledge exchange activity, providing clear evidence on how usage can be reduced without affecting animal performance
- Develop a livestock industry data exchange hub (LIDEH) with stakeholders to ensure greater integration of existing data sets and exploitation of new ones

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

**AHDB Beef &** 

**Lamb** sector

 Develop the sector strategy to meet the challenges and opportunities for the

board members

- 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
Andy Foot	April 2012
Paul Westaway	April 2012
Mark Allan	April 2013
Rizvan Khalid	April 2013
Ros Turner	April 2013
James Evans	April 2014
<b>Duncan Nelless</b>	April 2014
Steve Conisbee	April 2014
Gill Fine	April 2014
Philip Abbott	April 2014
Peter Baber	April 2014
Laurie Ibbotson	April 2017
Robert Venner	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.

## Promote the benefits to the public

- Communicate balanced, evidence-based information to consumers and opinion formers about the benefits of including beef and lamb in a healthy balanced diet
- Address misinformation /misconceptions in relation to human health, production methods, animal welfare and environmental impacts

# opportunities and protect

- Protect the sector's strategic interests in existing and potential overseas markets post-Brexit, in particular the EU lamb market
- Work with industry and partners to promote exports in new and emerging markets and seek access to additional markets
- Maximise the opportunities arising from AHDB's investment in China

## development of the halal marketplace in the UK and targeted export markets

- · Carry out a market research project to gain a greater understanding of the UK halal market, leading to better market segmentation
- Increase supply chain engagement by appointing a dedicated resource to the halal supply chain
- Deliver a bespoke halal consumer campaign

#### Develop, deliver and promote beef and lamb products

- Meet consumer requirements and drive better carcase utilisation through accelerating the uptake of innovative new product development by supply chain businesses
- Align our beef and lamb promotional campaigns with the supply base and retailers to ensure impact and industry uptake

## Deliver an agile and impactful communications plan to levy payers and stakeholders, highlighting the benefits of AHDB Beef & Lamb

- Segment and target producer audiences to deliver up-take of AHDB Beef & Lamb messaging
- Utilise both digital and peer-to-peer channels to convey our messages
- Deliver key stakeholder contact via our knowledge exchange team

## Increase the quality of industry intelligence to help deliver a more profitable value chain

- Continue to invest in quality market data collection, analysis and communication, both in this country and in competitor markets
- Build on excellent analytical and forecasting skills to help drive more informed levy-payer business decisions, particularly around assessing the likely impacts of the UK leaving the EU