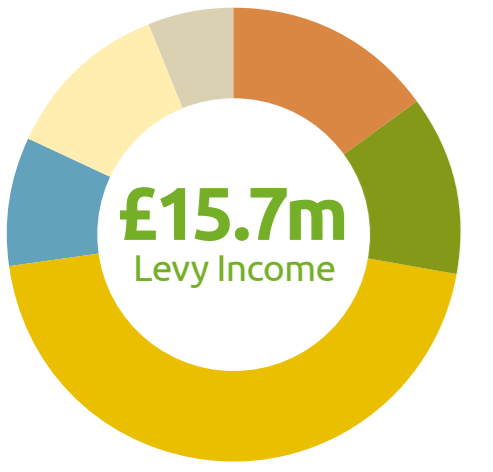


Summary of expenditure

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

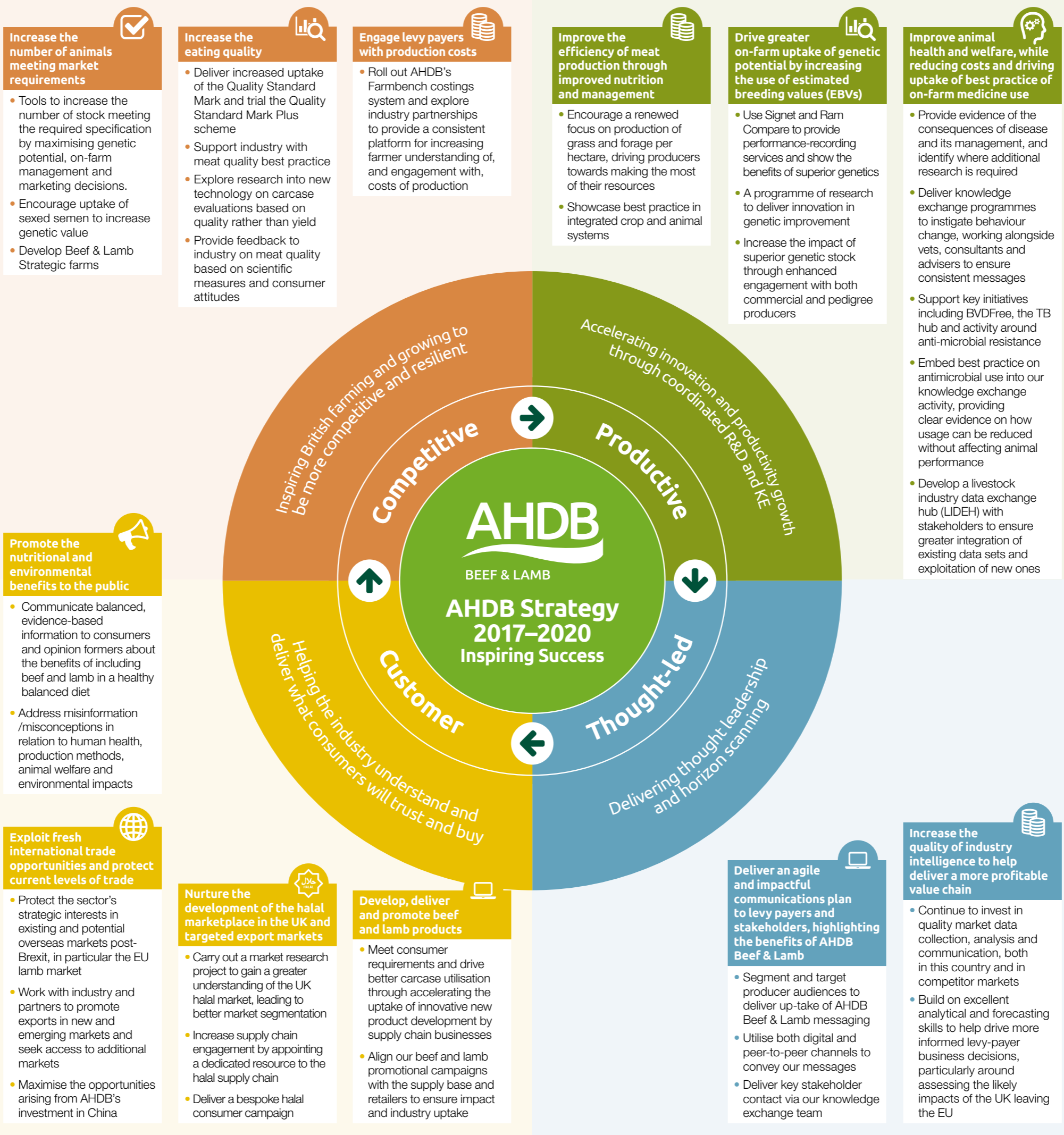
Expenditure of levy income 2017/ 2018:



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



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.

Adam Quinney Chair	Commenced Nov 2015
Howard Bates	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
Duncan Nelless	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.