

# Summary of expenditure

The proposed budget comprises the allocation of AHDB Cereals & Oilseeds levy income across the AHDB delivery functions.

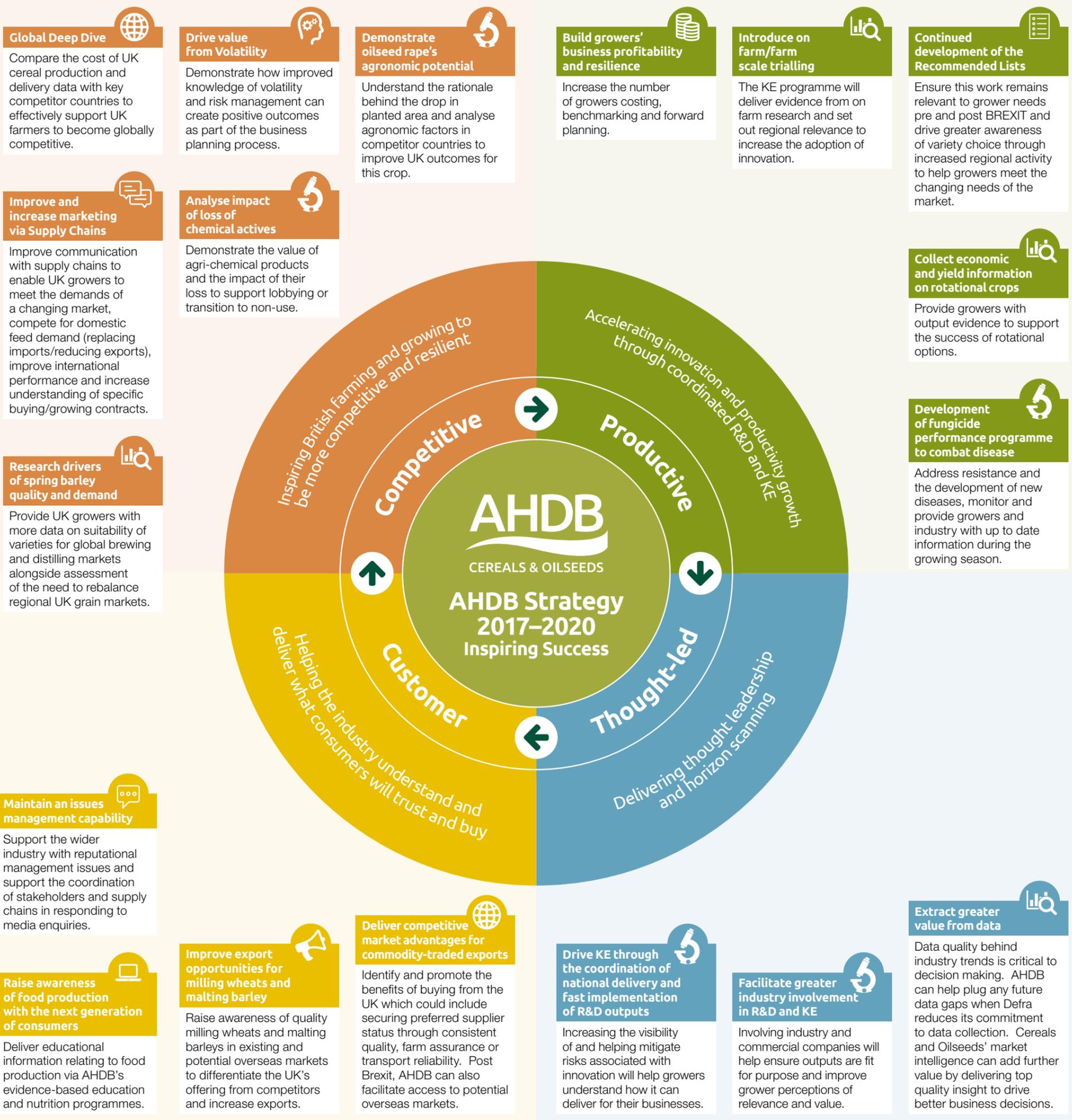
## Cereals & Oilseeds Planned Expenditure 2017/18



Research and KE/Skills	56%
Market Development	2%
Export Development	3%
Supply Chain Integration	3%
Levy Payer Communications	10%
Digital	4%
Market Intelligence	9%
Sector Specific Admin	4%
Support	9%

To discuss our priorities and how we can help your business call: Martin Grantley-Smith, Sector Strategy Director, 024 7647 8715

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



**Global Deep Dive**  
Compare the cost of UK cereal production and delivery data with key competitor countries to effectively support UK farmers to become globally competitive.

**Drive value from Volatility**  
Demonstrate how improved knowledge of volatility and risk management can create positive outcomes as part of the business planning process.

**Demonstrate oilseed rape's agronomic potential**  
Understand the rationale behind the drop in planted area and analyse agronomic factors in competitor countries to improve UK outcomes for this crop.

**Build growers' business profitability and resilience**  
Increase the number of growers costing, benchmarking and forward planning.

**Introduce on farm/farm scale trialling**  
The KE programme will deliver evidence from on farm research and set out regional relevance to increase the adoption of innovation.

**Continued development of the Recommended Lists**  
Ensure this work remains relevant to grower needs pre and post BREXIT and drive greater awareness of variety choice through increased regional activity to help growers meet the changing needs of the market.

**Improve and increase marketing via Supply Chains**  
Improve communication with supply chains to enable UK growers to meet the demands of a changing market, compete for domestic feed demand (replacing imports/reducing exports), improve international performance and increase understanding of specific buying/growing contracts.

**Analyse impact of loss of chemical actives**  
Demonstrate the value of agri-chemical products and the impact of their loss to support lobbying or transition to non-use.

**Research drivers of spring barley quality and demand**  
Provide UK growers with more data on suitability of varieties for global brewing and distilling markets alongside assessment of the need to rebalance regional UK grain markets.

**Collect economic and yield information on rotational crops**  
Provide growers with output evidence to support the success of rotational options.

**Development of fungicide performance programme to combat disease**  
Address resistance and the development of new diseases, monitor and provide growers and industry with up to date information during the growing season.

**Maintain an issues management capability**  
Support the wider industry with reputational management issues and support the coordination of stakeholders and supply chains in responding to media enquiries.

**Raise awareness of food production with the next generation of consumers**  
Deliver educational information relating to food production via AHDB's evidence-based education and nutrition programmes.

**Improve export opportunities for milling wheats and malting barley**  
Raise awareness of quality milling wheats and malting barleys in existing and potential overseas markets to differentiate the UK's offering from competitors and increase exports.

**Deliver competitive market advantages for commodity-traded exports**  
Identify and promote the benefits of buying from the UK which could include securing preferred supplier status through consistent quality, farm assurance or transport reliability. Post Brexit, AHDB can also facilitate access to potential overseas markets.

**Drive KE through the coordination of national delivery and fast implementation of R&D outputs**  
Increasing the visibility of and helping mitigate risks associated with innovation will help growers understand how it can deliver for their businesses.

**Facilitate greater industry involvement in R&D and KE**  
Involving industry and commercial companies will help ensure outputs are fit for purpose and improve grower perceptions of relevance and value.

**Extract greater value from data**  
Data quality behind industry trends is critical to decision making. AHDB can help plug any future data gaps when Defra reduces its commitment to data collection. Cereals and Oilseeds' market intelligence can add further value by delivering top quality insight to drive better business decisions.

# AHDB Cereals & Oilseeds sector board members

The main AHDB Board has delegated the responsibility to the sector board to develop the most appropriate strategies to meet the challenges of the sector; to ensure the relevant levy rate is recommended in order to provide adequate funding for the required work, to monitor strategy implementation and to approve remedies where performance deviates from plan.

The AHDB Cereals & Oilseeds sector board is comprised of levy payers, other stakeholders from the sector and independent members. The sector board members are appointed by AHDB.

<b>Paul Temple</b> Chair	Commenced April 2015
<b>Ian Backhouse</b>	April 2014
<b>Bob King</b>	April 2014
<b>Robert Lasseter</b>	April 2013
<b>George Lawrie</b>	April 2013
<b>Howard Leland</b>	Dec 2014
<b>Jane Biss</b>	Dec 2014
<b>David Neal-Smith</b>	April 2014
<b>Andrew Moir</b>	April 2014
<b>James Price</b>	April 2014
<b>Andrew Osmond</b>	April 2016

AHDB Cereals & Oilseeds 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.