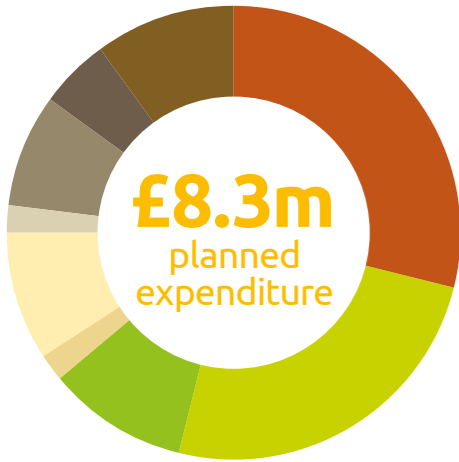


Summary of expenditure

The proposed budget comprises the allocation of AHDB Dairy expenditure across the AHDB delivery functions.

Dairy Planned Expenditure 2017/18



Research	29%
KE/Skills	25%
Market Development	10%
Export Development	2%
Levy Payer Communications	9%
Digital	2%
Market Intelligence	8%
Sector Specific Admin	5%
Support	10%

To discuss our priorities and how we can help your business call:
Amanda Ball, Sector Strategy Director,
024 7647 8691

To read the full AHDB Strategy visit:
ahdb.org.uk/publications/corporate.aspx

Define systems of production and associated key performance indicators (KPIs)

Farms that focus on a clearly defined system of production tend to be more profitable, have clarity of purpose, and a better understanding of business drivers.

We will facilitate a common system of KPI classification, relevant to national and international dairy production, which can then be embedded into insight, analysis and messaging to accelerate uptake of best practice and improved business performance.

Improve understanding and management of cost of production, underpinned by enterprise and whole farm benchmarking

To be competitive and have a sustainable industry, farmers need a detailed understanding of business costs and drivers of efficiency and productivity.

We will accelerate understanding and management of production costs through the provision of benchmarking support tools and KE services.

Stimulate greater international competitiveness

Learning from the best in the world enables the industry to understand its competitive position and where to target collective effort.

We will continue to play a key role in the IFCN international network and establish new international collaborations for global data sharing and benchmarking on cost of production.

Identify and lead on promoting best practice in calf, heifer rearing and fertility management

Herd replacement costs offer one of the biggest areas for improvement.

We will undertake a series of activities to accelerate uptake of knowledge to drive improvements in this area.

Lead the promotion and development of innovative genetics and genomics tools and service

Genetic improvement underpins the productivity and efficiency of national herd.

We will lead in the development of an expanding set of selection indices, exploiting the revolution in phenotypic data capture, which will balance production with health, fitness and environmental objectives. This will include new breeding indices for lameness and mastitis, and investigating new traits related to feed efficiency.

Promote the uptake of best practice in herd health and disease control

We will continue our research partnership with Nottingham University on Health, Welfare and Nutrition to provide a base for R&D to target a reduction in production and culling losses due to mastitis, lameness and Johne's Disease. We will work with the industry to underpin initiatives for the eradication of BVD, the management of Johne's disease, the Mastitis Control Plan and Healthy Feet Programme.

Develop business acumen via participation in AHDB-facilitated business/skills themed events

We will undertake KE activities to drive improved competitiveness and business resilience, placing businesses in a better position to respond to future threats and opportunities.

Improve understanding of market dynamics, milk contracts and business risk mitigation strategies

Volatility will continue to have a significant impact on British dairy farming businesses so long term planning is key.

We will accelerate uptake of AHDB market intelligence and support tools through KE and digital communications.

Develop the evidence base to underpin consumer expectations of dairy production systems

Long-term sustainability of milk production depends on balancing requirements for sustainable intensification with care for the environment and welfare needs of dairy cows.

We will undertake a programme of R&D on optimising management of dairy cow housing and produce a revised Dairy Roadmap in conjunction with industry stakeholders.

Grow dairy exports in volume and value by developing current and opening new markets

Securing market access and facilitating export markets will help drive value, optimise returns from the market, and encourage business development.

We will work with the processing sector to exploit new export market opportunities by using AHDB's expertise and presence in international markets.

Upholding the place of dairy products in a sustainable diet

Changing eating habits, reduction of usage occasions and falling consumption in younger consumers are risk factors for dairy.

We will work with the processing sector to build trust in British milk supply, halt these trends and re-position dairy products as healthy, nutritious and sustainable.

Issues management

We will provide industry with early warnings of emerging challenges and lead the planning and coordination of industry responses.

We will maintain an issues management capability and be proactive in preparing issue statements and dossiers on likely issues for the industry to access.

Ensuring a competitive dairy supply chain

For the dairy industry to be competitive it is essential the whole supply chain optimises its efficiency and maximises value.

We will produce thought-provoking analysis into the competitive drivers of the whole dairy supply chain and capture dairy product innovation opportunities to exploit at home and abroad.

Increase integration and exploitation of new and existing industry data

Better, more integrated data will lead to better decision making on farm, improve the efficiency of monitoring trends and feedback mechanisms and improve data handling along the supply chain.

We will develop a livestock industry data exchange hub with stakeholders to ensure greater integration of existing data sets and exploitation of new ones.



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

Name	Commenced
Gwyn Jones Chair	Oct 2014
David Cotton Somerset	April 2013
Janette Prince Staffordshire	April 2013
Keith Davis Gloucestershire	April 2012
Timothy Gue West Sussex	April 2013
Chris James Pembrokeshire	April 2012
Pete Nicholson Independent	April 2012
Richard Soffe Independent	Jan 2016
Mary Quicke Devon	April 2017
Oliver Hall Ayrshire	April 2017

AHDB Dairy 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.