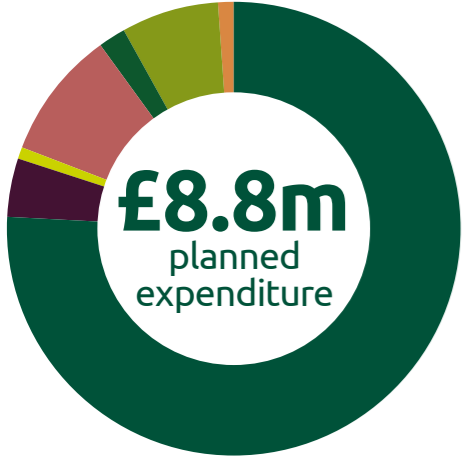


Summary of expenditure

- The proposed budget comprises the allocation of AHDB Horticulture levy income across the AHDB delivery functions.

Horticulture Planned Expenditure 2017/18



R&D and Knowledge Exchange	76%
Sector Specific Admin	4%
Market intelligence	1%
Communications	9%
Digital & Creative	2%
Support	7%
Other	1%

To discuss our priorities and how we can help your business call: Steve Tones, Sector Strategy Director, 024 7647 8667

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

Generate EAMU applications and supporting data

- EU regulatory and commercial pressures on manufacturers mean many currently available PPPs will be withdrawn over the coming decades. As new products of potential value to horticulture become available, EAMUs will be needed to enable their use on horticultural crops.
- We will track the loss of actives and approvals, assess potential impact and agree priorities for EAMUs in consultation with grower associations and sector panels.

Improving production systems

- Innovation in production, harvesting, processing and storage systems and associated precision management tools will remain vital to the future security of fresh produce supplies. We will work closely with the Agri-Epi Innovation Centre and other global centres of excellence to evaluate novel production systems and technologies and facilitate their uptake by industry.

Making efficient use of energy, nutrients and water and securing control of supplies

- We will continue to develop GrowSave and AHDB's Crop Nutrient Management Guide (RB209) as our primary platforms for disseminating best practice guidelines on energy use and nutrition of horticultural crops.

Getting the best and most out of the industry's workforce and operational management processes

- We will strategically benchmark production systems to determine the scope to improve the use of labour and we will use existing KE networks to cascade awareness of new automation and robotics opportunities to industry.

Building soil health and fertility in horticultural rotations

- We will continue to drive improvements in soil management practice through cross sector KE and R&D programmes including GREATSoils. To enable industry to comply with Government policy on the use of peat in horticulture, we will continue to work with industry on the use of responsibly sourced growing media in protected crop production.

Exploiting best practice, new knowledge and technology from all parts of the world

- We will refresh our approach to KE by making more innovative use of digital media and existing industry networks to maximise industry awareness and accelerate the uptake of new knowledge and technology by growers. We will consolidate R&D into thematic programmes to improve quality and minimise project administration costs. We will strengthen the role of industry coordinators to ensure the relevance and practicability of our work.

Optimising the genetic potential of horticultural crops

- We will continue to work with industry to ensure the future trait complexes being developed by commercial plant breeders fully reflect the demands of the market, modern production systems and changing environmental conditions.

Stimulating demand for edible produce grown in Great Britain

- We will work collaboratively with industry to exploit opportunities to stimulate consumption and demand for edible fresh produce.

Identifying and accessing domestic and overseas market opportunities

- Faced with declining margins in most markets, the industry requires a better understanding of potential market development opportunities and associated technical and commercial barriers. We will work with industry to identify and develop champion products and exploit promising market development opportunities.

Industry skills development

- Long-term under-investment in the diverse expertise and knowledge required by the horticulture industry has eroded capacity. We will work collaboratively to facilitate sharing of expertise and knowledge and will continue to support student bursaries, fellowships, Nuffield Scholarships, PhD studentships and professional and technical training programmes for the industry.

Risk assessment

- We will explore opportunities to exploit horticultural metadata in collaboration with the Agrimetrics Innovation Centre and other centres of excellence. We will work with grower associations, trade associations, leading suppliers and other bodies to develop risk mitigation strategies.

Building industry capacity

- Horticulture offers many fulfilling and rewarding career opportunities which are largely unrecognised by young people. In partnership with the National Land Based College and others, we will engage with careers advisors and teachers to strengthen career advice and provision.

Understanding microbial contamination of edible produce

- As production, storage, processing and distribution systems evolve, the risk of microbial contamination will change. Working with industry, we will review and periodically update contamination risk mitigation strategies and best practice guidelines.

Developing integrated crop management (ICM) systems to minimise the losses due to diseases, pests and weeds and the environmental impact of crop protection interventions

- We will focus our KE and R&D work on the development of resilient and sustainable ICM systems using a range of agronomic, behavioural, biological, chemical and genetic control agents, supported by precision diagnostics and decision support tools.



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

Gary Taylor Chair	Oct 2014
Martin Emmett Hardy Nursery Stock	April 2013
Michael Mann Protected Ornamentals	April 2013
Alison Spaul Independent	April 2014
Neville Stein Independent	April 2014
Martin Evans Field Vegetables	May 2014
Robert James Protected Edibles	April 2015
Roma Gwynn Independent	Dec 2015
Louise Sutherland Soft Fruit	April 2016
Rob Saunders Tree Fruit	Oct 2016

AHDB Horticulture 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.