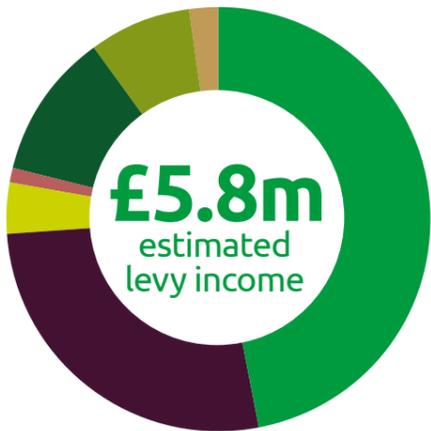


Summary of expenditure

- The levy rate is reviewed annually as part of the corporate planning process, based on the cost to deliver the needs of levy payers
- Budgeted income is projected on a planted area of c.118,000 hectares for the three years of this plan.

Potatoes 2017/18 Corporate Plan Direct Expenditure Split



R&D and Knowledge Exchange	47%
Market development	27%
Export development	4%
Supply chain integration	1%
Market intelligence	11%
Communications	8%
Digital & Creative	2%

To discuss our priorities and how we can help your business; call: Rob Clayton, Sector Strategy Director, **02476 478778**

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

Engaging with production costs

- Farmbench is in place to address industry inconsistencies in accounting conventions, which act as a barrier to engagement and restrict like for like enterprise comparisons
- Farmbench will highlight where adoption of new practices genuinely improves production costs.

Global deep dive

- Improved technical analysis of how Britain compares in soils and cultivation, PCN, water and storage
- Comparison of research agendas, knowledge exchange (KE) methods, deployment on farm and influence on sustainability
- Evaluation of international best practice through SPot farms.

Direct competitor cost comparisons

- Detailed analysis of how variable and fixed costs relate to productivity across a range of end-markets and international borders
- Pinpointing key differences in sustainable inputs to use in our advocacy campaign.

Research and innovation strategy

- As vital inputs such as water and pesticides come under increasing pressure, and threats from indigenous pests and diseases remain real, the industry requires solutions. As well as our current research and innovation strategy, we will be seeking to capitalise on innovations emerging through Agri-Tech centres.

State-of-the-art research and KE services for storage

- Helping the challenge of a changing climate, the introduction of higher yielding but "softer" varieties, along with possible changes to the future sprout-suppression approaches
- Exploiting new opportunities in storage research and innovation as a partner in the Crop Health and Protection Agri-Tech consortium.

Accelerate KE delivery through agronomists, advisors, the supply chain network and responsive growers

- Our current research strategy is providing the right sort of game-changing messages (such as soil management) but uptake is stifled by a fragmented pipeline in KE
- We will be using a third party delivery approach, using relationship management methods aligned to the research programme and agronomists are central to this.

Placing SPot Farms at the centre of an innovative and improved KE network

- AHDB's levy payer satisfaction survey identified 'learning from other farmers' as one of the preferred ways for farmers and growers to find out about new methods and business practice
- SPot Farms will ensure we provide the best geographical access for farmers, supply chain and agronomists.

An advocacy approach

- Influencing the influencers to drive a positive attitude to British potatoes and potato products
- By pooling AHDB cross sector experience, we can ensure agriculture, education, and health stakeholders, NGOs and food bloggers receive a steady stream of evidence-based positive messages about potatoes and our industry.

EU co-funded partnership with Bord Bia continues

- The successful 'more than a bit on the side' campaign continues to raise awareness of the potato's nutritional value, versatility and convenience in modern diets
- The partnership with Bord Bia and achieving EU match funding is a good example of how levy funds can be leveraged for maximum impact.

Exploit existing overseas market access agreements

- Developing seed trade with c.20 overseas markets for which access is granted at Government or regulatory level and assisting exporters to fulfil these markets
- Evolving ware and product trading relationships and opportunities.

Improved market intelligence analysis and use of new technology

- Addressing state-of-the-art data capture systems and use of new technology to enable us to ensure potatoes are well represented in a broader big data agenda.

Satellite technologies to underpin research and levy collection

- Exploration of technologies to allow AHDB to devise a more dynamic and strategic approach to operating a fair levy collection system and to enhance market intelligence and research sources.

Making consumer insight data and analysis available and easier to interpret

- Opportunities exist to respond quickly to factors affecting consumer behaviour including affluence, globalisation, health, and dining opportunities. We will make more consumer analysis readily available to levy payers allowing businesses to adapt to changing market requirements and opportunities
- Post-Brexit, understanding international consumer markets will become a more important feature and will help us prioritise resources against the best international opportunities.



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

Sophie Churchill Chair	April 2017
Reuben Collins Grower (Cornwall)	April 2016
Dan Hewitt Processing (Norfolk)	Jan 2013
Phil Huggon Independent	April 2014
Bruce Kerr Grower (Suffolk)	April 2013
Daniel Metheringham Processor (Yorkshire)	April 2017
Jonathan Papworth Grower (Cambridgeshire)	April 2017
Alistair Redpath Seed Merchant (Perthshire)	April 2013
Mark Taylor Fresh supply (Cambridgeshire)	April 2012
Bill Quan Grower (Herefordshire)	April 2014
Andrew Skea Seed Grower (Angus)	April 2017
Will Shakeshaft Grower (Cambridgeshire))	April 2017
Michael Welham Grower (Essex)	April 2017

AHDB Potatoes also works closely with key stakeholders, government and devolved administrations and specialist committees dedicated to exports, research, knowledge transfer and marketing to ensure the work undertaken clearly meets the needs of levy payers.