

1 December 2016

### ***Inspiring Success - AHDB Strategy 2017-2020***

Today, we are publishing our new corporate strategy and sector strategies that set out where we believe we can make the biggest difference in improving the competitiveness and productivity of our industry.

These strategies mark the culmination of work that began with our Activity Review last winter during which we listened carefully to what the industry told us about the key challenges and opportunities. Our six Sector Boards have examined our priorities and identified where they feel that AHDB is best placed to have impact on the industry. Furthermore, Brexit has shone a fresh impetus on some of the challenges and opportunities that the industry needs to address.

AHDB is here to inspire our farmers, growers and industry to succeed in a rapidly changing world. Our strategy sets out an ambitious vision to create a world-class food and farming industry inspired by, and competing with the best. We believe that we can help to achieve this by focusing our efforts on four key priorities:

1. Inspiring British farming and growing to be more competitive and resilient
2. Accelerating innovation and productivity growth through coordinated R&D and knowledge exchange
3. Helping the industry understand and deliver what consumers will trust and buy
4. Delivering thought leadership and horizon scanning.

A copy of our new three-year corporate and sector strategies can be found on our website - <http://www.ahdb.org.uk/publications/consultation.aspx>. We are now making this document available for consultation and would be delighted to receive your feedback.

We will consider all responses prior to submission to Ministers for approval of levy rates, which we are recommending remain unchanged for 2017-18.

**The consultation closes at 17.00 hours on Monday 9 January 2017.** If you wish to submit written feedback, please send it to [info@ahdb.org.uk](mailto:info@ahdb.org.uk) or via post to Natalie Reynolds, Strategy Team, AHDB, Stoneleigh Park, Kenilworth, Warwickshire, CV8 2TL.

Yours faithfully,



**Jane King**  
Chief Executive

AHDB  
Stoneleigh Park  
Kenilworth  
Warwickshire  
CV8 2TL

**T** 024 7669 2051  
**E** [info@ahdb.org.uk](mailto:info@ahdb.org.uk)  
**W** [ahdb.org.uk](http://ahdb.org.uk)