

Aled Roberts
Welsh Language Commissioner
Market Chambers
5-7 St Mary Street
Cardiff
CF10 1AT

2 September 2020

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Dear Commissioner,

The Agriculture and Horticulture Development Board (AHDB) is a statutory levy board that operates across the United Kingdom (UK). Our purpose is to inspire our farmers, growers and industry to succeed in a rapidly changing world. We equip them with independent, evidence-based information and tools to grow, become more competitive and sustainable.

Covering about 72% of total agricultural output in the UK, AHDB supports:

- i) Pig meat in England
- ii) Beef and lamb in England
- iii) Milk in Great Britain in GB
- iv) Commercial horticulture in GB
- v) Potatoes in GB
- vi) Cereals and oilseeds in the UK

Our beef, lamb and pork work covers England only and is therefore outside the scope of our Welsh Language Scheme. The very limited number of levy payers based in Wales for our Horticulture, Potato and Cereals/Oilseeds sectors prompted the Welsh Language Board, in a letter dated 12 December 2008, to confirm that these levy-funded work streams will only be expected to produce information and material in the Welsh language if they are undertaking a specific project aimed solely at the public in Wales. A small number of such activities took place during the 12 month reporting period and therefore used bilingual communication.

The report on the following pages summarise AHDB's compliance and activity, particularly through our Dairy team, in line with the commitments we make in our Welsh Language Scheme and associated activity plans.

We acknowledge receipt of your later dated 17 July 2020 regarding the New Reporting Requirements for 2020-21. We will endeavour to address these in our next annual report, however, since your letter arrived part-way through the year, full reporting may not be possible.

Yours sincerely



Jane King
Chief Executive

Agriculture and Horticulture Development Board Annual report 2019/20 to the Welsh Commissioner

Introduction

The Agriculture and Horticulture Development Board (AHDB) and, in particular, our AHDB Dairy team, continues to deliver a wide range of resources to support and deliver the Welsh Language commitments we make in our Welsh Language Scheme.

Our compliance is monitored through the AHDB Corporate Affairs Director who sits on the Senior Team. This annual report will be presented to the main AHDB Board at its meeting in September 2020.

The following top line points provide an overview of compliance by AHDB at a Corporate level and then at the specific AHDB Dairy activity level. We enclose some pdf file examples of materials and more are available on request.

AHDB Corporate Level 2019/20 Management Awareness

The AHDB commitments within our Welsh Language Scheme and Action Plan were communicated to the main AHDB Board under agenda item 24 at its meeting on 24 September 2019.

Websites

The AHDB Welsh Language Scheme is published on the AHDB website in both Welsh and English. This annual report, once accepted, will also be published in both languages on the AHDB website - <https://ahdb.org.uk/welsh-language-scheme> - alongside previous annual reports.

There is a Welsh language welcome page on the AHDB website - <https://ahdb.org.uk/ahdb-homepage-welsh-language>.

Employee recruitment

We assess relevant workplaces and jobs where the ability to speak Welsh is essential or desirable and recruitment materials are assessed for Welsh language relevance. There were five posts advertised during the 12 months to 30 June 2020 that stated that the ability to speak Welsh was desirable.

AHDB Dairy 2019/20

Approximately 16% of AHDB's milk levy comes from dairy farmers in Wales.

AHDB Dairy, in addition to the delivery of levy-funded activity is delivering the Dairy Improvement Programme (DIP) in Wales. The DIP is made possible through the Rural Development Programme 2014-2020, which is funded by the Welsh Government and the European Union. The DIP adheres to the Welsh Government's Welsh Language Policy.

The AHDB Dairy Wales team currently has 10 members of staff, five of which are fully competent in written and spoken Welsh. Another member of staff has also been attending Welsh Language Classes and is confident in communicating verbally in Welsh. This team is fully experienced in delivering their work bilingually and always take into consideration bilingual requirements. The proposed AHDB Dairy 2020/2021 Welsh Language Action Plan (copy enclosed) contains activities to continue to develop and improve the skills and awareness of the team.

The following bullet points provide a top line overview of what has been achieved by our Dairy team against the agreed 2019/20 Action Plan, further building on the progress achieved in earlier years.

Policies, legislation and initiatives

- A procedure is in place to identify current Welsh language requirements for relevant new products and services. During this period staff member, Menna Davies, provided direction in this area.

Delivering services

- All AHDB dairy events in Wales continued to provide bilingual services. All invitations to AHDB dairy events in Wales were bilingual.
- A system is in place, via our customer relationship management (CRM) system, to record the language preference of customers.

Advertising, printed literature, publicity materials

- Press releases regarding the DIP were all provided bilingually. All other press releases were provided in Welsh on request
- All promotional material regarding the DIP was bilingual.
- The stand display panels for activity at the 2019 Royal Welsh Show, 2019 Welsh Dairy Show and 2019 RWAS Grassland Event were bilingual.

- AHDB and Dairy UK launched a £1 million marketing campaign, supported financially by Defra and devolved government partners, with the theme of 'Milk Your Moments'. This included social posts and out of home advertising in Welsh.
- The opportunity to complete the Levy Payer Satisfaction Survey telephone interview through the medium of Welsh was offered. One participant took up this offer.

Communication & education

- Welsh speaking staff automatically dealt with Welsh correspondence/general communication.
- Information regarding the DIP was provided bilingually on the main AHDB website: <https://ahdb.org.uk/rhaglen-gwella-r-sector-llaeth-cymru>
- Welsh bilingual online education and training resources for both primary and secondary schools our [Food a Fact of Life](#) website delivered in partnership through the British Nutrition Foundation.
- We have the Grow Your Own Potatoes website where we have key information translated into Welsh, to help with this school project: <https://www.growyourownpotatoes.org.uk/home-cymraeg/>

Staffing

- The AHDB Dairy Wales team currently includes 10 members of staff, five of which are fully competent in written and spoken Welsh and another member of staff has attended Welsh Language Classes and is confident in communicating verbally through the medium of Welsh.

Internal arrangements

- Marketing plans discussed and agreed via working groups continue to highlight that consideration must be given to the Welsh Language Scheme for services and products where relevant.
- Menna Davies, Dairy Development Wales Manager offers direction and advice on any relevant Welsh Language scheme requirements.

August 2020

Progress Report on Welsh Language Scheme Action Plan for the dairy part of AHDB – 2019/20

Prepared under the Welsh Language Act 1993

The following document outlines key areas of our work where we currently support aspects of the Welsh Language Act. The AHDB has a Welsh Language Scheme in place and this Action Plan comes under this scheme. Requirements are two-fold. Firstly, ongoing guidance will continue to be provided internally so that staff are able to make judgements about their work and processes in order to fit in with AHDB Dairy policy. Secondly, we are required to offer a 'level' of Welsh provision to relevant levy payers.

AHDB Dairy has the following standard procedures/practices in place:

- Communications in Welsh with Welsh speakers already takes place in the form of mailings, telephone calls and emails
- Levy payer meetings and Dairy Improvement Programme (DIP) meetings are already carried out in Welsh or English by our extension officers based in the region
- Welsh speaking staff are available at all major events in Wales
- Guidance for staff developing new policies, initiatives and services to consider Welsh bilingual requirements included in Marketing Plans where relevant
- Agreements/arrangements with third parties are consistent with AHDB's Welsh language commitment
- Web bilingual pages are available at:
<https://ahdb.org.uk/ahdb-homepage-welsh-language>
<https://ahdb.org.uk/rhaglen-gwella-r-sector-llaeth-cymru>
- Welsh bilingual education resources (ages 5-16yrs) provided via www.foodafactoflife.org, e.g. <http://archive.foodafactoflife.org.uk/Sheet.aspx?siteId=14§ionId=61&contentId=458>
- All DIP press releases are provided bilingually, all other dairy levy payer facing press releases are provided in Welsh on request
- The AHDB Dairy Wales Team responds to enquiries in Welsh or English depending on the preferred language of the enquirer
- Bilingual job adverts placed where relevant
- Bilingual job descriptions where relevant available on request

Action required	Target date	Internal/External action	Person responsible	What is it?	Status	Evidence
Policies, legislation and initiatives						
Provide guidance for staff developing new policies, initiatives and services in order to ensure staff are aware that they need to consider Welsh language implications	Ongoing	Internal	Comms / Wales Team	All staff have access to Welsh Strategic Plan via shared drives All staff to contact Menna Davies for relevant direction and advice as and when required	Ongoing	All staff contact Menna Davies when planning any bilingual activity Completed for 19/20.
Delivering services						
Using CRM system to record the language preference of our customers in Wales.	Via CRM – ongoing	Internal/external	Comms / Wales Team	Carried out on CRM and can be recorded via external interactions. Preferred language of communication has been added to the publications/enquiry sheet for use at F2F events.	Ongoing	Completed for 19/20.
Delivering the Dairy Improvement Programme (DIP) under the Rural Development Programme 2014-2020	Ongoing	Internal/external	Head of Dairy Development wales	All DIP activity adheres to the Welsh Government's Welsh Language Policy.	Ongoing	Delivery began in June 2018 and will continue until June 2023. Completed for 19/20.
Provide guidance for colleagues responsible for commissioning surveys	Ongoing	Internal/external	Comms / Wales Team	Offer of Welsh speaker to complete survey with farmer if requested.	Ongoing	Completed for 19/20. The opportunity to complete the Levy Payer Satisfaction Survey telephone interview through the medium of Welsh was offered. One participant took up this offer.

Action required	Target date	Internal/External action	Person responsible	What is it?	Status	Evidence
Update relevant content on farmer facing website:	Ongoing	Internal	Comms / Wales Team	Once all the sector websites have been merged into the AHDB main website the aim is to get all relevant content updated in line with the English site. An alert system will be explored when amendments are made to the English content	Ongoing	Merging of all sector websites was completed by end of 2019/2020. The alert system will be explored in 2020/2021.
Services undertaken on our behalf by third parties						
Education resources.	Ongoing	External	Corporate Team	Make new educational resources for 5-16 year olds on the Foodafactoflife website available in Welsh	Ongoing	Completed for 19/20.- https://www.foodafactoflife.org.uk/search-results?q=welsh Continuously under review.
Other dealings with the public						
Relevant materials provided	Ongoing	Internal	Comms / Wales Team	Where required provision of bilingual resources and materials produced	Ongoing. As and when identified	Completed for 19/20.
Advertising, Printed Literature, forms, publicity material						
Relevant materials to be developed and provided bilingually	Ongoing	Internal	Comms / Wales Team	Where required, provision of bilingual resources and general materials.	Ongoing. As and when identified	Completed for 19/20.
Written & Electronic Communication						
Relevant correspondence to be provided bilingually	Ongoing	Internal	Comms / Wales team	For example individual covering letters accompanying reports to be provided bilingually	Ongoing. As and when required	Completed for 19/20.

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