

# Beyond borders

## Working together for your export success



Funded by  
your levy

**AHDB**  
ahdb.org.uk

MAX.GROSS 30.480 KGS  
67.200 LBS  
TARE 3.840 KGS  
8.465 LBS  
NET 26.640 KGS  
58.735 LBS

MAX.GROSS 32.500 kg  
71.650 lbs  
TARE 3.950 kg  
8.710 lbs  
MAX.PAYLOAD 28.550 kg  
62.940 lbs  
CUBE 76.2 m<sup>3</sup>  
2.690 cu.ft

MAX.GROSS 32.500 KGS  
71.650 LBS  
TARE 3.700 KGS  
8.160 LBS  
NET 28.800 KGS

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# A message from our Chair

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AHDB is all about collaborative action to deliver export success. Uniquely, we are both strategists and boots on the ground.

We use evidence-based market and consumer intelligence to prioritise market access and carefully target our development work.

Meat and dairy levy payers have told us our export work is one of the most valuable things we do for them.

For British food exports, we are the indispensable bridge, connecting the Government's trade diplomacy and promotion work with successful and aspirational exporters and their supply chain – and then driving it through to facilitating real commercial deals.

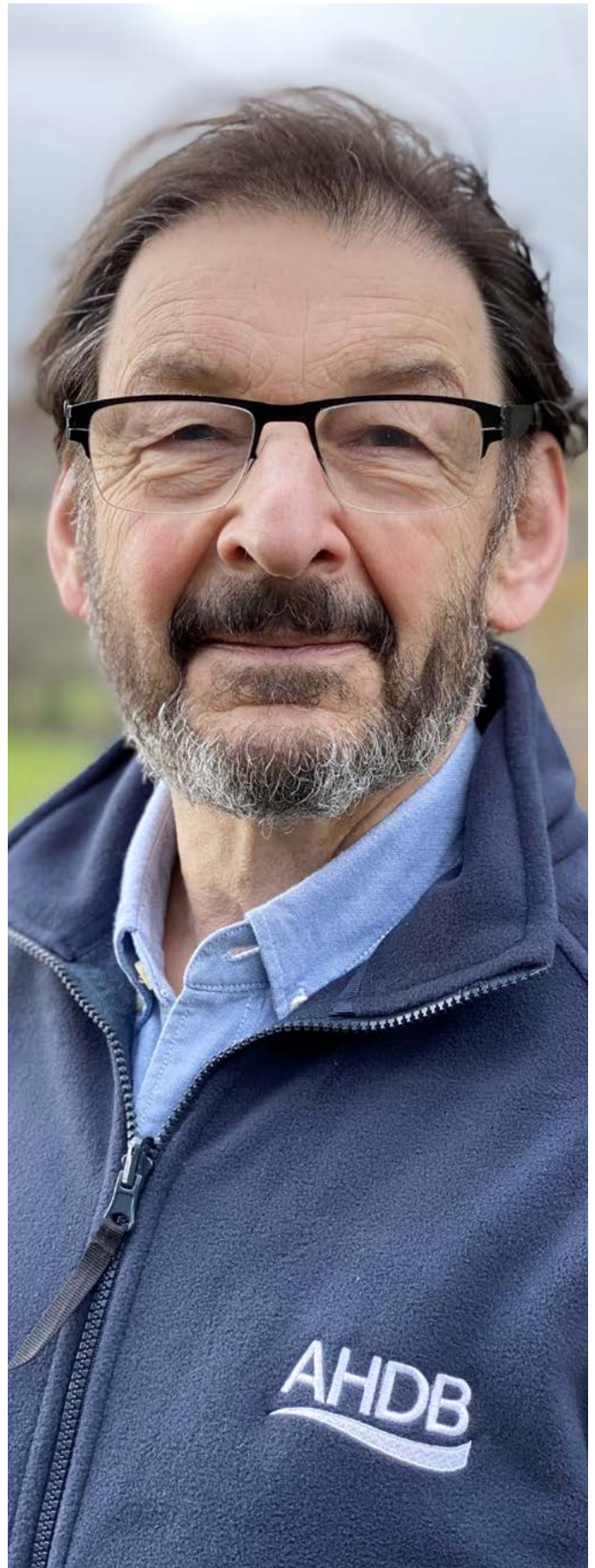
Today's conference demonstrates the hard-won export successes we have already delivered, the work in progress to deliver, the next steps forward and our bold ambitions for what comes next – having listened to your feedback. This conference will include a review of our market intelligence and insights, how we have been opening new markets, exporters entering them, and special project development on critical issues like halal.

We will discuss how closely we collaborate with officials, ministers, producers, processors, overseas governments, industry experts, farming unions and export supply chain stakeholders in order to keep those markets open, solve problems, generate better answers and increase our impact. Ultimately our objective is to lay the groundwork for every British producer to see how important exporting is in underpinning the future of their own farmgate returns.

I know you are here because you share our passion for growing exports. Thank you for your time today and your support throughout the year. Remember that today is intended for us to share with you opportunities that lie ahead and to hear your views on how we might better support your own business objectives in export markets. I hope you enjoy the day.

“ AHDB is all about collaborative action to deliver export success. Uniquely, we are both strategists and boots on the ground ”

**Nicholas Saphir**, AHDB Chair



# Overview

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At AHDB, we use our unique role to open and access the opportunities international trade presents. By providing enhanced tools, services and platforms, we can give more levy payers a chance to add value to their businesses through global trade and increase resilience in a rapidly changing world.

Global markets are in strong growth, and both protein demand and wealth are increasing.

Global meat consumption is expected to grow by 1.8% (Source: GIRA) and fresh dairy product consumption by 2.53% from 2023 to 2024 (Source: OECD).

There is potential for us to capitalise on these new opportunities for all levy payers, to support businesses, jobs and profitability across the sectors, particularly when faced with the potential for import pressure.

We invest £8m of levy payers' money annually to facilitate trade and grow Britain's reputation as a producer of quality, safe and wholesome food.

“ AHDB exports delivered an £11.90 return for every £1 invested ”

The exit from the EU and the ability of the UK to now establish new independent trade agreements marks a pivotal moment for the export of our products.

Exports support jobs, enable small businesses to increase their productivity and extend the UK's economic ties across the globe.

This document sets out how AHDB will support businesses to respond to global export opportunities. Our 7-point plan for the future provides the framework for a new approach in existing mature markets while supporting new growth regions, laying the groundwork for more exporters to thrive.





GREAT  
英国

英国 UK

SIAL  
INSPIRE FOOD BUSINESS  
荷兰 NETHERLAND

英国优质肉类

pilgrims

KARRO

KARRO  
FOOD GROUP

- Cranswick plc  
UK 5213
- Pilgrim's Pride Ltd.  
UK 9091
- Pilgrim's Pride Ltd.  
UK 9095
- Karro Food Group  
UK (IND) 9052 EC

英国北爱尔兰  
纯净天然高品质

# Our ambition

Our ambition is to increase market access and drive exports to underpin prices.

In today's market, we must be agile enough to respond to and anticipate changes in the global economy, by unlocking new lucrative markets, while at the same time, tightening ties with traditional trade allies.

We know global markets want our high-quality goods and services. And we start from a position of strength by continuing to increase our market access and export sales opportunities, encouraging and inspiring more businesses to export, providing our expertise and assistance and continuing to connect UK business with overseas buyers.

We will measure our impact by sharing with you the number of markets open, volume of trade and the value it brings.

“ Exports of red meat and dairy topped £3.6bn in 2022 (increasing from £2.8bn in 2021) ”

## The AHDB export ambition



Increase market access and export sales by improving the reputation of our products overseas.



Encourage and inspire more businesses that can export but have not started or are just beginning.



Inform businesses by providing tools, information, advice and practical assistance on exporting.



Continue to connect UK businesses to overseas buyers, international markets and each other under a unified umbrella export brand.





# Collaborative action

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We support the Government's ambition to hit £1trn in exports by 2030, working closely with levy payers across the supply chain and with UK Government departments and agencies.

Exports add value right along the supply chain. Overseas opportunities can help:

- Create price premiums for niche products with strong consumer appeal
- Generate demand for items where domestically it is low
- Balance demand for commodity items
- Offer competition in the domestic market to underpin the price
- Avoid overreliance on any given market and deal with seasonal peaks in production

Increasing the export volume and value of British agri-food products (principally meat and dairy) benefits all levy payers and aligns with the Government's policy ambition to hit £1trn of UK total exports a year by 2030.

The recent Farm to Fork Summit reiterated the commitment of the Government to boost its programme of global trade shows and missions, as well as boost the GREAT food and drink campaign. We welcome this commitment and look forward to working with the Government on it.

“ We support the Government's ambition to hit £1trn in exports by 2030 ”

Nicholas Saphir, AHDB Chairman said “The Farm to Fork summit focused on the importance of UK-produced food and drink in terms of both food security and exports. The recognition of the existing £3.6bn of red meat and dairy exports and the potential for significant increases is critically important in improving farmgate and supply chain returns.

The various government announcements, including additional Agrifood Attaches in our key overseas embassies, £2m further investment in food promotions, £1m to improve dairy exports, and the establishment of the Food and Drink Export Council on which AHDB is represented, add to the £8m of levy payers' money that AHDB already invests in market access and export development and marks a vital move forward.”

# Delivering export success

AHDB is uniquely placed to lead and support exports of British pork, beef, lamb and dairy.

We have a strong pedigree in unlocking export opportunities and financial benefits for levy payers through the supply chain.

## AHDB's role in exports

### 1. Market access

- Achieving and maintaining access agreements
- Identify and open the most lucrative new markets

### 2. New market development

- Develop markets once opened
- Provide intelligence on the ground and work with UK Government to stipulate trade

### 3. Ongoing market promotion

- Promoting our products to trade and consumers





## Our critical role in market access

AHDB's work is crucial in securing entry to new markets. This is achieved through close partnerships with government, particularly Defra, the Food Standards Agency (FSA), the Animal and Plant Health Agency (APHA) and the equivalent authorities in Scotland, Wales and Northern Ireland.

We also partner with industry, including the UK Export Certification Partnership (UKECP), a government/industry working group specifically for market access in the red meat and livestock sector. Through the UKECP, we act as a facilitator and the conduit between government and industry to perform a vital role across a wide range of activities which include:

- Identifying the market access opportunities and evaluating their potential value
  - Linking with industry to establish its appetite to access a market
  - Working with government to establish the requirements for gaining approval and solving the technical challenges
  - Supporting industry to ensure necessary documentation is completed accurately and coordinating the complex paperwork trail
- Supporting the Government's dialogues to ensure agreements are practical and achievable
  - Identifying and coordinating processing sites and farms for audit inspections and any corrective actions needed
  - Supporting final negotiations
  - Drafting of Export Health Certificates and Notes for Guidance
  - Providing technical support and training where necessary to both the Government and industry to drive work forward at pace
  - Supporting traders with issue resolution when products are rejected or get stuck

“ We have a strong pedigree in unlocking export opportunities and financial benefits for levy payers ”



# Implementing the ambition

We will implement this export plan in partnership with industry and our in-country agents. Our action-focused plan will underpin our ambitions for businesses as we continually improve our service offerings.

In shaping a new ambition for future export delivery, we will need to draw more heavily on the expertise of our internal teams and seek views from our levy

payers and wider stakeholders, including government, to establish where we can further leverage resources and support while not duplicating effort.



“ Our action-focused plan will underpin our ambitions for businesses ”

# Introducing AHDB's 7-point plan

Our 7-point plan outlines a range of new support measures we will take to transform the delivery of our offer and support our sectors.

## 1. Industry-leading marketing support service

We will launch a digital hub giving levy payers access to market data and insight, with images and messages tailored to individual markets to help increase opportunities overseas.

## 2. Expert training

We will extend the reach and range of our export experts to offer bespoke training and advice to help businesses navigate the technicalities of exporting.

## 3. In-country agent support

We will continue supporting UK companies wishing to enter mature markets overseas through our network of overseas posts.

## 4. Bespoke advisory services

Utilise our market experts to commission bespoke sector and market projects internationally (including a chargeable single client research project service).

## 5. Strengthening partnerships

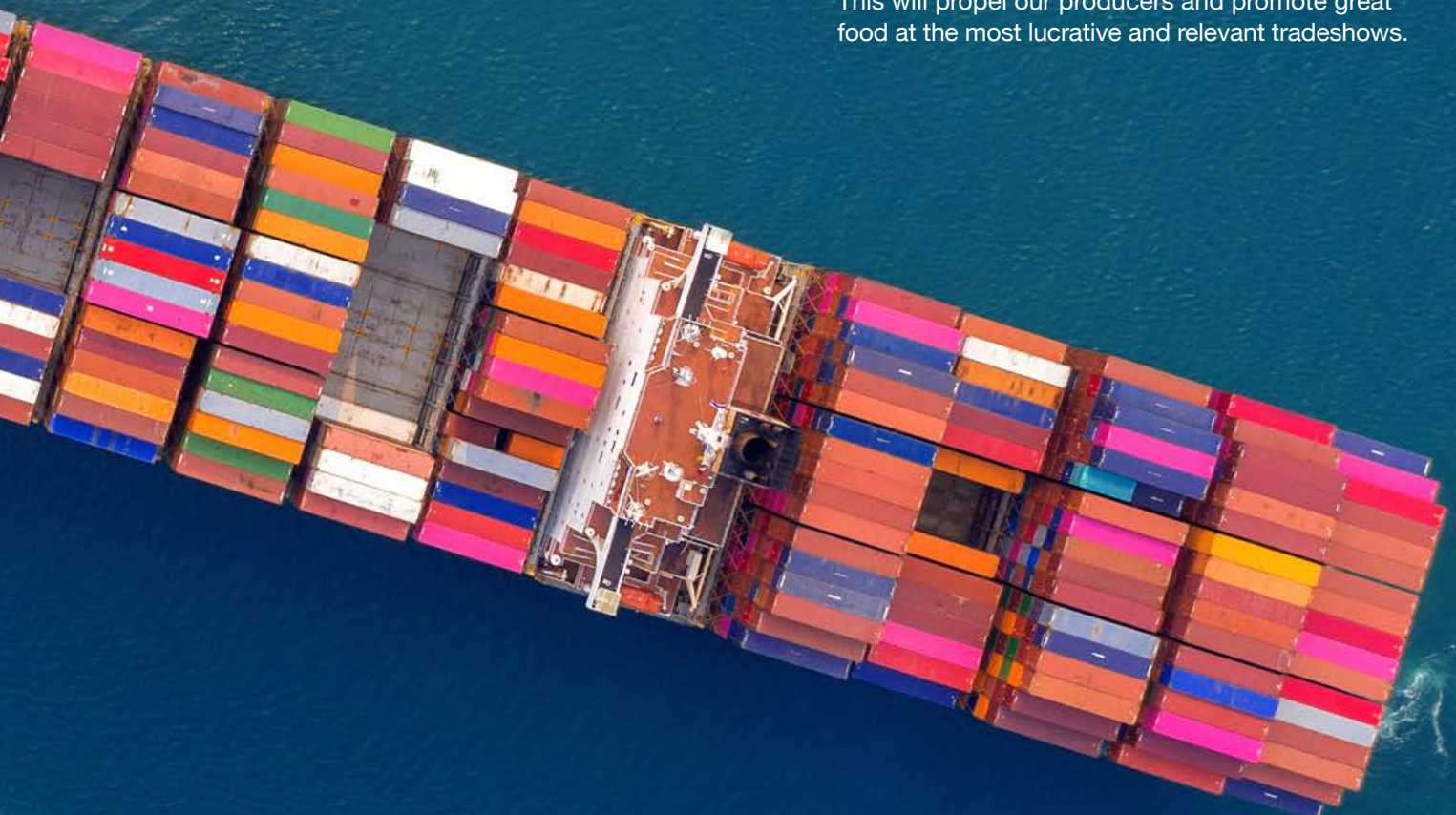
Delivering in partnership is crucial, so we will continue to work with government, trade bodies and businesses across market access, market development and ongoing market promotion and continue to challenge and improve the offer.

## 6. Export networking services

We will extend our community, ensuring businesses can build and learn from exporting successes through business-to-business networking and peer-to-peer learning.

## 7. Revived trade show programme

This will propel our producers and promote great food at the most lucrative and relevant tradeshows.



# Pinpointing opportunities

The expansion of the middle classes in emerging markets across the globe is strengthening the demand for protein and imported foods.

Globally, the British brand is well-regarded, being associated with quality and high safety standards. So how can UK producers and exporters capitalise on these favourable circumstances?

## Analysis by world region

**Europe:** The EU remains one of the UK's most important trading partners and will continue to be a key opportunity in the future due to the proximity of the market and well-established relationships.

**Asia:** Asia holds significant potential for UK exports due to its large population, increasing middle-class wealth, rising meat consumption and consumers' high regard for food safety and quality.

**North America:** The main opportunity for UK exporters in North America will be for premium red meat and dairy products, which are differentiated from domestic production.

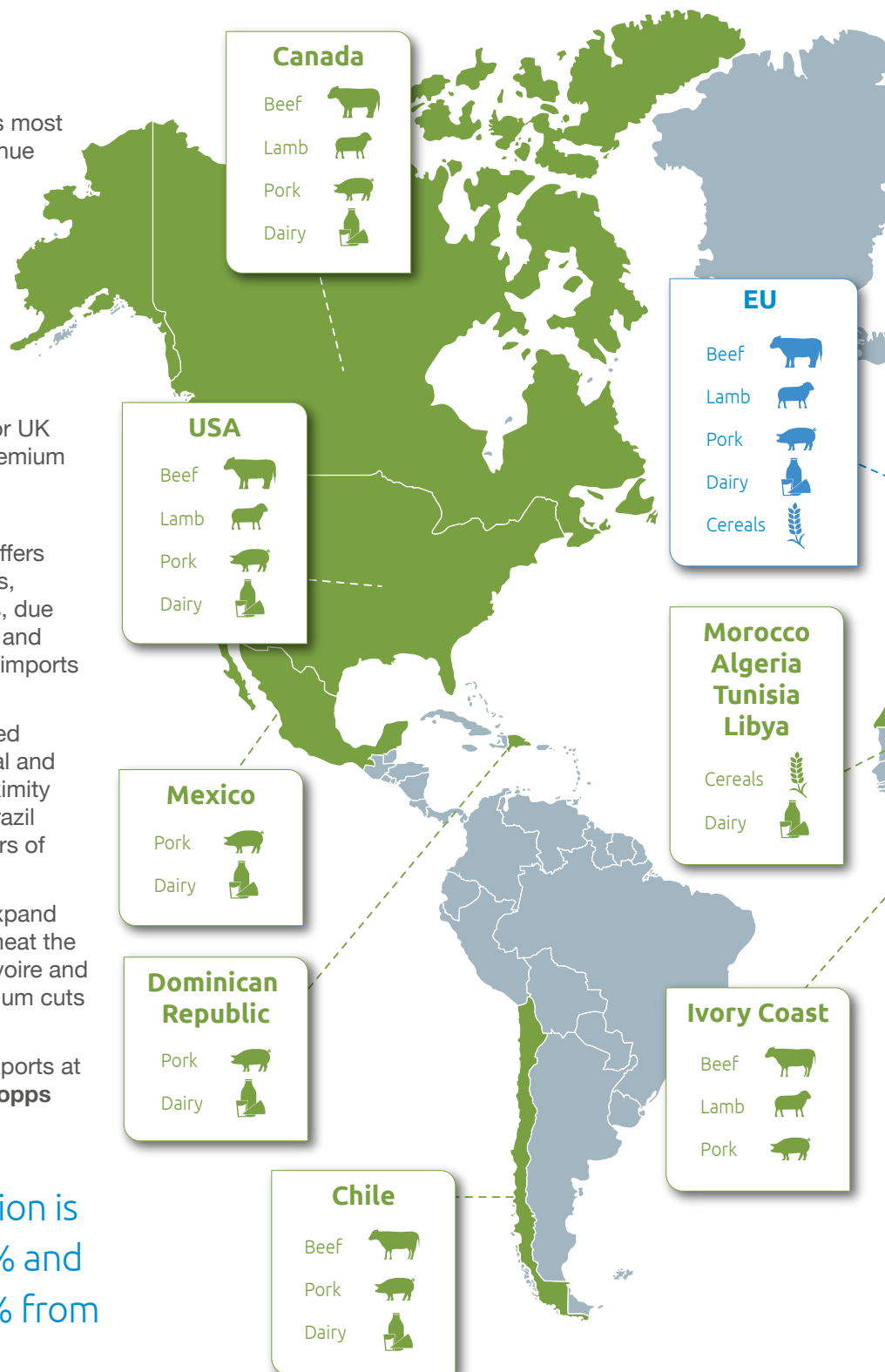
**Middle East and North Africa:** MENA offers significant opportunities for UK exporters, especially for the lamb and dairy sectors, due to the region's strong population growth and limited production capacity driving food imports higher over the next decade.

**Central/South America:** There are limited export opportunities for the UK in Central and South America, primarily due to the proximity of the big exporters such as the USA, Brazil and Argentina, who are the main suppliers of this market.

**Sub-Saharan Africa:** There's room to expand on the amount of commodity-level red meat the UK currently exports to Ghana, Cote d'Ivoire and South Africa, as well as increasing premium cuts into South Africa.

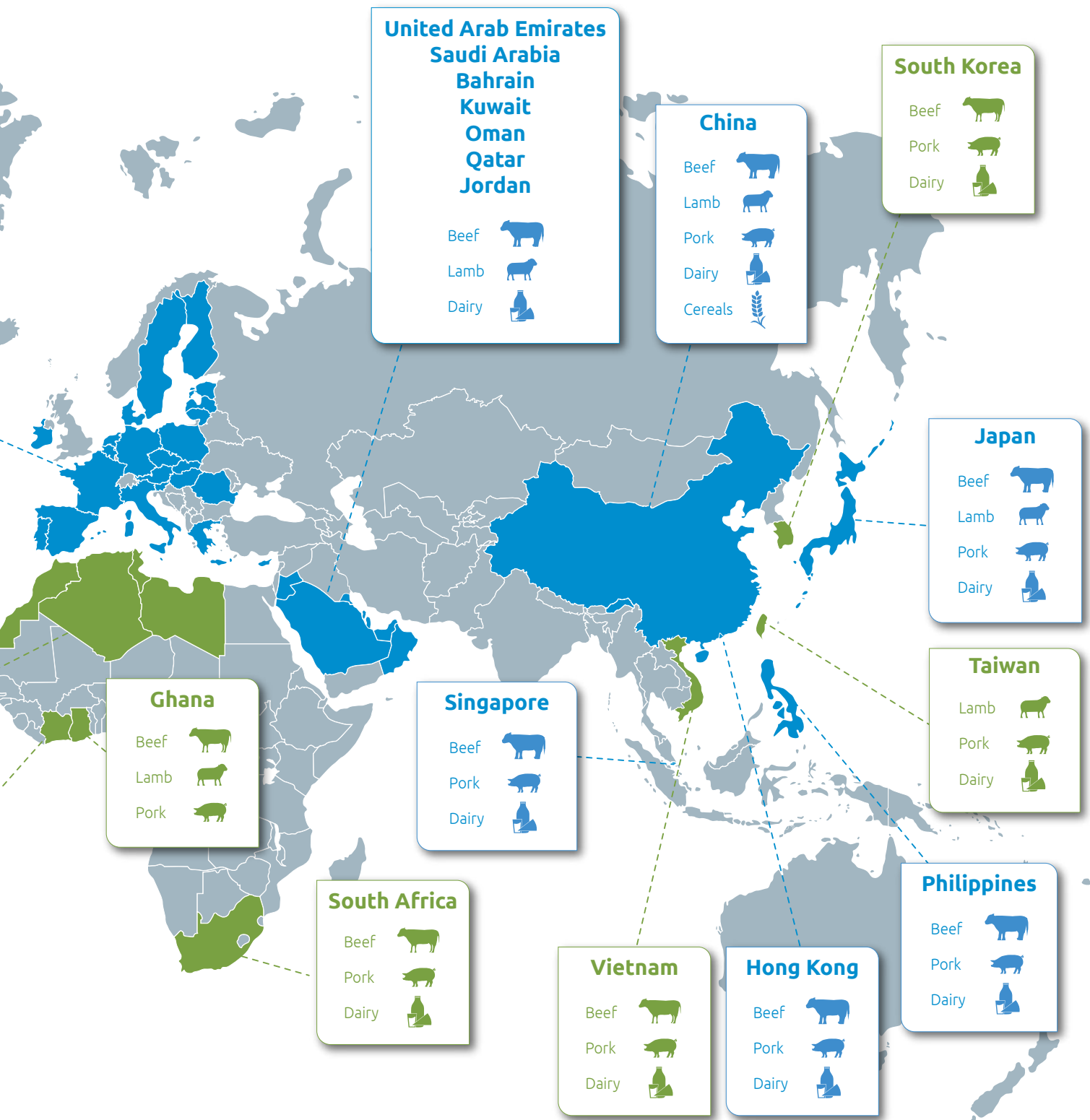
Read our full analysis of UK agri-food exports at [ahdb.org.uk/trade-and-policy/export-oppo](https://ahdb.org.uk/trade-and-policy/export-oppo)s

“ Global dairy consumption is expected to grow by 2.53% and meat consumption by 1.8% from 2023 to 2024 ”



## Map showing the prospects for UK agri-food exports

● Best prospects    ● Good potential



This map highlights the best opportunities for UK agri-food exports according to our 2023 analysis. It is not comprehensive. If a region is shown in grey, it does not imply that opportunities do not exist there.

# Meet the team

The Export team form an integral part of the services AHDB provide, working to identify and increase access to new overseas markets and developing those markets for British exporters via a programme of international trade shows and events.



**Dr Phil Hadley**

International Trade  
Development Director



**Liam Byrne**

Director of International  
Marketing



**Jonathan Eckley**

International Trade Development  
(Red Meat)



**Gareth Renowden**

Head of International  
Marketing



**Lucy Randolph**

Senior Exports Manager  
(Dairy)



**Susana Morris**

Senior Exports Manager –  
Americas (Livestock)



## Susan Stewart

Senior Exports Manager  
(Livestock)



## Dr Awal Fuseini

Halal Sector  
Senior Manager



## Dorit Cohen

Exports Marketing Manager  
(International)



## Ouafa Doxon

Market Access Manager

## AHDB France office



## Carole Riviere

Promotions Manager  
AHDB France office



## Lucille Brillaud

Digital Communications  
AHDB France office



## Severine Roberts

Administration & Accounts Officer  
AHDB France office

AHDB has a network of agents and representatives in key international markets covering the EU (Belgium, Germany, Netherlands, Poland and Portugal), the Middle East, China, Japan, Hong Kong, North America and Mexico.

For more information about our export activity and the team that helps achieve this, scan the code or visit our website

[ahdb.org.uk/exports](http://ahdb.org.uk/exports)



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