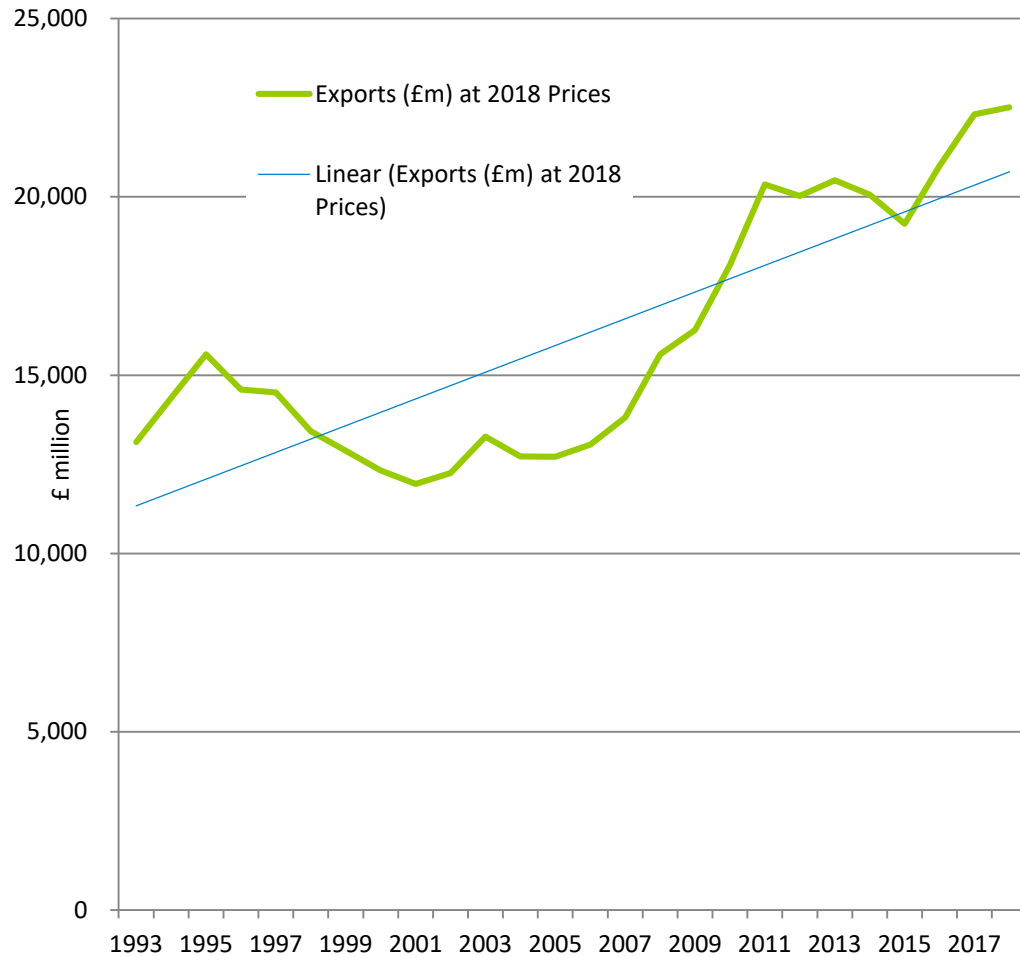


# UK Agri-Food exports are growing

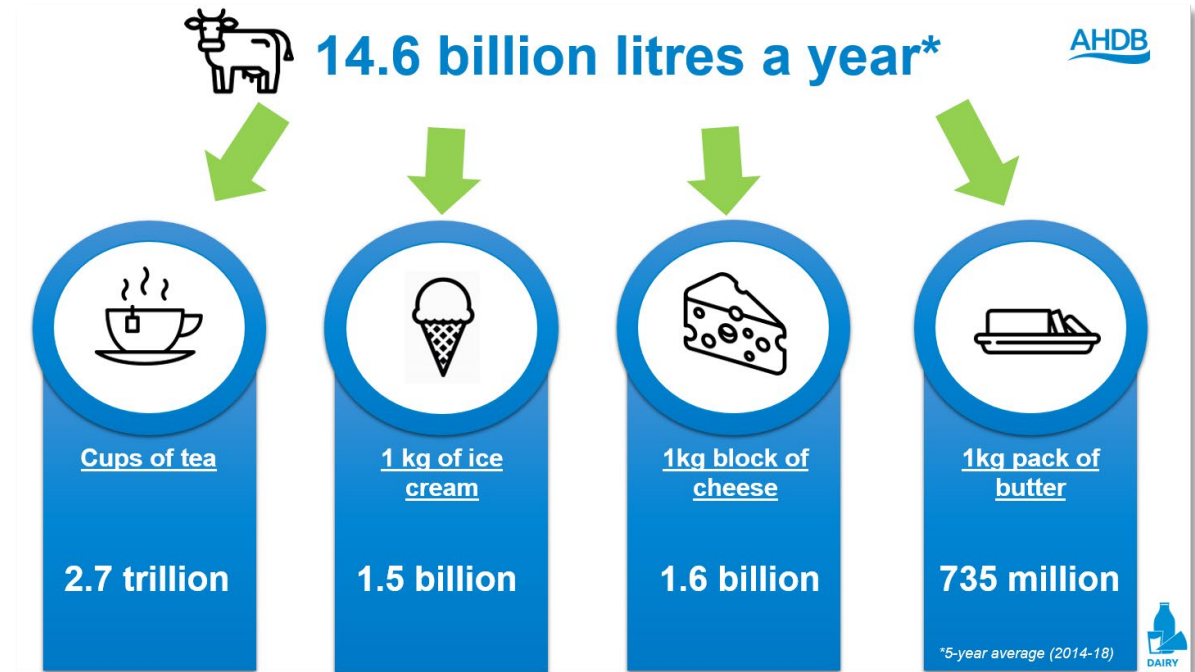
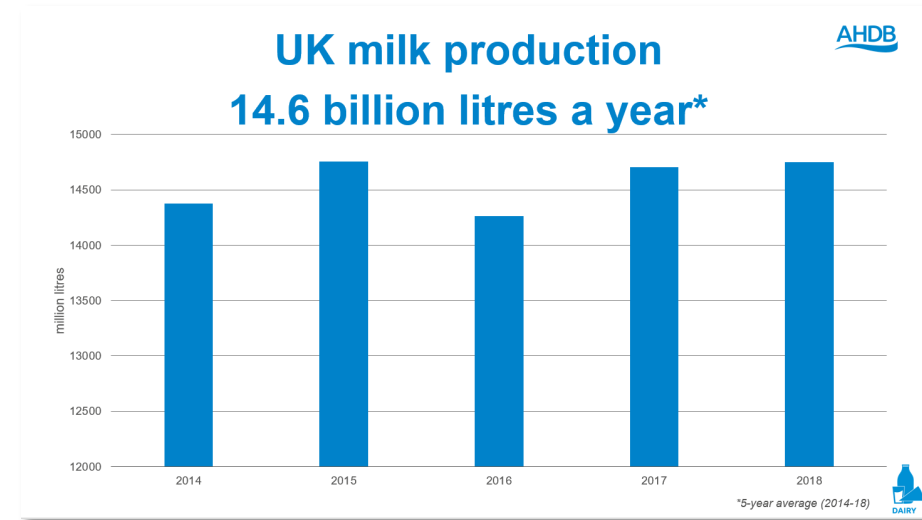


Source: DEFRA Agriculture in the UK

Whisky	£4.5 billion
Salmon	£733 million

2008 - 2018	
Cheese	+122%
Beef & Veal	+73%
Pork	+87%
Lamb	+19%

# Premium v Commodity?

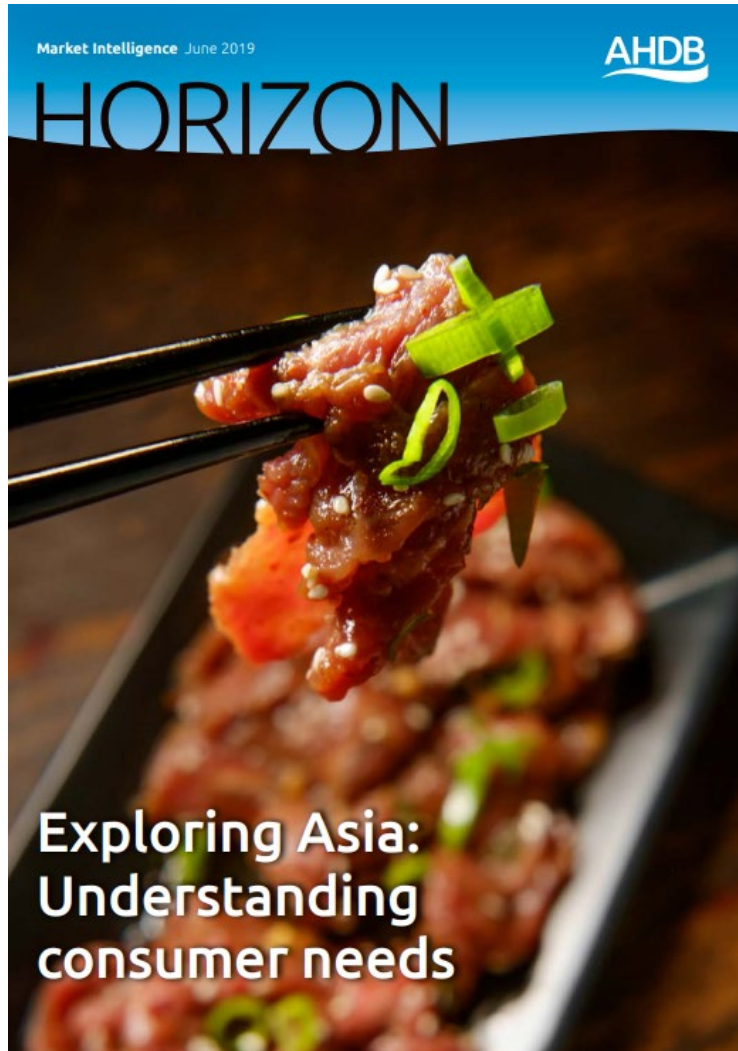


# Horizon - Helping explore the opportunities

[www.ahdb.org.uk/brexit](http://www.ahdb.org.uk/brexit)



Pushing the premium & Localising your product



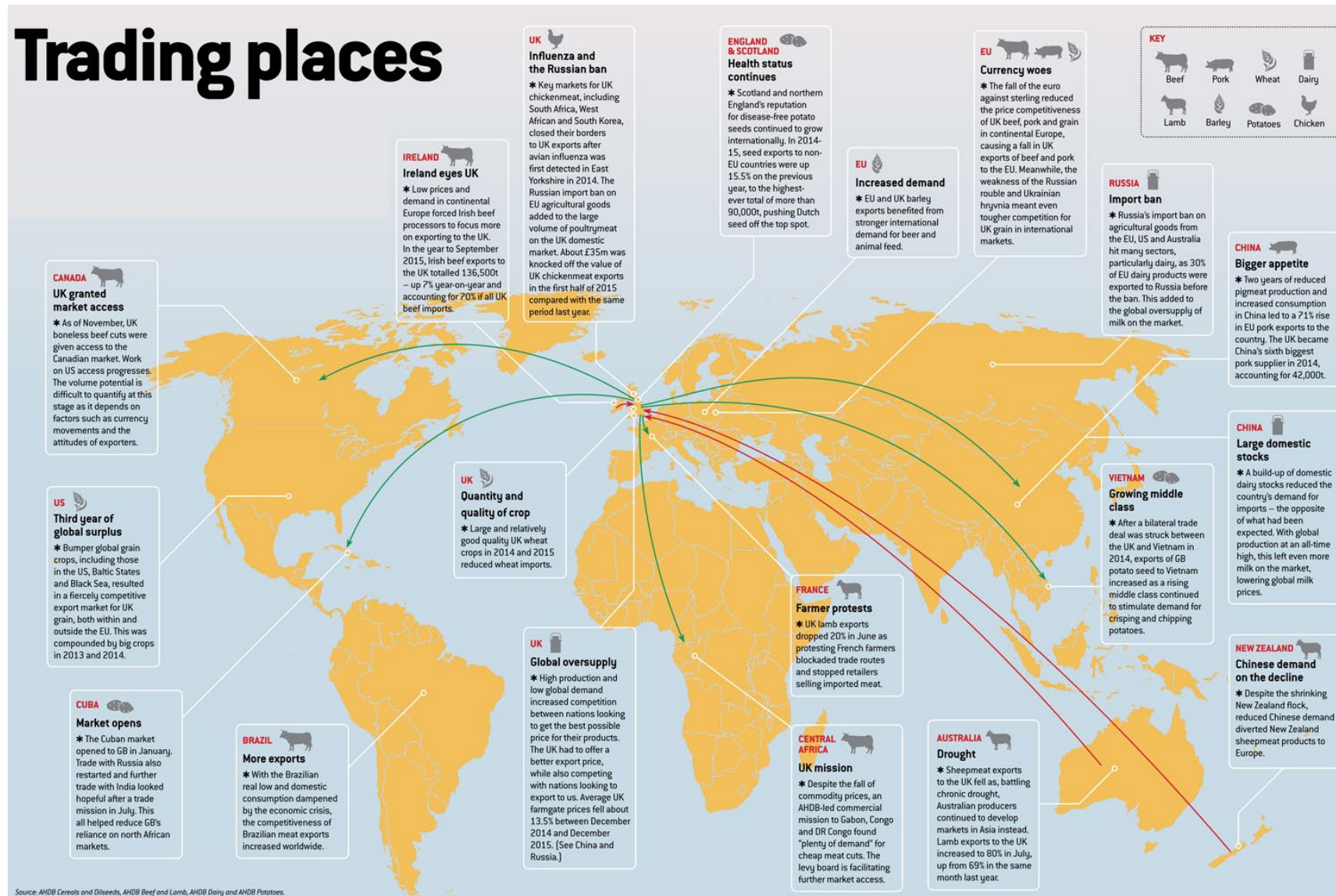
Okinawan sweet potato ice cream



Charcoal vanilla ice cream



# Increased Competition



# AHDB is here to help

visit [www.ahdb.org.uk/brexit](http://www.ahdb.org.uk/brexit) for information and guidance  
contact our experts or email [brexit.questions@ahdb.org.uk](mailto:brexit.questions@ahdb.org.uk)



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## Brexit



## Latest tools



Brexit impact calculator



Resilience checklist



Brexit toolkit

- Assess the latest Government guidance
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