

Levy Payer's address

17 November 2020

Levy payer number: 12345678

PLANNED BALLOT ON AHDB HORTICULTURE LEVY – JANUARY 2021

This letter is important. If you are not the business owner, please ensure this letter is passed to the business owner, and that you contact us with their details by 4 December 2020. You can do this by phone on 0247 601 6237 or online at: hort.ahdb.org.uk/ballot

If there is more than one business owner, please confirm who will cast the vote in the ballot using the contact details above.

This will help us ensure that ballot papers are sent to the correct individual.

Dear Levy Payer

We are writing to inform you that AHDB will be holding a ballot on the continuation of a statutory levy for horticulture in January 2021. You will be sent voting papers in January.

It is important that every business eligible to vote does so. Under parliamentary legislation, any business that pays horticulture levy is entitled to one vote to answer a yes/no question on the continuation of an AHDB levy in the horticulture sector.

The business must decide who is going to cast that vote (e.g. if it is a partnership, only one person can vote).

Once complete, the results of the ballot will be submitted to the farming Ministers in England, Wales and Scotland for a decision on the future of a statutory horticulture levy. Please note that Ministers are not bound by the ballot results.

It is important that you have the information to support an informed choice. We would like to invite you to a series of virtual 'town hall' open meetings to answer any questions and share latest news on our activity. The first series of meetings will be held on:

- Monday 14 December 2020
- Tuesday 15 December 2020
- Wednesday 16 December 2020
- Thursday 17 December 2020

All town hall meetings are scheduled for 1.30–2.30pm.

For more information and to register for these events, please visit: ahdb.org.uk/horticulture-town-hall

How your levy is used and what value it delivers to the industry is also summarised on the AHDB website: ahdb.org.uk

Please find enclosed an introduction to your horticulture Knowledge Exchange team. This team are specialists for your crop sector and welcome hearing from you.

AHDB is committed to listen to our growers and deliver your priorities as efficiently as possible. We will continue to communicate with you over the coming weeks to ensure you have clear information on the ballot, its timing, our activities and how the horticulture levy is spent.

We will be publishing our new strategy in early December, following on from the commitments we have made to all levy payers to change and improve. We will also be seeking your feedback to ensure we prioritise activity to achieve the best value for money for your levy investment.

We will be in touch again with important updates.

Kind regards,

Nicholas Saphir

AHDB Chair

Footnote – important statutory information regarding eligibility to vote:

To be eligible to vote, a levy payer business must have made a levy payment within the previous 12 months from the closing date of the ballot.

Where a levy payment has not or may not be made within the previous 12 months from the closing date of the ballot, then a levy payer business has the option to make a nominal £50 levy payment to ensure voting qualification, so long as the levy payer business has in place an agreed payment plan with AHDB for any outstanding levy invoice(s).

The verification process will be receipt of a cash payment from the levy payer business recorded in AHDB's bank account.

If you have any queries and would like to talk to a member of the Levy team, please email Levy@ahdb.org.uk or call **0247 601 6237**.

Agriculture and Horticulture Development Board

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