

Beef results

Levy payers were asked if they agreed with the proposed priorities for the beef sector by ranking them in terms of importance from 1 to 5, where 1 is low and 5 is high. They were then asked to rank the work that AHDB should do to support those areas.

These results and feedback will now be used by the Beef & Lamb Sector Council to inform funding decisions on the work AHDB will deliver for the beef sector.



Score 1
not
important



Score 2



Score 3

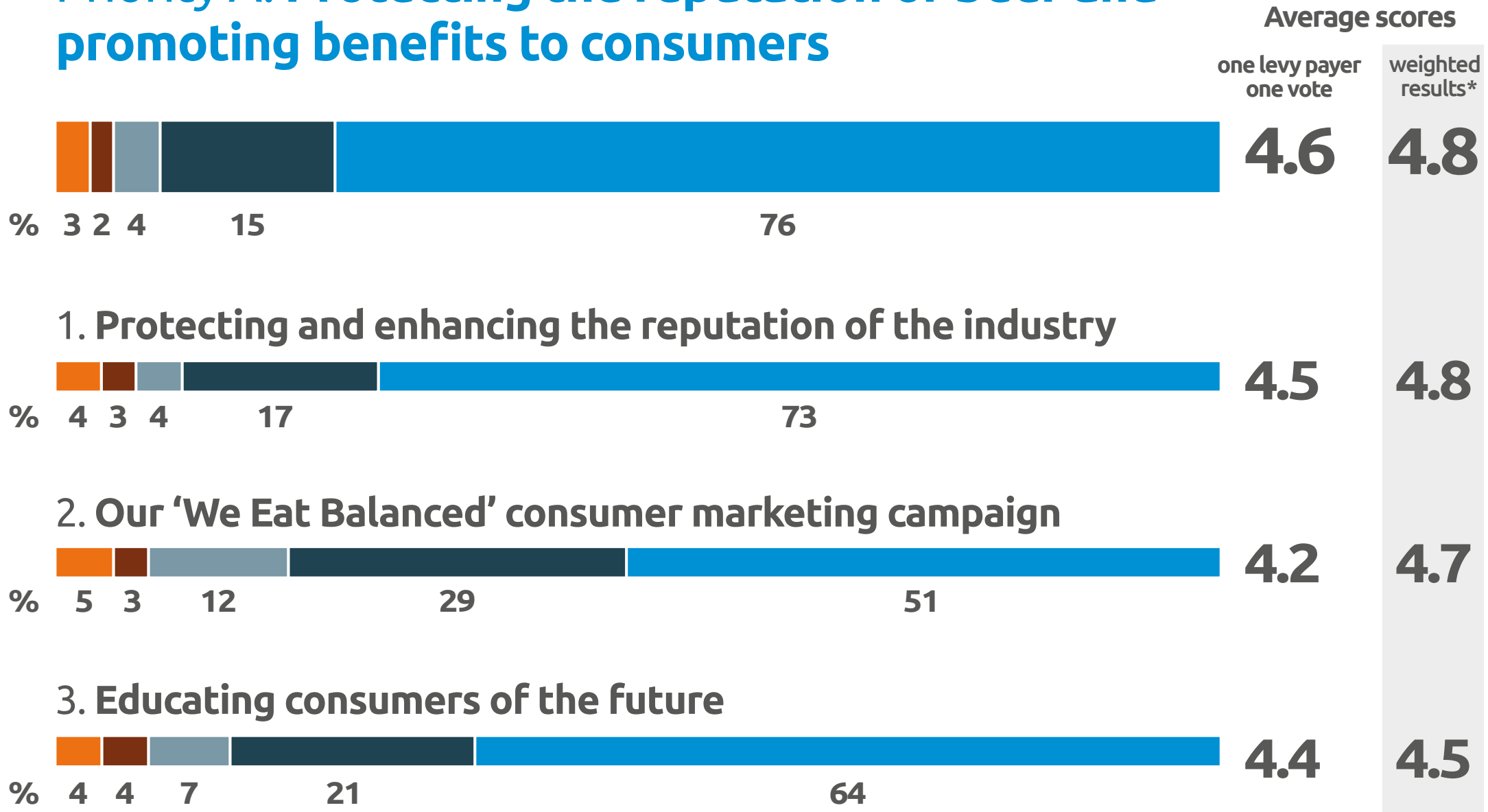


Score 4



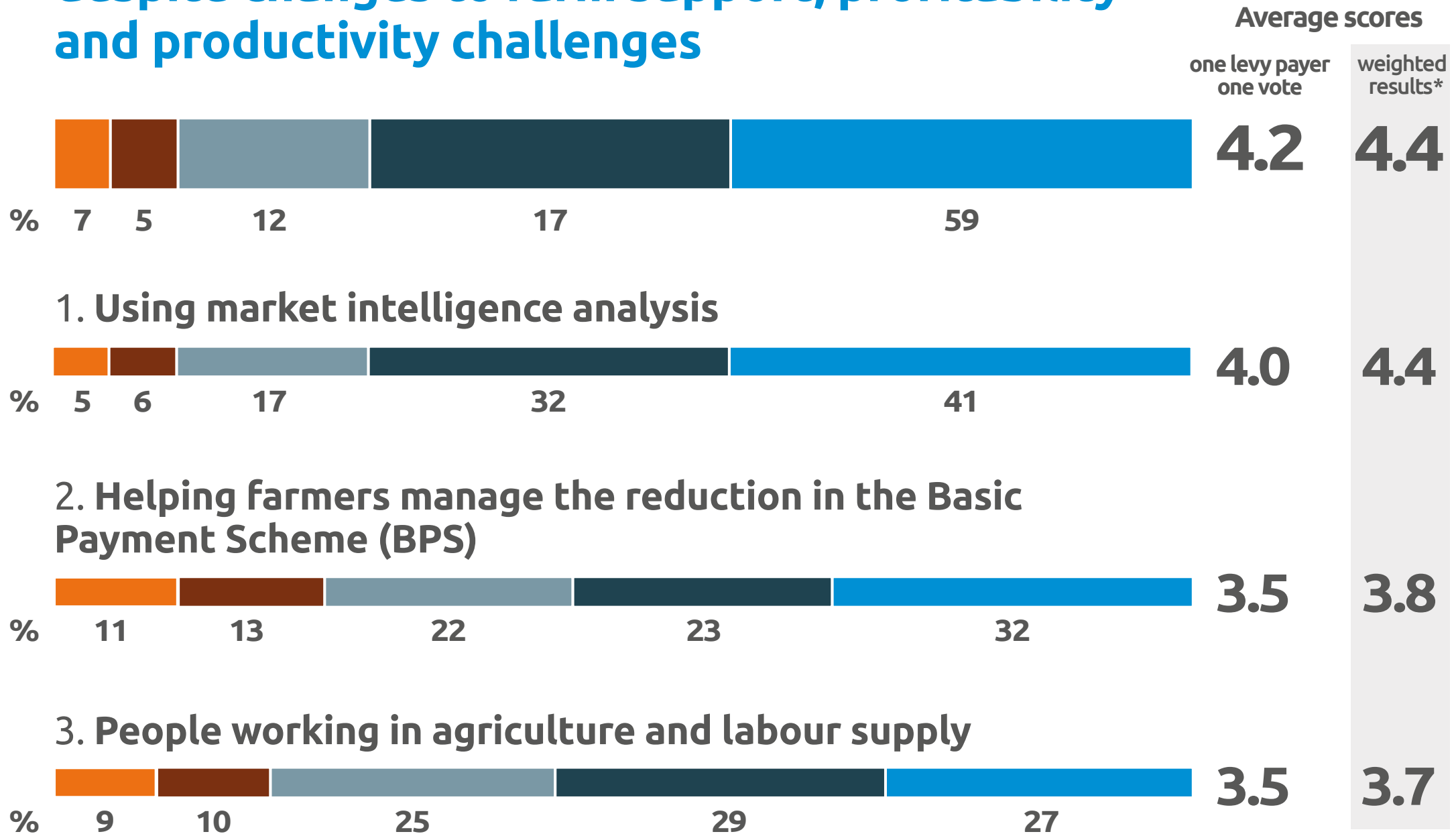
Score 5
very
important

Priority A. Protecting the reputation of beef and promoting benefits to consumers



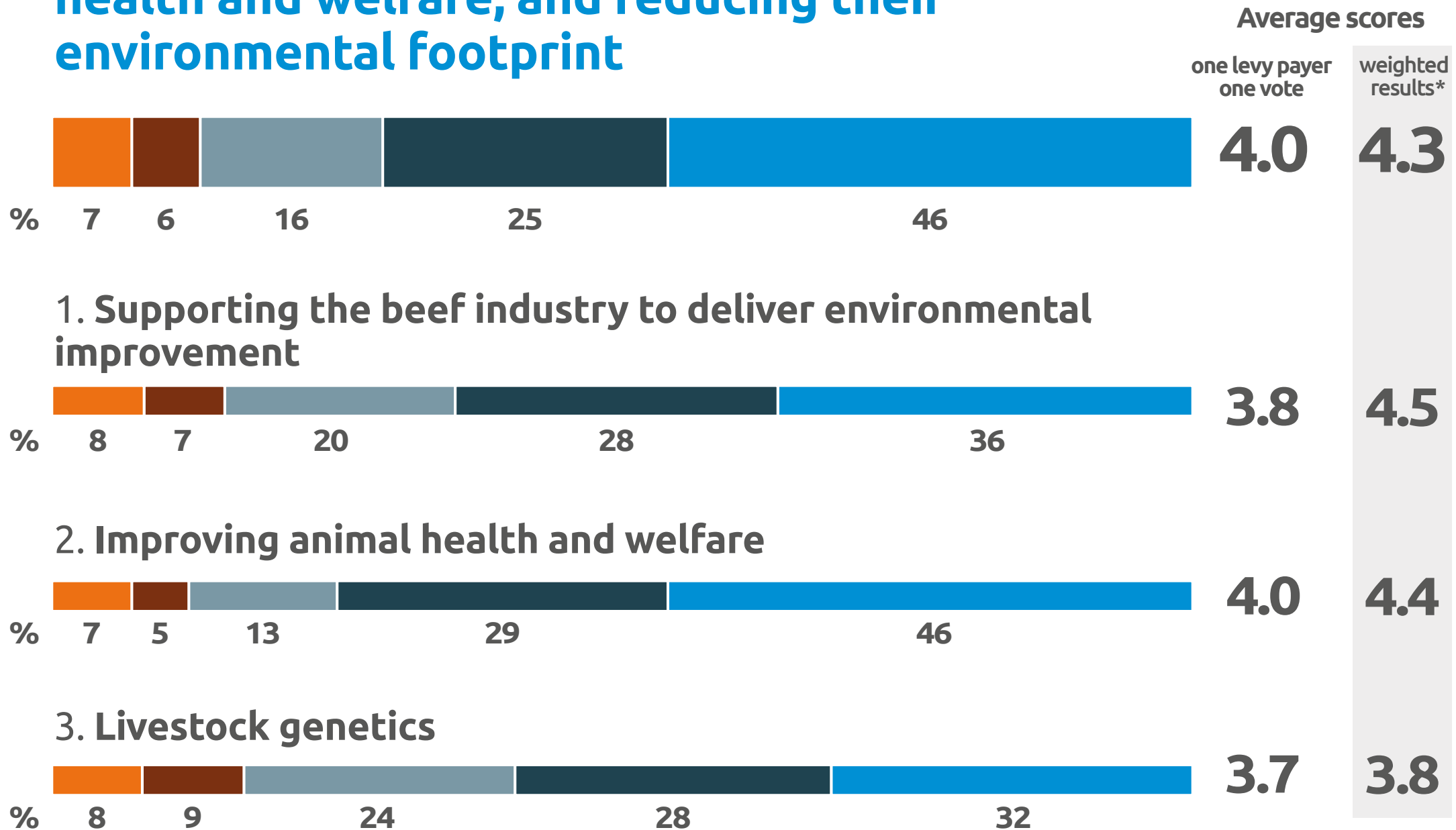
* Weighted scores are based on number of beef cattle kept

Priority B. Support farmers to remain viable despite changes to farm support, profitability and productivity challenges



* Weighted scores are based on number of beef cattle kept

Priority C. Support farmers to be competitive while driving the highest standards of animal health and welfare, and reducing their environmental footprint



* Weighted scores are based on number of beef cattle kept

Priority D. Increasing market access and exports of British beef



1. Promoting beef exports to overseas markets



* Weighted scores are based on number of beef cattle kept

Sector council appointments

The following people received more than 50% of the votes and have been ratified as sector council members:

George Fell

James Shouler

Bryan Griffiths

Steve Thompson

Ghulam Khan