

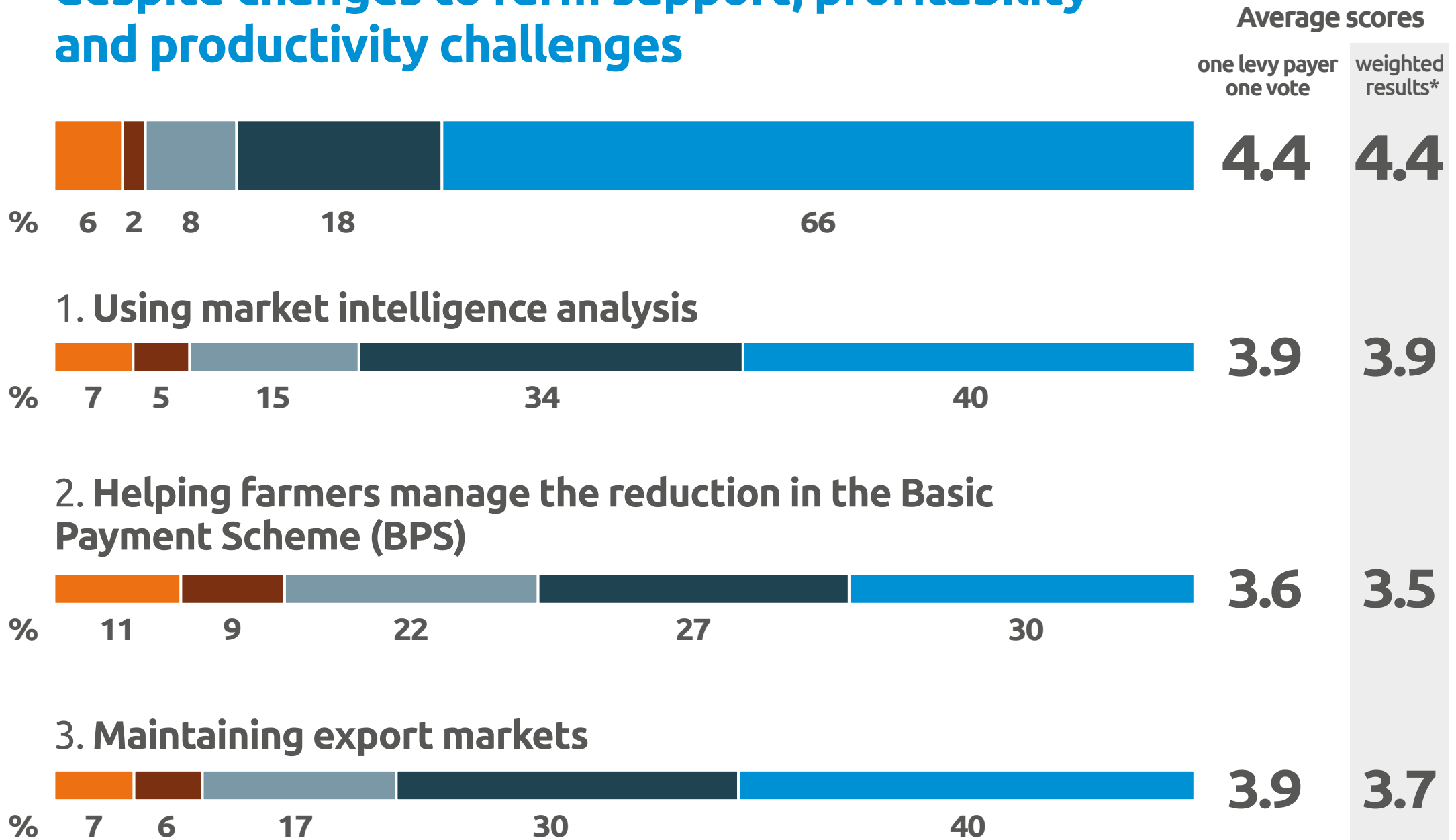
Cereals and oilseeds results

Levy payers were asked if they agreed with the proposed priorities for the cereals and oilseeds 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.

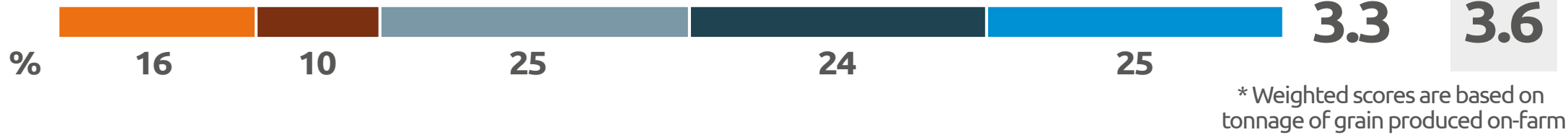
These results and feedback will now be used by the Cereals & Oilseeds Sector Council to inform funding decisions on the work AHDB will deliver for the cereals and oilseeds sector.



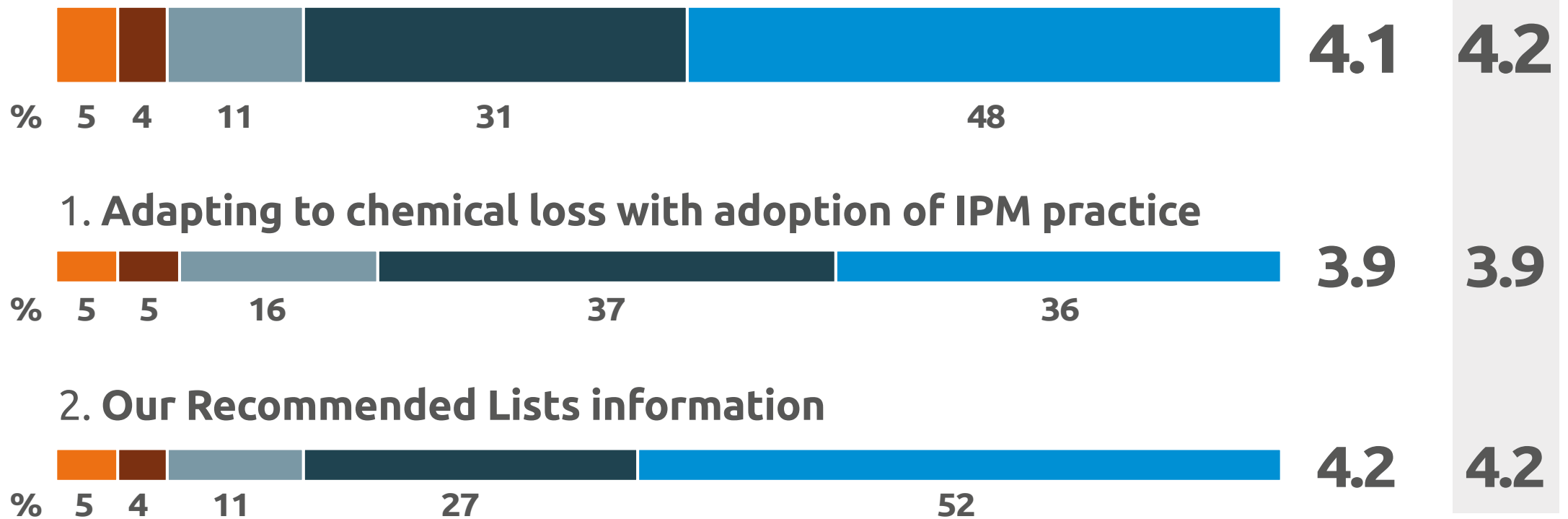
Priority A. Supporting farmers to remain viable despite changes to farm support, profitability and productivity challenges



4. Digital grain passport



Priority B. Tackling pest, weed and disease pressures with less chemistry available, and implement greater integrated pest management (IPM)



1. Adapting to chemical loss with adoption of IPM practice

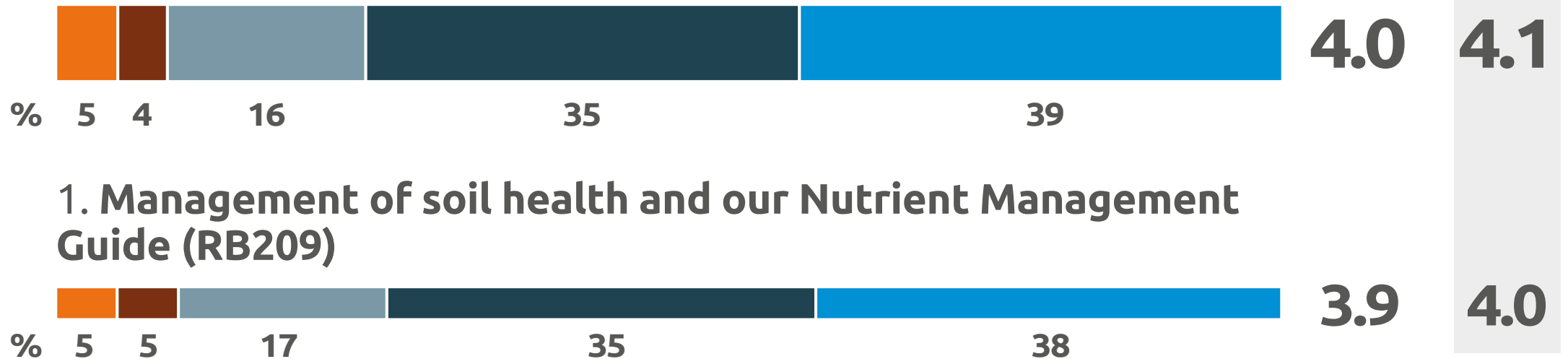


2. Our Recommended Lists information



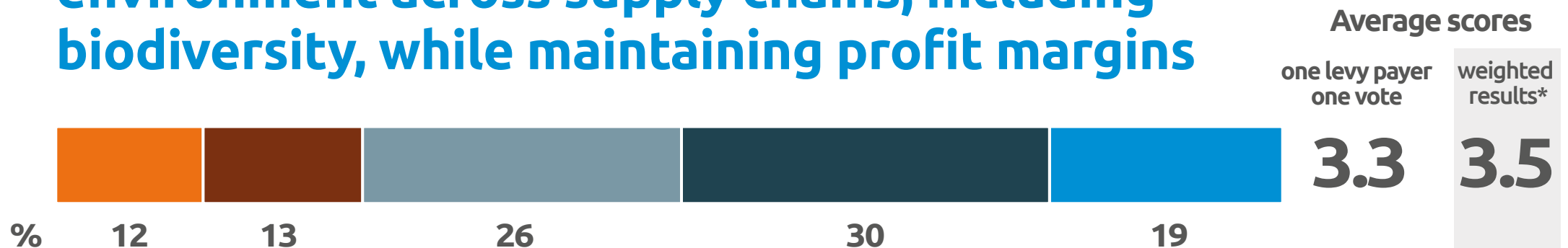
* Weighted scores are based on tonnage of grain produced on-farm

Priority C. Soil health and the Nutrient Management Guide (RB209)



* Weighted scores are based on tonnage of grain produced on-farm

Priority D. Meeting 'Net Zero' ambitions for the environment across supply chains, including biodiversity, while maintaining profit margins



1. Supporting our industry to deliver sustainable change



3.6

3.7

* Weighted scores are based on tonnage of grain produced on-farm

Priority E. Maintaining our reputation among customers and consumers, and attract skilled staff

Average scores

one levy payer
one vote

weighted
results*



3.7

3.7

1. Protecting and enhancing the reputation of the industry



3.9

3.9

2. Educating consumers of the future



4.0

4.0

3. People working in agriculture and labour supply



* Weighted scores are based on tonnage of grain produced on-farm

Sector council appointments

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

Tony Bell

Russ McKenzie

Tom Clarke

Sarah Nightingale

Polly Davies

Cecilia Pryce