

Lamb results

Levy payers were asked if they agreed with the proposed priorities for the lamb 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 lamb sector.



Score 1
not
important



Score 2



Score 3

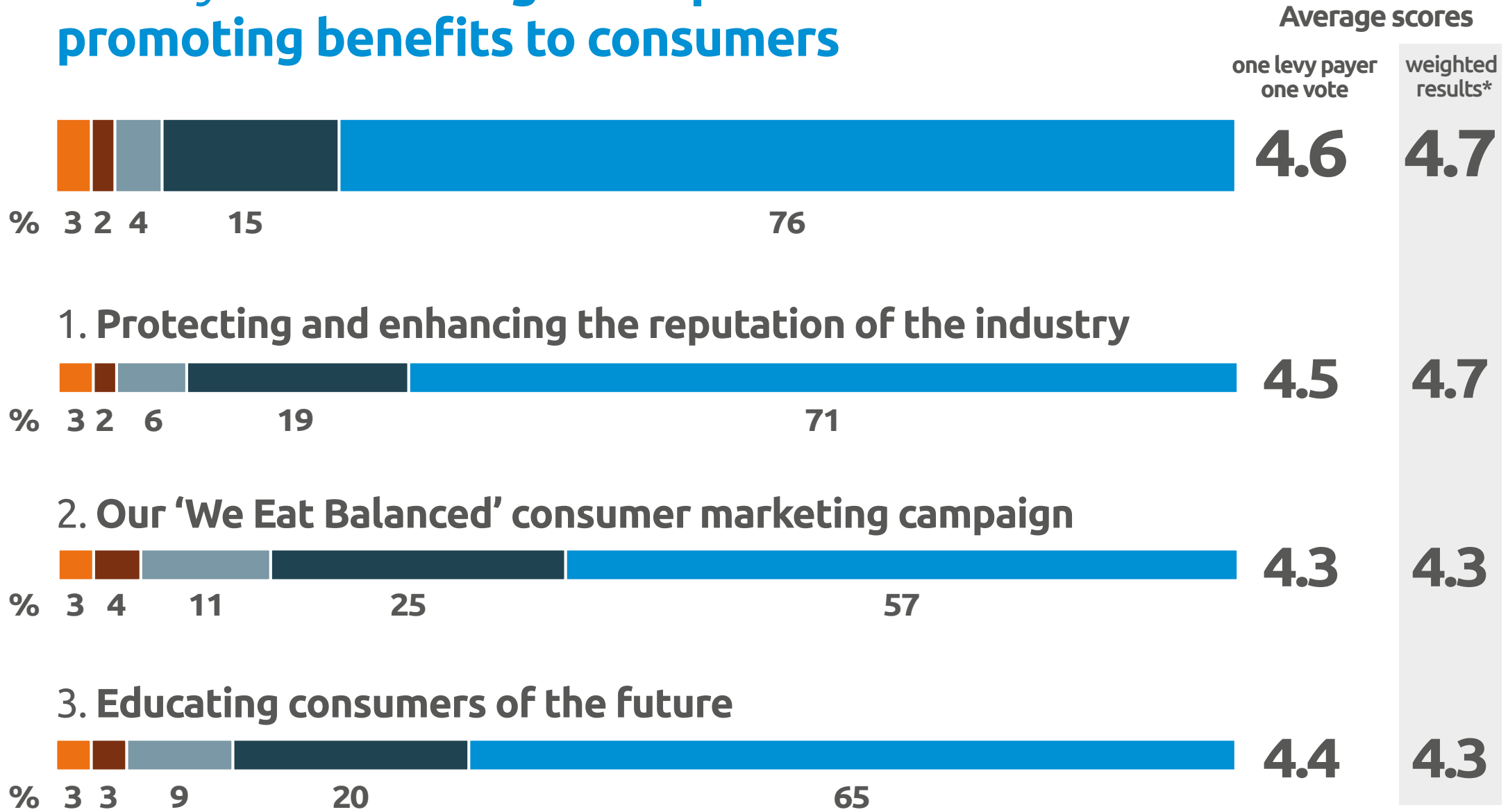


Score 4



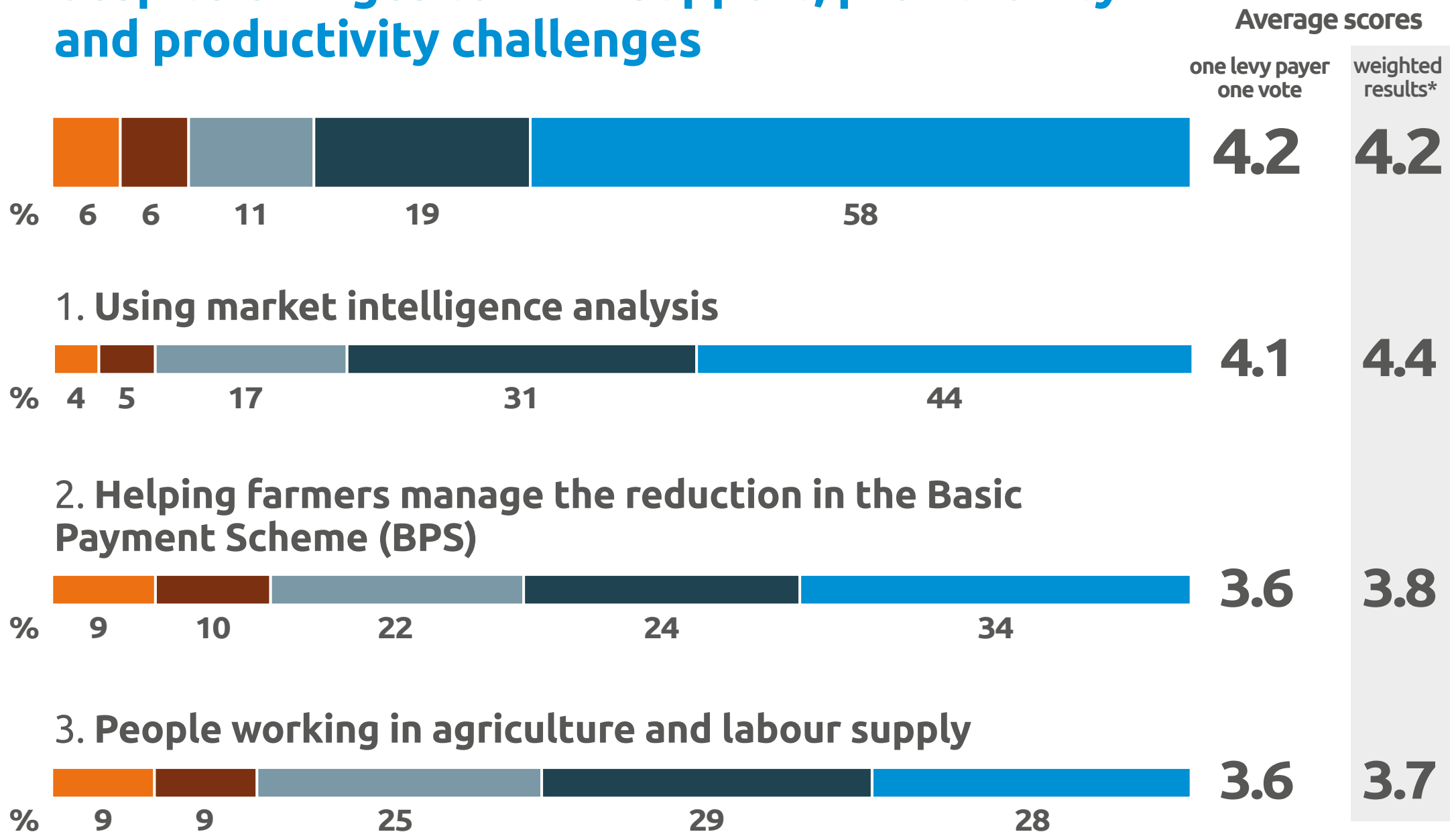
Score 5
very
important

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



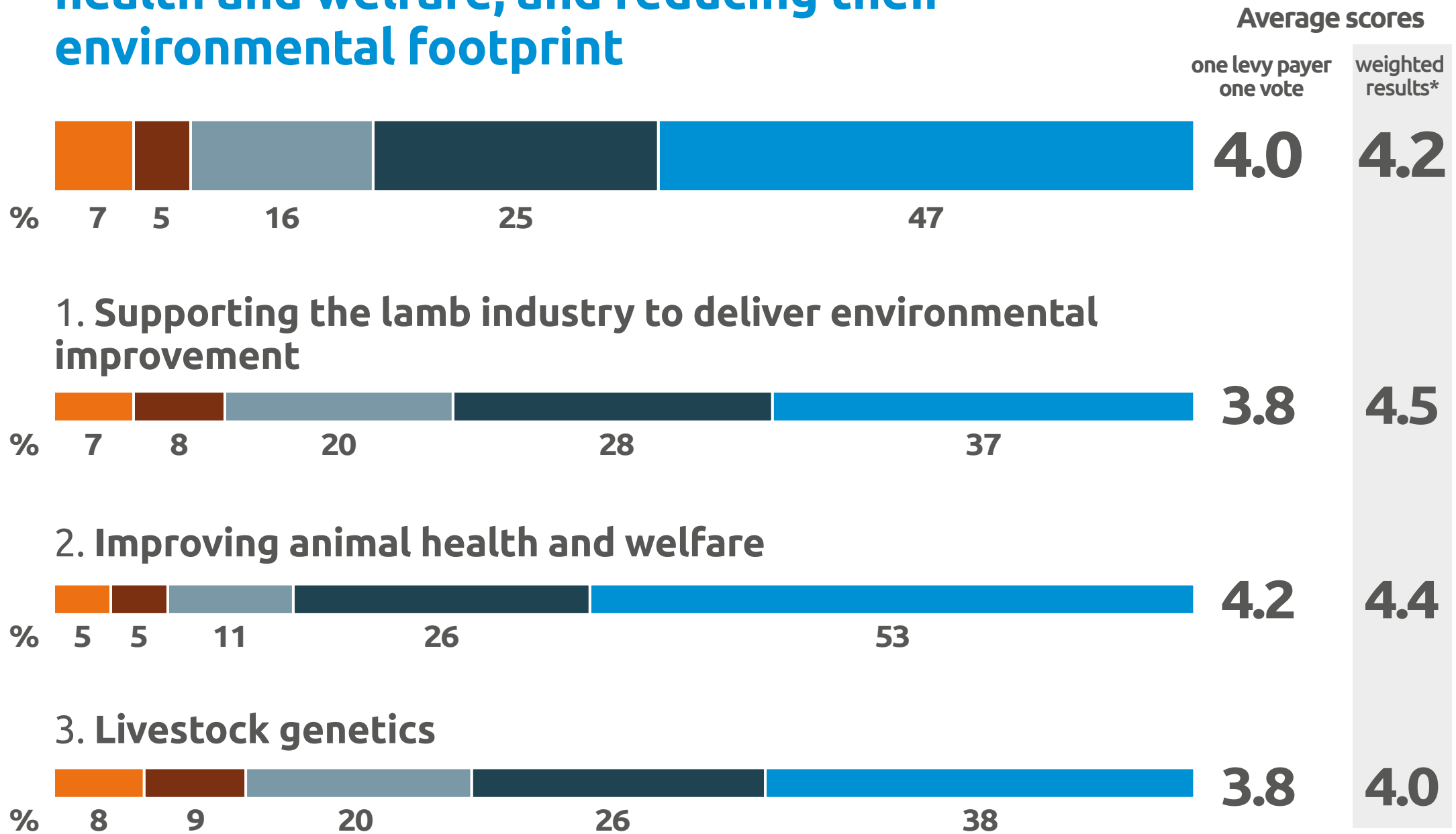
*Weighted scores are based on number of sheep and lambs kept

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



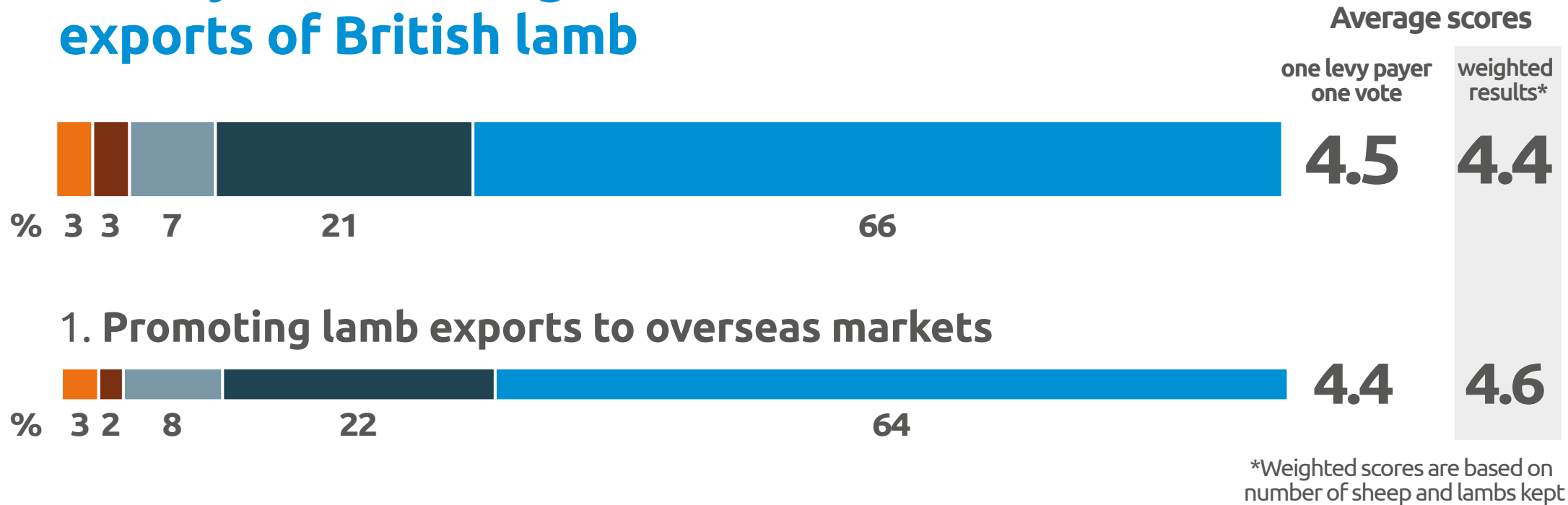
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Priority C. Support farmers to be competitive while driving the highest standards of animal health and welfare, and reducing their environmental footprint



*Weighted scores are based on number of sheep and lambs kept

Priority D. Increasing market access and exports of British lamb



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