



Our ref KJR/sjw

20 November 2009

Dear Consultee,

Consultation on the draft Agriculture and Horticulture Development Board (AHDB) Corporate Plan 2010-2013

Please find attached a copy of the third AHDB Corporate Plan covering the three-year period April 2010 to March 2013, which you are invited to review and, if you feel appropriate, to provide feedback on by Monday 4 January 2009.

The Agriculture and Horticulture Development Board (AHDB) is a Non-Departmental Public Body funded by the agriculture and horticulture industries through statutory levies. It is an independent, evidence-based organisation with the duty to improve the efficiency and competitiveness of its sectors in parts of the UK representing about 75% of total UK agricultural output.

AHDB serves the six sectors of:

- i) Pig meat in England – BPEX division
- ii) Beef and lamb in England – EBLEX division
- iii) Commercial horticulture in Great Britain – HDC division
- iv) Milk in Great Britain – DairyCo division
- v) Potatoes in Great Britain – Potato Council division
- vi) Cereals and oilseeds in the UK – HGCA division

Our business planning process is a sector-specific process within an agreed group planning framework. The responsibility for setting the strategies and recommending appropriate levy rates is delegated to six sector boards comprised of levy payers and other stakeholders from the sectors.

The AHDB corporate plan brings together the six strategic plans developed by each of these sector boards drawing out common themes and bringing consistency in presentation and subsequent reporting.

The plan benefits from a consultation period, starting today, with our key stakeholders and trade associations whose comments and observations will be taken into account. AHDB will then seek approval from Defra and devolved administration Ministers to the proposed sector levy rates which can be found at the back of the attached plan.

This Plan includes a proposed 3% increase in the potato levy, the need for which was highlighted in last year's Corporate Plan and is expanded upon on pages 71-93. In addition to the detail in this document, the Potato Council Board is discussing the proposed levy rate increase with industry stakeholders. There will also be Potato Council staff and Board members at British Potato 2009 in Harrogate on 25-26 November. If you would like to understand more about the potato levy proposals please contact Potato Council Director Sandra Ziles on 0247 669 2051 or at sziles@potato.org.uk.

This six week consultation closes on 4 January 2009. Please could you send all responses to Sharon Anderson – Sharon.anderson@ahdb.org.uk or via post to Sharon at the address at the bottom of this letterhead.

Yours faithfully

A handwritten signature in blue ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

Kevin Roberts
Chief Executive