



## Introduction to AHDB

The Agriculture and Horticulture Development Board (AHDB) has a pivotal role to help make the six commodity sectors we support more competitive and sustainable.

We undertake research and development (R&D) and farm-level knowledge transfer (KT) and knowledge exchange (KE) activity. We also provide essential market information to improve supply chain transparency, deliver marketing promotion activities to help stimulate demand and also work to maintain and develop export markets.

Covering about 75% of total agricultural output in the United Kingdom (UK), we support:

- Pig meat in England - through our BPEX division
- Beef and lamb in England - through our EBLEX division
- Commercial horticulture in Great Britain - through our HDC division
- Milk in Great Britain - through our DairyCo division
- Potatoes in Great Britain - through our Potato Council division
- Cereals and oilseeds in the UK. - through our HGCA division

AHDB also ensures that proper account is taken of Government priorities for agriculture and the agri-food industry, where appropriate.

**Our Purpose:** To make our industries more competitive and sustainable

**Our Corporate Objectives:**

1. Deliver value for money for levy payers in everything we do
2. Improve efficiency and productivity in the industry to help levy payers have thriving businesses
3. Improve marketing in the industry to help profitability and customer awareness
4. Improve services that the industry provides to the community
5. Improve ways in which the industry contributes to sustainable development.

**How we are funded:**

The work of AHDB is funded by farmers, growers and others in the supply chain through statutory levies – not from central Government. The funds raised from each commodity sector are ring-fenced to ensure they are used only to the benefit of the sector from which they were raised.

**AHDB Philosophy:**

AHDB is one organisation and levy payers are at the heart of what it does. In implementing this philosophy the AHDB Board takes a sector-specific approach believing that by operating with divisions focused on each commodity sector, each with their own brand identity, and each with advisory sector boards made up of levy payers and other stakeholders, makes it best placed to identify the sector priorities and devise and recommend appropriate strategies to meet those priorities.

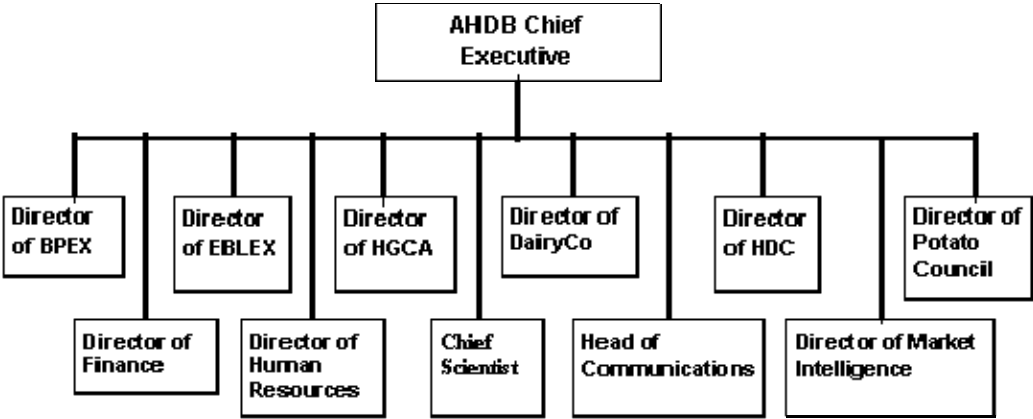
**Corporate Plan:**

Each year AHDB publishes a rolling three year Corporate Plan. It includes the strategies, activity plans, and targets proposed by our six sector boards and also the levy rates required to deliver these plans. A copy can be found in the publications section of [www.ahdb.org.uk](http://www.ahdb.org.uk)

**Structure:**

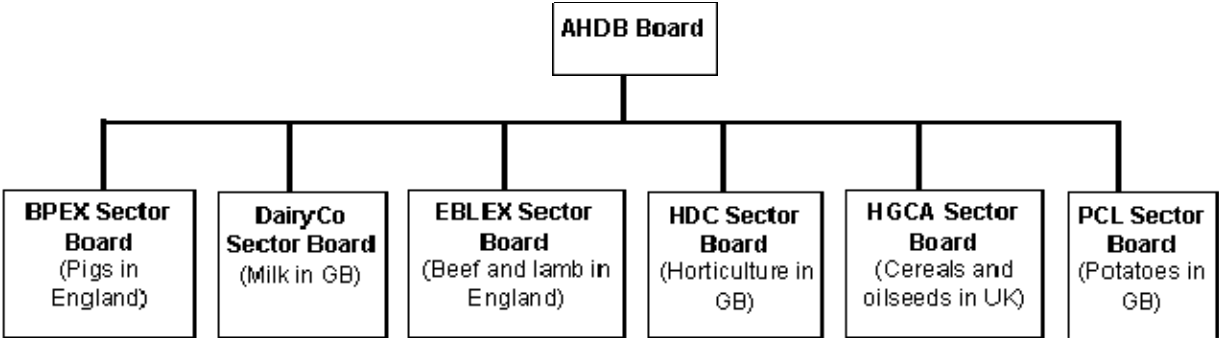
In order to deliver the most effective services for our levy payers, AHDB is organised by six sector specific divisions that represent the commodity sectors covered by our statutory remit, supported by 3 corporate divisions who deliver finance, human resources, market intelligence and communication services. Each division is headed by a director who sits on the Senior Executive Team (SET), which is responsible for the implementation of the Corporate Plan. The SET is headed by the Chief Executive of AHDB (see diagram).

All staff are employed by AHDB with sector specific activity being delivered under the established divisional brands of BPEX, DairyCo, EBLEX, HDC, HGCA and Potato Council.



Each sector division has an advisory sector board comprised of levy payers and other stakeholders from the sector. Each sector board has delegated functions from the AHDB Board to develop the most appropriate strategies to meet the challenges of the sector; to ensure the relevant levy rate is recommended in order to provide adequate funding for the required work; to monitor strategy implementation; and to approve remedies where performance deviates from plan. The sector board members are appointed by AHDB.

The main AHDB Board consists of the six chairs of the sector boards and four independent directors (including the chairman). The main AHDB Board members are appointed by the Secretary of State for Defra acting with the approval of the National Assembly for Wales, the Scottish Ministers and the relevant Northern Ireland department.



**Commercial Subsidiaries:**

There is one commercial subsidiary trading within the AHDB group, the Meat & Livestock Commercial Services Ltd (MLCSL), which is a wholly owned subsidiary of AHDB. MLCS Ltd is a separate company limited by guarantee supplying services to the meat and livestock sectors. All its costs are fully accounted for within the company and it returns profits to AHDB to supplement levy funds.

**Income:**

Collectively, taking both the levy-funded and commercial operations plus grants, AHDB has an income in excess of £50 million and employs some 450 people (310 of these are levy-funded posts). More detailed income and budgetting information is contained in the back of the Corporate Plan

**August 2011****Further information is available from [www.ahdb.org.uk](http://www.ahdb.org.uk)**