

Agricultural Universities Council UK

# AHDB Overview

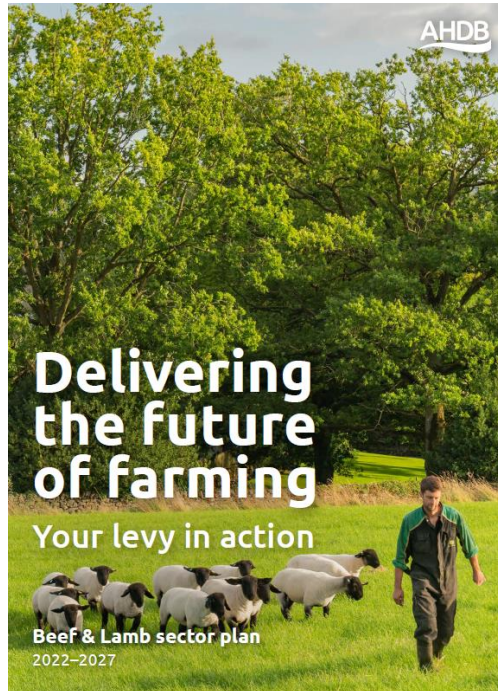
Thom Washbourne

[Thom.Washbourne@ahdb.org.uk](mailto:Thom.Washbourne@ahdb.org.uk)

# Growing, together

*The Agriculture and Horticulture Development Board (AHDB) is a statutory levy board, funded by farmers, growers and others in the supply chain to help the industry succeed in a rapidly changing world. We want to create a world-class food and farming industry, inspired by and competing with the best.*

# The Sectors



# Transforming farming

Our four priorities are

1. **Competitiveness:** Inspiring British farming and growing to be more competitive and resilient
2. **Productivity:** Accelerating innovation and productivity growth through coordinated Research & Development, and Knowledge Exchange
3. **Consumers:** Helping the industry understand and deliver what consumers will trust and buy
4. **Thought Leadership:** Delivering thought leadership and horizon scanning to keep the industry ahead of the game



Research  
&  
knowledge  
exchange



Market  
intelligence



Exports



Marketing



Education



The  
environment



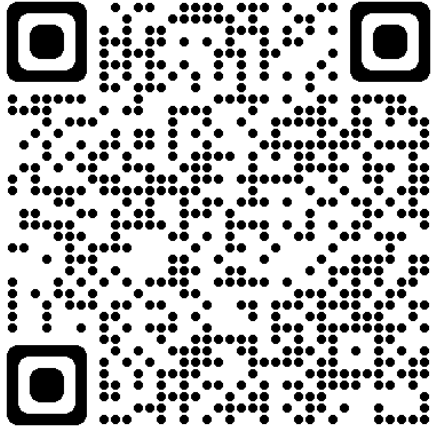
Events



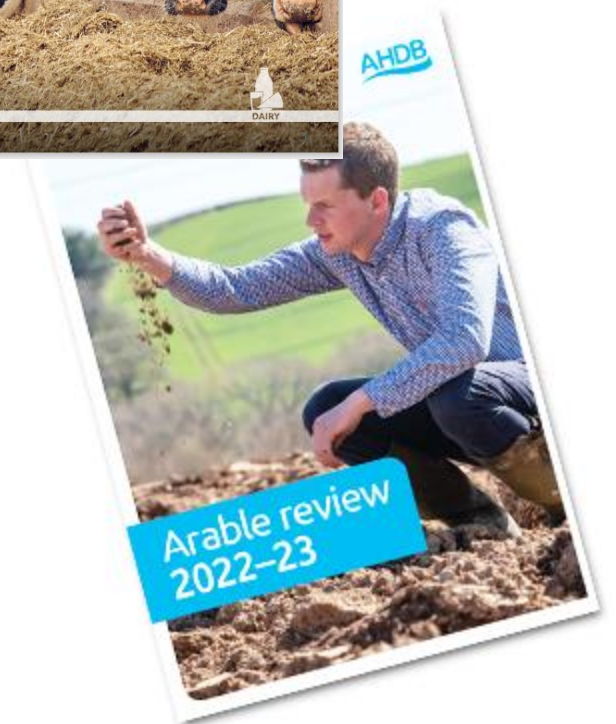
Skills  
programme



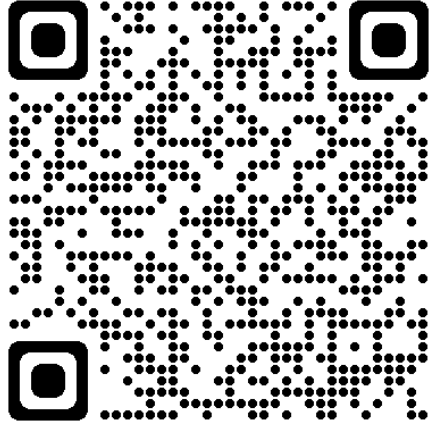
# Research and knowledge exchange



- Investment priorities
  - Sector specific
- Research reports
  - 3-5 year plans
- Research reviews
- Knowledge exchange
  - Farmer to farmer learning
- Knowledge library

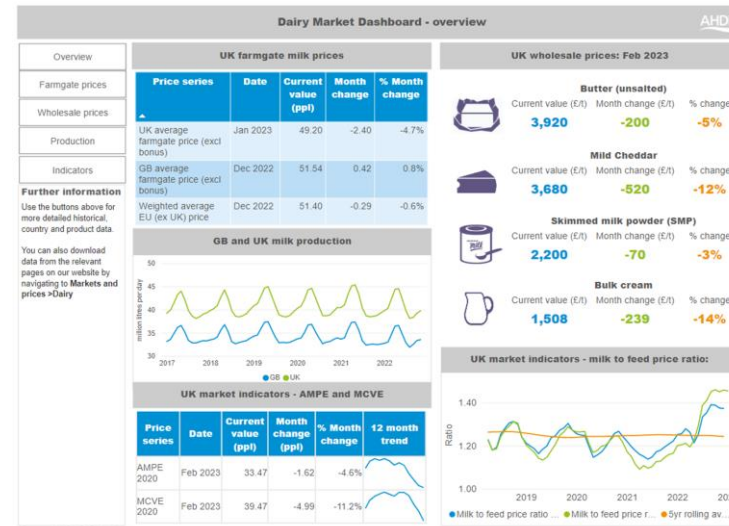
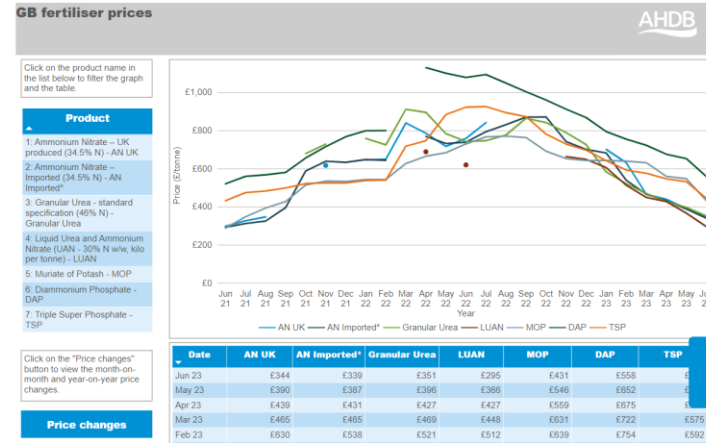


# Market intelligence



- Market intelligence online
  - Email newsletters
  - Podcast
  - Videos
- Retail and Consumer insights

## Latest market update



Source: AHDB, DG Agri Delta  
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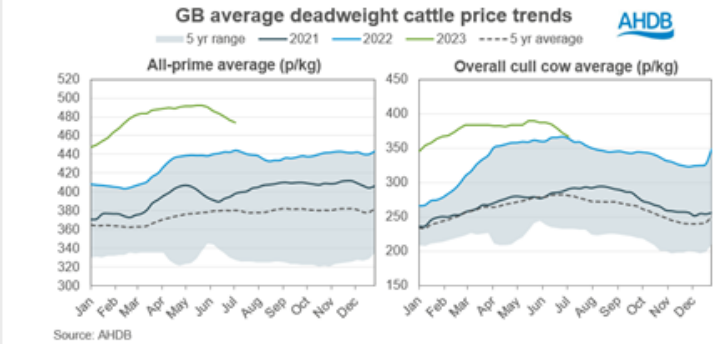
with processing capacity. [See the data here...](#)

## Help inform UK exports

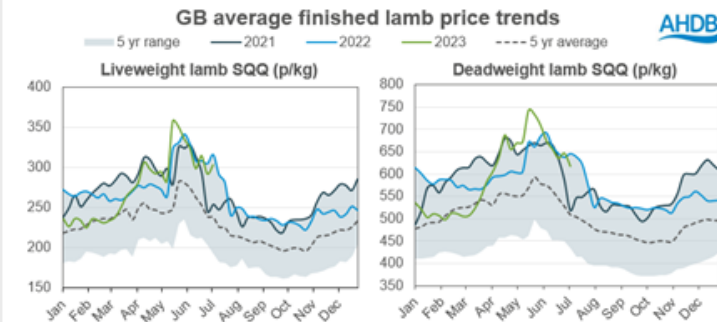
The UK could be in a position to apply for Negligible BSE Risk status in 2024, which would bring significant benefits to the UK beef sector and wider trade agreements. To support this, more information is required on feed storage on UK farms. Defra has launched the survey below to ensure the UK has the necessary information to support the application. We encourage all active cattle farmers to complete the survey in the interest of the wider beef sector.

[Complete the survey here](#)

## GB cattle price trends



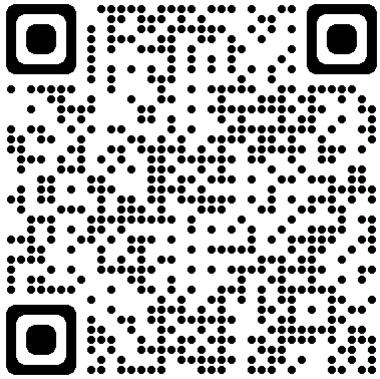
## GB sheep price trends





# Trade and policy Horizon reports

## Exports



- We identify new markets
- Market access
- Market research
- Exports podcasts



11 May 2023

The impact of a UK-  
New Zealand free  
trade agreement on



14 June 2022

Assessing the impact  
of the Sustainable  
Farming Incentive on



9 March 2022

Harnessing  
buying beha  
British expo

0:00 29:46

**dairy 'Beyond Borders'**  
AHDB Food & Farming

S1 Ep402. Exporting British red meat and dairy '... 29:46

S1 Ep395. Unleashing UK agri-food exports in th... 30:54

S1 Ep369. AHDB celebrate top quality meat fro... 19:44

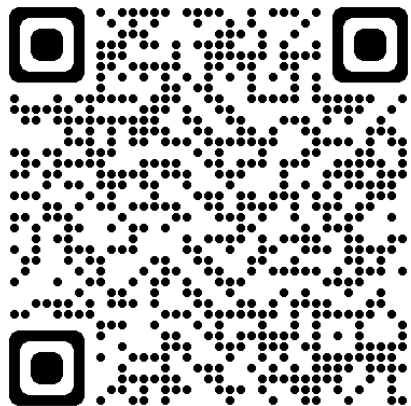
SUBSCRIBE ⓘ

## *Exports podcasts*

AHDB works hard to deliver British produce across the globe.

Listen to our latest podcasts to find out how our Market Access team works with partners to remove technical barriers of access to new markets and opportunities.

# Marketing



- Live and recent campaigns
- Our consumer websites
- Challenging misinformation



Challenging  
misinformation

## *Our consumer websites*



Simply Beef and  
Lamb



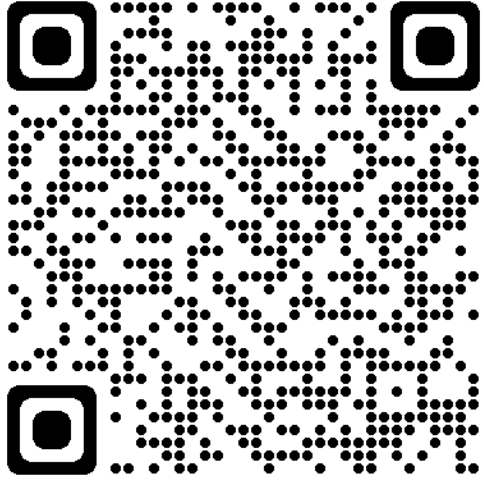
Love Pork



We Eat Balanced



# Education

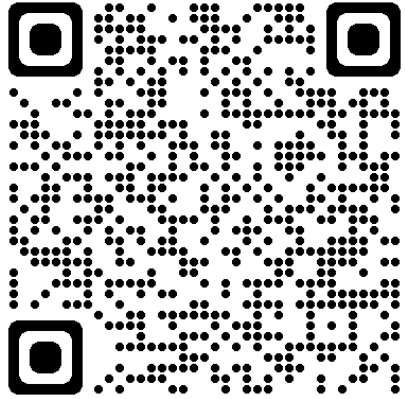


# COUNTRYSIDE CLASSROOM

- Our work in schools
  - Printed education resources
  - Food – a fact of life
  - Countryside Classroom
- Our work with the industry



# Environment



- Carbon
- Soil
- Water
- Air
- Policy



Net zero glossary



Choosing carbon calculators



Carbon markets

# GREATSOILS



Water regulations

Learn more about protecting water



Slurry storage

Reducing costs, adding value and



Weather

Advice and resources for dealing



Air quality in pig buildings

Understand more about major pollutants.



Ammonia on dairy farms

What you can do to reduce ammonia emissions on your farm.



Environmental Land Management...

An overview of England's government schemes that aim to

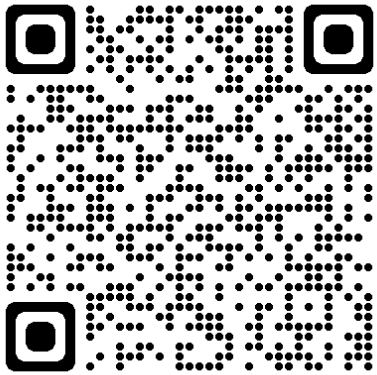


Trade and Policy homepage

Find the latest on policy changes and trade



# Events



- Tradeshows
- Conferences
- Knowledge exchange
  - On farm events
  - Webinars
  - Farmer to farmer learning
- Strategic Farms
- Videos and podcasts

## Stress-free stockmanship with Temple Grandin

Thu, 27 July 2023  
7:00 PM - 8:30 PM

[Book Now](#)



AHDB AGRILEADER Halton Farms

**AgriLeader Circle Livestream**  
Live from Halton Farms



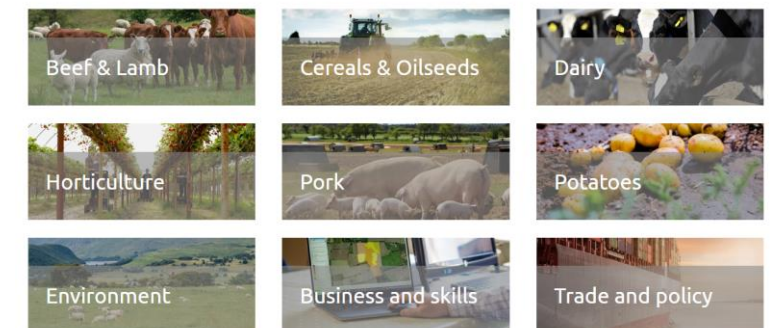
Thursday 13 April, 8:00pm

[YouTube](#) [Facebook](#) [TikTok](#) [Instagram](#) [LinkedIn](#) [Twitter](#)



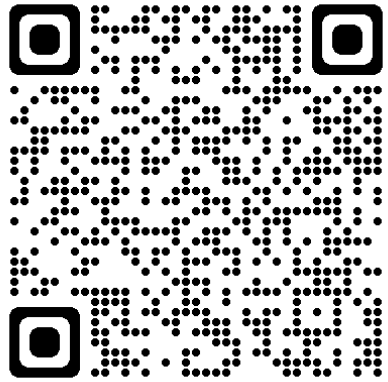
## Online events and webinar archive

Watch the latest recordings of our [AHDB online events](#). You will find videos of our webinars and online meetings here and in the [Knowledge Library](#).





# Skills programme



- Business skills
- Management and leadership skills



## Management and leadership courses

*If you're keen to develop your people management skills, improve your professional standing or are taking your first steps into management, we have courses for you.*



## Farm business diversification

*Diversifying can make your business more resilient but needs to be properly planned for you to succeed.*



## Progressing people

*Learn to create a long-term plan for your business, with advice on how to promote people, the benefits of workforce and contingency planning, how to manage resignations and how to prepare for a business handover.*

# Genetics

- Recommended lists
- Sire evaluation
- Herd genetic report



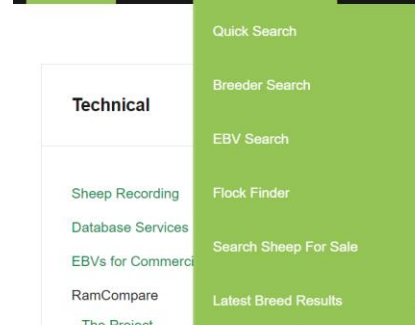
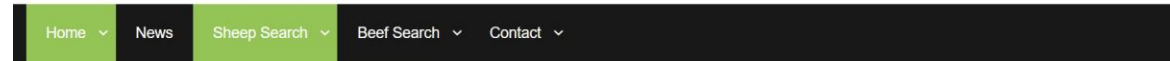
Maturity group	Ploidy	Production	Disease resistance
<input type="button" value="All"/> <input type="button" value="Early"/> <input type="button" value="Intermediate"/> <input type="button" value="Late"/>	<input type="button" value="All"/> <input type="button" value="Tetraploids"/> <input type="button" value="Diploids"/>	Total yield <input type="text" value="105+"/> D-value <input type="text" value="74+"/> Ground cover <input type="text" value="- All -"/>	Crown rust* <input type="text" value="7+"/> Drechslera* <input type="text" value="- All -"/> Mildew* <input type="text" value="- All -"/>

\* Rating from 1 to 9 where 9 = good

Compare maximum of up to 4 varieties

Variety name	Maturity group	Heading date	Ploidy	Production		Physical attributes			Disease resistance			
				Total grazing yield (% of 9.64t DM/ha)	Grazing D-value (Midsummer)	Ground cover		Winter hardiness (1-9, 9=good)	Crown rust (1-9, 9=good)	Drechslera (1-9, 9=good)	Mildew (1-9, 9=good)	
						Autumn (1-9, 9=good)	(% Second harvest year)					(% Third harvest year)
•	•	•	•	•	•	•	•	•	•	•	•	•

## Introduction to genetics videos



## RamCompare



### RamCompare – The Commercial Progeny Test

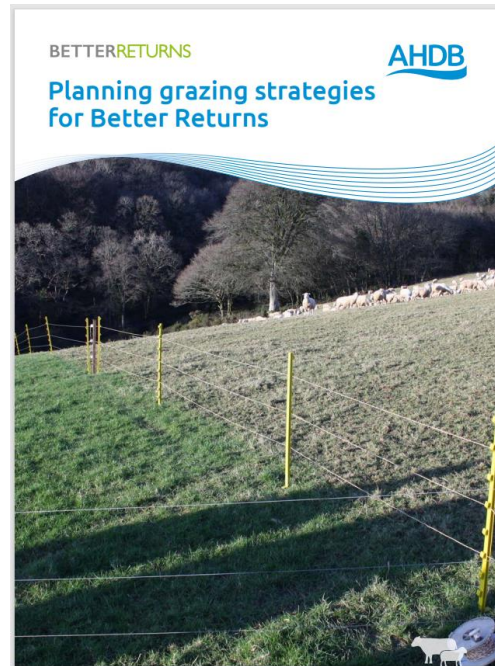
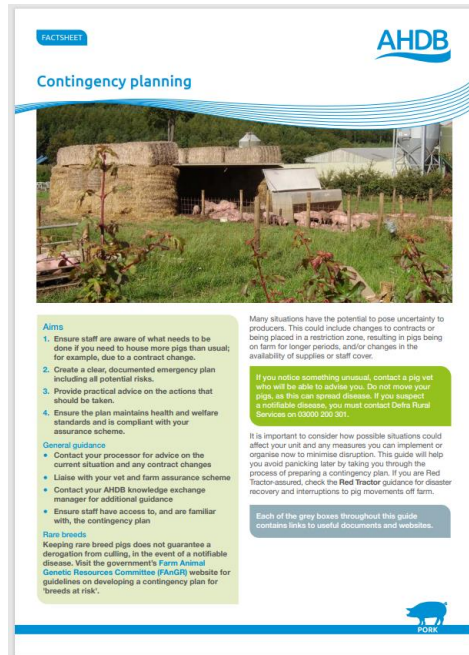
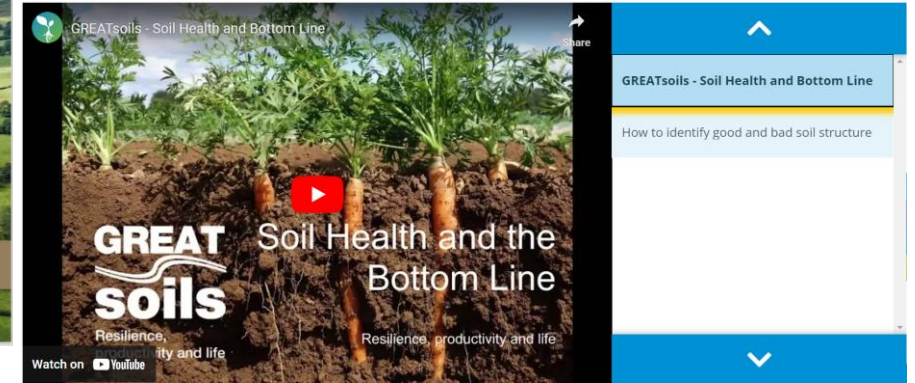
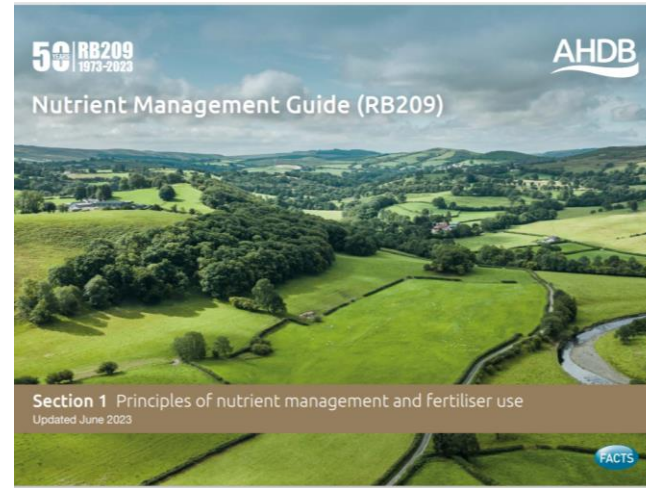
RamCompare is a major partnership that enables the UK sheep industry to drive genetic improvement forward through the inclusion of commercial data in genetic evaluations.

RamCompare involves partners right along the food chain. Nominated Signet-recorded rams are taken from various



# Technical manuals

- Online
- In print
- Videos





# Tools and Calculators

- Technical
- Business



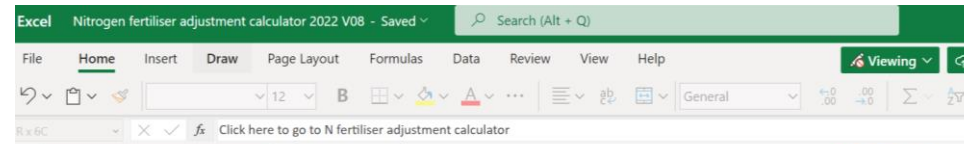
Farmbench is an online benchmarking tool that allows you to compare your farm to similar businesses. It helps you to identify where you can improve efficiency and increase profits.

- Compare agreed performance indicators with local or national farmers
- Make evidence-based decisions to improve individual profitability and productivity
- Have a better understanding of your business to put you in control of your future



[Join Farmbench today](#)

[Sign in to your account](#)



## Adjusting your nitrogen application based on fertiliser and grain/seed price

Fertiliser prices increased? Grain prices gone down? How much nitrogen fertiliser can I afford to spread?

This spreadsheet calculator will provide a guide on how much to adjust your nitrogen fertiliser application due to changes in prices. The calculations and recommendations are based on the revised RB209 fertiliser guidance.

Choose the crop type and after entering just five figures per crop, the tool will provide a recommended change in nitrogen application, the estimated yield and income impact, fertiliser cost saving and total tonnage of fertiliser product required. Results are provided for three cereals crops and three oilseeds crops side by side.

**PLEASE NOTE: The figures provided should be used as a guide only to aid decision making as local adjustments may be required to fit individual circumstances**

Click on the button below and enter your figures into the orange boxes to find out if you need to adjust your nitrogen fertiliser application

[Click here to go to N fertiliser adjustment calculator](#)



**How to use AHDB Dairy's Milk Forecasting Calculator**

**Milk Forecasting Calculator**

Current annual milk production: 1,000,000 litres  
 Number of cows in herd at start of Apr-19: 150 cows  
 Current typical calving interval: 365 days  
 Typical dry period: 90 days  
 Typical profile: Total mixed ration  
 Heifer yield as % of cow yield: 90%

Estimated current yield per cow in milk: 7,892 litres  
 Current yield per cow in milk to be used: 7,700 litres  
 Planned annual increase in yield: 1.00%  
 Estimated yield per cow in milk at end of year 3: 7,933 litres

Alternative scenario:  
 Typical calving interval: 365 days  
 Typical dry period: 90 days  
 Typical profile: Autumn block

Estimated yield per cow in milk: 7,892 litres  
 Current yield per cow in milk to be used: 7,892 litres  
 Planned annual increase/decrease in yield: 0.00%  
 Estimated yield per cow in milk at end of year 3: 7,892 litres

Watch on [YouTube](#)

**Slurry Wizard Start**

Farm name/reference	Farm name here
Herd size	cows, calves, heifers, bulls etc
Milk yield/cow	
Depreciation buildings	5 %
Depreciation plant	10 %
Interest rate	5 %
Electricity cost	12.00 p/kW hr
Water cost	1.00 £/m <sup>3</sup>
Labour cost	15 £/hr
Tractor + man cost	30 £/hr

Use the buttons to move around the wizard.

[Go to Slurry Data Entry](#)  
[Go to Livestock Data Entry](#)  
[Go to Slurry Report](#)  
[Print](#)  
[User Guide](#)

**Beef cattle in an arable rotation "mix and match" costings calculator**

Step 1: Select your options and enter quantities in the green boxes.

Details of options	Options	Quantities	Cost of option per unit	Total cost of options
1) Breeding heifers	Selected option	Units	££	Total
2) Breeding cows	Selected option	Units	££	Total
3) Water troughs	Selected option	Units	££	Total
4) Water pipes and fittings	Selected option	Units	££	Total
5) Water charges	Selected option	Units	££ per year	Total
6) Electricity costs	Selected option	Units	££ per year	Total
7) All electricity costs - emergent	Selected option	Units	££	Total
8) All electricity costs - permanent	Selected option	Units	££	Total
9) All electricity costs - permanent	Selected option	Units	££	Total
10) All electricity costs - permanent	Selected option	Units	££	Total
11) All electricity costs - permanent	Selected option	Units	££	Total
12) All electricity costs - permanent	Selected option	Units	££	Total
13) All electricity costs - permanent	Selected option	Units	££	Total
14) All electricity costs - permanent	Selected option	Units	££	Total
15) All electricity costs - permanent	Selected option	Units	££	Total
16) All electricity costs - permanent	Selected option	Units	££	Total
17) All electricity costs - permanent	Selected option	Units	££	Total
18) All electricity costs - permanent	Selected option	Units	££	Total
19) All electricity costs - permanent	Selected option	Units	££	Total
20) All electricity costs - permanent	Selected option	Units	££	Total

## Collaborative...

- Roadmaps
- GB Calf Strategy
- Medicine hub
- E-medicine book for pigs



# MEDICINE + HUB



# Further details and contacts



Beef & Lamb



Cereals &  
Oilseeds



Dairy



Pork



A vibrant landscape of a green field at sunset. The sun is low on the horizon, casting a warm glow over the scene. The sky is filled with colorful clouds, and the field is lush and green. A path leads from the foreground towards the horizon. In the foreground, there are several thin, white, curved lines that look like stylized grass or a decorative element.

**‘Inspiring our farmers, growers  
and industry to succeed in a  
rapidly changing world’**