

Briefing for Minister Spencer's visit to AHDB on 1 February

- AHDB want to increase the export promotion work they do. AHDB already do a considerable amount, working with both Defra and DIT on both promotional activities and helping to remove any barriers to trade agreements. AHDB want to work with Government to build on and expand this activity.
 - Defra and DIT already work very closely with AHDB, we appreciate all the great work AHDB do and will continue to explore further opportunities where we can work together.
- AHDB are a major provider of market intelligence and data to both the industry and Defra. AHDB envisage data will be a key component to the future sustainable growth of agriculture and feel they have a key role to play in this area.
 - Discussions are already underway to identify areas where Defra and AHDB can work together and share data where possible and a number of opportunities have already been identified that will be explored further.
- Redacted

- AHDB are developing proposals for a What Works Centre for Agriculture and Horticulture and have shared some ideas with us.
 - We encourage AHDB to speak with key industry partners, such as the Agri-Tech Centres, to ensure that this proposal has cross sector support and is deliverable and sustainable.
- The AHDB horticulture levy ended in 2022, the Board have recommended a grant of the residue levy should be given to Horticulture Crop Protection Limited, a new body set up by the crop associations to continue the EA and EAMU work AHDB did in the sector.
 - A submission was sent up to Minister Spencer's office on the 20 January asking for this grant to be approved.