



Agribusiness 2015

12 November 2014



Growing the sustainable agrisupply chain
www.agindustries.org.uk

Future priorities and challenges of AHDB to meet the sustainability agenda

***Peter Kendall
Chairman, AHDB***

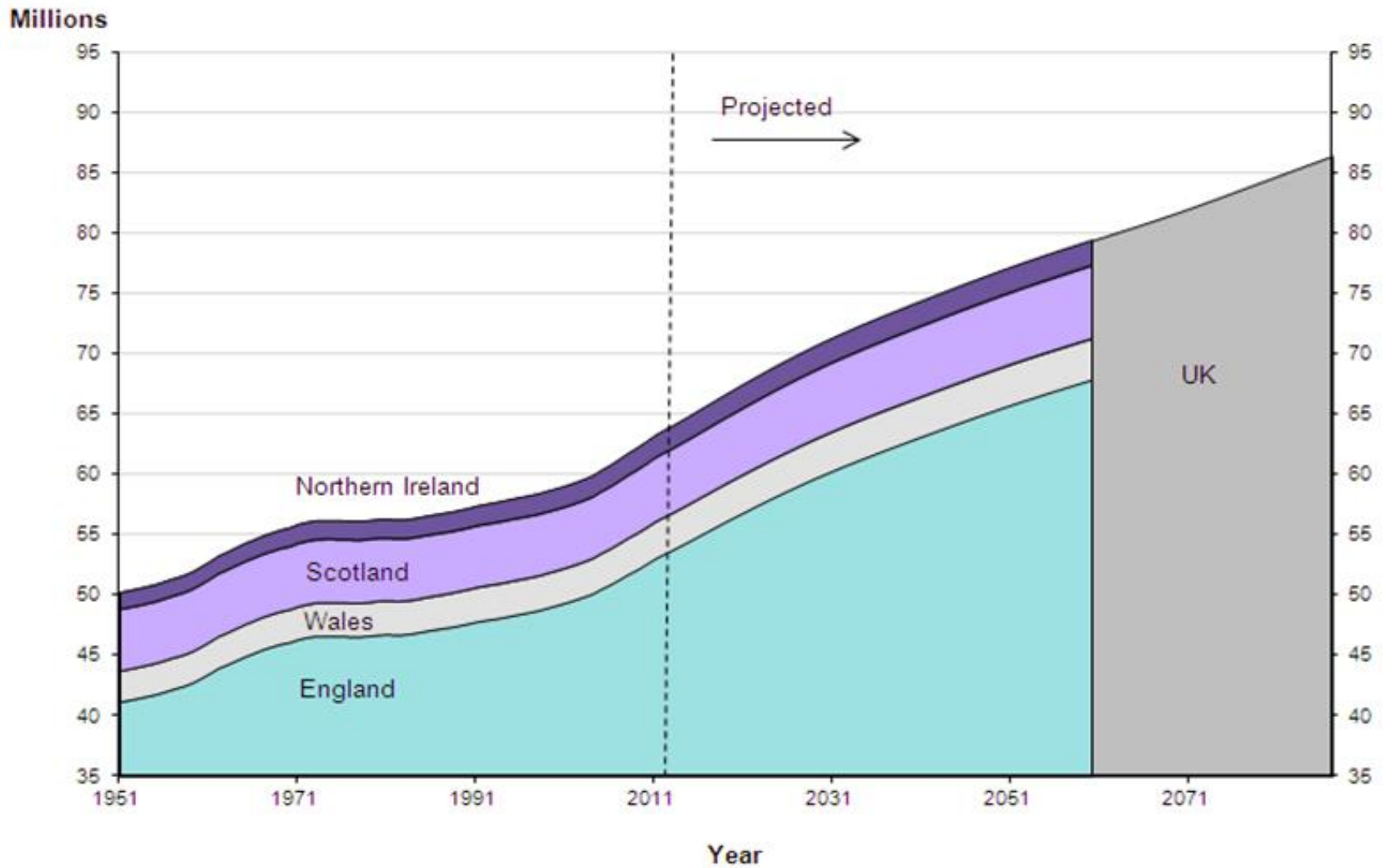


Agriculture & Horticulture
DEVELOPMENT BOARD

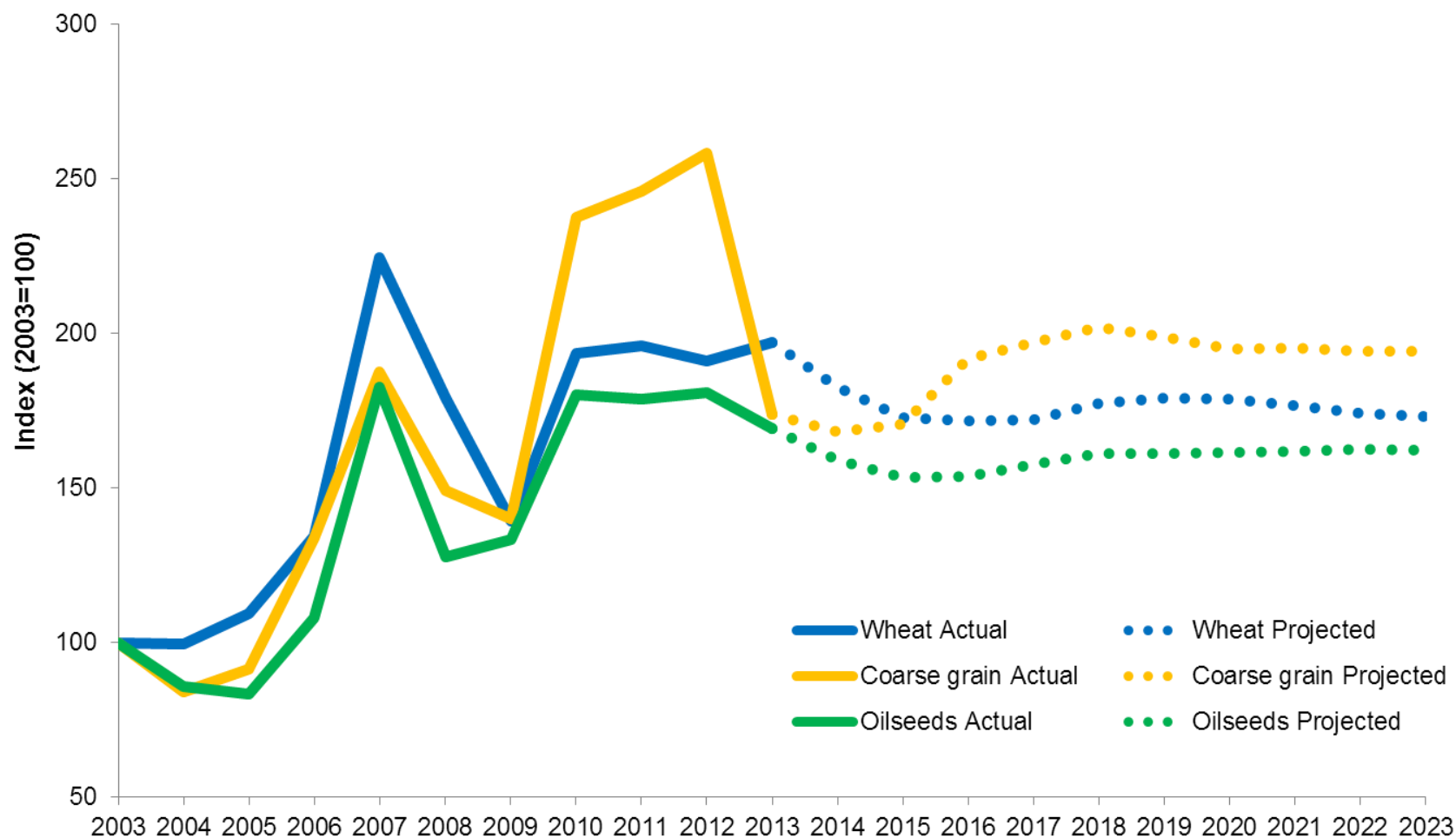
The Ambition Agenda for UK Agriculture

**The Ambition for UK food and farming
to win its share of growing domestic
and global demand**

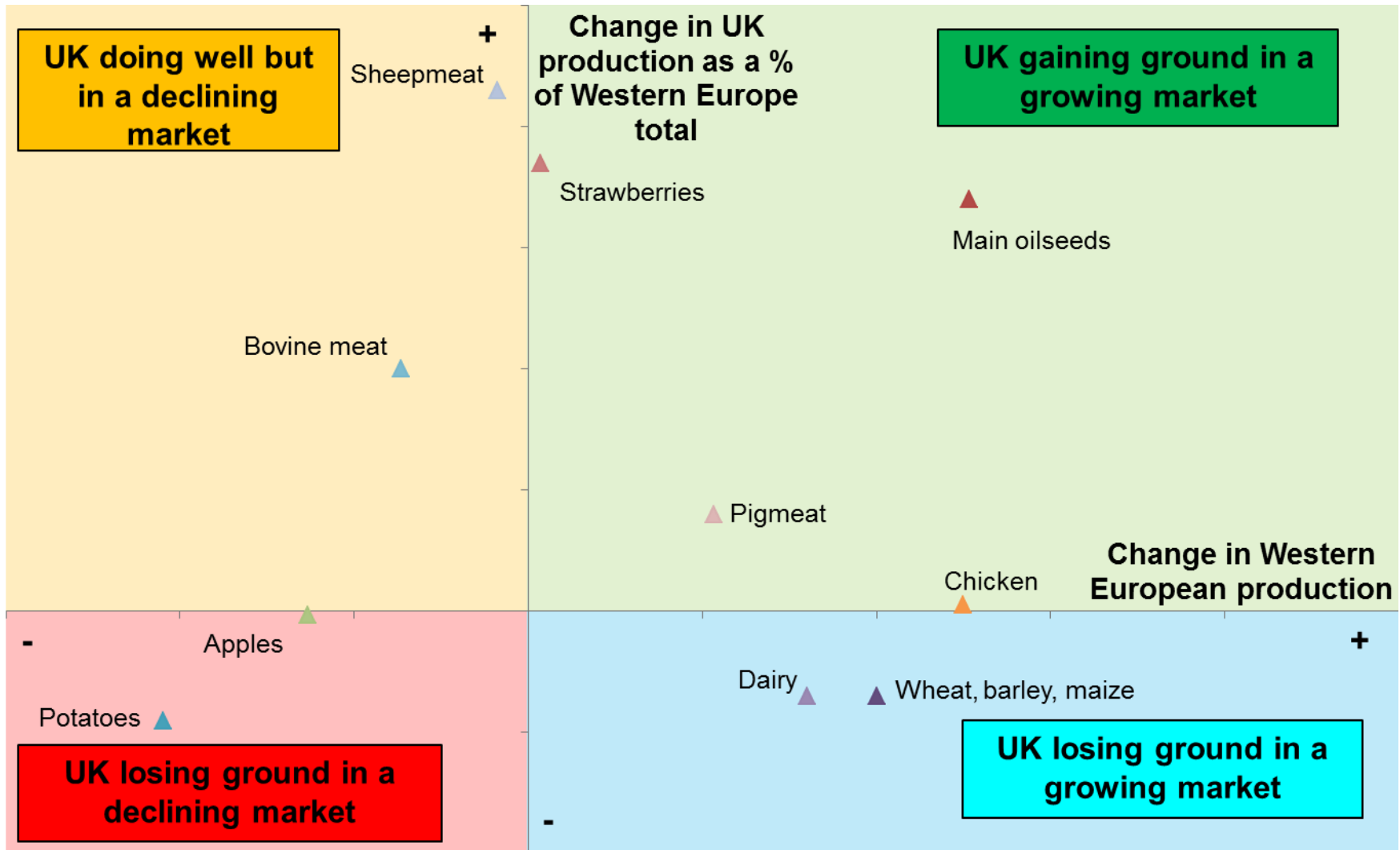
UK Population Projections



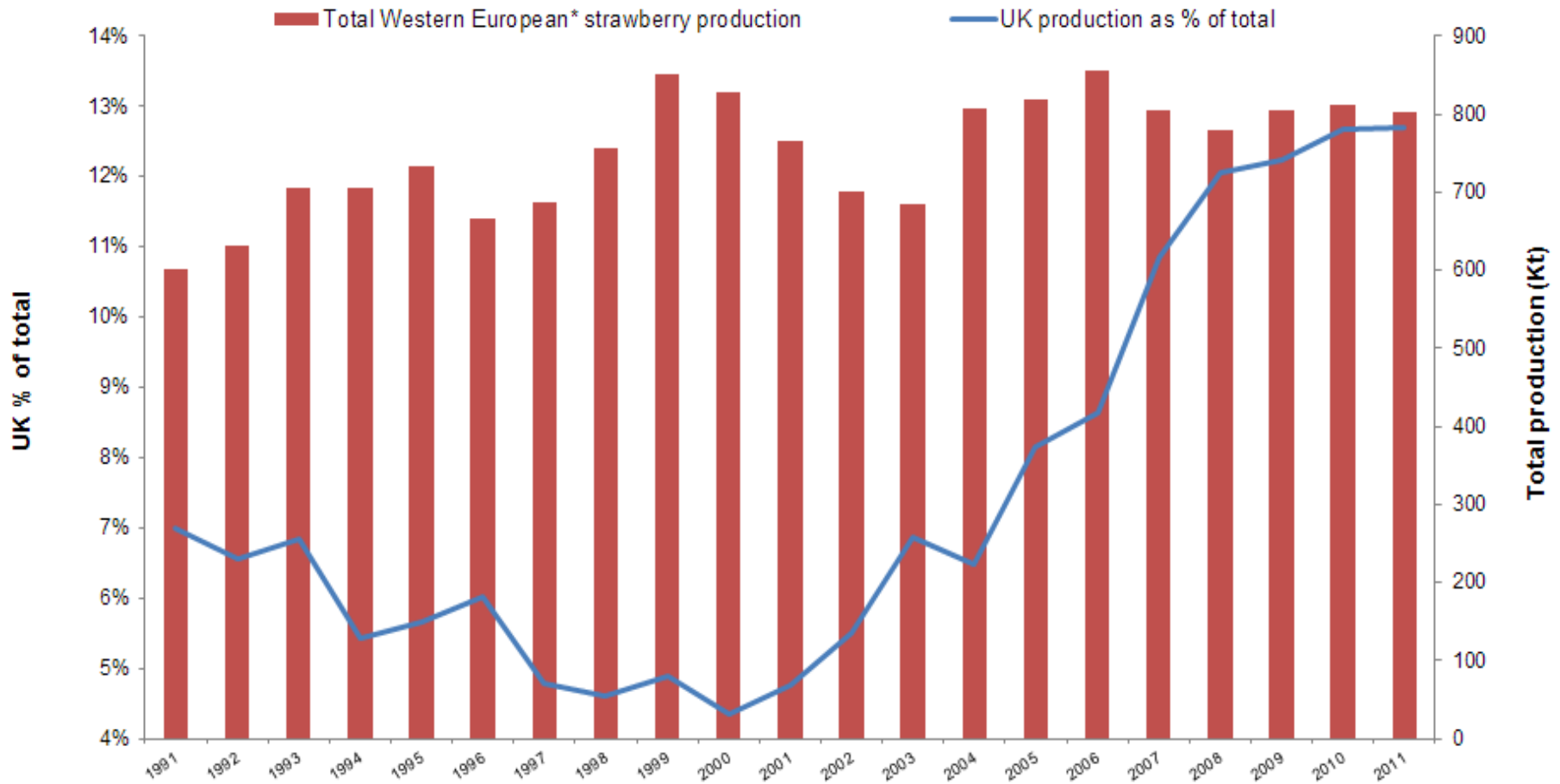
Indexed actual and projected representative global grain and oilseed prices



Sector Analysis

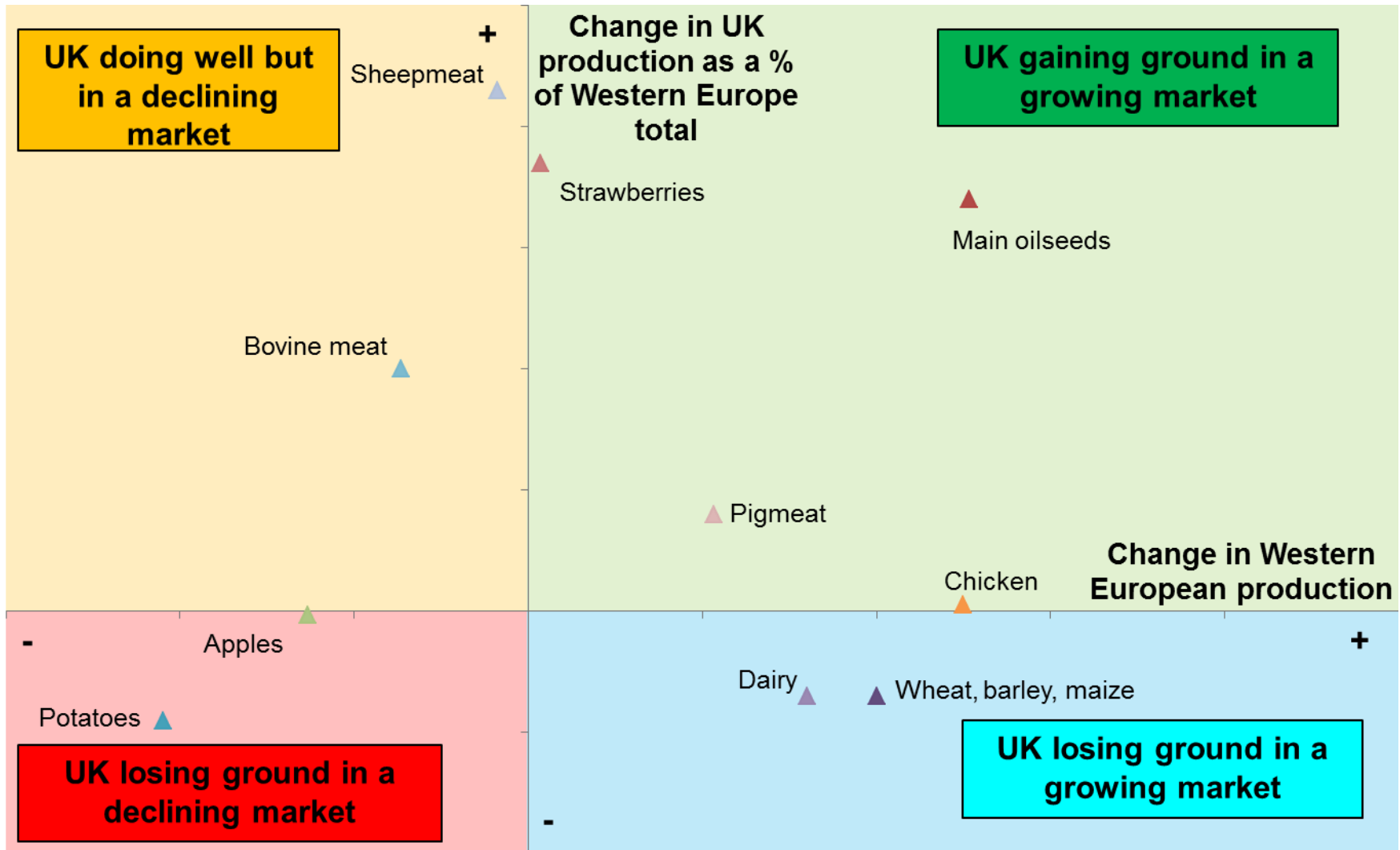


Strawberries

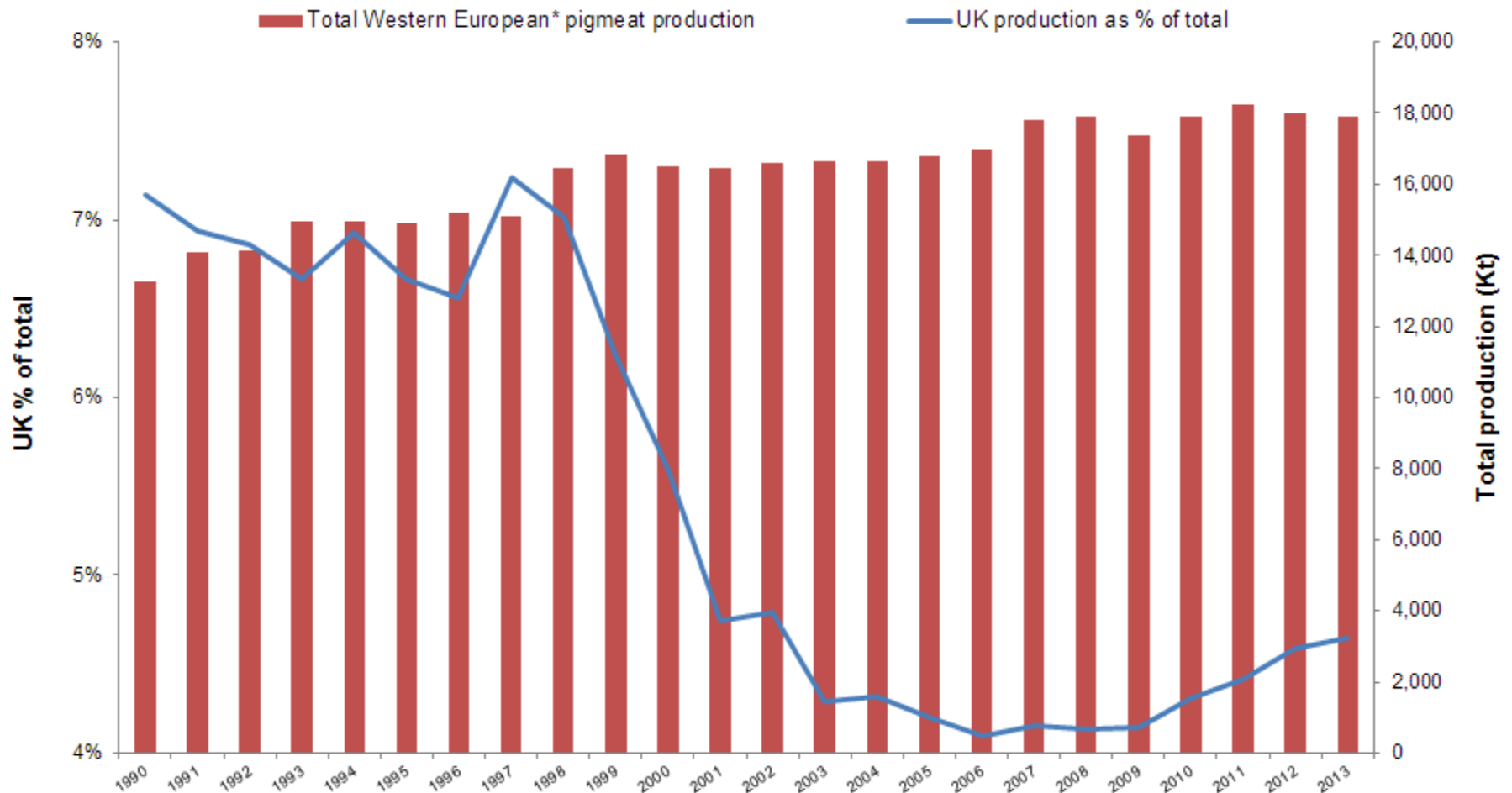


*Includes: UK, France, Germany, Denmark, Netherlands, Ireland, Spain, Italy, Portugal, Belgium & Luxembourg

Sector Analysis

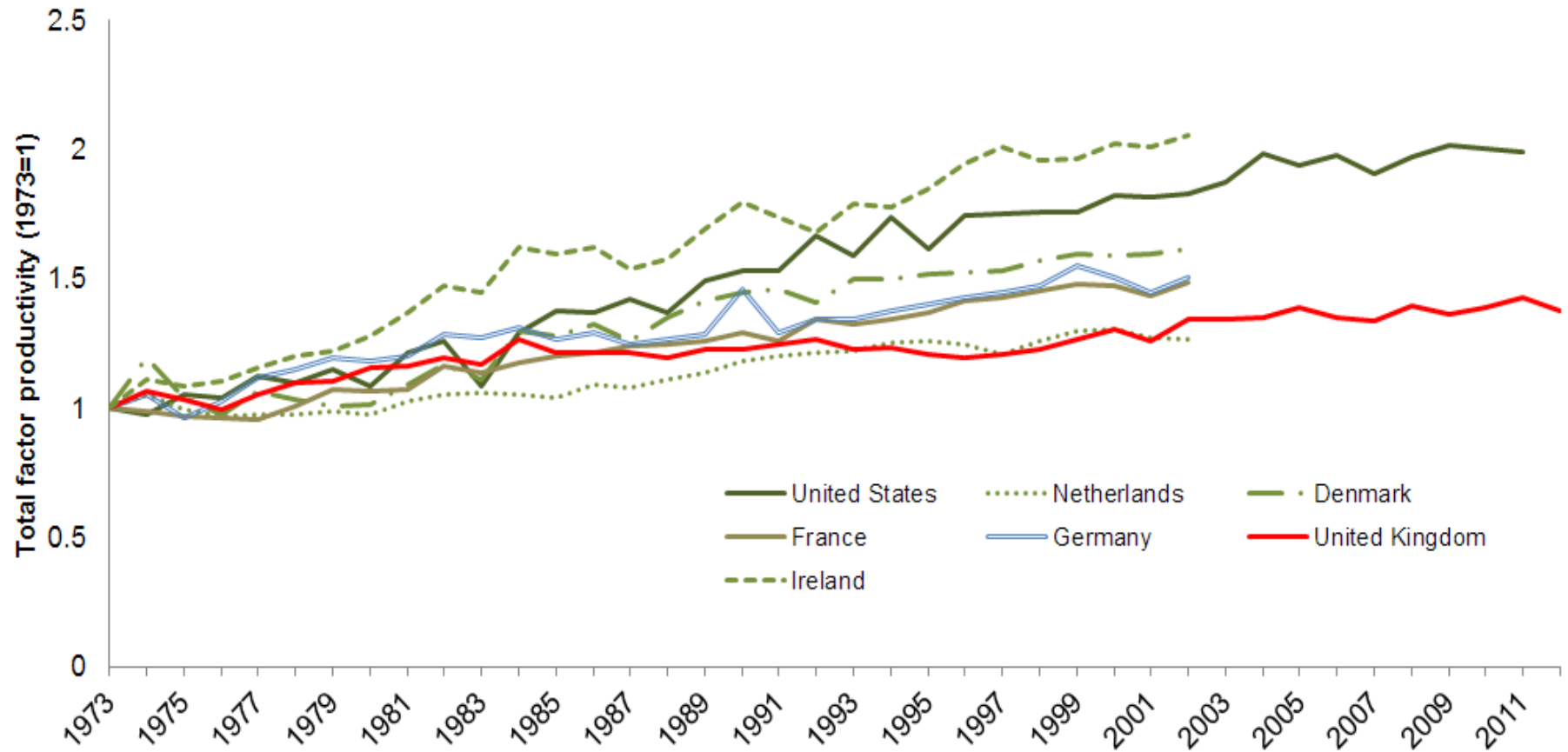


Pig meat



*Includes: UK, France, Germany, Denmark, Netherlands, Ireland, Spain, Italy, Portugal, Belgium & Luxembourg

Growth in productivity of UK agriculture has been low compared to international competitors



How do we become the best?

What are other countries doing?

- Being joined-up across farming, the supply chain, researchers, and government.
- Agriculture recognised as an important part of the economy.
- Industry controls direction with government supportive.
- Strong and large scale Centre(s) of Excellence.
- Research funding focused on right types of applied research.
- Strong links between agricultural education, research and extension.

The role of AHDB





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