



Department
for Environment
Food & Rural Affairs

Request for Views on the Agriculture and Horticulture Development Board

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Scottish Government
Riaghaltas na h-Alba
gov.scot



Developed in consultation with Northern
Ireland's Department of Agriculture,
Environment and Rural Affairs

Llywodraeth Cymru
Welsh Government



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ViewsonAHDB@defra.gsi.gov.uk

www.gov.uk/defra

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We Want Your Views

The Agriculture and Horticulture Development Board (AHDB) is a UK statutory levy body, funded by farmers, growers and others in the supply chain. It delivers some important services to various industry sectors and parts of the UK.

We are seeking your views to help us examine the continuing need for AHDB and the statutory levy, and what the levy Board should deliver. We want to hear views from levy payers and non-levy payers in the UK. The request for views is open for ten weeks from Friday 31st August to midnight on Friday 9th November 2018.

Please give your views online at <https://consult.defra.gov.uk/farming/views-on-ahdb>. From there you can download English and Welsh language versions of the survey in PDF format, and English and Welsh response forms in OpenDocument format (see 'Related' on the website).

If you cannot respond online, you can request a copy of the survey by e-mailing ViewsonAHDB@defra.gsi.gov.uk. Queries and completed surveys can also be e-mailed here.

Alternatively please request a hard copy of the questionnaire by writing to:

Views on AHDB
Defra - Future Farming
2nd Floor SE
Seacole Building
2 Marsham Street
London
SW1P 4DF

If you use assistive technology (such as a screen reader) and need a version of this document in a more accessible format, please e-mail ViewsonAHDB@defra.gsi.gov.uk to request the format you need. It will help us if you say what assistive technology you use.

We will consider all responses that are received before midnight on 9th November. We will produce a summary of responses in early 2019.

Why are we requesting views now?

AHDB has existed for ten years during which time the industry and the wider world have undergone some significant changes, and AHDB has become a more joined-up, strategic and efficient body. Change is set to continue.

Earlier this year in England a consultation paper 'Health and Harmony: the future for food, farming and the environment in a Green Brexit' set out a range of possible paths to a brighter future for English farming. Scotland has recently published its 'Future Strategy for Scottish Agriculture' and launched a public consultation 'Stability and Simplicity: Proposals for Rural Funding Transition'. On 10th July the Welsh Government launched its formal consultation 'Brexit and our land: Securing the future of Welsh farming'. In Northern Ireland, the Department of Agriculture, Environment and Rural Affairs (DAERA), with the co-operation and input from a broad range of stakeholders across the food, farming and environmental sectors, has developed a possible policy framework to help shape the debate on future support arrangements. That paper will form the basis of a broader engagement with stakeholders by DAERA later this year.

Across the UK we want agriculture and horticulture to flourish as competitive, highly skilled, high investment industries.

About AHDB

AHDB was created in 2008 following an extensive review of its predecessor levy bodies¹. The Board serves six agricultural and horticultural sectors, with varying coverage across England, GB, or the UK. Between them, AHDB's sectors cover over 70% of the total UK agricultural and horticultural output. AHDB raises about £60 million per year in statutory levies, and levy raised from one sector can only be spent for the benefit of that sector. Levy income by sector is shown in the table below. AHDB also has non-levy income of around £10 million per year from EU grants, fees for services, and from its commercial subsidiary, Meat and Livestock Commercial Services Ltd (MLCSL). AHDB employs around 430 staff, with around 100 more in MLCSL².

¹ 'Review of the Agricultural and Horticultural Levy Bodies – Final Report October 2005' at <https://ahdbstage.ahdbdigital.org.uk/docs/levy-radcliffe-reviewOct05.pdf>. Predecessors were the British Potato Council, the Meat and Livestock Commission, the Milk Development Council, the Horticulture Development Council and the Home Grown Cereals Authority.

² Figures from AHDB Annual Report and Accounts 2017/18.

AHDB levy income in 2017/18, estimated number of levy payers and levy contributions by sector³

	2017/18 levy income (£ million)	Estimated number of levy payers ('000s)	Average £ contribution per est. levy payer
		(incl. producers, growers and processors)	(incl. producers, growers and processors)
Pork in England	9.2	21.6	420
Beef and lamb in England	16.7	85	200
Dairy in GB	7.7	11.7	660
Horticulture in GB	7.9	1.3	5,940
Potatoes in GB	6.1	2.4	2,500
Cereals and oilseeds in the UK	12.7	61.6	210

AHDB does not cover all livestock and horticulture sectors across the UK. Information on Quality Meat Scotland, Hybu Cig Cymru (Meat Promotion Wales) and The Livestock and Meat Commission for Northern Ireland is given below.

AHDB current activities

AHDB's overarching purpose, developed in consultation with levy payers, is "to inspire our farmers, growers and industry to succeed in a rapidly changing world". Its vision is for "a world-class food and farming industry inspired by, and competing with the best".⁴

AHDB's [Strategy for 2017 – 2020](#)⁵ focuses on working "smarter", sharing best practice and driving efficiency. It sets four strategic priorities.

1. Inspiring British agriculture and horticulture to be more competitive and resilient

This covers broadening the benchmarking of performance to inform how UK businesses measure up against the best internationally, and maintaining crop protection to underpin competitiveness.

³ The table represents the number of levy payers per sector, some of who pay levy for more than one sector. It should also be noted that the figures shown for 'Average contribution per levy payer' mask wide disparities in individual levies paid, with some very large businesses making high levy contributions, and other smaller producers paying much smaller amounts. Levy payer numbers were estimated by AHDB in 2015. Levy income is from AHDB Annual Report and Accounts 2017/18.

⁴ <https://ahdb.org.uk/about/default.aspx>

⁵ <https://ahdb.org.uk/corporate-strategies>

For example:

- **Farmbench** – whole farm benchmarking service to enable farmers to make informed decisions by comparing their business performance data with similar enterprises
- **Extensions of Authorisations for Minor Uses (EAMUs)**, which make plant protection products available for use on the widest possible range of crops

2. Accelerating innovation and productivity growth through co-ordinated R&D and knowledge exchange

During 2018/19 AHDB is investing £18.5 million in applied research (including research staff costs) to deliver scientifically robust and commercially useful outcomes for levy payers. AHDB undertakes farm level knowledge exchange programmes aimed at improving efficiency, productivity and sustainability. It also helps to ensure that the agriculture and horticulture industries are able to develop and attract workers with the skills needed.

For example:

- **Monitor and strategic farms** – a nationwide network promoting farm excellence and delivering farmer-to-farmer learning
- **Recommended lists** are produced annually and provide variety selection lists for growers and agronomists in the cereals and oilseeds sector

3. Helping industry to understand and deliver what consumers will trust and buy

AHDB facilitates the development of export and domestic markets by inspiring and informing consumers, and helping to educate school children about where their food comes from.

For example:

- **Export market access** - AHDB has played a crucial role in China lifting its longstanding ban on UK beef and in Saudi Arabia lifting its ban on sheep meat
- **Consumer marketing campaigns**, which include current TV pork midweek meal campaign, and the 'Be Scrumptious' campaign delivered in partnership with Dairy UK

4. Delivering thought leadership and horizon scanning

AHDB market information helps business decision-making and improves supply chain transparency. AHDB's Horizon reports, live streamed events, modelling and analyses also help industry and Government to understand the key issues and potential implications of EU exit on the food and farming industries.

For example:

- **Horizon publications** include 'The WTO and its Implications for UK Agriculture', 'Brexit Scenarios: An Impact Assessment', 'International Consumer Buying Behaviour' and 'Driving Productivity Growth Together'
- **Online resources** such as a Brexit Impact Calculator, Resilience Checklist, and Agronomy Calculators

More information is available on the AHDB website at www.ahdb.org.uk.

Other levy boards and industry support models

Outside England the development, promotion and marketing of red meat is served by the following organisations:

Quality Meat Scotland (QMS)

QMS is a non-departmental public body which serves the red meat industry to improve its efficiency and profitability, and to maximise its contribution to Scotland's economy. It is mainly funded by a statutory levy paid by farmers and processing companies, which is raised on all cattle, sheep and pigs slaughtered in Scotland or exported live, with additional funding from the Cattle and Sheep Assurance Scheme membership. QMS focuses on industry development, marketing, communication and quality assurance. Further information is available at <http://www.qmscotland.co.uk>.

Hybu Cig Cymru (Meat Promotion Wales) (HCC)

HCC is a company limited by guarantee wholly owned by the Welsh Government. It is the statutory levy body for the red meat sector in Wales, and also receives some public funding. It promotes and markets Welsh red meat products in the UK and overseas. It works to improve standards through training, technology transfer, information provision to farmers and other industry bodies, and through research and development. The levy is paid by producer and slaughterer or exporter, and is raised on all cattle, sheep and pigs slaughtered in Wales or exported live. Further information is available at <https://hccmpw.org.uk>.

Note: AHDB is currently working collaboratively with QMS and HCC to deliver joint export, meat and health, and market information projects, using a £2 million fund of ring-fenced AHDB red meat levies. This is an interim arrangement whilst a long term solution is sought on the red meat levy issue. The issue arises because levies are collected at point of slaughter in England on significant numbers of animals that were reared in Scotland or Wales.

The Livestock and Meat Commission for Northern Ireland (LMC)

LMC is an executive non-departmental public body funded primarily by a statutory levy collected at the point of slaughter. LMC supports the Northern Ireland beef and sheep meat industry through activities including advising DAERA on carcass classification and on the operation of auction markets and slaughterhouses; disseminating pricing and market trend information; conducting market research; and improving and expanding trade in NI livestock and products.

LMC provides and supports the NI Farm Quality Assurance Scheme which is a voluntary membership scheme for the beef and lamb sectors that operates as part of the Red Tractor Scheme. Further details are available at <https://www.lmcni.com/about-us/>. At present there are no other sectoral levy bodies in Northern Ireland, although a wide range of representative organisations exist, funded by membership or other voluntary arrangements.

In thinking about the future for AHDB and its services, it may be helpful to consider the approaches and services offered by other organisations in the UK and in other countries around the world. Below are some examples.

The **British Beet Research Organisation (BBRO)** is funded by a voluntary levy from growers and British Sugar. Its remit is to support the grower and enhance yield through consultancy and research. Further details about BBRO are available from their website at <https://bbro.co.uk/>.

The **British Hop Association (BHA)** is a limited company funded by a voluntary growers levy. The British Hop Association delivers a breeding programme, provides advice on crop protection products and promotes its sector. Further details about the British Hop Association are available on their website <https://www.britishhops.org.uk/>.

The **British Poultry Council (BPC)** is a voluntary trade association funded by membership subscription. It represents companies involved in the rearing and processing of poultry meat in the UK. BPC addresses poultry meat issues including disease control, antibiotic stewardship, and career development. Further information is available online at <https://www.britishpoultry.org.uk/>.

The **Processors and Growers Research Organisation (PGRO)** is funded by a voluntary levy, which is collected by merchants and co-operatives trading pulses, with additional external funding from UK, European and worldwide research and commercial organisations. PGRO undertakes applied research and trials on peas, beans and lupins, and provides technical services to its levy payers. Further information is available at the PGRO website <http://www.pgro.org/>.

Beef and Lamb New Zealand (BLNZ) is funded by a statutory levy on producers that is collected by the slaughterhouses. BLNZ represents 11,500 beef and sheep farmers. Its activities include market development, research and development, knowledge transfer and environmental leadership. BLNZ and other New Zealand levy Boards ballot producers and growers in each sector every six years for their consent to the proposal for the next six years including the maximum levy rate for the period, and the activities to be funded with it. Further details about BLNZ can be found on its website at <https://beeflambnz.com>.

The **Irish Food Board (Bord Bia)** is primarily funded by grants and statutory levies on slaughtered or exported livestock. Bord Bia's activities includes developing markets, providing consumer insight, knowledge transfer and food quality assurance. Further information can be found at <https://www.bordbia.ie>.

The **Danish Agriculture and Food Council (DAFC)** is managed and financed by Danish farmers and food companies, primarily via membership fees and payment for services, although it is privately owned. DAFC provides member services, implements a research and development programme and promotes Danish farming and food industries. Further details are available at <https://agricultureandfood.dk/about-us/fokus>.

Hort Innovation Australia is primarily funded by grower levies with additional funds from the Australian Government and industry. Hort Innovation delivers research, marketing, and projects to provide practical solutions for growers. Further details are available at <https://horticulture.com.au/>.

Meat and Livestock Australia Ltd (MLA) is funded by levies collected by the Australian Department of Agriculture. MLA is a producer-owned, not-for-profit organisation that delivers research, development and marketing services to Australia's red meat industry. Further details are available at <https://www.mla.com.au>.

About you

1. Please select which of the following best describes your main role or job by ticking one box in the table.

Farmer, producer or grower	
Processor or buyer	
Other individual	
Other business Please indicate your line of business	
Other organisation including membership organisations and non-governmental organisations Please provide organisation name	

2. Please select where you, your business or organisation is based by ticking one box in the table.

East of England	
East Midlands	
London	
North East England	
North West England	
South East England	
South West England	
West Midlands	
Yorkshire and the Humber	
Northern Ireland	
Scotland	
Wales	
Other - Please specify	

3. Are you currently an AHDB levy payer?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

If yes, please select the sector(s) in which you currently pay the levy by ticking one or more boxes in the table.

Pork	<input type="checkbox"/>
Beef	<input type="checkbox"/>
Lamb	<input type="checkbox"/>
Dairy	<input type="checkbox"/>
Potatoes	<input type="checkbox"/>
Cereals	<input type="checkbox"/>
Oilseeds	<input type="checkbox"/>
Horticulture - Mushrooms	<input type="checkbox"/>
Horticulture - Bulbs and outdoor flowers	<input type="checkbox"/>
Horticulture - Protected edibles	<input type="checkbox"/>
Horticulture - Soft fruit	<input type="checkbox"/>
Horticulture - Protected ornamentals	<input type="checkbox"/>
Horticulture - Field vegetables	<input type="checkbox"/>
Horticulture - Tree fruit	<input type="checkbox"/>
Horticulture - Hardy nursery stock	<input type="checkbox"/>
Horticulture - Other Please specify	<input type="checkbox"/>

4. Please indicate which of the following size bands best reflects your annual turnover by ticking one box in the table (by turnover we mean the value of your output including any agri-environment and direct payments).

<£60,000	
£60,000 - £100,000	
£100,001 - £200,000	
£200,001 - £300,000	
£300,001 - £500,000	
£500,001 - £999,999	
£1 million - £5 million	
>£5 million	
Not applicable	

5. The questions that follow ask about your main sector(s). Please indicate here which main sector(s) you would like to respond about, by ticking one or more boxes. You will have the opportunity to explain where you would give a different response to a question for a different sector.

Pork (England)	
Beef (England)	
Lamb (England)	
Dairy (GB)	
Potatoes (GB)	
Cereals (UK)	
Oilseeds (UK)	
Horticulture (GB)	
Other Please specify	

6. Would you like anything in your response to be confidential?

Yes	
No	

If you answered Yes to this question, please explain why.

A summary of responses to this request for views will be published on the government website at: www.gov.uk. The summary will include the names of organisations that responded, but no contact details will be included. Responses will be made available to other Government Departments and the Devolved Administrations.

If you tick 'Yes' in response to the question asking if you would like anything in your response to be kept confidential, you are asked to state clearly what information you would like to be kept confidential and explain your reasons for confidentiality. We ask this because information in responses to this consultation may be subject to release to the public or other parties in accordance with the access to information law (these are primarily the Environmental Information Regulations 2004 (EIRs), the Freedom of Information Act 2000 (FOIA) and the Data Protection Act 2018 (DPA)). We have obligations, mainly under the EIRs and FOIA, to disclose information to particular recipients or to the public in certain circumstances. Your explanation of your reasons for requesting confidentiality for all or part of your response will help us balance these obligations for disclosure against any obligation of confidentiality. If we receive a request for the information that you have provided in your response to this consultation, we will take full account of your reasons for requesting confidentiality of your response, but we cannot guarantee that confidentiality can be maintained in all circumstances.

If you tick 'No' in response to the question asking if you would like anything in your response to be kept confidential, we will be able to release the content of your response to the public, without any private contact details.

Defra is the data controller in respect of any personal data that you provide, and Defra's Personal Information Charter, which gives details of your rights in respect of the handling of your personal data, can be found at: <https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs/about/personal-information-charter>.

This exercise is being conducted in line with the "Consultation Principles" as set out in the Better Regulation Executive guidance which can be found at:

<https://www.gov.uk/government/publications/consultation-principles-guidance>. If you have any comments or complaints about this request for views, please address them to:

Consultation Co-ordinator
Area 1C, 1st Floor
Nobel House
17 Smith Square
London, SW1P 3JR
Or email: consultation.coordinator@defra.gsi.gov.uk.

Section 1: AHDB purposes and activities

1. Please indicate which of the following best describes your current view of AHDB by ticking one box in the table.

Very positive	
Mainly positive	
Neither positive nor negative	
Mainly negative	
Very negative	
Don't know	
No opinion	

2. Currently AHDB has four purposes or aims which are set out in the Agriculture and Horticulture Development Board Order 2008:

- (a) increasing efficiency and productivity in the industry
- (b) improving marketing in the industry
- (c) improving or developing services that the industry provides or could provide to the community
- (d) improving the ways in which the industry contributes to sustainable development

Please indicate how strongly you think that any of these should be priority aims for the levy board in future, by ticking the appropriate boxes in the table.

Priority aims for the levy board in future	Strongly agree should be priority	Agree should be priority	Neither agree nor disagree	Disagree that should be priority	Strongly disagree should be priority	Don't know	No opinion
(a) Efficiency & productivity							
(b) Marketing							
(c) Services to community							
(d) Sustainable development							

3. Please explain if there is anything else which you think should be a priority purpose for the levy board.

4. AHDB currently undertakes the following activities for its sectors.

- (a) Research (for example genetic improvement and targeted research into pests, weeds and diseases in crops)
- (b) Knowledge exchange (for example monitor and strategic farms, supporting farmer to farmer learning, and benchmarking)
- (c) Market development (including marketing and advertising covering trade development work, education, health and nutrition for example TV led pork midweek meal campaign, dairy 'Be scrumptious' campaign)
- (d) Export development and market access - working with industry and government to establish exports (for example helping open up beef to China, sheep meat to Saudi Arabia)
- (e) Market intelligence and analysis (for example agricultural input and market information)
- (f) Communications, digital and creative (for example publishing recommended lists, arranging workshops and conferences, providing online tools, and media work including correcting factual inaccuracies)

For each activity please indicate whether you think AHDB should do more, the same, or less in your sector(s) over the next five years by ticking the appropriate boxes in the table.

Future level of activity	Do much more	Do a little more	Do the same	Do a little less	Do much less	Stop doing	Don't know	No opinion
(a) Research								
(b) Knowledge exchange								
(c) Market development								
(d) Export development								
(e) Market intelligence								
(f) Communications								

Please use this space to explain your answer in more detail, including whether you have different views for different sectors.

5. AHDB currently provides services for various sectors in different parts of the UK. These services could be expanded in the next five or more years, if there is a strong case for this. Here are some suggestions for how some of the statutory levy could be used.

- (a) To promote environmental sustainability and help the sectors tackle challenges such as emissions, pollution, nutrient use and climate change
- (b) To co-ordinate knowledge exchange activities, becoming the “go to” place for knowledge on what works in terms of innovation, skills, and techniques
- (c) To fund a more significant role in holding, managing, analysing, and publishing data for industry
- (d) To fund a greater leadership role in endemic livestock disease control in England
- (e) To help sectors respond to the opportunities and challenges that flow from leaving the EU

Please give your views on these suggestions by ticking the appropriate boxes in the table.

Suggested new or expanded services	Definitely consider	Worth exploring	Probably not	Definitely not	Don't know	No opinion
(a) Environmental sustainability						
(b) Knowledge hub						
(c) More data						
(d) Endemic disease						
(e) EU Exit support						

6. If AHDB were to provide one new activity for your sector(s) that is not listed in the question above, what should it be?

Please explain your answer in more detail, including whether you have different views for different sectors.

Section 2: Governance

Levy Payer Representation

AHDB has a Sector Board for each of its six sectors. The Sector Board Chairs sit on the main board of AHDB and are appointed by Defra's Secretary of State with the approval of ministers in Wales, Scotland and Northern Ireland. The other Sector Board members are levy payers, other stakeholders from the sectors, and independent members, all appointed by AHDB through an open recruitment process.

Each Sector Board is delegated the responsibility to develop strategies to meet the challenges of the sector; to ensure the levy rate is adequate to fund the work; to monitor the implementation of the strategy; and to act when performance deviates from plan.

AHDB seeks stakeholder views on its activities through the Sector Boards and through consultations such as on its three year Strategy, and it conducts annual satisfaction surveys.

Under its statutory terms AHDB is required to hold a ballot on whether an individual levy should continue if, within a three month period, it receives requests to hold that ballot signed by at least 5% of those who are entitled to vote.

7. Should levy payers be given an opportunity to vote every five years on the continuing existence of the statutory levy in their sector? Please tick one box in the table.

Yes	
No	
Don't know	
No opinion	

8. Would you like to see additional levy payer representation for your sector(s)? Please tick one box in the table.

Yes	
No	
Don't know	
No opinion	

Please use this space to explain your answer in more detail, including whether you have different views for different sectors.

How AHDB is Governed

AHDB is a non-departmental public body operating at arm's length from government ministers. The AHDB board comprises the Chair and nine members. Six members are industry specialists and have the added responsibility to act as Chairs of the six Sector Boards. Three are independent board members who are not drawn from specific sectors and who bring wider skills such as scientific expertise. The main board and each Sector Board hold meetings throughout the year, and have various standing committees and sub-committees reporting to them.

Other non-departmental public bodies have different board arrangements. In some the main board is composed entirely of independent members who are experts in broad areas (such as communications, finance, environmental or agricultural science, retail, farming policy) with no specialisation in specific sectors. In such cases all roles on the board focus on shaping and overseeing the strategic plans of the organisation. Sector expertise can be brought in through committees and working groups reporting to the board, providing advice, and commissioning research. This reduces the direct link between the main board and sector representatives, but may increase the board's capacity to focus on strategic risks and opportunities.

9. Does the current AHDB board, Sector Board and committee structure serve the needs of levy payers well? Please tick one box in the table.

Yes	
No	
Don't know	
No opinion	

Please use this space to explain your answer in more detail, including whether you have different views for different sectors.

Section 3: Funding

AHDB's main activities and budgeted expenditure are given in the table below⁶. Expenditure is 90% funded by the statutory levy.

2018/19 Budget							
Activity	Beef & Lamb	Pork	Cereals	Potatoes	Dairy	Horticulture	Total budgeted expenditure per activity
	£ million						
	(% of sector budget)	(% of total budgeted expenditure)					
Research	3.2	1.3	4.6	2.3	1.9	5.2	18.5
	17%	13%	37%	32%	20%	57%	27%
Knowledge exchange	1.5	1.5	2.4	1.1	2.4	1.5	10.5
	8%	14%	20%	15%	26%	16%	16%
Market development (incl marketing & advertising)	3.4	3.3	0.2	1.0	1.7	0.1	9.8
	18%	32%	2%	14%	18%	1%	14%
Export development & market access	5.8	1.0	0.6	0.3	0.3	0.02	8.1
	30%	10%	5%	4%	3%	0%	12%
Market intelligence & analysis	1.4	0.7	1.0	0.6	0.7	0.1	4.7
	7%	7%	8%	8%	8%	1%	7%
Communications, digital & creative	2.1	1.3	1.8	0.8	1.0	1.0	8
	11%	13%	15%	11%	11%	11%	12%
Support costs	1.7	1.3	1.6	1.2	1.2	1.2	8.2
	9%	13%	13%	16%	13%	13%	12%
TOTAL £ million	19.1	10.4	12.3	7.3	9.3	9.1	67.7

Note: Communications, digital and creative includes the production and dissemination of information, including publishing, organising conferences and workshops, press, media work, social media engagement, and online resources and websites. Support costs are areas that support the running of AHDB such as rent, rates, and IT.

10. Should AHDB continue to operate a statutory levy to undertake activities in your sector(s)? Please tick one box in the table.

Yes	
No	
Don't know	
No opinion	

⁶ Source: AHDB. Note: figures may not sum perfectly due to rounding.

Please use this space to explain your answer in more detail, including whether you have different views for different sectors.

11. If AHDB did not provide these services funded through the levy, what would you consider essential to buy or source elsewhere? Please tick the appropriate boxes in the table.

Services currently funded through the levy	I would buy it elsewhere	I would find it for free elsewhere	I would not obtain it	Don't know	No opinion
Research					
Knowledge exchange					
Market development					
Export development					
Market intelligence					
Communications					

Please use this space to explain your answer in more detail, including whether you have different views for different sectors.

12. How would you prefer to see AHDB's services to your sector(s) funded?

- (a) By continuing with the statutory levy**
- (b) By voluntary levy** (this would probably mean fewer contributors, so less money available to be spent, targeting the benefit to the voluntary contributors, excluding others)
- (c) By charging** (this would mean individual businesses paying for the exact services they wish to buy. This might imply individual or closed group services from which other businesses cannot benefit)
- (d) By another method**

Please tick the appropriate boxes in the table.

Ways of funding services	Strongly support	Support	Neither support nor oppose	Oppose	Strongly oppose	Don't know	No opinion
(a) Statutory levy							
(b) Voluntary levy							
(c) Charging							
(d) Other method							

Please use this space to explain your answer in more detail including what 'Other method' you would prefer, if any, and whether you have different views for different sectors.

13. If a statutory levy continues in your sector(s), do you think that the right businesses are paying the levy today? Please tick one box in the table.

Yes	
No	
Don't know	
No opinion	

Please use this space to explain your answer in more detail, including whether you have different views for different sectors.

14. AHDB currently represents six sectors: Pork, Beef and lamb in England; Dairy, Potatoes and Horticulture in GB; and Cereals and oilseeds in the UK.

Do you think that any other sector(s) or sub-sector(s) should be supported by AHDB through a statutory levy mechanism? Please tick one box in the table.

Yes	
No	
Don't know	
No opinion	

Please use this space to explain your answer in more detail, including whether you have different views for different sectors.

Section 4: Levy collection

AHDB is largely funded through statutory levies with different collection points and different bases for levy calculation across sectors. We want your views on whether different arrangements would better suit your sector(s) in future. Such arrangements might involve changing the basis of levy calculation (for example per head slaughtered, per tonne sold/bought, per litre) and/or changing the point in the supply chain at which the levy is collected (for example at the point of first sale, at the point of first contact with AHDB or another public body, at first registration of livestock).

15. Are you content with the current point of collection for the levy in your sector(s)? Please tick one box in the table.

Yes	
No	
Don't know	
No opinion	

Please use this space to explain your answer in more detail, including whether you have different views for different sectors.

16. Are you content with the current basis of calculation of the levy for your sector(s) (for example per head slaughtered, per tonne sold/bought, per hectare planted, percentage of turnover, per litre)? **Please tick one box in the table.**

Yes	
No	
Don't know	
No opinion	

Please use this space to explain your answer in more detail, including whether you have different views for different sectors.

Thank you for giving your views