

Dairy results

Levy payers were asked if they agreed with the proposed priorities for the dairy sector by ranking them in terms of importance from 1 to 5, where 1 is low and 5 is high. They were then asked to rank the work that AHDB should do to support those areas.

These results and feedback will now be used by the Dairy Sector Council to inform funding decisions on the work AHDB will deliver for the dairy sector.



Score 1
not
important



Score 2



Score 3

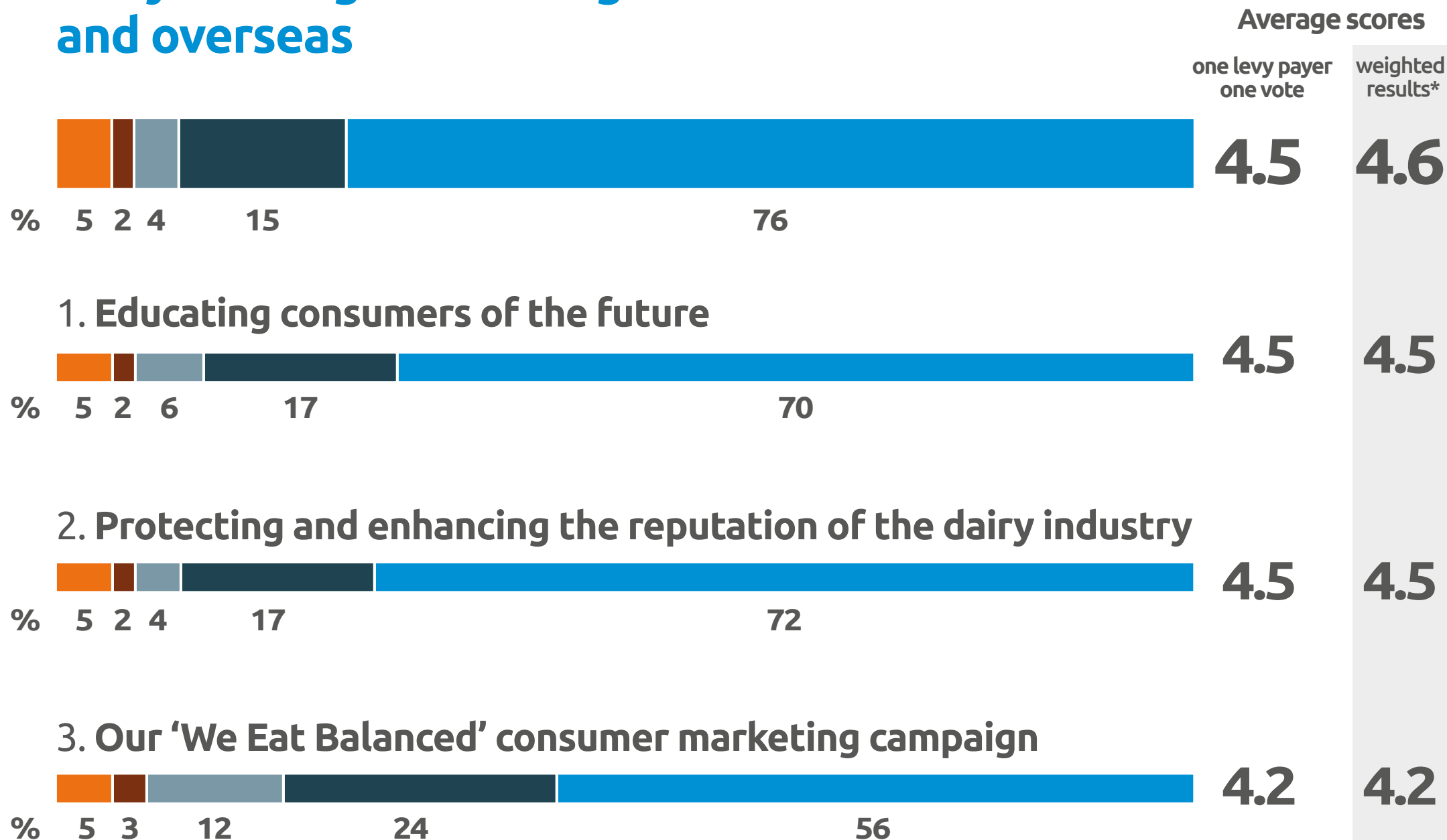


Score 4



Score 5
very
important

Priority A. Building positive reputation for dairy farming and driving demand at home and overseas



4. How we promote dairy exports to overseas markets



Priority B. Supporting dairy farmers to operate more profitably



1. Using market intelligence analysis



2. Dairy breeding and genetics

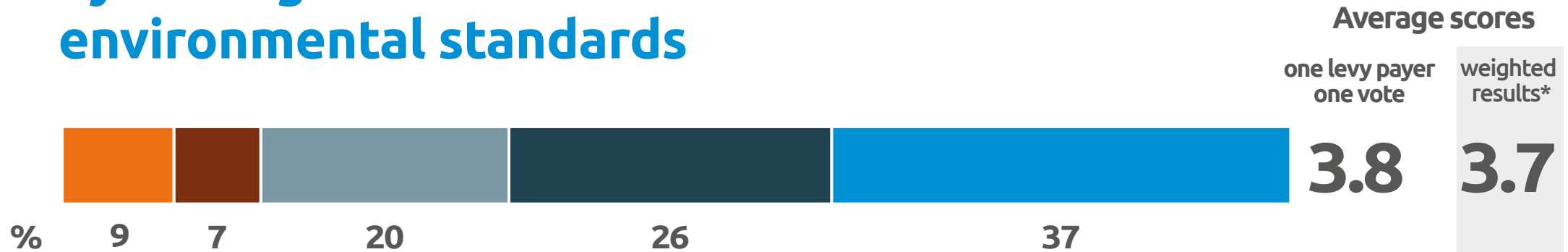


3. People working in agriculture and labour supply



*Weighted scores are based on volume of milk produced on-farm

Priority C. Help farmers prepare for the future by driving animal health and welfare and environmental standards



1. Supporting the dairy industry to deliver sustainable change



2. Improving animal health and welfare



*Weighted scores are based on volume of milk produced on-farm

Sector council appointments

The following people received more than 50% of the votes and have been ratified as sector council members:

Liz Haines

Ian Harvey

Mike King

Rob Nancekivell

Peter Rees

Gemma Smale-Rowland

Joe Towers