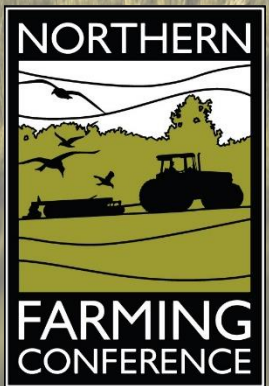


Northern Farming Conference 2024

Future Farming Success- Owning Change

Wednesday 6th November





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conversation:**

@NorthFarmConf

#NorthFarmConf24

**Please click on the QR code here
to view all of our guest speaker
biographies**



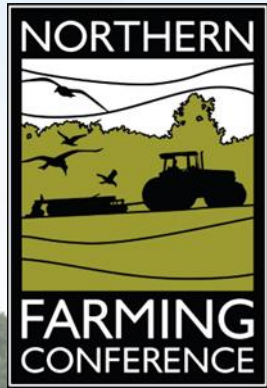
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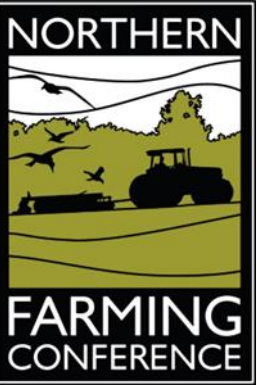
Welcome

Samantha Charlton

Northern Farming Conference
Committee Chair

Beef & Lamb Sector Director
AHDB





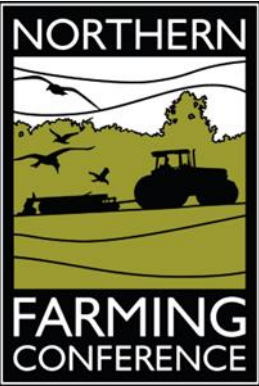
Political Session

Chaired By:

John Baker-Cresswell



[Link to Speaker Bio's](#)

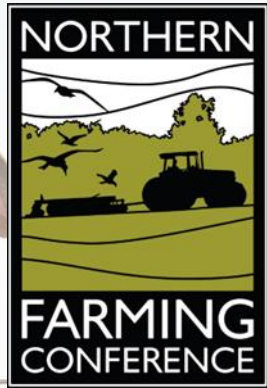


Lord Inglewood

Conservative Peer, House of Lords



[Link to Speaker Bio's](#)

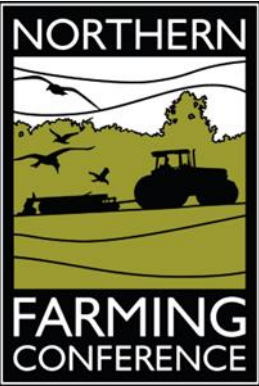


Jonathan Baker

Deputy Director, Policy Engagement
& Strategy, Defra



[Link to Speaker Bio's](#)



Daniel Zeichner

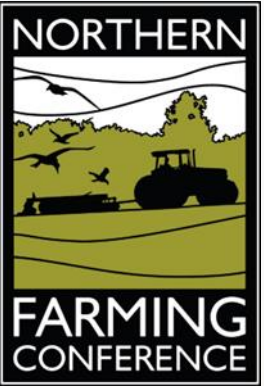
MP for Cambridge
Minister of State for Defra



[Link to Speaker Bio's](#)

Tim Farron

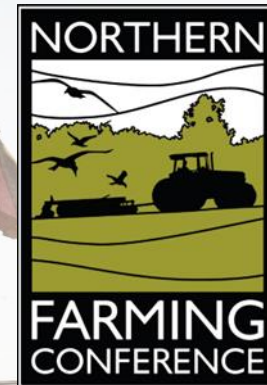
MP for Westmorland,
Furness and Eden



[Link to Speaker Bio's](#)

Robbie Moore

MP for Keighley and Ilkley



[Link to Speaker Bio's](#)

Panel Questions

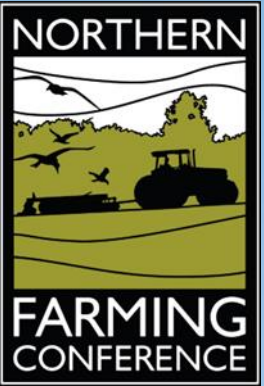
Facilitated by

John Baker-Cresswell



[Link to Speaker Bio's](#)

Coffee Break



[Link to Speaker Bio's](#)



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Matt Wallace

Northern Farming Conference
Committee Vice Chair

Agricultural Relationship Manager
HSBC



Samantha Charlton

**Northern Farming Conference
Committee Chair**

**Beef & Lamb Sector Director
AHDB**





Delivering value for levy payers

Agriculture and Horticulture Development Board

Who are we?



Dedicated to helping the UK farming industry succeed in a rapidly changing world.

A statutory UK levy board, funded by farmers, growers and other businesses in the supply chain.

Independently managed as an arms-length body of Defra.

Working on behalf of our 100,000 levy payers.

Based in the UK, working globally.

What do we do?



Our purpose

We seek to inspire farmers, growers and the industry to succeed in a rapidly changing world.

Our vision

A world-class UK food and farming industry that is inspired by and competes with the best.

Who are our levy payers?

We support the farming industry across four sectors



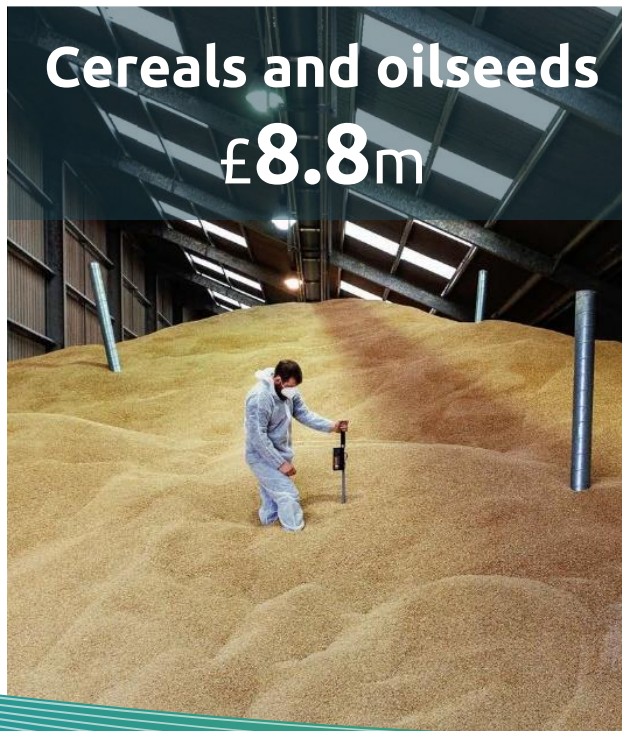
Beef and lamb
£15.2m



Dairy
£11.3m



Cereals and oilseeds
£8.8m



Pork
£8.8m



£43.6m

All sector levies are invested within their sectors.

How do we support our levy payers?



Research and knowledge

We fund research and knowledge exchange that delivers independent evidence and insight.

Market intelligence

We provide world-class intelligence on supply, demand, pricing, consumer trends and more.

Export support

We investigate emerging and priority markets, and we help UK producers to secure access to them.

Marketing support

We deliver campaigns that help to increase domestic and overseas consumer demand for UK products.

Reputation management

We champion UK farming in the media to drive positive public attitudes and ensure fair reporting.

Training and development

We help businesses to develop and retain staff, and we improve future recruitment opportunities.

Environmental resources

We help to improve the sustainability and resilience of farms using data, digital tools and guidance.

Engagement

We bring the industry together to tackle key issues & enhance supply-chain collaboration.

Education

We educate the public about food and farming, including children as the consumers of tomorrow.

Animal health and welfare

We work collaboratively with industry to address key health and welfare challenges faced by producers.

Engagement through events

We bring people together to share knowledge, tools and services

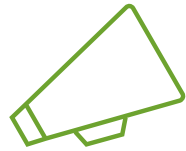


In 2024/25, we are delivering...



28

international
events



386

engagement
events



33

UK events



321

face-to-face
events



16

conferences



65

webinars

How do we build success for the industry?



Leadership

We are an independent voice for UK farming, driving the debate about existing and emerging issues.



- Decarbonisation
- Digital transformation
- Farm excellence
- Informing government policy
- Environment

Expertise

We use our deep knowledge of the industry and our commercial acumen to support growth.



- Science
- Communication & collaboration
- Human nutrition
- Marketing (award-winning experts)
- Exports (world-leading team)
- Halal Market (Beef & Lamb)

Levy payers

Everything we do is designed to increase the success and prosperity of all levy payers in the supply chain.



- Farmers
- Growers
- Abattoirs
- Processors

BRITISH BEEF

NATURALLY BIG ON VITAMIN B12

Lean beef is rich in vitamin B12, which helps reduce tiredness and fatigue. A balanced diet and healthy lifestyle are recommended for good health.



BRITISH DAIRY



BRITISH BEEF



BRITISH LAMB



Lean lamb contains vitamin B12, which can help reduce fatigue as part of a healthy diet and lifestyle.



BRITISH BEEF

THIS THAT

Home-grown to world class standards

We all want to make better choices. Our climate and landscape help our British beef have a carbon footprint that's 50% less than the global average. It's also produced to world class food and farming standards. Now that's a big thumbs up!

Enjoy the goodness

Find out more about this (and that!) at letsatebalanced.com/environment

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LET'S EAT BALANCED FROM AHDB

THIS OR THAT

How many vitamins and minerals does British lamb contain?

5 OR 7

4
SECONDS

SCAN FOR HEALTHY RECIPES



LET'S EAT BALANCED
FROM AHDB

THIS OR THAT

How many vitamins and minerals does British milk contain?

5 OR 7

BALANCED BITES

Caramelised Banana Overnight Oats

LET'S EAT BALANCED FROM AHDB

TASTE UK

BRITISH LAMB

THIS

THAT



THIS

THAT

BRITISH LAMB

Recent achievements

Our marketing campaigns



Let's Eat Balanced

The campaign champions the goodness of lean red meat and dairy as part of a healthy, balanced diet, while supporting those British farmers committed to sustainable farming practices



47m
adults reached



7 out of 10
consumers who saw the TV ad
said it gave them new information
about meat and dairy*



Nearly 94m
social media impressions generated**



Source: *Independent Quantitative Research. Two Ears One Mouth. Feb 2024. **TV and social analytics

Initial campaign tracking results have been very strong

Aug 23 (Pre) vs Feb 24 (Post)

Meat (%pts)

Dairy (%pts)

Provides a range of vitamins and minerals

+4%

+4%

Is an important part of a balanced, healthy diet

+4%

+4%

Is rich in vitamin B12

+7%

+3%

Is naturally produced

+8%

+3%

Is produced in a sustainable way

+6%

+3%

LET'S EAT BALANCED

FROM AHDB

1st January – 18th March 2024
Media investment: £1.38M

£13.8M

sales of beef and
lamb

162K

Additional buyers
of beef

£9.99

return in retail
sales for every
£1 of levy
money

1,537

tonnes
of beef and lamb in
shopping baskets

70K

Additional buyers
of lamb

Recent achievements

Our marketing campaigns

Eat Like a Lioness

Our spin-off, cross-media campaign partnered with Anita Asante and the former nutritionist for the England women's football team to encourage the consumption of lean meat cuts and dairy products.



5m

people reached
on social media



45m

people reached through
52 press pieces



Marketing Campaign of the Year

winner at the Trade Association Awards



Recent achievements

Our marketing campaigns



Milk Every Moment

Our new campaign, in collaboration with British Universities and Colleges Sport (BUCS), will help to empower the next generation by creating a positive association between milk and achieving fitness goals.



Over 500,000

BUCS students and supporters reached across 165 universities and colleges

Empowering
the next generation

**MILK EVERY
MOMENT**

BUCS
Funded by
your levy | **AHDB**

Recent achievements

Educating the nation

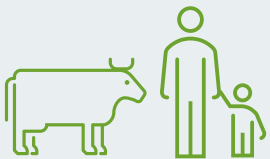


Educating the consumers of tomorrow



Over 1.3m

teaching resource downloads from the 'Food – a fact of life' website, in partnership with the British Nutrition Foundation



20 farms

supported by our pilot programme to deliver safe and impactful school farm visits



Over 2,600 students

engaged in hands-on cooking experiences through our 'Ingredients into Schools' pilot



Farming a Greener Future

Launched in 2023, our news-style programme with ITN Business showcases the positive impact that livestock have on the environment and our food system.

Recent achievements

Beef and lamb

Our **trade mission to Ghana and the Côte d'Ivoire** enabled nine UK businesses to explore further export opportunities.

Our visit to the **Gulfood Food Exhibition in Dubai** helped 13 red meat exporters promote UK produce to global buyers.

We **submitted an Ofcom complaint** about Channel 4's *Big British Beef Battle* for failing to observe impartiality, accuracy and fairness.

We **challenged a wide range of research findings**, including studies by the University of Oxford and Harvard.



2023/24

£1.7bn

of UK red meat exports

19%

increase in the volume of beef offal exports to non-EU markets

11.7%

increase in the overall value of sheep meat exports (£562 million)

15 million

on-pack stickers appeared in six national supermarket chains

Thank you

Head office

Agriculture and Horticulture Development Board
Middlemarch Business Park, Siskin Parkway East, Coventry CV3 4PE

Website

ahdb.org.uk

Email

info@ahdb.org.uk

Telephone

024 7669 2051



Helen Browning OBE

CEO, Soil Association



[Link to Speaker Bio's](#)

Panel Questions

Facilitated by

Matt Wallace

Agricultural Relationship Manager
HSBC



[Link to Speaker Bio's](#)

Lunch Break



[Link to Speaker Bio's](#)



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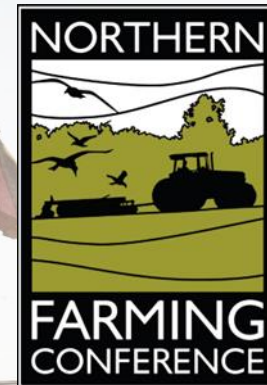
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Farmer Panel: 'Change; control the controllable'



Farmer Panel

Andrew Robinson

Agri Partner, Armstrong Watson



Farmer Panel

Stuart Johnson

Soil Farmer of the Year 2023, West Wharmley Farm, Hexham



Rich Oglesby

New Entrant Beef, Sheep and Red Deer Farmer, Rothbury

Tania Coxon

Founder of the Country Girls UK, Arable Farmer, Sunderland

Annabel Hamilton

Mixed Farming Enterprise, Scottish Borders



[Link to Speaker Bio's](#)

***'People don't buy
what you do, they
buy why you do it'***

Simon Sinek



***'Every problem is
a people problem'***

Allan Crockett



***'Clever people know
how to solve problems,
wise people know how
to avoid them'***

Albert Einstein



***'It isn't the mountains
ahead to climb that
wear you out, it's the
pebble in your shoe'***

Muhammad Ali



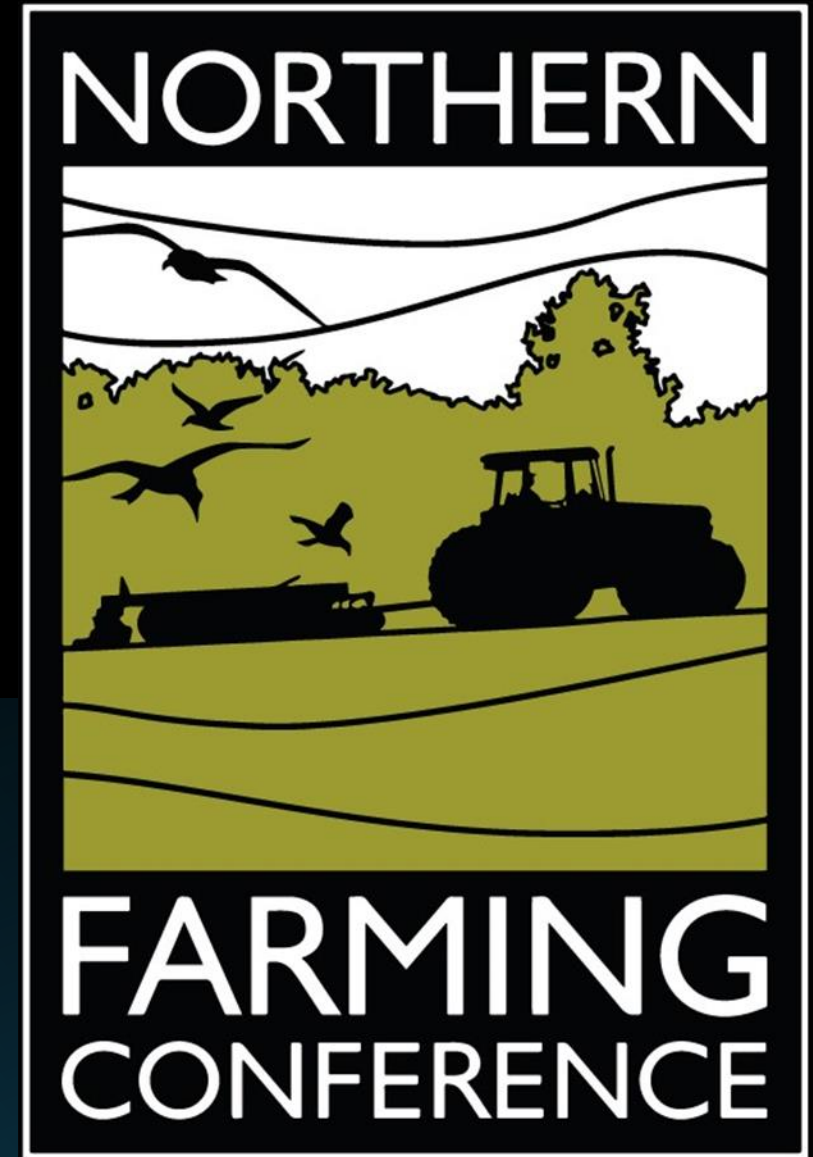
***'Experience is the
name we give our
mistakes'***

Oscar Wilde



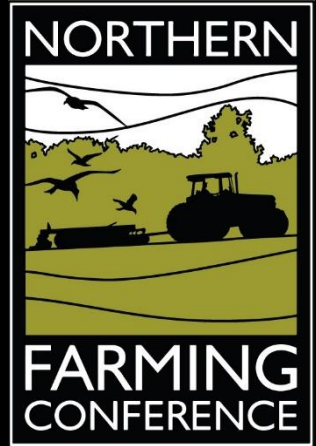
***'Opportunity dances
with those who are
ready on the
dancefloor'***

H Jackson Brown



***'We make a living by
what we get, but we
make a life by what
we give'***

Sir Winston Churchill



Michael Blanche

The Pasture Pod,
Totally Ewesome Farmer, Perth



[Link to Speaker Bio's](#)

All Aboard the Time Train



It's About
Time



Stories of Time

Stories of Choices

JACKANORY

The Tale of the Dairy Farmer and her Robots

JACKANORY

Sweden. August 23rd, 1973.

Finished files are the result of years of scientific study combined with the experience of many years

1st P

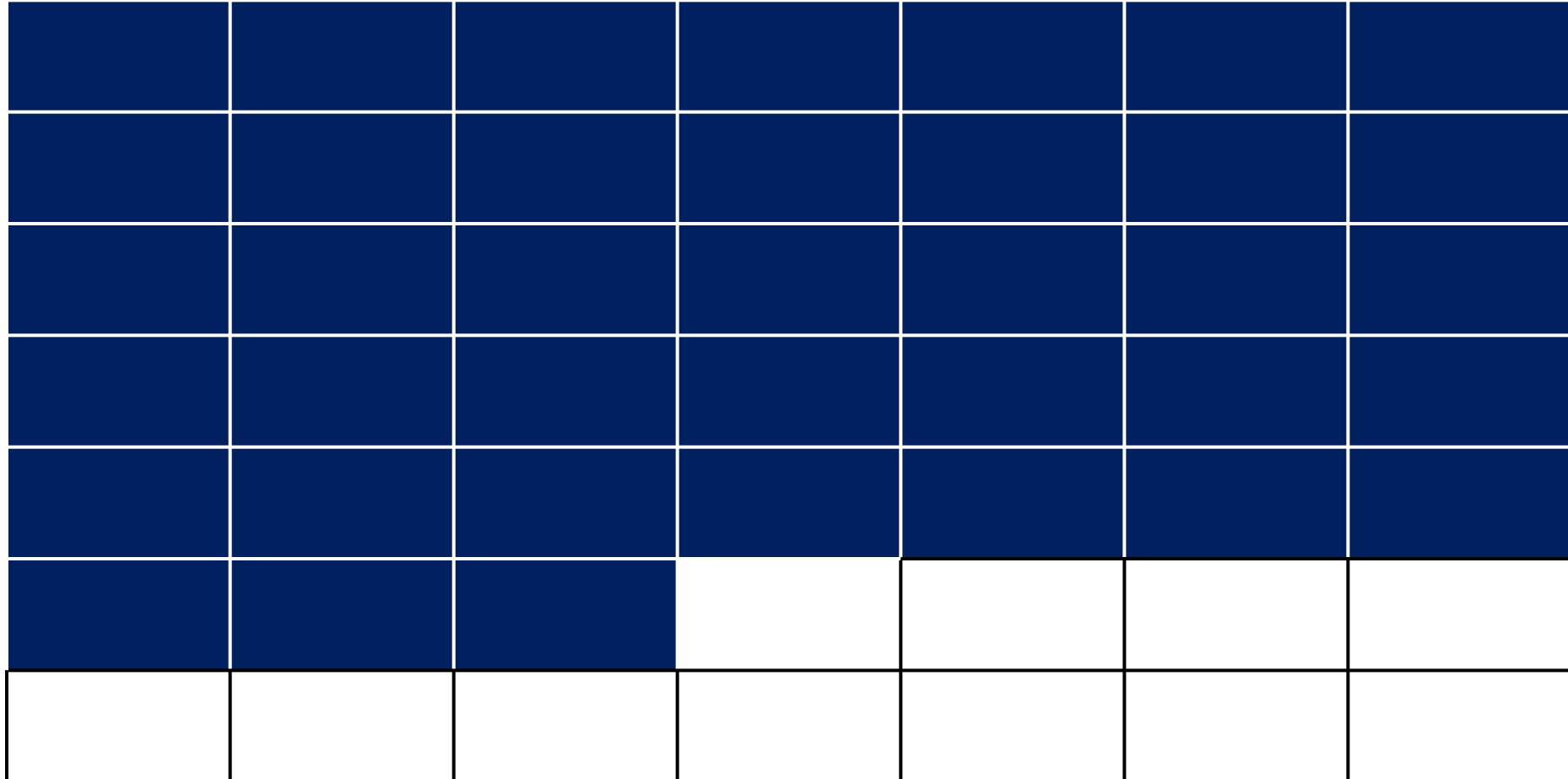
Perception

What we see and what we don't

“If you want to make small changes,
change the way you **do things**. If you
want to make major changes, change
the way you **see things**.” Don Campbell



This Farming Life





JACKANORY

All that glitters might not be the gold you want

2nd P

Purpose

What do you want?

5 Whys

Values

JACKANORY

The Adventures of a Farm Manager

“If the ladder is not leaning against the right wall,
Every step we take just gets us the the wrong place faster.”

Steven Covey

[illegible]

3rd P

Priority

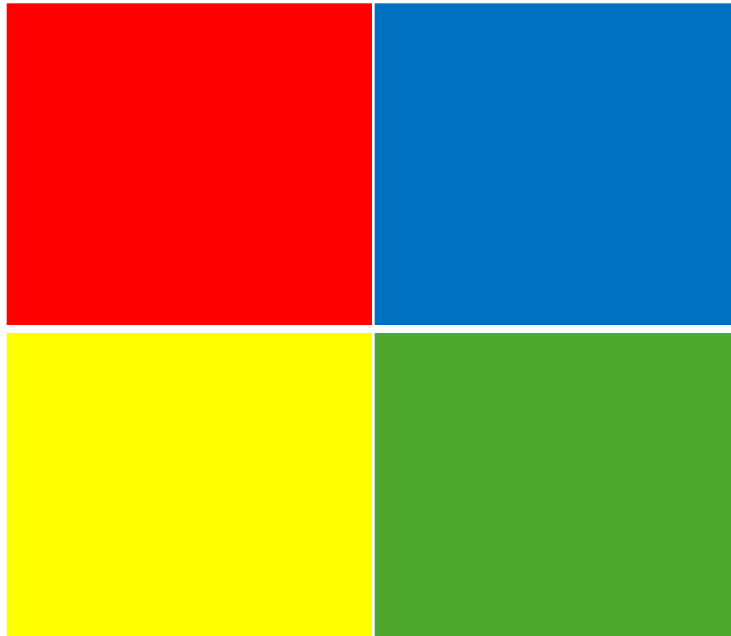
JACKANORY

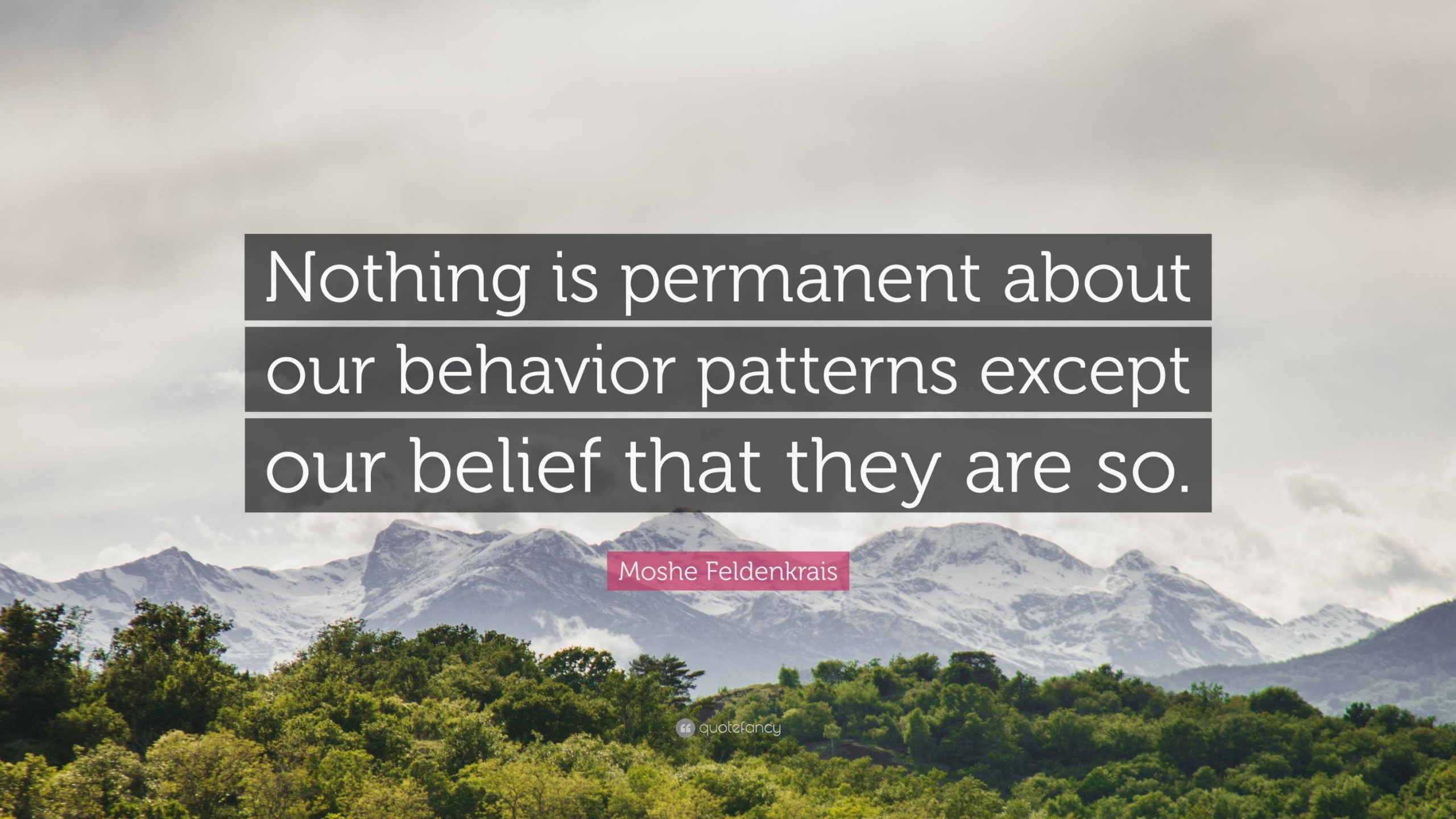
The Story of Warren Buffet and his personal pilot

4th P

Patterns

Personality





Nothing is permanent about
our behavior patterns except
our belief that they are so.

Moshe Feldenkrais

“Lean is about recognizing your weaknesses and addressing them aggressively”

Paul Akers, Author of 2 Second lean

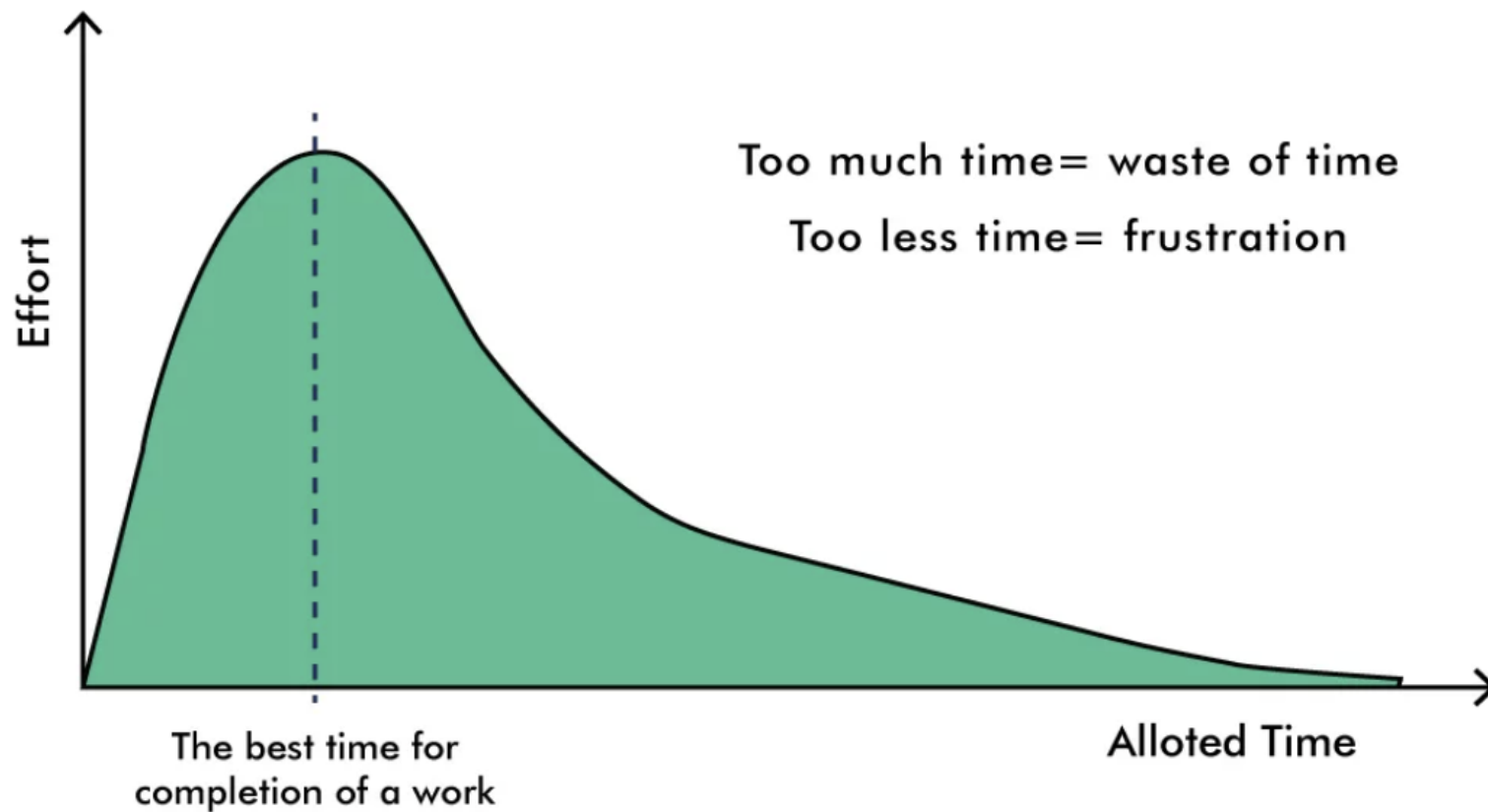


JACKANORY

For the want of a nail



Parkinson's Law



“We might be doing things right,
but are we doing the right things?”

**Right thing,
wrong**

**Right thing,
right**

**Wrong thing,
wrong**

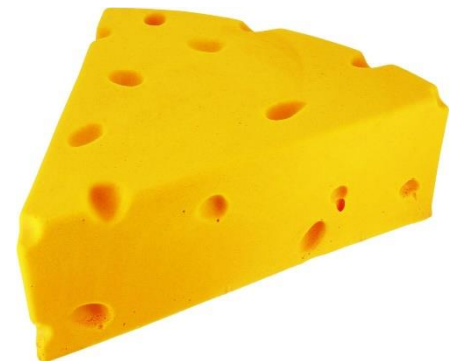
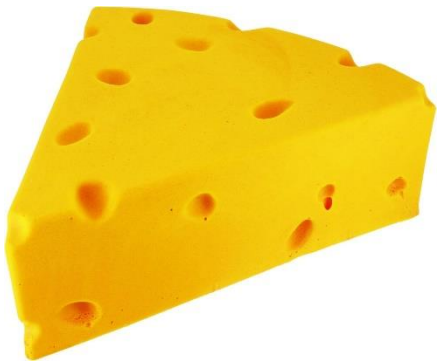
**Wrong thing,
right**

Change is a gift



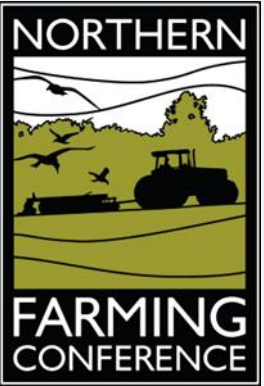
JACKANORY

The Navy Seal and One Word





nd they all
lived happily
ever after...



Final Q&A

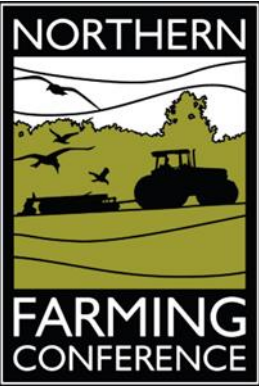


[Link to Speaker Bio's](#)



**Please click on the
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access our feedback
survey**





Thank You For Attending

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