

1 Market and trade data

We provide easy-to-access, independent market prices and analysis to help inform your business decisions.

Did you know the market prices in Farmers Weekly and Farmers Guardian are produced by AHDB?

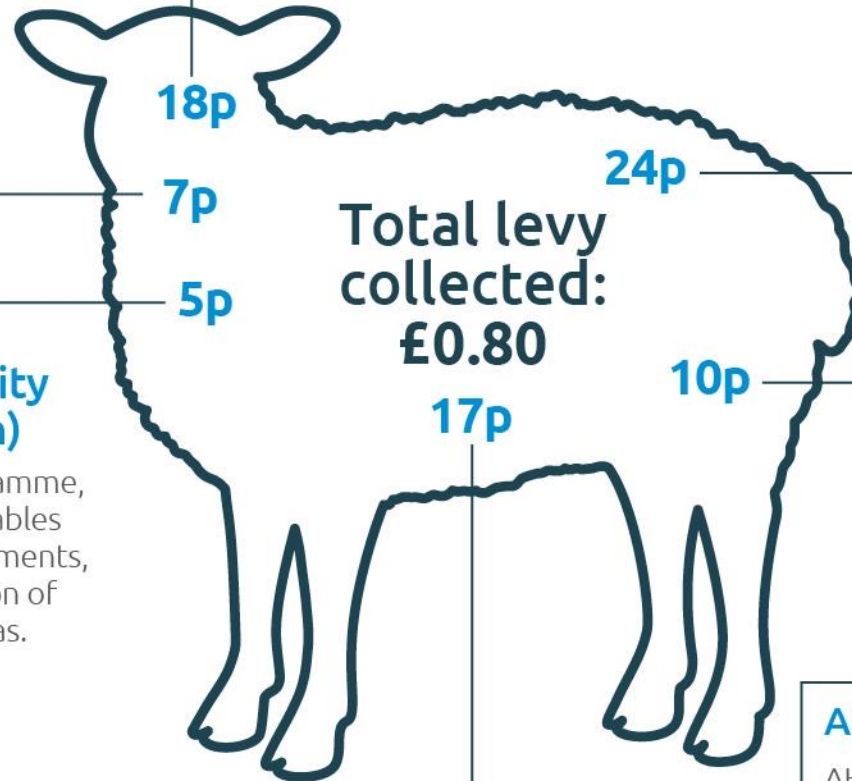
2 Marketing to the UK consumer

Our We Eat Balanced campaign reached 18.5m consumers promoting the true story of British lamb. This resulted in 11% or 800,000 more people intending to buy red meat¹.

¹ Source: Kantar

3 Export development

We export one third of our total lamb crop with a value of £446 million in 2020, with 90% destined for the EU where AHDB leads on lamb promotion while developing further opportunities in Asia/Americas. AHDB works with government and industry to open new markets including Japan and New Zealand.



6 Farm-to-fork traceability (Livestock information)

The Livestock Information Programme, funded by AHDB and DEFRA, enables advanced tracing of sheep movements, helping to enhance the reputation of British lamb at home and overseas.

4 Working with you

Our Strategic and Monitor Farms, events and publications ensure you are connected with the latest research and innovation to support your business.

5 Animal health, genetics and the environment

Helping drive improvements and deliver solutions across almost all areas of production, our targeted research aims to support you and aid on-farm decisions.

AHDB income 2021/22

AHDB collects £0.80 per head of lamb. This is made up of a producer (£0.60) and slaughter (£0.20) levy.

Non-levy income, e.g. grants and funding, offers extra value for you in addition to your investment.

The figures are based on the 2021/22 Business Plan with overheads allocated on a pro-rata or estimated resource basis. Prior year financial statements are published in our Annual Report and Accounts available at: ahdb.org.uk