

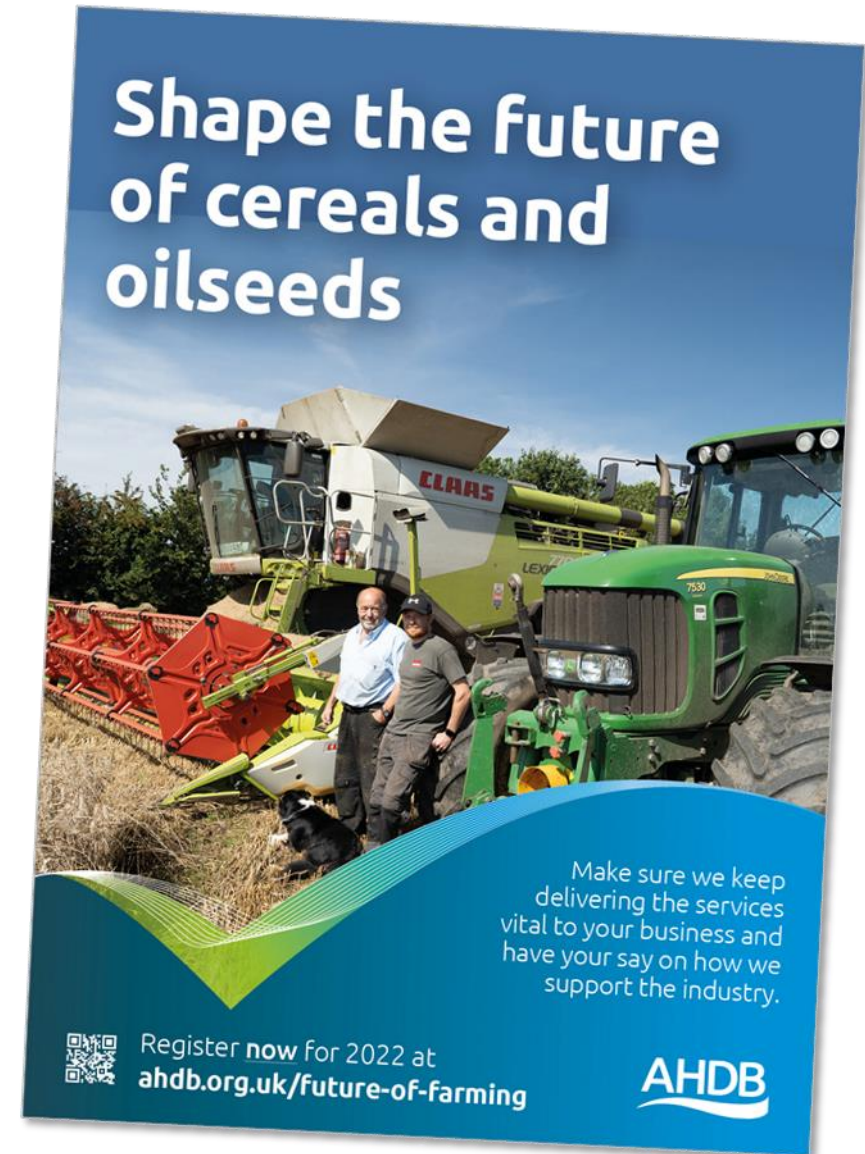
# AHDB Shape the Future

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# Shape the Future

- We are starting the transition to our new operating model.
- This will dramatically improve two-way engagement between AHDB and levy payers.
- It is not a mechanism to decide whether a levy is collected or not [that mechanism still exists].
- Most developed nations have some form of central funding to deliver what is right for the industry.



# Overall approach and timeline

- “Registration first” approach
  - Technical barriers to us having contact details for all levy payers
  - Registration will bring in levy payers who haven’t voluntarily contacted us before

7 Dec-21	Registration portal opens
31 Mar-22	Registration closes
11 Apr-22	Shape the Future vote opens for 4 weeks to 6 May
Jun-22	Results shared with Sector Councils



# Shape the future of farming



Have your say in spring 2022

## Register to shape the future of farming

### Registration

Welcome to the AHDB registration portal. This is the first step towards shaping the future of your levy. In the spring 2022, you will have the chance to have your say on the things that AHDB deliver on your behalf. It is your chance to influence how your levy is spent and the things that matter to you the most.

Start the registration process now so that you can have your say in the spring

Please press 'Start' below to begin your registration.

The Registration online service is available 24 hours a day.

[Start](#)

If you require any technical support with the registration form please email [support@cesvotes.com](mailto:support@cesvotes.com) or call 0208 889 9203.

## Eligibility:

Each eligible business gets one vote per sector provided they met the following criteria in the last 12-months:

- **Cereals & Oilseeds:** Any person who paid a cereal buyer levy, a cereal processor levy, the cereal grower levy or the oilseed grower levy in the UK
- **Beef & Lamb and Pork:** Any person who kept pigs, sheep or cattle in England or any person who slaughtered pigs, sheep or cattle in England
- **Dairy:** Any milk producer in Great Britain

If you operate in multiple sectors, you get one vote per sector that you operate in. You will need to register each vote separately. The same person can do this or a different person

Registrations will be validated to ensure they meet the criteria.

# Shape the future vote



What we your levy delivers

- Levy spend broken down by areas of works
- For information - indication of the current costs that we are asking for views on



Sector needs

- Sector Council believes these are the strategic needs for the sector.
- How strongly do you agree? (1-not at all to 5-totally agree)



Workstreams

- To support levy payers, we are planning the following key areas of work.
- Score each of them on how important this work is to you and the sector (1-not at all to 5-critical)



Sector Council appointments

- The people below have been appointed to the Sector Council.
- Do you agree with these proposed appointments? (yes/no)



# Shape the future of farming

Register before  
31 March 2022  
to have your say

[ahdb.org.uk/shape-the-future](http://ahdb.org.uk/shape-the-future)



## Have your say

Levy payers are at the heart of everything we do, so it's only right that we give you a greater voice in how we spend your levy.

In April 2022, you'll get to have your say on the challenges you want AHDB to focus on and the services we will deliver for you in the future. It's your chance to influence how your levy is spent on the things that matter to you most.

Have your say on the vital support we offer your business and the industry. Register **now** at [ahdb.org.uk/shape-the-future](http://ahdb.org.uk/shape-the-future)

