

Dr John Bridge

Chair

**Agriculture and Horticulture
Development Board**



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Background

- Radcliffe Report
- Government Response



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Implementing Change (1)

- Existing levy board structure
- New structures
- Process of change



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Implementing Change (2)

- Accenture Review
- Development of Business Case
 - Shared Services
 - Co-location



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Timetable 2008-2010

- AHDB operational 1 April 2008
- Corporate Plan operational
- Business as usual
- Change programme – shared services
- Stoneleigh



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Corporate Plan - Challenges

- Environmental
- Consumer Patterns
- Global trade and competition



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Corporate Plan - Implementation

- **Vision**

‘thriving and sustainable sector responding effectively to change’

- **Mission**

‘provide the agriculture and horticulture sectors cost-effective, relevant services, which support the sectors’ long-term sustainability’



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Key Challenges

- Research and Development
- Knowledge Transfer
- Cross-sector marketing
- Market Intelligence



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CONCLUSIONS



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