



# AHDB

## Introduction to the Land Based Sector



# The Agriculture and Horticulture Development Board (AHDB)

Statutory levy board, funded by farmers, growers and others in the supply chain

Managed as an independent organisation (independent of both commercial industry and of Government).

**Our purpose** is to *inspire our farmers, growers and industry to succeed in a rapidly changing world.*

**Our vision** is for *a world-class food and farming industry inspired by, and competing with the best.*

# Industry sectors covered by AHDB

Beef & Lamb

Dairy

Pigs



Cereals and Oilseeds

Horticulture

Potatoes

As the industry faces significant change, businesses will require a greater technical skills to drive competitiveness and resilience.

This must be at the heart of the work we deliver for careers promotion and the recruitment of new entrants.

In order to continue to attract a high calibre of young people at all levels of employment, we must demonstrate that we are a modern, technical industry that offers attractive and diverse career opportunities.

»»»» THERE IS AN  
**URGENT**

NEED TO

**CHANGE**

**PERCEPTIONS**  
OF OUR INDUSTRY  
AMONG YOUNG PEOPLE.

»»»» A CHRONIC  
**SHORTAGE** OF

YOUNG  
NEW

**TALENT**

POSES A VERY  
**REAL THREAT**

- Model developed to identify **key sectors** in terms of:
  - Skills needs (skills shortages and gaps)
  - Economic significance (productivity and employment)both **currently** and in the **future**
- **Sectors with greatest ‘skill needs’** include: hospitality; transport equipment; agriculture; textiles; computing; vehicle maintenance; food and drink; and retail



HM Government

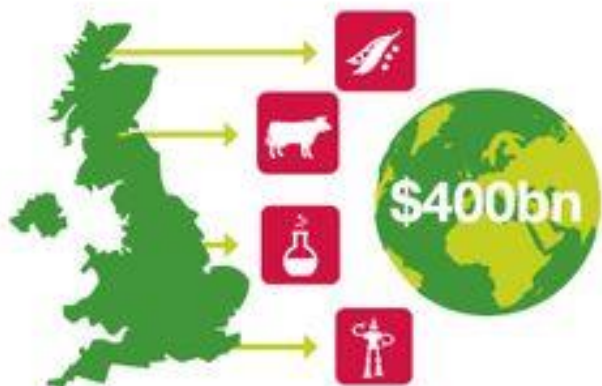
# Agricultural technologies



Agriculture employs **450,000** people.



Agriculture contributes **£9 billion** to the UK economy and underpins the UK's **£26 billion** food and drink manufacturing sector.



The growing global agricultural technologies sector is worth **\$400 billion**, offering export opportunities in emerging markets.



A pest management system developed by British and Kenyan scientists has increased yield in parts of Kenya **by up to 100%**.

# How Agriculture and Horticulture compares when considering Skills gaps

## Per cent of UK technical job vacancies that were difficult to fill due to skills shortages 2015/16



Health and social work (12,950)



Education (5,220)



Public admin. (3,350)



Arts and Other Services (13,550)



Agriculture (5,400)



Hotels and restaurants (52,000)



Wholesale and Retail (89,200)



Electricity, Gas and Water (7,600)



Transport, Storage and Comm (94,800)



Financial services (34,250)



Construction (63,200)



Manufacturing (80,500)





AGRI-FOOD HAS  
**5<sup>x</sup>** MORE  
SKILLED TRADE  
OCCUPATIONS  
THAN OTHER SECTORS

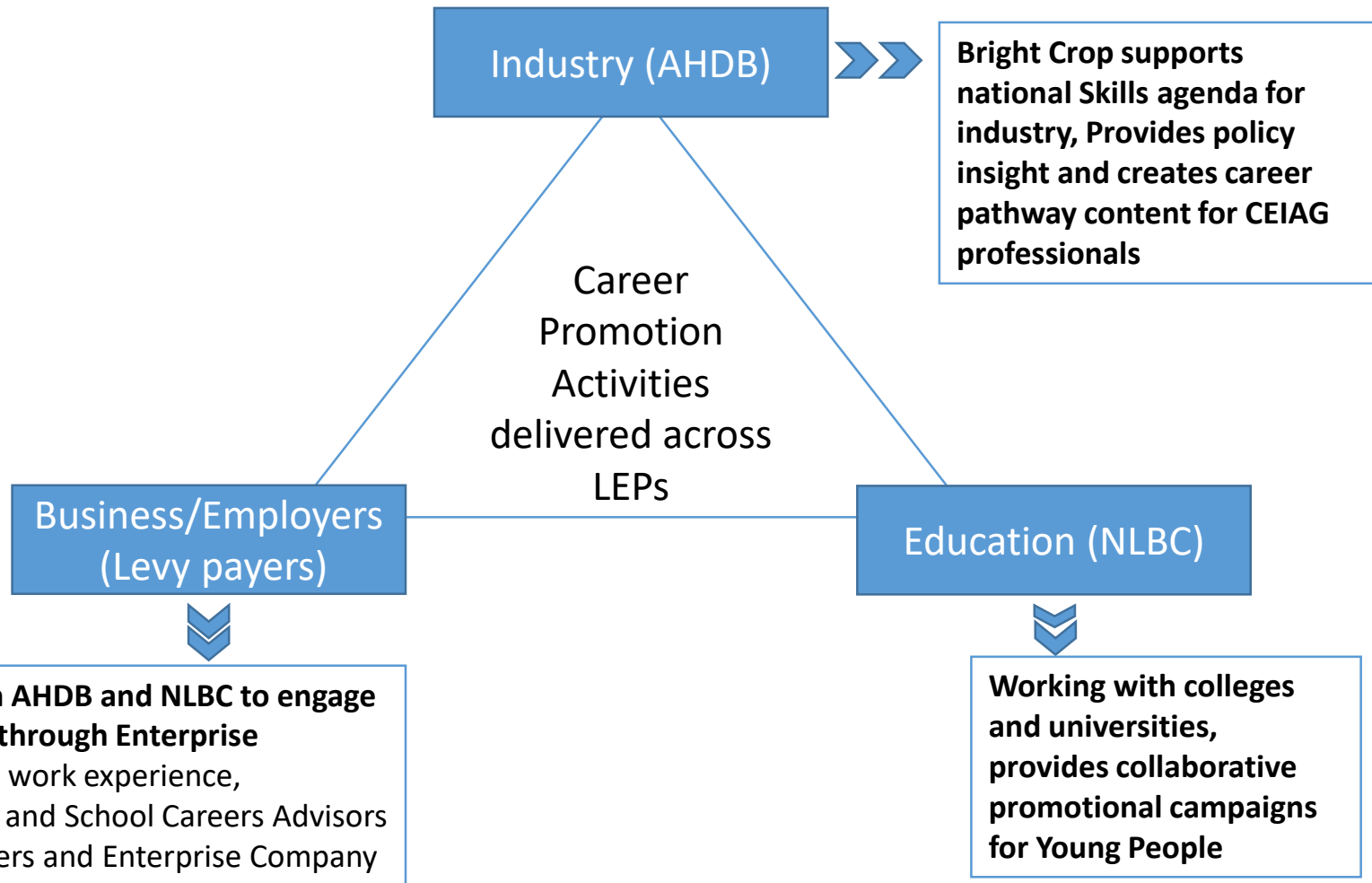
While.....

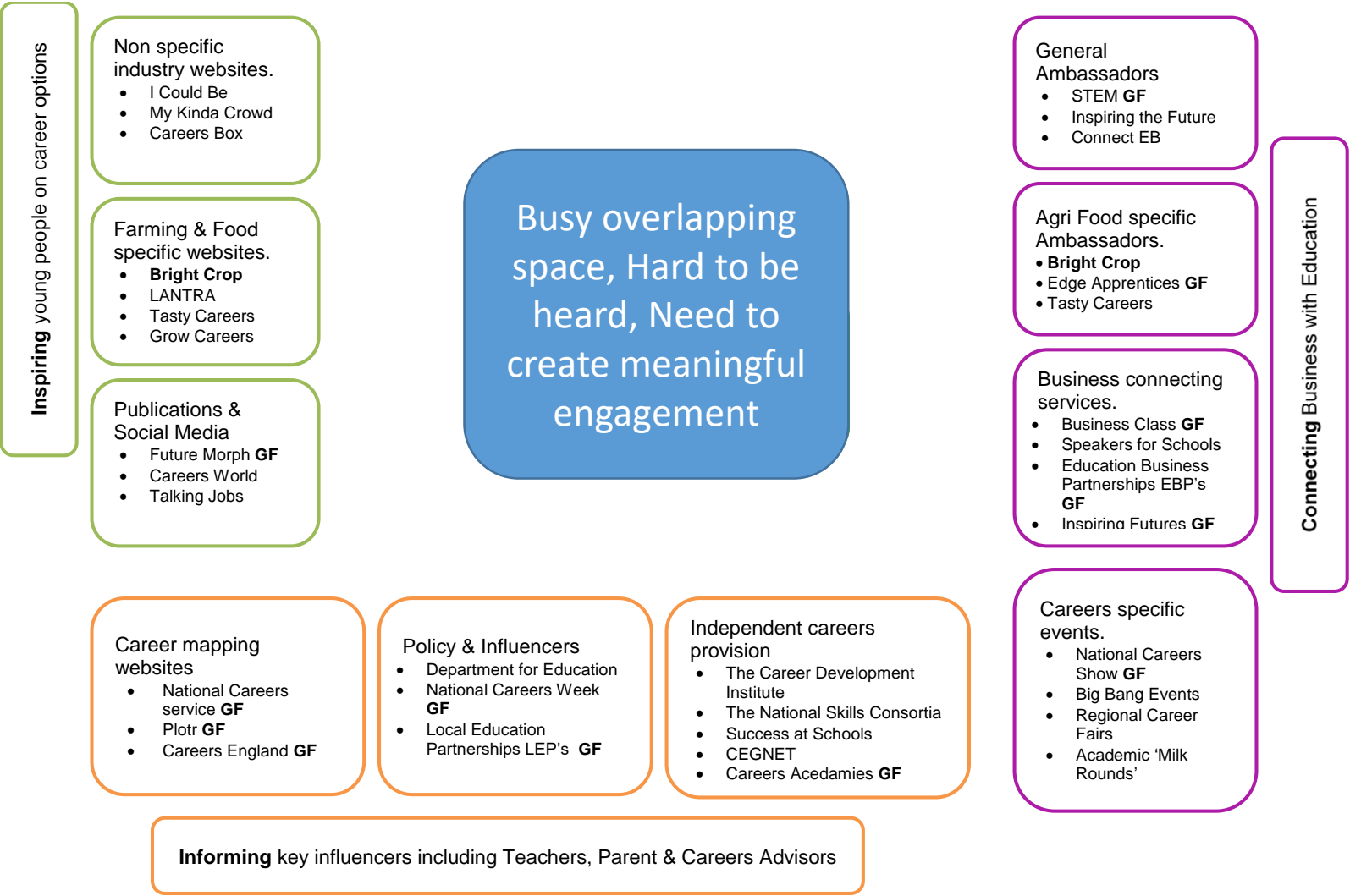


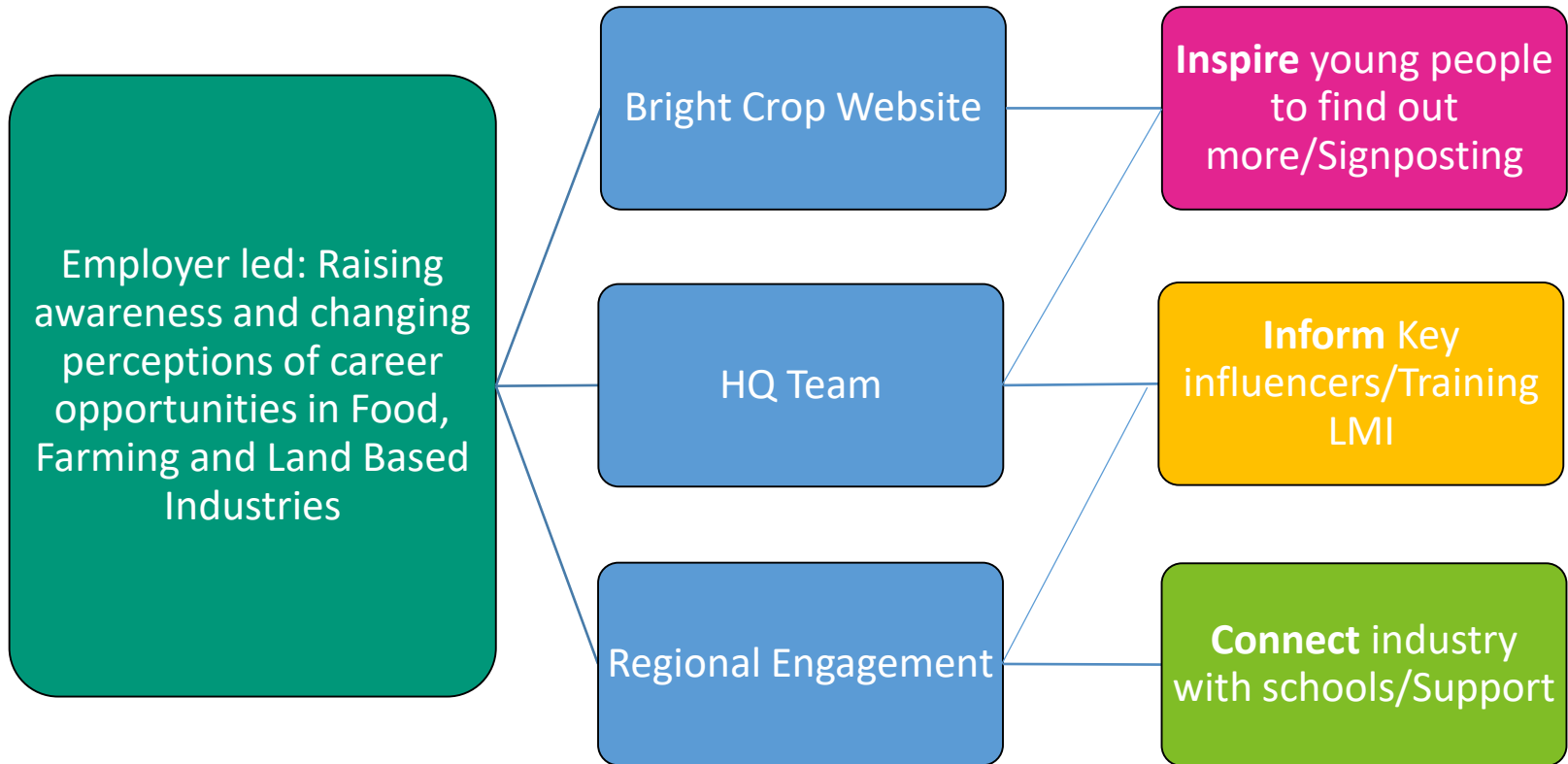
ONLY  
**4%**

ARE CONSIDERING  
A CAREER IN  
**AGRI-FOOD**

# Guidance from government on industry approach to careers promotion







# 75% OF TEACHERS THINK THE AGRI-FOOD INDUSTRY IS A SUITABLE CAREER FOR STEM STUDENTS



**NEW**

221 Careers Advisors/Teachers Trained

**HOW TO DELIVER ENGAGING CAREERS SESSIONS**  
ADVICE AND GUIDANCE FOR BRIGHT CROP AMBASSADORS

**INSPIRE INFORM CONNECT**

120,000 Copies of Big Choice Guide

**CAREERS IN AGRICULTURE**

TheBigChoice.com

SCHOOL LEAVERS GUTPE

*Resource Pack*

**AGRICULTURE AND FOOD PRODUCTION IS A THRIVING, GLOBAL INDUSTRY THAT IS ESSENTIAL TO ALL OUR LIVES - WITHOUT IT WE WOULDN'T EAT.**

In association with:



The farming and food supply industry offers more varied career paths than you might think, with many using cutting-edge technology and techniques to put food on our plates every day.

**#MyFutureSelfie THE FUTURE OF AGRI-FOOD**

RESEARCH IT, GROW IT, MAKE IT, RAISE IT, RENEW IT, SHIFT IT, TRADE IT, MANAGE IT, CHANGE IT

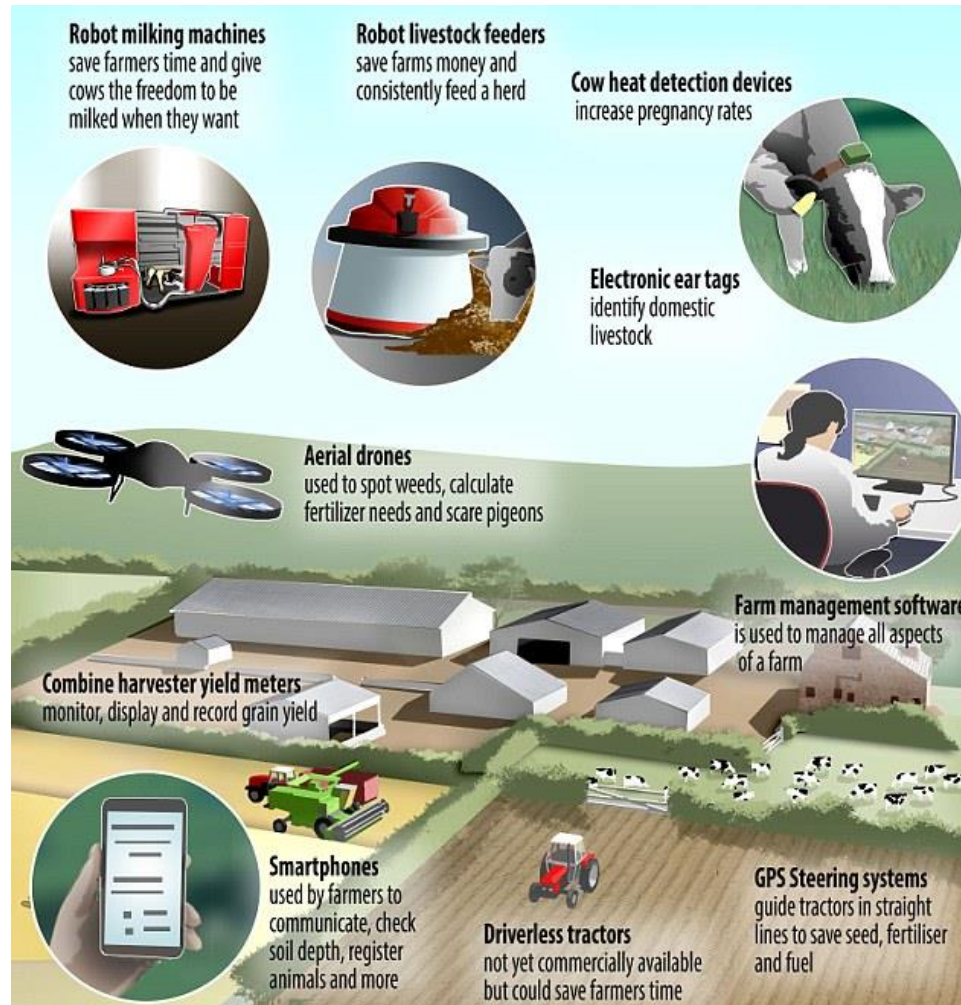
10,000 Young People

**GET REAL**

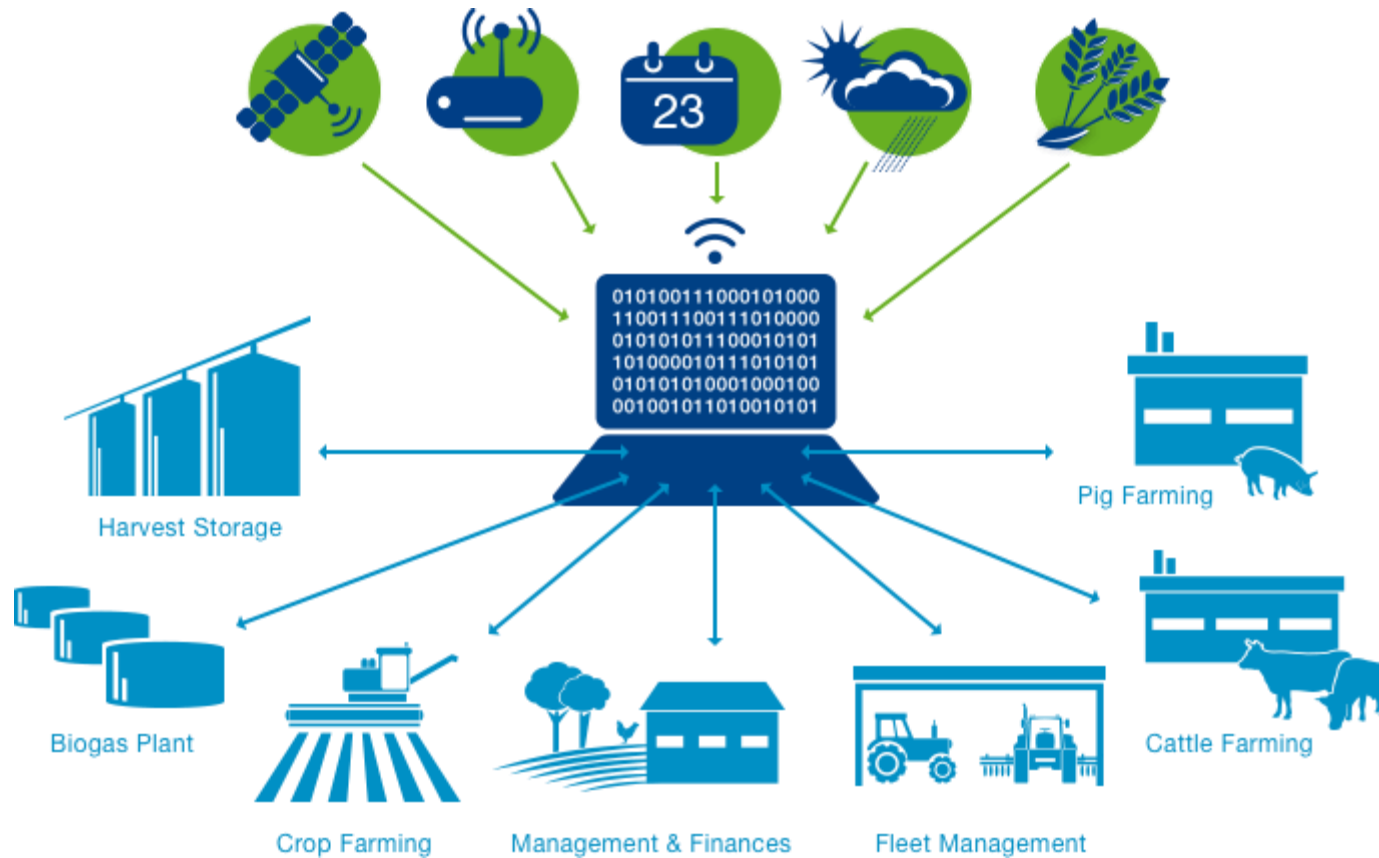
**TOP SKILLS**



# Engineering and Technology in Agriculture and Horticulture



# The role of Data and ICT





# Robotics and Automation





# Post-16 Skills Plan

Published alongside 'Sainsbury Review'

'Simplifying' the qualification system

15 'routes'

2-4 approved T Level qualifications per route

Exclusive licences for T Levels following a competitive process

The 15 'Routes'
Agriculture, Environmental and Animal Care
Business and Administrative
Catering and Hospitality
Childcare & Education
Construction
Creative and Design
Digital
Engineering and Manufacturing
Hair and Beauty
Health and Science
Legal, Finance and Accounting
Protective Services
Sales, Marketing and Procurement
Social Care
Transport and Logistics