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
- Cereals & Oilseeds
- Dairy
- Horticulture
- Pork
- Potatoes
As the industry faces significant change, businesses will require a greater technical skills to drive competiveness 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.
Key Findings: Sectors

- 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
Agricultural technologies

Agriculture employs 450,000 people.

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%.

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

gov.uk/industrialstrategy
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

- All sectors (462,000): 41%
- Wholesale and Retail (89,200): 47%
- Electricity, Gas and Water (7,600): 50%
- Transport, Storage and Comm (94,800): 56%
- Financial services (34,250): 71%
- Construction (63,200): 73%
- Manufacturing (80,500): 76%
- Agriculture (5,400): 35%
- Hotels and restaurants (52,000): 37%
- Health and social work (12,950): 7%
- Education (5,220): 8%
- Public admin. (3,350): 12%
- Arts and Other Services (13,550): 14%
While........
Guidance from government on industry approach to careers promotion

Industry (AHDB)

Career Promotion Activities delivered across LEPs

Bright Crop supports national Skills agenda for industry, Provides policy insight and creates career pathway content for CEIAG professionals

Business/Employers (Levy payers)

Working with AHDB and NLBC to engage with schools through Enterprise programmes, work experience, Ambassadors and School Careers Advisors through Careers and Enterprise Company

Education (NLBC)

Working with colleges and universities, provides collaborative promotional campaigns for Young People
Busy overlapping space, Hard to be heard, Need to create meaningful engagement

Informing key influencers including Teachers, Parent & Careers Advisors
Employer led: Raising awareness and changing perceptions of career opportunities in Food, Farming and Land Based Industries

- Bright Crop Website
- HQ Team
- Regional Engagement

Inspire young people to find out more/Signposting

Inform Key influencers/Training LMI

Connect industry with schools/Support
75% of teachers think the agri-food industry is a suitable career for STEM students.

221 Careers Advisors/Teachers Trained

120,000 Copies of Big Choice Guide

10,000 Young People

Agriculture and food production is a thriving, global industry that is essential to all our lives - without it we wouldn't eat.

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.
Engineering and Technology in Agriculture and Horticulture

- **Robot milking machines** save farmers time and give cows the freedom to be milked when they want.
- **Robot livestock feeders** save farms money and consistently feed a herd.
- **Cow heat detection devices** increase pregnancy rates.
- **Electronic ear tags** identify domestic livestock.
- **Aerial drones** used to spot weeds, calculate fertilizer needs, and scare pigeons.
- **Combine harvester yield meters** monitor, display, and record grain yield.
- **Smartphones** used by farmers to communicate, check soil depth, register animals, and more.
- **Driverless tractors** not yet commercially available but could save farmers time.
- **GPS steering systems** guide tractors in straight lines to save seed, fertilizer, and fuel.

AHDB

Agriculture & Horticulture Development Board
Robotics and Automation
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

<table>
<thead>
<tr>
<th>The 15 ‘Routes’</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, Environmental and Animal Care</td>
</tr>
<tr>
<td>Business and Administrative</td>
</tr>
<tr>
<td>Catering and Hospitality</td>
</tr>
<tr>
<td>Childcare &amp; Education</td>
</tr>
<tr>
<td>Construction</td>
</tr>
<tr>
<td>Creative and Design</td>
</tr>
<tr>
<td>Digital</td>
</tr>
<tr>
<td>Engineering and Manufacturing</td>
</tr>
<tr>
<td>Hair and Beauty</td>
</tr>
<tr>
<td>Health and Science</td>
</tr>
<tr>
<td>Legal, Finance and Accounting</td>
</tr>
<tr>
<td>Protective Services</td>
</tr>
<tr>
<td>Sales, Marketing and Procurement</td>
</tr>
<tr>
<td>Social Care</td>
</tr>
<tr>
<td>Transport and Logistics</td>
</tr>
</tbody>
</table>