The aim of AHDB Horticulture is to serve British growers by being a top class, efficient and progressive facilitator of near-market horticultural research, development and technology transfer. With the information you provide, AHDB Horticulture has the following objectives:

• To find tactical solutions to:
  – Specific problems on individual crops, including producing Extentions of Authorisation for Minor Use (EAMUs, formerly SOLAs) and dealing with other pesticide-related problems, to ensure that the industry is equipped with the tools to deal with ongoing and short-term problems
  – Common problems faced by several crop sectors based on an overview of industry issues and using the combined spending power of more than one sector panel.

• To work with and leverage the work of others in the UK and overseas by linking up with other funders and mining global horticultural research output. Maximising opportunities for match/co-funding and giving access to all relevant knowledge and technology, to give levy payers the best possible value for money.

• To help the industry to identify, think about and tackle future challenges. In consultation with the industry, scope and commission work on new problems that are too big for individual companies to tackle.

• To communicate the benefits of AHDB Horticulture’s work to levy payers more effectively by ensuring our communications outputs meet the needs of levy payers and are correctly targeted at those to whom they are of value.

REMEmBER! Before you submit your completed Horticultural Return, please ensure that you sign and date the declaration.
Horticultural Return Guide

These guidance notes have been drawn up to help you complete your 2016/17 Horticultural Return, which has been published under the Agriculture and Horticulture Development Board Order 2008 for the assessment of levy for 1 April 2016 to 31 March 2017.

All growers of horticultural produce who have sales of that produce or anything derived from that produce of £60,000 or more, after certain deductions, in their financial year ending between the period 1 April 2016 to 31 March 2017, must complete and submit a Horticultural Return form. Failure to submit a Return on time is an offence.

Fairness

The responsibility for submitting accurate levy returns on time rests with you the levy payer, and is a legal requirement. However, our staff are always happy to provide help and advice (Please see your AHDB contacts on page 10 and 11). We routinely monitor horticultural businesses to ensure that the regulations are applied fairly and consistently. Levy payers have made it clear that they expect us to do this.

Completing and returning your form

As well as being a legal requirement, completing and returning your form on time is important to the future of industry. The optional information you provide on the allocation of your levy to different crops determines the budgets for the work AHDB does to meet the future needs of growers of those crops. If you omit this information, we are forced to make estimates using whatever information others provide, which may not give us a fully accurate picture.

If you need help with your levy return, please contact the levy team as soon as possible and they will do everything they can to help you get your form completed correctly on time and answer any questions you may have. We are obliged to comply with the AHDB Order 2008 and legal procedure, but we try to minimise the red tape.

As well as the ‘Meet your Sector’ contacts pages, you will see our proposed expenditure and the key elements our 2017–2020 strategy on pages 8 and 9. If you would like to discuss these further and the areas we are working on your behalf please get in contact with me:

Steve Tones
Sector Strategy Director – Horticulture
T: 024 7647 8667
steve.tones@ahdb.org.uk

AHDB levy Return privacy policy

This policy explains how we will collect, process, use and protect your personal information when you make your statutory levy Return(s) or provide additional information.

• AHDB takes the privacy of levy payers’ personal information seriously
• Personal information collected by AHDB will be processed and stored in accordance with applicable law and in particular AHDB shall ensure it has appropriate security measures in place to guard against the loss, misuse or alteration of the information you provide and shall keep your personal data only for as long as reasonably necessary for the purposes for which it was collected or to comply with any applicable legal requirements.

Your personal information will be used for the statutory purposes below:

• If necessary provide to Defra, its agencies and its counterparts in Scotland, Wales and Northern Ireland to enable them to contact you as legally required or needed for regulatory or animal/plant health purposes
• For AHDB levy collection, administration and verification purposes as required by the Agriculture and Horticulture Development Board Order 2008, and also to address levy avoidance.

With your permission, your data and personal information may also be used by AHDB for the purposes below:

• To contact you about AHDB Horticulture knowledge exchange events that may interest you and benefit your business
• To send you AHDB Horticulture knowledge exchange factsheets and information that we believe may be of benefit to your business
• To send you the Grower magazine and occasional other updates to inform you about how your horticulture levy is being spent.

Your personal information shall not be sold to any third party.

• We may supplement the information that you provide to us with information that we receive from third parties
• You may request a copy or alteration of any personal data held about you by contacting us at levy@ahdb.org.uk and we shall make such alterations subject to any applicable legal obligations imposed upon us
• This privacy policy covers AHDB
• This privacy policy shall be governed by the laws of England and Wales.
Overview

The enclosed AHDB Horticultural Return form comprises the following Parts:

- Declaration and parts 1–3 must be completed by **ALL** persons liable to pay horticulture levy
  - Part 1: General details
  - Part 2(a): Confirmation of sales
  - Part 2(b): Details of processing procedure claimed
  - Part 3: Additional information.

Please also complete parts 4 and 5
- Part 4: Knowledge hub
- Part 5: Crop details and allocation of levy.

The Return must be completed CLEARLY IN BLACK INK, signed, dated and returned by 30 June 2017 at the latest. A separate Return applies to buyers of mushroom spawn. The following notes cover in greater detail completion of the Horticultural Return.

### Part 1 – General details

You are liable to pay levy if the amount in Box 8 of Part 2(a) on page 3 is £60,000 or more.

This part must be completed if you are liable to pay levy.

To enable the Board to keep its contact records up to date, you are requested to complete the appropriate contact within your business to whom levy-related communications or administrative correspondence should be sent.

#### Step 1

**Q1 Are you currently a grower of horticultural produce?**

Clarification of horticultural produce coming within the scope of the Order is included in Appendix 1 at the end of these guidance notes. If you grow any produce coming within the scope of the Order you should tick the appropriate box. You will also need to complete ‘Part 2(a) – Confirmation of sales’ on the Return.

**Q2 Were you a grower of horticultural produce between 1 April 2016 and 31 March 2017?**

This enables the Board to maintain accurate records of existing businesses, new businesses and those businesses that may have ceased trading.

#### Step 2

**Q1 Is your name and address on the front of this Return correct?**

To enable the Board to maintain accurate records for the purpose of administering the Order, please confirm whether the business name and address details printed in the address box on the front of the Return (based on previous information provided by you) are still correct. Please provide corrected information.

### Step 3

**Q1 Do you carry out business/production at any other address?**

If your business carries out horticultural activity including growing, producing, packing or distribution at another site other than the one on the front of this Return, please indicate it here.

**Q2 Do you let out your land/glasshouses and, if so, to whom?**

If your business rents out land or glasshouses on your property, please indicate it here.

**Q3 Do you carry out business under any other name?**

If you run any part of your business under any other name, please provide details.

**Q4 Is your business part of a larger organisation or marketing group?**

If your business is a part of a larger organisation, marketing group or association, please provide details. This information enables the Board to gain a better understanding of horticultural business and business relationships.

**Q5 If your business is a limited company, please provide the full names of directors and indicate their position with the appropriate codes. If not limited, please detail the names of owner(s), partners, or trustees of the business.**

**Q6 How would you like to pay?**

Please tick the appropriate box indicating one of the following payment options:
- **To pay by Direct Debit instalments**
  
  Provided you have completed and returned the enclosed Horticultural Return by **30 June 2017** and the Board holds a valid Direct Debit Mandate, payments will be collected over four Direct Debit instalments on 31 July 2017, 29 September 2017, 29 December 2017 and 16 March 2018.

  We enclose a Direct Debit Mandate Form seeking your authority to debit your bank account. Before the first payment, we will write to you confirming your bank details and the schedule of payments in accordance with the Direct Debit regulations.

  If the Mandate is cancelled or not honoured, any levy outstanding becomes due immediately including any future instalments.

  **Single payment in full by 31 July 2017**

  If you fail to return the Horticultural Return by **30 June 2017** or do not wish to pay by Direct Debit instalments, the full amount of levy is payable **on invoice**.

  Either a valid Direct Debit mandate must be in force or payment in full must be received **on invoice**, failing which, debt recovery procedures may be implemented.
Part 2(a) – Confirmation of sales

This part must be completed if you are liable to pay levy. All figures entered in Boxes 1–6 should be extracted from your financial accounts for the accounting year ending between 1 April 2016 and 31 March 2017. For example, if your accounting period ends on 30 June 2016, then you would extract your figures from your accounts ending on 30 June 2016, (your accounting date that falls between 1 April 2016 and 31 March 2017).

Boxes 1a and 1b: Sales

What produce is covered by the Order?
Please see Appendix 1 on page 7 of these guidance notes ‘Horticultural produce subject to levy by the Agriculture and Horticulture Development Board Order 2008’ to ascertain whether your produce is covered.

What do sales include or exclude?
The definition of sales is the value of sales of your own production. It includes sales of your products and sales by you of anything derived from your products. The figure should be net of any commissions you pay and VAT, and should exclude any produce you bought in for immediate resale. Sales of produce bought in for growing on should therefore be included, as should produce for other activities (for example, if you are involved in landscaping, the landscaping itself is excluded but the produce needs to be included).

Internal transfers between growing and retailing divisions within the business are not sales. Sales to another company within a group should be included.

Your sales should be separated into those in the Wholesale Market (Box 1a) and those to the Retail Market (Box 1b).

Box 1a – Wholesale
Sales of your own produce to retailers, markets and other traders.

Box 1b – Retail
Sales of small quantities or individual items of your own produce to consumers from premises approved for retail use by the Local Authority and subject to National Non-Domestic Rates.

Please note:
If your business has subsidiaries or associated enterprises that are also engaged in horticultural produce production, they should complete their own Horticultural Return form. All sales of horticultural produce by your business from all premises should be combined into a single Return.

Boxes 2–6: Deductions

For the purpose of calculating the levy, the Order allows certain items to be deducted from the value of your sales. Boxes 2–6 make provision for you to declare these:

Box 2: Retail adjustment (50% of Box 1b)
This deduction makes an allowance for the added cost of operating retail premises reflected in the higher sales price of items sold.

Box 3: Packing materials
The cost of packing materials used in preparing the produce for sale.
- Protecting the product during transportation to market (e.g. cardboard, polystyrene, plastic cartons, boxes, punnets)
- Presentation packaging (e.g. plastic wrap, sleeving for cut flowers, labels, plant care labels and ornamental outer pots)

Excluded are pots, growing trays or growing media.

Box 4: Haulage costs
The cost to you of transporting your horticultural produce to your customer from your premises. This can include either:
- Transportation supplied by third parties
- Your own vehicle(s).

Box 5: Produce bought in for growing on
The cost of produce bought in with the intention of growing on prior to resale. Please note that you may include in this deduction the net cost (see below) to you of purchases of produce grown on to fruit or vegetables that will be sold (e.g. apple trees, strawberry plants, raspberry canes, cucumber plants etc.).

Net cost is the amount it has cost you after the deduction of any subsidies or grants received (e.g. any matching subsidies from EU producer organisations).

Please note that the sales value of such produce should be included in Box 1. The cost of seed is not deductible.

Box 6: The costs of the following processing procedures (see Part 2(b) for details of processing)

This box does not relate to the majority of growers. If, however, you think you are entitled to claim a processing procedure you must complete Part 2(b) “Details of processing procedure claimed” in support of your claim.

Failure to complete Part 2(b) will result in any Box 6 entry you have made being disallowed and the adjusted sales figure in Box 8 being recalculated by the Board.

If you are in any doubt, please contact the Levy Team, AHDB. T: 024 7647 8609 or E: levy@ahdb.org.uk
Box 7: Total deductions
Add together the figures in Boxes 2–6 to give a total value of deductions.

Box 8: Adjusted sales figure
Subtract the total deductions (in Box 7) from the total sales (Box 1t) to give you your adjusted sales figure.

Certification by Accountant

Where this is required on the Confirmation of Sales
Each year, the Board, as part of its systematic levy audit procedure, selects a number of growers in order to verify their sales figures. Therefore, if you are selected, you must ensure that a qualified accountant completes the certificate before submitting your Return to the Board’s office. If you do not do so, your return will be invalid.

It is not the Board’s intention that growers incur considerable extra expense in having the certificate completed and most accountants will provide this service as part of the annual audit/accountancy work or charge just a small additional fee.

As an alternative, you may attach a copy of your annual accounts providing verification of all the sales and deduction values entered by you on the Return, (ie they should include profit and loss account and any supporting schedules). The Board reserves the right to seek further verification of any information provided in lieu of an accountant’s certificate.

If you or your accountant have any further queries regarding certification, please contact the Levy Team on 024 7647 8609.

Part 2(b) – Details of processing procedure claimed
This part must be completed if you are liable to pay levy.

Q1 What is the value of your processed produce included in total sales in Part 2(a), Box 1t?
Q2 What is the processing procedure that you have claimed in Part 2(a), Box 6?
(If you have claimed more than one processing activity, please indicate the value of each)

The following list indicates processes outlined in the statutory instrument.

Processing can ONLY include:
- Canning
- Freezing
- Drying
- Juicing
- Extracting
- Any other similar process that substantially alters the raw product.

Processing does NOT include:
- Drying onions (except complete dessication of the produce)
- Topping/tailing vegetables
- Washing
- Grading or packing
- Storage
- Cutting (eg slicing) fruit or vegetables.

Part 3 – Additional information
This section should be used to record other information not requested elsewhere on the Return including, for example, advising the Board that the business does not grow or sell its own horticultural produce (for addressees who have received the Return for the first time) or sites that have ceased growing and selling due to business closure (retirement, sale, liquidation, etc.) giving the date of closure.

Fairness
We give help and advice whenever we can, however, the responsibility for submitting accurate returns on time, rests with each grower and is a legal requirement.

Our staff carry out monitoring and audit activities to ensure that the regulations are applied fairly and consistently. We have a clear message from the industry that it expects us to do so.

Part 4 – Knowledge hub
The personal and other information submitted here will be used for the following purposes:
- For AHDB to contact you from time to time to provide you with research developments relevant to your business, including: technical publications, email alerts, industry events and technical news
- For AHDB to collect accurate industry knowledge for use in building a picture of the changing structure of the British horticulture industry
- For AHDB to carry out targeted campaigns to address levy avoidance
- For tailoring the levy-funded services offered to you
- To disclose/share relevant data with AHDB’s research and development partners/contractors, knowledge transfer delivery partners and agents to administer any accounts, products and services provided to you.

Your specified contacts will receive technical developments relating to the Board’s research programme. The information you will receive will be relevant to your chosen crop allocation (completed in Part 5 of the levy Return form) or any additional crops you have requested information on, if available. Examples of our technical developments that will be communicated include: industry events, EAMUs, weekly emails, technical email updates, factsheets, guides, Crop Walker Guides, wall charts, DVDs, videos, computer programs, and AHDB Grower magazine – our monthly technical journal.
Q1 Do you have the following facilities?
To enable the Board to better understand the spread of growing, the availability of resources and if sites are shared. If you rent or use facilities on another site, please provide the postcode.

Q2 If you would like to receive our communications information please tick ‘Yes’ below.
By ticking ‘Yes’ it enables us to better target communications relevant to your business.

Q3 If you have ticked ‘Yes’, please provide us with contact details of all members of staff that would like to receive communications.
Filling out this section allows us to ensure the right members of staff in your business receive the most beneficial information to them.

Q4 Does your company have a website?
If so, please provide the address/link.

Part 5 – Crop details and allocation of levy
Please give details of the crops you grow and specify the percentage of your levy you would like allocated to each crop category.

Research funds are allocated to sector produce areas and to do this, the Board needs to collect information from growers from those sectors. Consequently, in consultation with the relevant Sector Panels, each sector has been broken down into major crop categories.

Where no allocation preference is indicated, the levy will be utilised to fund research projects at the Board’s discretion.

Please note that your indicated crops grown forms the basis of the communications the Board may send you.

The Board uses the information given on weight, number, area and sites to track trends and changes in the horticulture industry and will use this data to develop market information.

Q1 - Please indicate % of crops that are organic.

Q2 - Please inform us of crops you grow that we have not listed in all crop areas.

Q3 - If you are interested in receiving communications on crops you don’t currently grow, please indicate here.

Difficulties completing the Return or paying the levy
Each year, the Board, in implementing the Order fairly and consistently, has to take legal action against a very small minority of growers who fail to complete the Return on time (a criminal offence) or pay the levy invoice (a civil debt). The grower will often incur legal costs arising from these defaults in addition to any levy due. The administration and the Board’s legal costs required in those circumstances also divert funds away from essential research work to the detriment of other growers.

If you find that you are having difficulties in either completing the Return or in paying the levy (even taking into consideration the Direct Debit instalment facility), please keep us informed (Levy Team T: 024 7647 8609). If you do not keep us informed of any such difficulty, the Board will act on the assumption that you are attempting to avoid the statutory requirements under the Order.

Contacting the Board/Levy Team
Agriculture and Horticulture Development Board, Stoneleigh Park, Kenilworth, Warwickshire CV8 2TL.
T: 024 7647 8609 E: levy@ahdb.org.uk horticulture.ahdb.org.uk
### Appendix 1

Horticultural products subject to levy:

#### Vegetables grown in the open

All vegetables grown in the open and sold for human consumption, including watercress, but excluding potatoes.

#### Fruit

All soft fruit and orchard fruit, including nuts but excluding:
- Varieties of apples certified as cider apples, and varieties of pears certified as perry pears, by AHDB
- Hops
- Grapes.

#### Flowers and bulbs

All flowers (whether cut or in pots), foliage, flower bulbs, corms, tubers and rhizomes.

#### Hardy and other nursery stock

All hardy nursery stock including:
- Fruit trees, bushes and canes, strawberries for runner production and other fruit stock for transplanting
- Roses (including stock for budding)
- Shrubs and hedging plants
- Ornamental trees and trees for sale for amenity purposes (excluding Christmas trees or conifers grown for timber)
- Perennial herbaceous plants
- Aquatic plants.

All other nursery stock, seedlings and cuttings for propagation.

#### Protected crops

All crops grown in glasshouses and other forms of protection including pot plants, bedding plants and plants being propagated for growing elsewhere.

#### Herbs

All species of herbs.

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### Inspiring success – AHDB 2017–2020 strategy

AHDB’s purpose is to inspire our farmers, growers and industry to succeed in a rapidly changing world.

Challenges faced by the horticulture sector include regulatory and commercial constraints on the availability of pesticides for minor uses and the associated need to improve the resilience and sustainability of crop protection systems.

The increasing cost and potentially decreasing availability of skilled labour, the long-term fragmentation of the applied research and KE landscape and the long term erosion of industry expertise are also longer term challenges for the sector.

The potential impact of Brexit, and the public perception of health and well-being associated with edible and ornamental produce also need to be assessed.

#### Key Priorities

Our strategy is intended to help the horticulture industry in Britain survive and thrive. It will do this in four ways:
- Generating approvals for the use of plant protection products on horticultural crops
- Generating innovative KE and R&D to improve the productivity, resilience and sustainability of horticultural production systems.
- Working with industry to improve access to existing markets and develop new Markets
- Working with others to meet the industry’s future needs for expertise and knowledge.

Please see a summary of the key deliverables in our 2017–2020 strategy for the Horticulture sector on pages 8 and 9.
Summary of expenditure

The proposed budget comprises the allocation of AHDB Horticulture levy income across the AHDB delivery functions.

Horticulture Planned Expenditure 2017/18

£8.8m planned expenditure

- R&D and Knowledge Exchange 76%
- Sector specific admin 4%
- Market Intelligence 1%
- Communications 9%
- Digital and creative 2%
- Support 7%
- Other 1%

To discuss our priorities and how we can help your business call: Steve Tones, Sector Strategy Director, 024 7647 8667

To read the full AHDB Strategy visit: ahdb.org.uk/publications/corporate.aspx

Generate EAMU applications and supporting data

- EU regulatory and commercial pressures on manufacturers mean many currently available PPPs will be withdrawn over the coming decades. As new products of potential value to horticulture become available, EAMUs will be needed to enable their use on horticultural crops.
- We will track the loss of actives and approvals, assess potential impact and agree priorities for EAMUs in consultation with grower associations and sector panels.

Improving production systems

- Innovation in production, harvesting, processing and storage systems and associated precision management tools will remain vital to the future security of fresh produce supplies. We will work closely with the Agri-Epi Innovation Centre and other global centres of excellence to evaluate novel production systems and technologies and facilitate their uptake by industry.

Making efficient use of energy, nutrients and water and securing control of supplies

- We will continue to develop GrowSave and AHDB’s Crop Nutrient Management Guide (RB209) as our primary platforms for disseminating best practice guidelines on energy use and nutrition of horticultural crops.

Stimulating demand for edible produce grown in Great Britain

- We will work collaboratively with industry to exploit opportunities to stimulate consumption and demand for edible fresh produce.

Identifying and accessing domestic and overseas market opportunities

- Faced with declining margins in most markets, the industry requires a better understanding of potential market development opportunities and associated technical and commercial barriers. We will work with industry to identify and develop champion products and exploit promising market development opportunities.

Industry skills development

- Long-term under-investment in the diverse expertise and knowledge required by the horticulture industry has eroded capacity. We will work collaboratively to facilitate sharing of expertise and knowledge and will continue to support student bursaries, fellowships, Nuffield Scholarships, PhD studentships and professional and technical training programmes for the industry.

Risk assessment

- We will explore opportunities to exploit horticultural metadata in collaboration with the Agrimetrics Innovation Centre and other centres of excellence. We will work with grower associations, trade associations, leading suppliers and other bodies to develop risk mitigation strategies.
AHDB Horticulture sector board members

The main AHDB Board has delegated the responsibility to the sector board to develop the most appropriate strategies to meet the challenges of the sector; to ensure the relevant levy rate is recommended in order to provide adequate funding for the required work, to monitor strategy implementation and to approve remedies where performance deviates from plan.

The AHDB Horticulture sector board comprises levy payers, other stakeholders from the sector and independent members. The sector board members are appointed by AHDB.

**Gary Taylor**  
Chair  
October 2014

**Martin Emmett**  
Hardy Nursery Stock  
April 2013

**Michael Mann**  
Protected Ornamentals  
April 2013

**Alison Spaul**  
Independent  
April 2014

**Neville Stein**  
Independent  
April 2014

**Martin Evans**  
Field Vegetables  
May 2014

**Robert James**  
Protected Edibles  
April 2015

**Roma Gwynn**  
Independent  
December 2015

**Louise Sutherland**  
Soft Fruit  
Independent December 2015

**Rob Saunders**  
Tree Fruit  
October 2016

AHDB Horticulture also works closely with key stakeholders, Government and devolved administrations and specialist committees dedicated to research, knowledge transfer and marketing to ensure the work undertaken clearly meets the needs of levy payers.
Meet Your Sector

Levy Team

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Vivian Powell  
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(Pesticide Regulation)  
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Education, Health & Nutrition

Levy Payer Communications

Market Intelligence

Steven Evans  
Senior Analyst  
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AHDB Crop Walkers’ Guides now available as an app

Accurately identify and diagnose pests and diseases while out in the field
Take photos and create reports of affected crops
Log the GPS location of where pest and disease symptoms are spotted

Download now from the Apple Store and Google Play Store

10 May
Soil health and farm viability
Mansfield, Nottinghamshire

13 June
Practical soil health testing
Moreton-in-Marsh, Cotswolds

22 June
NIAB leafy salads open day
Ely, Cambridgeshire

26 September
Soil health for nursery stock
Thumby, Leicestershire

28 September
Soil health for protected cut flowers
Spalding, Lincolnshire

To find out more and book your place, visit horticulture.ahdb.org.uk/greatsoils

Want to know more?
If you want more information about AHDB Horticulture, or are interested in joining our associate scheme, you can contact us in the following ways...

horticulture.ahdb.org.uk

AHDB Horticulture, Stoneleigh Park, Kenilworth, Warwickshire CV8 2TL
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