

13 January 2010

Dear Consultee,

Consultation on changes to the Horticulture Levy Regime

The Agriculture and Horticulture Development Board (AHDB), and its HDC division, are seeking the views of stakeholders across GB horticulture sectors on whether the findings and recommendations of an independent review, looking at the apple and pear levy, should be implemented across the entire horticulture levy regime.

Please find attached a short consultation document asking three questions, which you are invited to consider and, if you feel appropriate, to provide feedback on.

Following this consultation the HDC sector board will consider the responses and make recommendations to the AHDB Board on potential changes to the horticulture levy regime. If changes are recommended and agreed, the next step will be to make a case to Ministers to modify the legislation – the AHDB Order 2008 - accordingly. This process may take up to 18 months.

This consultation closes at 17.00 hours on Wednesday 24 February 2010. Could you please ensure that your responses are emailed to levy.consultation@ahdb.org.uk or posted for the attention of Guy Attenborough at the address on this letterhead.

Yours faithfully



Kevin Roberts
Chief Executive