
Agri-Food Industry Council
Tuesday 17th September 2019

Welcome from the Chair

Agri-Food Industry Council

Strategic context

Emma Taylor, New Anglia LEP

Projects and initiatives

- Industrial Strategy projects
- Inward Investment and exports – trade initiatives
- Cluster development and business intelligence
- 25 year Environment Plan – natural capital/ climate change

Strong voice on key issues

- Agriculture Bill and future funding of agriculture
- Brexit response
- Health and wellbeing eg childhood obesity
- National Food Strategy

Projects and initiatives

**What could be the role of the
Agri-food Industry Council?**

Industrial Strategy

Emerging overarching proposition/ambition

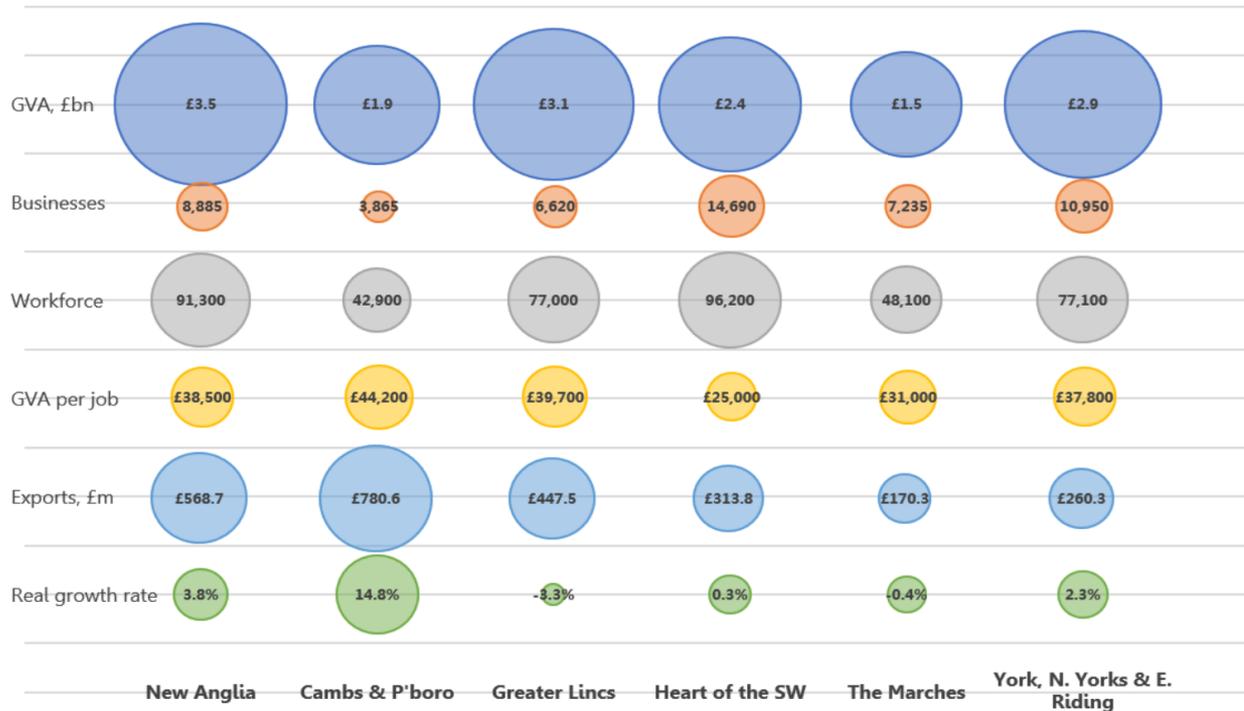
UK centre of clean, high tech and inclusive growth, delivering sustainable food production and energy generation in the transition to a post carbon economy.

Agri-food



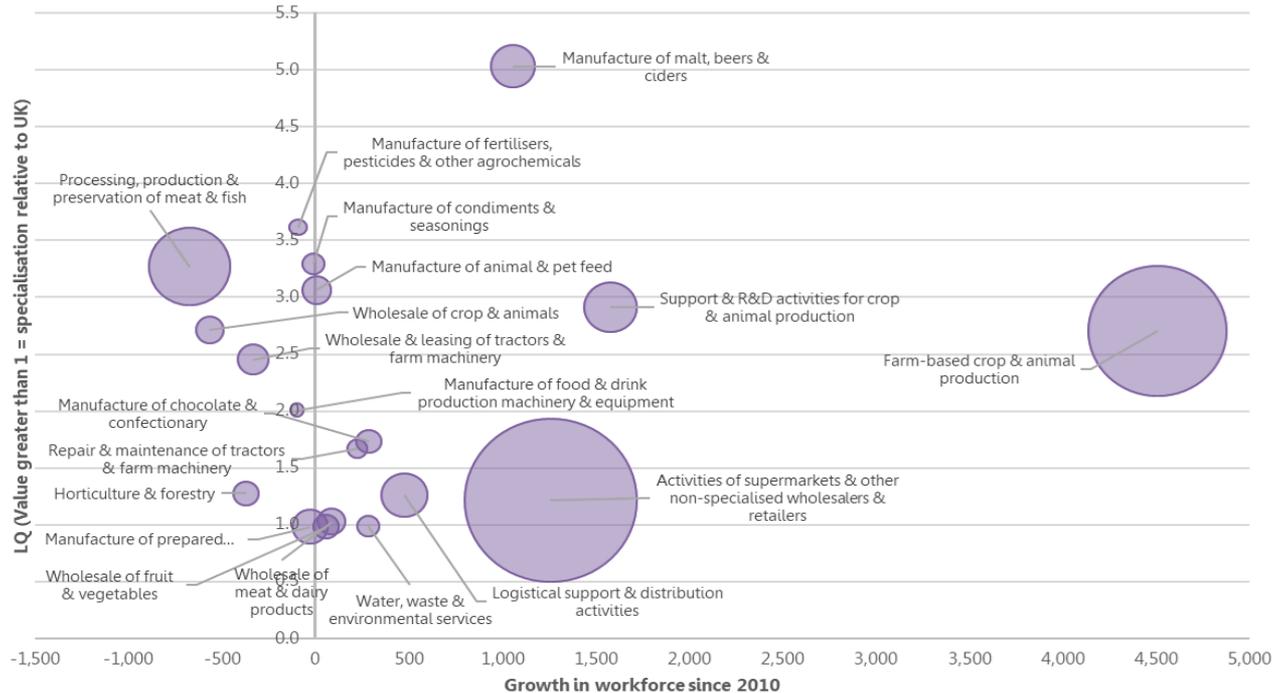
Key indicators for agri-food

Key indicators for Norfolk and Suffolk and comparators



Specialisation within agri-food

LQs by SIC5 sub-sector for Norfolk and Suffolk (2016)*



Source: ONS and LEP analysis * Please note, manufacture of sugar (LQ 18.3, jobs: 630) and manufacture of tractors & farm machinery (LQ 7.9, jobs: 1,310) are excluded.

Agri-food

Evidence

- A £3.5bn sector – largest of comparators
- A high employment sector – 91,300 jobs
- A productive workforce – £38,500 per job
- Produce a significant proportion of UK agricultural outputs – 12% cereals, 16.6% fruit & veg, 22.7% pigs, 17.6% poultry, 60% sugar
- Lead nationally in manufacture of sugar; tractors & farm machinery; fertiliser & pesticides; condiments & seasonings
- 2% of UK population and 11% of agricultural output

A nationally significant agri-food sector growing a range of arable crops and rearing livestock, with manufacture of agricultural inputs, world class research expertise and established food and drink brands. With emerging strengths in water management; sustainable, precision agriculture and energy use; and diet, health and food.

Ideas: Global centre of plant science expertise with innovation and research assets at the Norwich Research Park (Quadram Institute, John Innes Centre, Earlham Institute) and the National Institute for Agricultural Botany
People: A skilled and productive workforce with skills development at Easton and Otley College
Infrastructure: Port of Felixstowe
Business environment: Well known brands such as Aspalls, Adnams, British Sugar & Greene King. £22m LEADER and EAFRD funding. Attendance at Horecava trade fair
Place: Fertile farmland

Insights and trends

Global trends and opportunities

- Automation can transform agriculture, streamlining crop and livestock production using drones and neutralising threats from disease or drought. It is being applied to food processing/packaging to address quality control, production speed and labour shortages
- AI is used in crop and soil modelling, to predict impact on crop yields from weather changes, and to harvest crops with autonomous vehicles. Food processing companies use AI to sort products, comply with food safety regulations, improve cleanliness, and product design
- Environmental degradation, biodiversity loss and climate change alongside a growing global population with an increasing demand for food necessitates new approaches to sustainable agricultural practices and natural capital

Regional insights

- Strengths in ICT/Digital, including machine learning, automation and satellite technology, present opportunity to integrate new technologies into agri-food
- Expertise in plant science and strengths in renewable energy production position Norfolk and Suffolk to be a leading centre in sustainable agriculture
- Changing consumption practices and awareness of environmental impact and provenance present opportunities for new approach to high quality, sustainable food production
- New world-leading research centre for plant and microbial science to lead to sustainable agriculture and food production in UK and developing countries

Strategic Opportunity and Game Changer

Strategic Opportunity

To develop, pioneer and apply new approaches to sustainable agriculture, utilising clean energy and innovative water management, and increase value added processing and exports through the application of new technology and systems.

Game Changer

Developing an innovation hub for regional food processing innovation and business growth in Norfolk and Suffolk, working with research and education institutes across the region, to increase food processing in our area, delivering high quality and distinctive products. Working with partners in Cambridge, Peterborough and Lincolnshire to develop a clear regional agri-food innovation offer, joining up the strands of specialism, innovation hubs and activity across our food production area to deliver global impact including increasing exports.

Food Innovation Centre

- Broadland District Council leading bid
- Partners and potential funders - LEP, Norfolk County Council, UEA, Quadram Institute, City College
- Food grade units – strong pipeline of businesses
- Innovation offer to businesses
- Development of a food cluster – talks, workshops, visits, networking, trade fair coordination
- Bids going in September 19. Build and activity programme commences Sept 2020. Up and running late 2021.
- One Farm potential on wider Food Enterprise Park site.

Inward Investment and Exports

- New place branding project – launch later this month
- Invest East – partnership between UEA, Norfolk County Council, Suffolk County Council and the LEP – inward investment and investment readiness support
- Horecava – building on this – trade fairs/ international market opportunities
- Need for high quality in-depth business intelligence and networks..

Business intelligence

We need more...

- Case studies and business contacts to help maximise funding opportunities (eg HE funding, Innovate UK)
- Stories to feed into Government and other national sources to sell the value of our regional industry. Regional narrative development.
- Information to inform a wider regional narrative – what are the particular strengths of Norfolk and Suffolk?
- Develop an Agrifood 100??

Cluster development

Forthcoming cluster development opportunities need sector leadership to make sure we reach the right businesses with the right offer...

Agrifood and the Environment

- Water Resources East – need for projects
- Norfolk and Suffolk Environment Plan – responding to Government’s 25 Year Environment Plan / likely legislation on Local Nature Recovery Strategies. Engage with this group?
- What partnerships are needed to deliver real change on biodiversity/ soil health?
- How can we deliver the Industrial Strategy goal of clean growth?

**The role of the Council:
a strong local voice on key issues?**

Agriculture Bill and future funding of agriculture

Agriculture Bill

- ‘public goods’ – measurements? Needs of our landscape?
- Phasing out of basic payments
- Grant support for diversification and food processing

Environment Bill

- Local Nature Recovery Strategies
- Proposals for water management

Brexit response

- Feeding issues and points into Government
- Post-Brexit – what support is available to manage transition and how can we influence/ manage it?

Health and wellbeing eg childhood obesity

- Childhood obesity plan from Government – future legislation around sugar use has a big impact on our area – how do we respond on this agenda?
- What foods are we growing/ making that have a positive impact on health? Stories to share? Projects to seek funding for?
- Opportunity through Food Innovation Centre to work more closely with the Quadram Institute on food and health...

Discussion

What do you think are the characteristics of an economically competitive Agri-Food Sector?

National Food Strategy

Emma Taylor

New Anglia LEP

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HENRY DIMBLEBY

INDEPENDENT LEAD, NATIONAL FOOD STRATEGY



No part of our economy matters more than food. It is vital for life, and for pleasure. It shapes our sense of family, community and nation: cooking and eating together is perhaps the defining communal act. The food system also provides jobs for one in eight of us.

Much of this is made possible by a free market that performs a million daily miracles, producing, exporting, importing, processing and serving up a dazzling variety of reasonably-priced foods in an abundance unimaginable to previous generations.

But this bounty has come at a cost. Intensive farming practises have caused serious damage to the environment and the food related disease is costing the NHS billions and drastically harming the lives of millions. Food security, too, is a growing concern: population growth, climate change, the global increase in meat eating are intensifying resource competition between nations.

“We are looking for ideas big and small.

From government policies to simple practical things that make a difference in your community or your business.

These might be things that are already working well, here or abroad, and that could be scaled up or used differently.

Or they might be new ideas: things that haven't been tried yet at scale, but which you think have the potential to improve the system.

We would like to understand the rationale for your proposals and study the accompanying evidence.”

Deadline 25th October. Report in 2020.

National Food Strategy – they want ideas that...

- help citizens make informed decisions about the food they eat,
- help prevent diet-related disease;
- increase access to and affordability of high-quality food;

Any case studies we want to flag?

Project ideas?

Current activity we could enhance or build on?

National Food Strategy – they want ideas that...

- make food production more environmentally sustainable, and help prevent climate change
- create a flourishing countryside rich in wildlife;

Any case studies we want to flag?

Project ideas?

Current activity we could enhance or build on?

National Food Strategy – they want ideas that...

- support farming, fishing and food businesses and communities thrive, benefitting employees and the wider community;
- promote the highest standards of animal health and welfare;
- put our food system at the forefront of innovation

Any case studies we want to flag?

Project ideas?

Current activity we could enhance or build on?

Anything else we want to say....?

Discussion

What do you think are the characteristics of an economically competitive Agri-Food Sector?

National Food Strategy

Emma Taylor

New Anglia LEP

Norfolk and Suffolk Placebranding

Madeleine Coupe

New Anglia LEP

Developing the Industry Council

- Tangible achievements
- Clear remit and guidelines
- Two way relationship with LEP – recommendations and challenges
- Fill gaps and not duplicate existing activity
- Build relationships with other Industry Councils and sectors
- Links to other thematic groups such as Innovation and Infrastructure Boards

Agri-Food Council: Membership

Private
Sector

Agriculture
Food and drink
production
Agri-tech and
bioeconomy
businesses

Public Sector
(local)

Local
Authorities
LEP

Education

Higher
Education
Further
Education

Industry
Groups

CLA
NFU
Agricultural
Associations

Government
(national)

Gov't
Departments
Catapults

Agri-Food Industry Council: Purpose & Principles

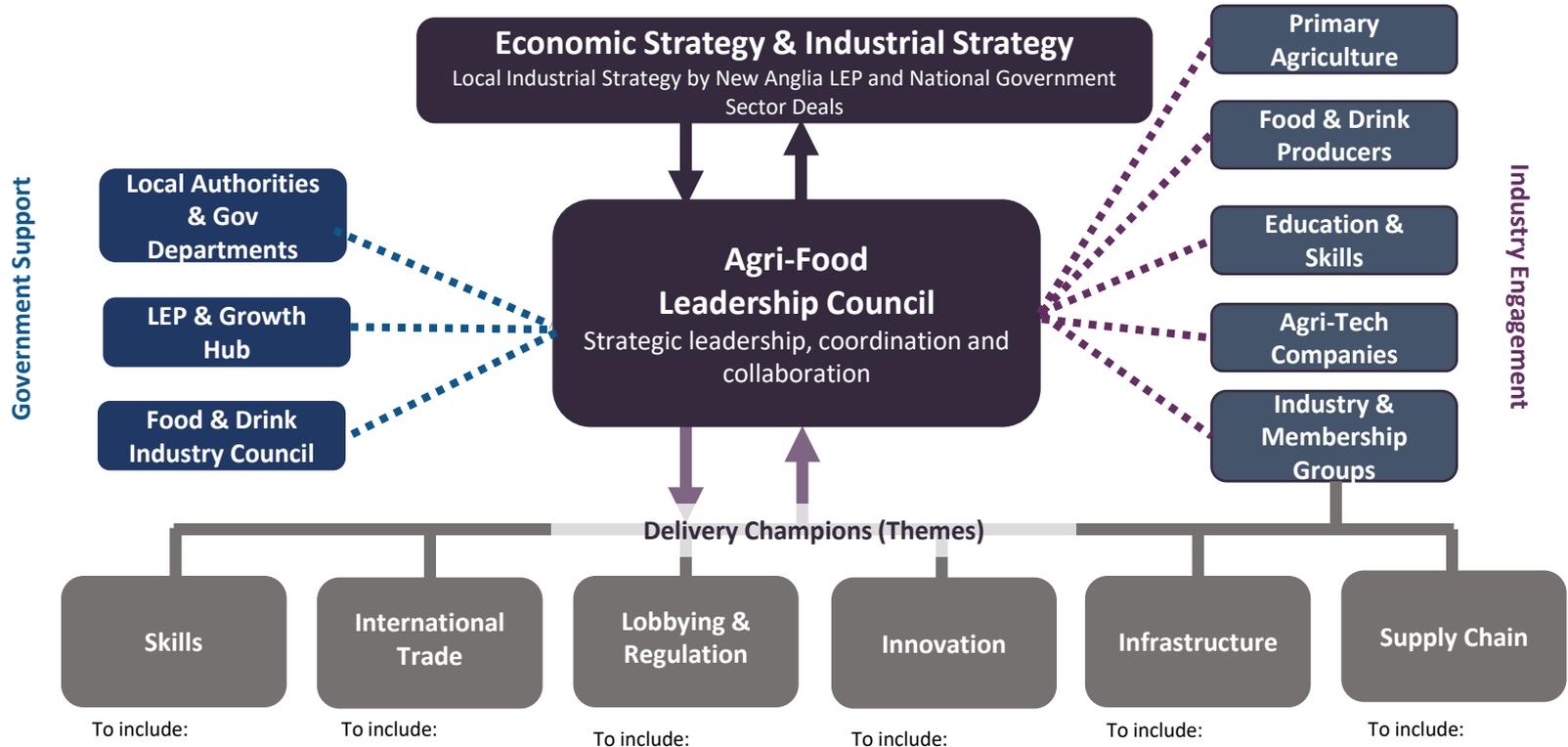
To provide strong and clear leadership for the industry to drive forward the aspiration to be recognised a leading agri-food region:

- **Clear Leadership** – demonstrating strong and clear leadership for the industry
- **Communication** – enhance strong and clear communication to speak with one voice
- **Collaboration** – instilling a spirit of cooperation and collaboration to strengthen industry-government-education strategic partnerships for the benefit of the whole industry sector
- **Coordination** – improving the coordination of activity and initiatives to add value, enhance service delivery and knowledge transfer
- **Capability** – building knowledge, intelligence and expertise to help strengthen capability and capacity within the cluster
- **Competitiveness** – driving innovation and productivity improvements to help drive down costs, enhance efficiencies and boost global competitiveness for export and investment

Agri-Food Industry Council: Priorities

- **Skills**
This group is effectively in operation. As the Skills Group, it oversees the sector skills plan connecting employers with providers and responding to industry demands in developing the skilled workforce of the future.
- **International Trade**
This group will focus on promoting Norfolk and Suffolk to a national and international audience. This includes actively promoting the sector to attract investment and boost exports.
- **Lobbying and Regulation**
The aim of this delivery group is to strengthen links with Government and other bodies to attract support, investment and improve regulations.
- **Innovation**
Helping businesses improve their performance and enabling them to enter new markets, develop new products, enhance processes and improve productivity.
- **Infrastructure**
Attracting investment to enhance and build the infrastructure required to support the growth of the industry and improve connectivity and business productivity.
- **Supply Chain**
Strengthening the cluster, helping businesses work with each other, including tier one corporates, and maximising export and investment opportunities.

Agri-Food Council: Structure



Agri-Food Industry Council: Discussion