



Exporting UK Agri-Tech

APPG Science & Technology in Agriculture
Monday 11 January 11:30 – 12:15



All-Party Parliamentary Group on
Science and Technology in Agriculture



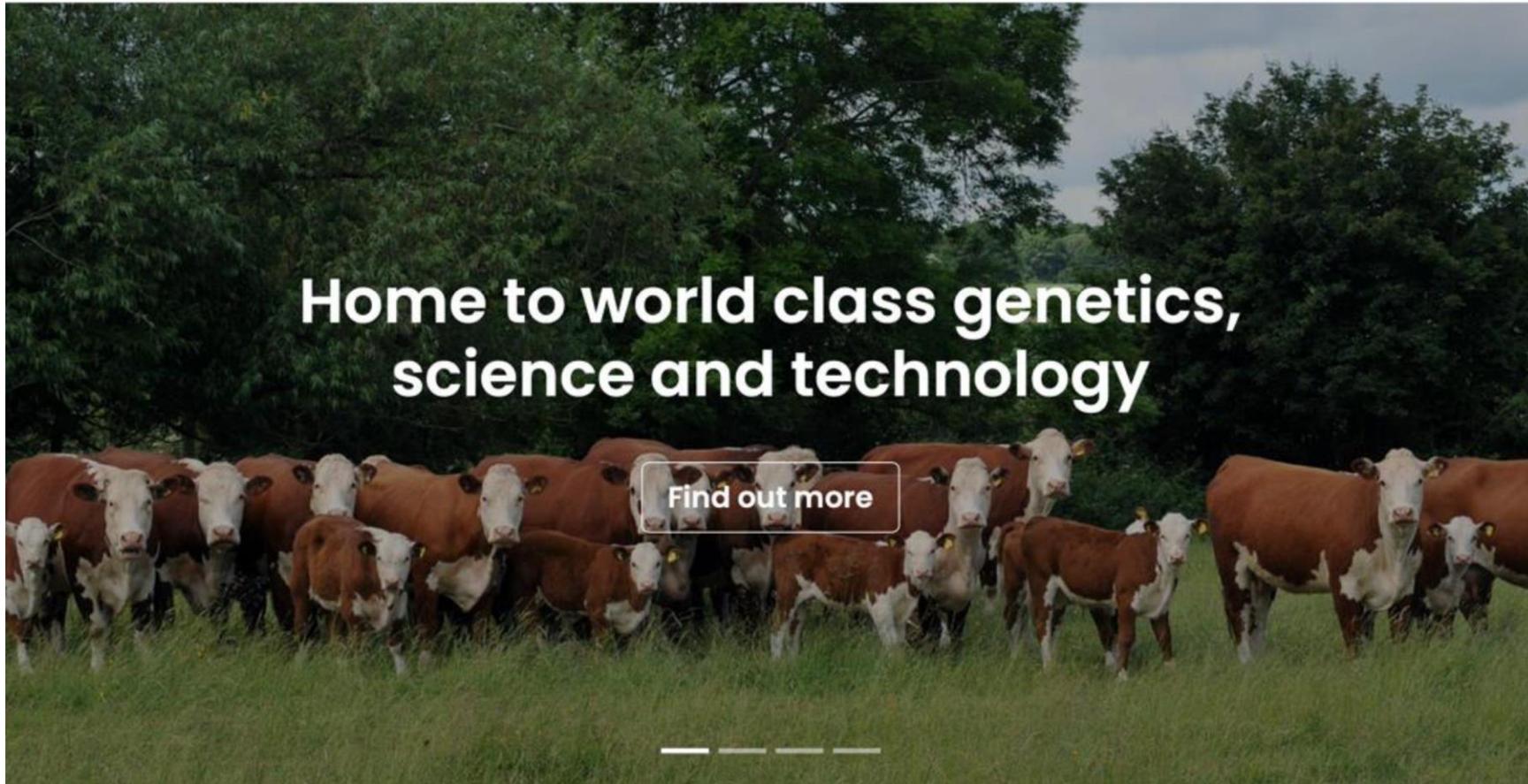
Department for
International Trade

AGENDA

- 11:30** Welcome and Opening of Event – Julian Sturdy MP – Chair of APPG
- 11:35** DIT Services and New Portal – Mike Freer MP – Minister for Exports, DIT
- 11:40** Overview UK Agri-Tech Strengths and Opportunities for Growth
Dr Elizabeth Warham, DIT Agri-Tech Sector Lead
- 11:45** Introduction to Trade Associations and Case Studies of Export Success
- 11:45** Engineering – Agricultural Engineers Association – Ruth Bailey
followed by Martin Lishman – Gavin Lishman
- 11:50** Horticulture – Commercial Horticultural Association – Pat Flynn
followed by Claydon Drills – Spencer Claydon
- 11:55** Livestock Genetics – UK Technology for Agriculture and Genetics – Chris Jackson
followed by Deerpark Pedigree Pigs - Nigel Overend
- 12:00** Q&A



[Find a supplier](#) [Events](#) [Partners](#) [UK Agri-Tech](#) [Centres Of Excellence](#) [About](#) [Contact](#)



www.agritech-uk.org



UK Capability for Global Demand



Elizabeth Warham

1 World-class science

2 Progressive food and farming supply chain

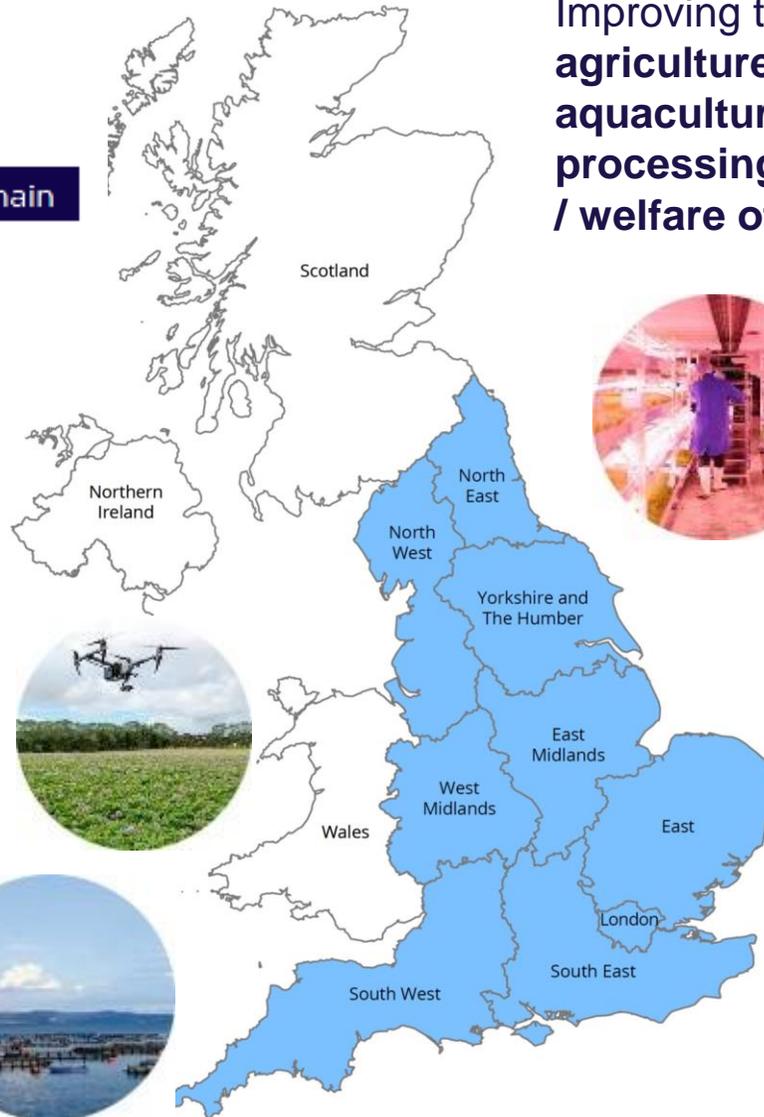
3 Dynamic business environment

1st most attractive investment destination in Europe

1st in Europe and 3rd globally for growing and scaling up business

1st in G7 for research, impact and reach

4th in the global innovation index



Improving the productivity and sustainability of **agriculture (arable/livestock), horticulture, aquaculture, forestry.** Including: **on-site storage and processing** of food and non-food products and the care / welfare of pets and horses



Controlled Environment Agriculture
York, North Yorkshire & Leeds City Region



Plant Science
Norfolk & Suffolk



Precision Agriculture
Telford



Animal Health
Surrey & North Hampshire



Aquaculture
Dorset

elizabeth.warham@trade.gov.uk



Global Science and Innovation Hub



Elizabeth Warham

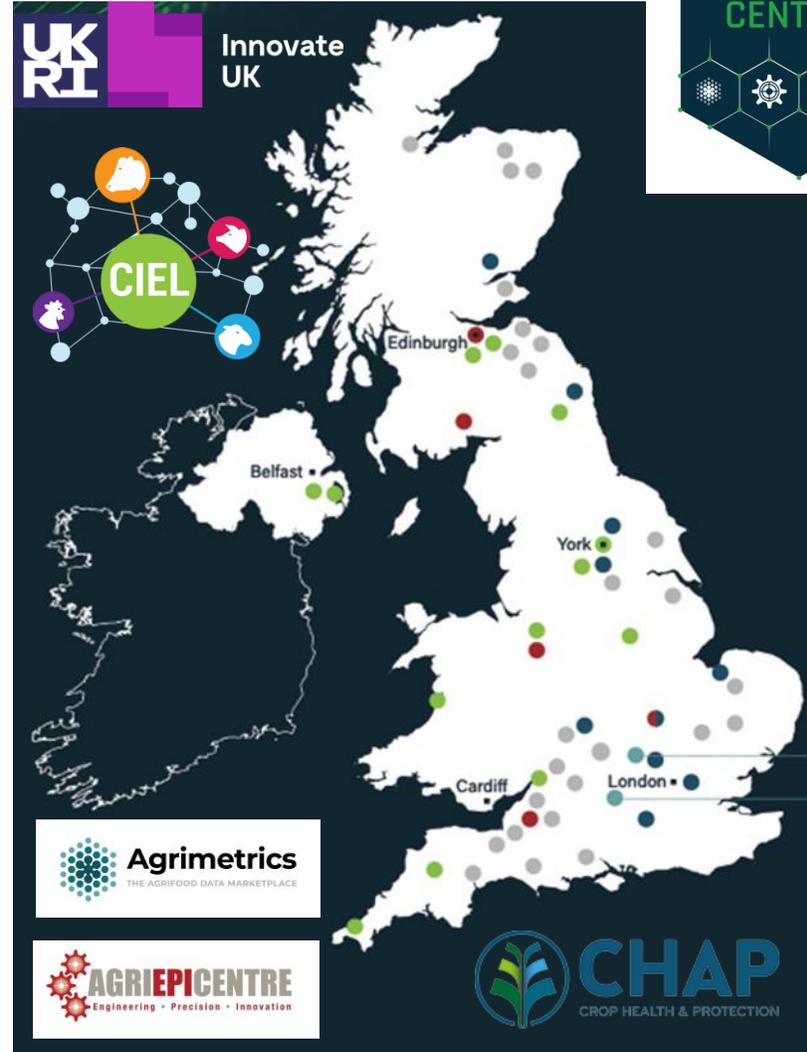
www.agritechcentres.com

The UK's 4 Agri-Tech Centres were established in 2015/16 from 2013 UK Strategy for Agricultural Technologies to join up research excellence with 55 new innovative world leading facilities in the UK and 3 overseas to support commercial research.

Helping businesses develop, adopt and exploit new agricultural technologies and promote practical, commercial implementation through more than 440 projects, creating 280 new jobs in the sector to date.

With over 370 members, they address challenges that no one part of the sector can address alone, with £120m funding and have attracted £42m match funding.

The Centres have a projected return of 13:1 to the economy.



Supporting UK bioeconomy sector worth £220 bn, 13.6% GVA and 5.2M jobs

- **Agri-EPI** - Engineering Precision Innovation: enabling sustainability, productivity and resilience through technology
- **Agrimetrics** – the world's first Agrifood Data Marketplace
- **CIEL** (Centre for Innovation Excellence in Livestock) – providing the front door for research and innovation with one of the world's largest livestock research alliances
- **CHAP** (Crop Health and Protection) – improving crop and soil health & productivity
- **Satellite Smart Farm Network**



Export Growth for Global Demand **AgriTech**

Elizabeth Warham

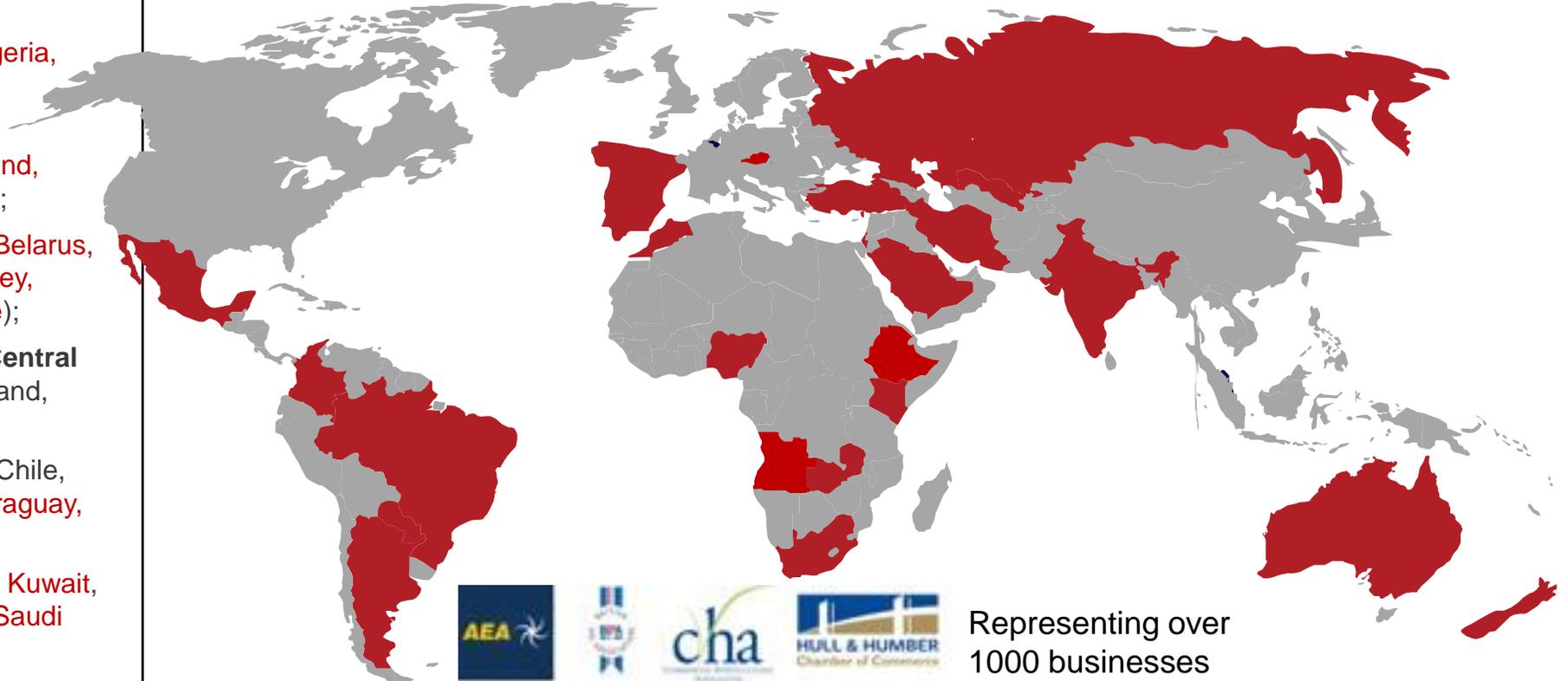
- Priority Markets
- Reactive Markets



Enabling platform to integrate technologies, validate proposition in-country, showcase useability and value, and promote sales. China, Paraguay, New Zealand

7 HMTC Regions (56 Countries)

- **Africa** (Angola, Ethiopia, Kenya, Morocco, Mozambique, Nigeria, Senegal, South Africa, Tanzania, Uganda, Zambia);
- **Asia Pacific** (Australia, New Zealand, Thailand, Philippines and Vietnam);
- **EECAN** (Afghanistan, Azerbaijan, Belarus, Kazakstan, Mongolia, Russia, Turkey, Turkmenistan, Uzbekistan, Ukraine);
- **Europe** (France, Ireland, Spain); **Central Europe** (Bulgaria, Czech Rep, Poland, Romania, Slovakia)
- **LATAC** (Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Mexico, Paraguay, Uruguay);
- **MEAP** (Bahrain, Iran, Iraq, Jordan, Kuwait, Lebanon, Oman, Pakistan, Qatar, Saudi Arabia, UAE);
- **South Asia** (Bangladesh, India, Sri Lanka).



Representing over 1000 businesses

elizabeth.warham@trade.gov.uk



Agricultural Engineering

Ruth Bailey



- Established in 1875
- Represents UK manufacturers and importers of agricultural and outdoor power equipment, includes horticultural and forestry equipment.
- Several decades helping companies to export, through Inward and outward missions, through overseas support at exhibitions, latterly as a Trade Challenge Partner with the DIT.
- Close working relationship with Elizabeth and her team, CHA and UK TAG , building the profile of the sector and its capabilities in manufacture of UK Agri-Tech products.
- Great interest and response from UK Commercial Posts and Embassies.
- Clearly shows a value for what the UK can produce and a need for investment and confidence to be placed in this sector.
- The brochure outlines the UK 's strengths in tractor production, in sprayer and cultivation equipment, in cereals and crop production, in dairy equipment and livestock technology, in forestry and robotics.
- Demonstrates UK Agri-Tech sector is a significant contributor to UK plc.
- Introduce a key AEA member and extremely successful exporter, Martin Lishman.



ruth.bailey@aea.uk.com



Export Strategy and Success

Gavin Lishman

Martin Lishman

- **Company:** Martin Lishman Ltd is family owned and managed, founded in 1975.
- **Technology:** Specialising in post-harvest technology.
- **Export Markets:** Worldwide, including developing markets.
- **Strategy:** Website translation, exhibitions, local representation.
- **Success:**
700% increase in web enquiries
Growth in quality control demand
Local agents in more countries
50% export growth in 2021



Gavin@martinlishman.com



Horticulture

Pat Flynn



UK capability in Commercial Horticulture



With over 50 years' experience in managing British Overseas Pavilions at major trade shows and helping UK companies to export, the CHA is a trusted source of information, services and advice.



pat@cha-hort.co.uk



Export Strategy and Success

Spencer Claydon



- **Company:** Claydon Seed Drills / Claydon Yield o Meter Ltd was established in 1981 and family owned.
- **Technology:** Direct seed drilling technologies
- **Export Markets:** Germany, France, Spain, Italy, Austria, Switzerland, Netherlands, Belgium, Scandinavia, Poland, Baltics, Bulgaria, Romania, Hungary, Serbia, Czech, Slovakia, Moldova, Greece, Ireland, Ukraine, Chile, Africa, New Zealand and more.
- **Strategy:** Franchise distribution through main line machinery distributors
- **Success:** Export currently accounts for 60-70% of turnover and will increase as markets continue to develop.





Livestock Genetics

Chris Jackson



 **UK capability in livestock and genetics**

*Genetics are the first limiting factor for life
UK is home to the world's major genetics companies and leading R&D*

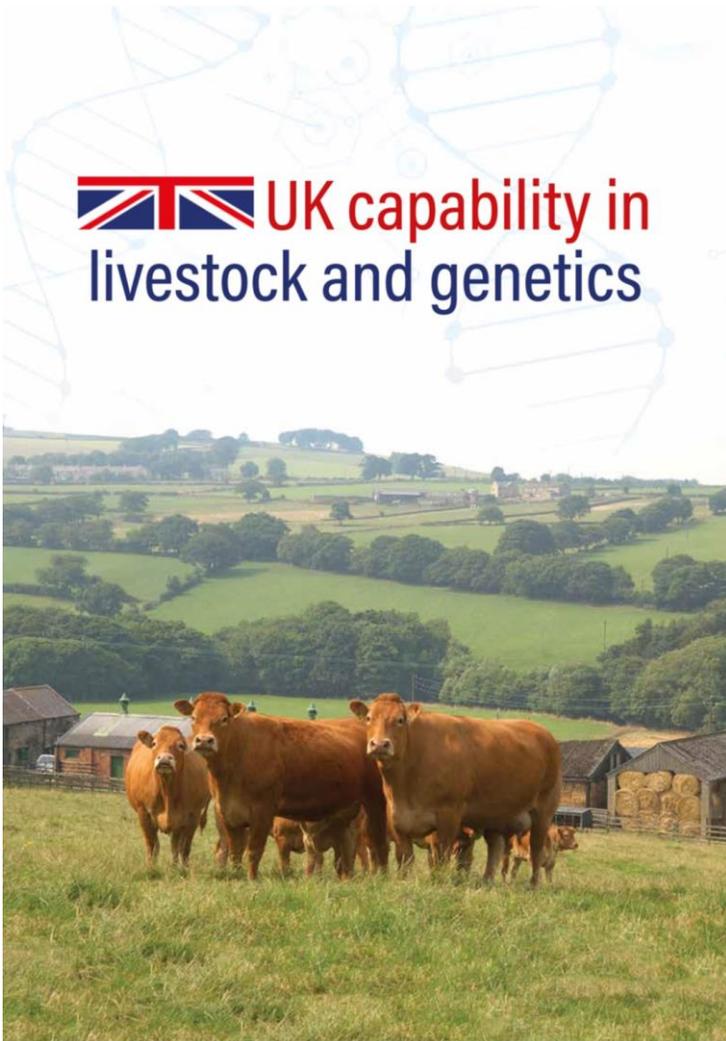
UKTAG Trade Challenge Partner with DIT

Trade Association whose aim is to help any UK business involved in Agri-Tech, primarily in the livestock industry, to expand and export
Protecting jobs and creating employment

Using our expertise market and industry knowledge to assist companies to begin their exporting journey to suitable countries at exhibitions and sector specific seminars.

Brochure highlights UK technical expertise in R&D and commercial capabilities for Cattle, dairy and beef Sheep, Pigs, Poultry and Goats
Available on website and hard copy.

chris@uktag.co.uk

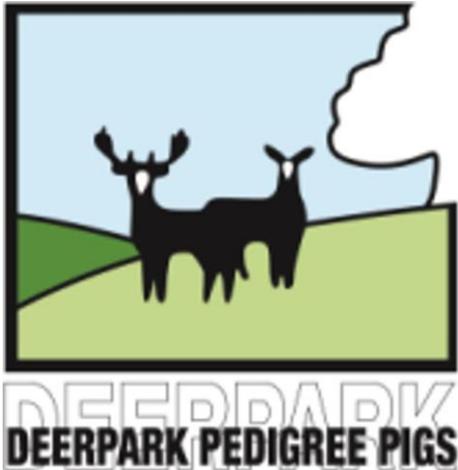




Export Strategy and Success

Nigel Overend - Partner

- **Company:** **Deerpark Pedigree Pigs** is a family partnership formed in 1958 now spanning 3 generations.
- **Technology:** Specialising in exporting pig genetics using fresh and frozen semen from pigs with the highest genetic merit and health status produced using environmentally friendly systems to supply the world.
- **Export Markets:** Philippines, Thailand & Vietnam, China.
- **Strategy:** Developing new markets (India and Africa) identified by UKTAG with TAP support attending exhibitions and speaking at seminars. Long term commitment to market with perseverance and relationship building . Global recognition Trade Shows VIV Asia leading to new markets, India & Africa
- **Success:** Exports have allowed us to reinvest in the business and build a bigger and better stud securing a future and jobs in the UK, while helping importers improve their livelihoods and reduce carbon footprints with better genetics.



deerparkpigs@gmail.com



All-Party Parliamentary Group on
Science and Technology in Agriculture



Department for
International Trade

Q&A

1. **What is the purpose of the portal?**
2. **Please explain more about the searchability function of the new portal and access to Agri-Tech companies exporting.**
3. **How is the Directory targeted at Agri-Tech companies and what does it mean for DIT?**
4. **How important are exhibitions in export strategies for companies?**
5. **How will the portal support companies access and use exhibitions?**



Thank You for Taking Part