

Nicholas Saphir appointed as new Chair for the AHDB

Nicholas Saphir has been appointed as the new Chair of the Agriculture and Horticulture Development Board (AHDB) for a three-year term with effect from 1 April 2020.

Appointments to the board of the AHDB are made by Defra Ministers, with the approval of Ministers in the Scottish Government, Welsh Government and Northern Ireland Executive.

Nicholas has an impressive track record in marketing and trade within the food and farming industry, including his work to build the Organic Milk Producers' Cooperative (Omsco) into the world's second largest dedicated organic milk cooperative.

He also has a successful record of chairing industry and government bodies in the food and farming sector. This includes being the chairman of the Central Council for Agricultural and Horticultural Cooperation, founder chairman of Food from Britain, president of the Fresh Produce Consortium and chairman of the Agricultural Forum.

The appointment comes after two terms of service from outgoing Chair Sir Peter Kendall, who has steered the organisation through a time of change and growth.

AHDB Chair Nicholas Saphir, said:

I'm delighted to be involved with AHDB at this pivotal time of change for UK agriculture and horticulture. The AHDB has a vital role to play in helping to equip farmers, growers and processors to make the most of the opportunities and tackle the challenges that lie ahead.

Victoria Prentis, Farming Minister at Defra, said:

Nicholas Saphir has a wealth of experience in the food and farming industry, with a diverse understanding of marketing and trade across a variety of sectors.

I am confident he will provide the AHDB with strong leadership, clear vision and enthusiasm as the sector enters a time of change.

I'd also like to thank Peter Kendall for his dedication to the AHDB, and the sector as a whole, over the past six years.

Welsh Government Minister for Environment, Energy and Rural Affairs, Lesley Griffiths, said:

I would like to welcome Nicholas Saphir to his new role as Chair of the Agriculture and Horticulture Development Board (AHDB).

I am sure his years of experience in the food and farming industry will be invaluable as AHDB looks to lead and advise the farming sector on the changes and challenges ahead. I look forward to working with AHDB and associated organisations to strengthen and protect farmers and growers in Wales.

Scottish Rural Affairs Minister Mairi Gougeon said:

We are pleased to hear that Nicholas Saphir has been successful in his appointment as the new chair of AHDB. Nicholas brings with him diverse national and international experiences in the food and farming industry which we believe will be valuable for the sector moving forward. We look forward to working with Nicholas and AHDB to further arable and dairy farming in Scotland.

DAERA Minister Edwin Poots MLA said:

I would like to congratulate Nicholas Saphir on his appointment as Chair of The Agriculture and Horticulture Development Board and to thank Peter Kendall for the work that he has done over the past six years.

AHDB Chief Executive Jane King, said:

Nicholas brings a wealth of agricultural and commercial experience which will be invaluable to helping AHDB strengthen its role during a significant time of change for industry. Myself and the AHDB team are really looking forward to working with him.