

Are you Liable for Levy?

You are liable to pay levy if you grow three hectares or more of potatoes in any calendar year based on area planted.

If you are liable to pay levy, the due date to inform us of your planting is **1st June 2018**.

The due date for payment is **1st December 2018**.

Estimates

Failure to inform us of your plantings (either online or on the paper returns) will result in an estimate being made. If a valid return form is not received after 28 days of that estimate being made, that estimate will stand.

Levy Rates

The AHDB levy rates for 17/18 to 18/19:

- £42.62 per hectare
- £46.882 per hectare for late payment

If payment is not received by the due date, a late payment invoice of 10% will be charged.

How Do I Pay?

If you are liable to pay levy, you can pay in the following ways:

• **Single payment in full on or before 1st December**

If you fail to return the Potato Planting Return form by 1st June or do not wish to pay by Direct Debit instalments, the full amount of levy is payable on or before 1st December.

• **By Direct Debit**

To pay by Direct Debit instalments you need to have completed and returned your Potato Planting Return form by the due date and the Board needs to hold a valid Direct Debit Mandate; payments will be collected over three Direct Debit instalments on 3rd December, 1st February and 1st May. If the Mandate is cancelled or not honoured, any levy outstanding becomes due immediately, including any future instalments.

Milestones

Return issued: **30th March** Invoice raised: **24th October**
Return due: **1st June** Invoice due: **1st December**

What if I do not grow or have planted less than 3 hectares?

If you have not grown potatoes in the period stated on the front of the Potato Planting Return Form, or you have planted less than 3 hectares, please inform us, either by:

Telephone: 024 7647 8602

Email: levy@ahdb.org.uk

or by filling in the Additional information box on your Potato Planting Return form and sending back by using the pre-paid envelope enclosed to:

**Levy Department, AHDB, Stoneleigh Park,
Kenilworth, Warwickshire CV8 2TL**

What happens if I don't fill in the return?

If you are liable under the Order to pay the AHDB Potato levy, then it is a criminal offence not to complete the Potato Planting Return form and if not received legal action may be taken.

Difficulties completing the Return or paying the levy

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 on 024 7647 8602. 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.

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.

Notice

Using AHDB Potatoes' Levy Payer numbers for plant health purposes

Under current Plant Health legislation, there are statutory requirements to mark ware potato packaging with a unique identification number, to enable 'trace-back' of potatoes in case of pest or disease problems. This requirement applies throughout the European Union and failure to show this number can result in rejections of potatoes sent to other member states. Defra and the Scottish Government have decided not to impose a separate identification scheme but to accept the Levy Payer numbers issued by AHDB Potatoes for the purpose of compliance. Growers are advised to ensure that they meet the regulations by showing their Levy Payer numbers on all potato sacks and containers.

The relevant legislation is:

- England – The Plant Health (England) Order 2005
- Scotland – The Plant Health (Scotland) Order 2005
- Wales – The Plant Health (Wales) Order 2006

For help ...

If you have any questions regarding the AHDB Potato Planting Return form or the AHDB Potato Levy, please do not hesitate in contacting the levy department, where we will be happy to help.

Phone: 024 7647 8602 Email: levy@ahdb.org.uk

**Post: Levy Department, AHDB, Stoneleigh Park, Kenilworth,
Warwickshire, CV8 2TL**

In certain cases where help is needed, we have a field auditor who can help in filling out the form. If this is something you are interested in, please contact our levy department using the information above to discuss further.

Top 50 potato varieties 2018

Variety	Code
Accord	478
Agria	301
Arsenal	657
Brooke	667
Cabaret	484
Cara	21
Challenger	634
Charlotte	2
Cultra	317
Daisy	543
Desiree	22
Electra	650
Estima	6

Variety	Code
Fontane	595
Gemson	633
Harmony	494
Hermes	24
Infinity	685
Innovator	584
Jelly	668
King Edward	25
Lady Claire	532
Lady Rosetta	26
Lanorma	630
Marfona	8
Maris Bard	9

Variety	Code
Maris Peer	10
Maris Piper	27
Markies	529
Melody	527
Mozart	583
Nectar	602
Orchestra	638
Osprey	504
Pentland Dell	29
Premiere	14
Ramos	635
Rooster	220
Royal	648

Variety	Code
Russet Burbank	33
Sagitta	629
Saphire	562
Saxon	221
Shelford	671
Shepody	36
Taurus	664
Vales Sovereign	560
Vivaldi	552
VR 808	680
Wilja	16

If the variety you have grown is not shown here, please write the name of the variety on the Return.

Market sector codes

Code	Market sector	Description
3	Pre-pack: Contract	For sale to packers
4	Pre-pack: Free-buy	For sale to packers
5	Fresh: Mainly in bags	For sale to shops/wholesalers
6	Fresh: Chipping	For sale to chip shops
7	Seed	Certified
8	Seed: Farm saved	Uncertified

Code	Market sector	Description
9	Processing: Crisping	For sale to processors: Contract
10	Processing: Crisping	For sale to processors: Free-buy
11	Processing: French fry	For sale to processors: Contract
12	Processing: French fry	For sale to processors: Free-buy
13	Processing: Other	For sale to processors: Contract
14	Processing: Other	For sale to processors: Free-buy

If more than one market sector is in the same field, please show the predominant sector.

Privacy Notice – Your Personal Data and AHDB

At the Agriculture and Horticulture Development Board (AHDB) we take the privacy and security of your personal information very seriously. We will never sell your data to third parties and the sensitive business information you provide will be treated as ‘commercial in confidence’ by us. How we use your information and take care of it is explained here.

Who we are and how to contact us:

Your information will be held by AHDB. We are a statutory UK levy board and you can find out more about us at www.ahdb.org.uk. If you have a query you can contact the levy team at: E: levy@ahdb.org.uk or T: 024 7647 8602 Alternatively you can write to the Data Protection Officer (DPO): AHDB, Stoneleigh Park, Kenilworth, Warwickshire CV8 2TL or at E: data.protection@ahdb.org.uk

What personal data we collect and why:

The personal information we collect will be your title, first name, surname, complete mailing address, telephone number, mobile number and email address to enable AHDB to fulfil the statutory functions given to us by Parliament. As such, our lawful basis for processing your information is called ‘public task’.

How we will use your information:

We will use your personal information for levy collection and verification purposes, to enable AHDB to carry out research on behalf of the industry, to invite you to participate in research (eg participation in the Potato Grower Panel, Farmbench and surveys) and to contact you about how your levy is being spent and ways in which you can engage with and benefit from the knowledge exchange programme.

We will do profiling to ensure our communications are more relevant and timely. We will supplement the information you provide with data from the public domain, third parties, satellite and other field-scanning technologies, to help combat levy avoidance and to assist with profiling.

We will also produce aggregated and anonymised reports to enable the industry to make better trading and business-planning decisions. These include market reports on planted area; on area by variety, region and intended market sector; on number of growers, area per grower and number of growers by area size band. The aggregated information will also be used in the calculation of national production, yield and stock estimates.

How we will keep your information safe:

We ensure that there are appropriate technical controls in place to protect your personal information. For example we use encryption and we store data within AHDB’s secure network and cloud environment. Both of these are independently audited.

Where we use third-party suppliers or partners to collect or process personal data we put a contract or data sharing agreement in place that sets out our expectations and requirements, especially regarding how they manage the personal data and fully comply with all applicable UK Data Protection.

Which third parties will be involved:

At times AHDB uses reputable third party suppliers to help process requests and provide you with information. For example, sending you the latest fact sheets on research results. AHDB requires all such third parties to treat your personal information as fully confidential.

We will never sell your personal information to third parties and we will not release your personal information to any company outside of the AHDB for their mailing or marketing purposes.

If required, for regulatory or animal/plant health purposes, we will share your information with the Chemicals Regulation Division (CRD), Health & Safety Executive (HSE), Animal & Plant Health Agency (APHA), Food Standards Agency (FSA), Rural Payments Agency (RPA), the Department for Environment, Food and Rural Affairs (Defra) or its equivalents in the Devolved Administrations or their appointed agents to enable them to assess risk and to contact you.

On potato research we work with a number of research organisations, and on occasion they may contact you on our behalf with regards to participation in relevant research. These include NIAB, Harper Adams University and the James Hutton Institute.

Third-country transfers:

AHDB’s own systems and storage are within the European Economic Area (EEA). Some of our suppliers or partners process personal information on our behalf outside the EEA, where a recognised data security protocol is in place between the EU/UK and the third-country (eg the EU-US Privacy Shield). A contract or data sharing agreement is always put in place, setting out our requirements regarding the handling of personal information.

How long we will keep your data:

We will retain your personal information for no longer than necessary for the purpose it was obtained, unless a longer retention period is required or permitted by law.

Your rights:

By law you have certain rights over your personal data that we hold – see www.ico.org.uk for guidance on your rights. You have the right to ask us to correct any errors, the right to ask for a copy of the personal data we hold about you, and the right to object (based on your specific situation) to AHDB’s processing or profiling for a public task. To enquire about exercising any of these rights please contact the Data Protection Officer using the details given at the top of this Privacy Notice. We may need to verify your identity before implementing your request.

The AHDB Privacy Policy:

The full AHDB Privacy Policy can be found on our website at www.ahdb.org.uk/PrivacyPolicy

Ref: Potato Levy Return 2018 – 16/03/18



Instruction to your Bank or Building Society to pay Direct Debits



9 4 1 2 7 8

Please fill in the whole form and send it to:

Agriculture and Horticulture Development Board, Stoneleigh Park, Kenilworth, Warwickshire CV8 2TL

1. Name and full postal address of your Bank or Building Society branch

To: The Manager Bank/Building Society

Address
.....
.....
.....

Post Code
.....

2. Name(s) of account holder(s)

5. Reference Number

3. Branch Sort Code

(From the top right hand corner of your cheques)

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4. Bank or Building Society account number

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6. Instruction to your Bank or Building Society

Please pay AHDB

Direct Debits from the account detailed on this Instruction are subject to the safeguards assured by The Direct Debit Guarantee.

Signature(s)
.....

Date
.....

For more information on payment by Direct Debit, please refer to page 3

Bank and Building Societies may not accept Direct Debit Instructions for some types of account



The Direct Debit Guarantee

- This Guarantee is offered by all Banks and Building Societies that take part in the Direct Debit Scheme. The efficiency and security of the scheme is monitored and protected by your own Bank or Building Society.
- If the amounts to be paid or the payment dates change, you will be told of this in advance by at least 14 days as agreed.
- If an error is made by the Agriculture and Horticulture Development Board or your Bank or Building Society, you are guaranteed a full and immediate refund from your branch of the amount paid.
- You can cancel a Direct Debit at any time by writing to your branch or Building Society. Please send a copy of your letter to AHDB.



