



We love Beef & Lamb: the promotion of English Beef and Lamb in the Dutch market Customer for more than 15 years

The Agriculture and Horticulture Development Board (AHDB) is a non-departmental public body funded by the agriculture and horticulture industries in the U.K. through statutory levies.

Green Seed NL works with AHDB to promote English (premium) meat on the Dutch market. This is particularly done with the AHDB Beef & Lamb sector division, which is the organisation for beef and lamb levy payers in England.

GSNL ongoingly creates and expands the commercial platform for British Meat Exporters. In addition GSNL specifically carries out promotional campaigns and events aimed at the Dutch meat trade and butchery sector even as for foodservice and supermarket retail. For an example of the recent premium English beef promotion campaign in NL visit:

www.welovebeef.nl