

Welsh Government

Cleaner and healthier air: Consultation on draft regulations to implement fine particulate matter (PM2.5) air quality targets.

Call for response:

**Submission from the Agriculture and Horticulture Development Board
(AHDB)**

16 February 2026

AHDB

AHDB is the independent, impartial public body that unlocks success in British agriculture. Funded by a levy from over 100,000 British producers in the beef, lamb, pork, dairy and cereals sectors, we support and champion farmers, growers and processors, often where no one else can or will. With sector boards made up of farmers making decisions for farmers, we're backing British agriculture.

We share the expert, evidence-based research and reports that inform on-farm decision-making. We promote British produce to the UK public through domestic marketing campaigns. And we identify and open new global export opportunities to help farm businesses grow.

We help levy payers learn more, sell more and export more, to remain sustainable and profitable. Together, through data analysis, deep industry research, product development and service support, we drive change and help our industry thrive. Together, we deliver the insights, the influence and the impact that farmers need.

For further information visit www.ahdb.org.uk

AHDB's response

AHDB recognises the importance of improving air quality in Wales and supports the Welsh Government's ambition to reduce fine particulate matter (PM2.5). Clean air is essential to human health, thriving rural communities, and in achieving climate and ecosystem resilience.

Agriculture has an important role to play in contributing to improved air quality, particularly ammonia emissions. However, the sector's ability to contribute towards these air quality targets effectively will depend on the implemented policy mechanisms, the financial support provided to help farmers transition away from ammonia pollution, and the effectiveness in which information is communicated.

Farmers are already contributing to the improvement of air quality and the reduction of ammonia emissions through engagement with agri-environmental schemes, adoption of nutrient management plans, adhering to regulatory requirements, and improving livestock management practices. Thus, these suggested targets offer the opportunity to build on past and current farmer efforts and further support agriculture in becoming more environmentally sustainable. However, to increase momentum it is important that agriculture's PM2.5 air quality targets are science-backed and accompanied by a realistic and achievable time frame. Thus, the followings suggestions have been put forward for consideration.

Firstly, for this to be realised there need to be alignment across the various policy frameworks such as air quality regulations, agri-environmental support schemes, and climate policy to bypass confusion in what is being asked from farmers and avoid conflicting outcomes.

Secondly, a variety of policy mechanisms should be designed, offering a variety of mitigation options, so that farmers can opt for measures that are best suited for their farms. Mechanisms to be included:

- Advice and knowledge exchange – Farmers need to understand how mitigation measure work and their effectiveness in so farmers can figure out what would be best suited for them. It is important that this is done using accessible language; avoiding the use of technological or complex jargon. Peer-to-peer learning opportunities have proved to be an effective way in which to do this.
- Financial support – If farmers are to alter their way of working, so to mitigate ammonia emissions, financial support is required to aid them in the transition. Furthermore, the Government has a role to play in enabling investment in technology and equipment proven to reduce ammonia emissions.
- Achievable and realistic timelines – The agricultural PM2.5 air quality targets need to be attainable so not to discourage action. Alongside this, it is important

to recognise the current state of play both in the wider agricultural sector and of the available practices and technologies that enable ammonia reduction.

- Inclusion of nature-based solutions – Nature-based solutions such as hedgerows, shelter belts, riparian buffers, soil management, and tree planting should be included and encouraged. These solutions come with the additional benefits including enhancing biodiversity, supporting climate resilience, and improving water quality; aiding in progressing progress towards other environmental and climate targets.

Lastly, the shaping of policy measures to reach the air quality targets should be done through a co-design process. A collaborative approach of working in partnership with industry stakeholders and farmers supports transparency and aids for measures to be realistic and attainable. Engaging farmers early in the process and working with the wider supply chain creates a sense of shared ownership which will help accelerate uptake of best practice to reduce PM2.5.

Further information

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Redacted information - regulation 13 - personal data.