

Seed Industry Event 2018

Thursday 15 November

Fairmont St Andrews, Scotland

Provisional Programme

09:00 Registration & refreshments

10:00 **Welcome and introduction**
Sophie Churchill, Chair of AHDB Potatoes Board

10:10 **Brexit: A view from Europe**
Raquel Izquierdo, European Potato Trade Association
Is the GB potato industry fit for purpose in a post Brexit world? This talk will detail the role GB potatoes play in Europe and analyse how that might change after Brexit.

10:40 **Plant health and the Centre of Plant Health Expertise**
Gerry Sadler, Chief Plant Health Officer for Scotland and Head of SASA
Professor Sadler will discuss what the new Centre of Expertise Plant Health has to offer the potato sector, as well as outline some of the plant health challenges we could face after Brexit, and how to tackle them.

11:10 **Coffee break**

11:25 **AHDB Potato strategy**
Rob Clayton, Strategy Director – Potatoes

11:55 – 16:00 **Workshops**
Each workshop topic will run three times (see time slots below) allowing delegates to attend any three out of the four workshops below.

Aphid and Virus
Led by Jon Knight this workshop will focus on recent research into aphid and virus, as well as the impact of loss of chemistry and how that will be could change post Brexit.

Blackleg
Ian Toth and James Thorburn will take the group through current blackleg research, benefits of working in collaboration, providing value to the wider supply chain and the impact of the dry season.

Understanding your costs
This workshop, facilitated by Doreen Anderson and Amber Cottingham, looks at business challenges in the potato sector and using the Farmbench tool to assess and manage costs of production.

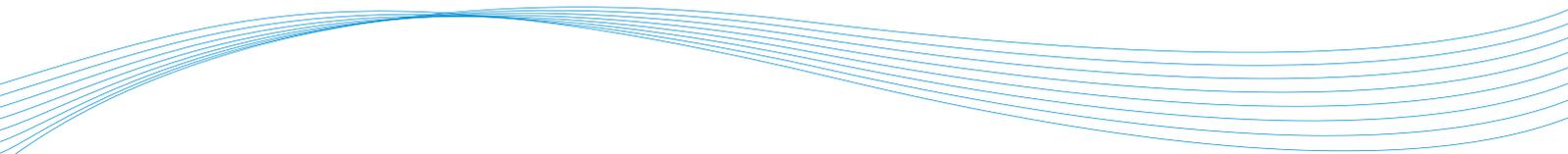
Safe Haven and Red Tractor
Discussion will focus on the current position of Safe Haven and Red Tractor in GB and how that could or should change in years to come.

11:55 **Workshop session 1**
Aphid and Virus / Blackleg / Trade and Business / Safe Haven and Red Tractor

12:55 **Lunch**

14:00 **Workshop session 2**
Aphid and Virus / Blackleg / Trade and Business / Safe Haven and Red Tractor

15:00 **Workshop session 3**
Aphid and Virus / Blackleg / Trade and Business / Safe Haven and Red Tractor



16:00

Coffee break

16:20

World without Potatoes

Abi Ewen, Cygnet PB, and Marc de Beaufort, Marketing Director for Imagine a World without Potatoes

The World without Potatoes campaign is an industry-led global campaign run by the International Potato Centre. This session will provide more detail on how it aims to improve consumption in the west, correct misconceptions about the nutritional traits of potatoes, the important role potatoes can play in worldwide food security.

16:45

Summary and close

Sophie Churchill, Chair of AHDB Potatoes Board

19:00

Drinks reception

19:45

Awards ceremony, dinner and entertainment

