

Authorised



**MINUTES OF THE FORTY THIRD MEETING OF POTATO
COUNCIL
HELD AT STONELEIGH PARK
ON 2ND OCTOBER COMMENCING AT 8.30 AM**



Board Members
Attending

Growers, Edward Lindley, Tim Papworth, **Processor representative** Dave Chelley, Nick Tapp **Independent members** Fiona Fell. **Grower Packer** Bruce Kerr, **Seed Merchant** Alistair Redpath, Mr Dan Hewitt via video-link (item 13/64)

Staff Attending

Rob Clayton, PCL Director, Robert Burns, Head of Seed & Export, Adrian Cunnington, Head of SBCSR, Caroline Evans, Head of Marketing and Corporate Affairs, Mrs Rita Hall, Secretary, Chris Perry, Financial Controller AHDB, Mr Ken Boyns Head of MI, Ms Julie McCloud, Senior Analyst, MI (item 13/67), Dr Sharon Hall (item 13/64)

ACTIONS**APOLOGIES FOR ABSENCE**

Mrs Fell chaired the meeting in Mr Piccaver's absence and welcomed everyone to the meeting. She advised that he was disappointed not to be at the helm but good connectivity with AHDB had been achieved with Mrs Fell invited to participate in future AHDB meetings. Apologies were received from Messrs Piccaver, Carroll, Melrose, Bambridge and Ms Henderson.

DECLARATIONS OF INTERESTS

There were no declarations of interest advised.

13/61 MINUTES OF THE MEETING OF THE BOARD HELD ON 31ST JULY 2013 (PCLM/13/04)

These were approved and ratified as a true record of the previous meeting.

13/62 MATTERS ARISING (PCLP/13/30)

Dr Clayton reported that all action points had either been completed or were included as agenda items for this meeting.

13/51 Schedule of Levy Comms for 2014

A schedule of planned levy collection events was included at PCLP13/33 which had been built into the finance paper.

13/52 Health and Safety

Health and Safety was an ongoing developmental issue across all of AHDB. An updated position was included at PCLP13/37 and the management team were reviewing levels of engagement in the AHDB Process. The Chair requested an update on the entrance roundabout mentioned at the previous meeting and the Director advised that he had identified local planning consents and this would

progress as part of the Stoneleigh Park site development.

13/53 **Events Schedule**

A schedule of KT events had been devised for next year. Venues would be confirmed over the coming weeks. A draft copy of the schedule was tabled.

13/54 **Potato Market Dynamics and Crisping Sector Data**

Potato Market Dynamics Report

The Potato Market Dynamics report had been distributed to levy payers once submitted for use in the PCL Board packs to ensure that the information was as timely as possible. The Report would then be in a bi-monthly rotation with Euro Potato. The Chair asked that additional quality measures would help the new publication build a positive reputation and it was agreed that Board members participating on MI Committee would review future editions prior to publication. Initial feedback for the document had been positive.

MI Team

Crisping sector

AHDB MI had begun recruiting additional companies to the WAPS survey and this would include trying to enhance coverage of the crisping sector although Mr Boyns asked the Board to note that this had been difficult to achieve in the past. The MI team were investigating existing and potential contacts and data sources relating to the crisping sector to see if the field contractors could gather more information via the field survey. The crisping sector had been included in the proposed Margins Analysis project (see PCLP13/35).

13/55 **Margin Analysis Feasibility**

A report on the feasibility study to conduct margin analysis was included at PCLP13/35

13/56 **Update on CIPC**

An update on the latest position regarding CIPC was included in the operational update PCLP/13/36

13/58 **Corporate Plan**

A draft corporate plan would be considered under item 11 (PCLP13/32)

The Chair requested an update on a potential post in Beijing that would drive market development in China. Mr Burns had prepared a potato-specific business case and believed a small contribution to a joint post would provide sufficient face to face interaction and a local presence that would be important in building relationships. Co-funding for the post was being sought.

13/63 **DIRECTION THROUGH DIALOGUE DEBATE (PCLP/13/31)**

The Chair commented that the paper was a very useful document, highlighting support for a lot of Potato Council activity whilst clearly laying out numerous challenges identified during the project. The paper clustered outcomes from the project into endorsements of activity, myths and misconceptions about what Potato Council was discharged to do, immediate changes that would benefit levy payers and longer term strategic issues that would require detailed debate. Supporting written comments supplied by Mrs Henderson, The Director advised that the project outcomes would serve as a longer term planning tool and the Board and executive would return to the paper over the coming months to pursue specific topics. A key dilemma identified by the project was a continuous need to improve and enhance communications. The

Director sought advice from the Board regarding the balance between delivering operational activity and time-spent describing that activity to levy payers, noting that the latter might improve levy payer knowledge and perceptions of Potato Council but less would be delivered. After debate the Board agreed that they were content that the current balance would allow agreed KPIs to be achieved and recognised the cyclical nature of operations (e.g. the KT team would spend resource on new product development prior to events like BP2013 and would then spend more time communicating face to face during the following year). Another issue that featured strongly in the project related to the MI function, the quality and accuracy of information and the connectivity with levy payers. Mr Tapp commented that quality improvement was continuously being addressed by the MI Committee and staff and agreed that connectivity both with levy payers and within Potato Council required development. Mssrs. Tapp, Clayton, Boyns and Hewitt had already begun to consider the comments recorded in the project and Mr Boyns would make developmental proposals under the next item. The Director added that a number of changes to the MI Committee and better embedding of functional staff within the committee would help to drive change.

13/64 CORPORATE PLAN DEVELOPMENT (PCLP/13/32)

The Director introduced the paper describing how new elements had been brought into the plan in response to the previous spring summit and Direction through Dialogue. The plan followed an AHDB template and took account of AHDB priorities. A format had been presented whereby any activity could be described under one of three headings:- Produce Potatoes, Promote Potatoes or Protect Potatoes. Board members agreed that this format enabled them to deliver a succinct “elevator speech” easily and agreed that the shape of the plan demonstrated a fresh approach.

Thereafter, members of the team described strategy for their function and sought feedback from Board members:-

KT

Dr Hall updated the Board on her recent KT activities and described a new strategy for KT and Communications that had been agreed by the RKT Committee. The strategy featured a clear 12 month rolling programme of activity which would capture and deliver R&D outcomes via the most appropriate media. Responses to key challenges identified in Direction through Dialogue were identified within the strategy. These would include brand protection and audience segmentation so that messages could be delivered to the right recipients to drive beneficial change. Agronomists and advisors were identified as key targets for knowledge exchange and new activity was planned to ensure they were aware of and making best use of Potato Council resources. The strategy also described an increased engagement in activities that face key stakeholders (e.g. HIP) such that the potato industry’s profile and research needs can be recognised. In terms of skills, Dr Hall described plans that would continue to capitalise on available RDPE funding to address key knowledge gaps (e.g. nematode management). The Chair welcomed the plan and felt that it went a long way towards “de-cluttering” the KT landscape and allowed focus on a small number of priority areas. Board members were asked to reaffirm priorities and they agreed that water, storage and nematodes should feature prominently in delivery. Dr Hall finished by describing new impact measurements that would make KPI setting clearer for the future. In relation to this, Dr Hall asked the Board to note that this process could be simplified further by engaging with researchers prior to project commissioning. It was agreed that R&D proposal forms would be reviewed to enable this change.

Dr Storey

To ensure that views from Direction through Dialogue were fully accounted for, the Chair asked that the previous paper was revisited. The Director pointed out that there had been a high frequency of comments relating to fertilisers, FYM and RB209. Dr Storey informed the Board that Potato Council was involved in a bid led by HGCA that sought to redevelop RB209 and these concerns were being addressed.

Research and Development

Dr Storey outlined strategic objectives that had been agreed previously and were being delivered under the current R&D strategy. The Board noted that this strategy was being delivered well, priorities (disease, soil, water and storage) were being addressed and studentships were now firmly embedded in the process. They were pleased that R&D continued to attract co-funding from industry and funders like TSB and BBSRC. He went on to describe how a future strategy for R&D (2015-20) would be developed and he was currently pulling together a stakeholder list that might be consulted. The future strategy would seek to address sector-specific needs whilst taking stock of cross-sector needs and opportunities across AHDB. He would also look carefully to ensure integration with Agritech strategy and EU's Horizon 2020 were exploited.

The Chair asked the Board for comments and advice to assist Dr Storey with the implementation of his strategy consultation with industry. Mr Redpath commented that a second tier-group of individuals be targeted and engaged below the committee structure so that views from the "coal face" were included. **It was agreed that Dr Storey provide a summary of short questions for the Board to use at BP2013 to introduce strategy development.** It was also agreed that engagement with research institutes at an early stage was beneficial.

Dr Storey

SBCSR

Mr Cunnington provided an overview of the Sutton Bridge strategy and asked the Board to note that a number of key threads of activity (staff development, research impact and delivering research excellence) continued to feature in the strategy. Looking further into the future he described where investment might be needed in terms of redevelopment of some of the older stores at Sutton Bridge along with developing the IT and skills capacity to deliver engineering services. More immediately, the Board noted that there was an urgent need for GB's storage capacity and capability to be reviewed in the context of delivering the best energy management and sprout suppression to the industry. They were pleased that Mr Cunnington's strategy sought to deliver 500 store audits each year, starting in 2014 and felt this would help drive much needed change in store management. Some of the audits would be delivered by third parties and Mr Cunnington assured members that operatives were knowledgeable and would be well trained and branded as Potato Council. Mr Cunnington estimated that audits would last half a day each and he was currently building a pricing model for the service.

In relation to cross-sector working, Mr Cunnington acknowledged that there had been limited interest in conducting vegetable storage at Sutton Bridge and he would continue to pursue this area as part of the new strategy.

The Chair asked how much support Mr Cunnington was receiving from Mr Crute AHDB Scientist with regard to scientific work and Mr Cunnington advised that he had offered assistance but more preparation work in this area was required before pursuing further.

Marketing and Corporate Affairs

Ms Evans advised that the emphasis of promotion had switched to that of protection. In broad terms the Team were now seeing benefits from longer terms corporate affairs

strategies that sought to influence MPs and key stakeholders regarding the health and sustainability credentials of the crop. In particular, influence on Department of Health had been positive with changes achieved relating to the balance of promotion of potatoes in campaigns like Change for Life. Referring to the previous discussion, Ms Evans recognised the need to do more to communicate to individual levy payers and advised that this would be achieved through a “one voice” messaging campaign. This would tie together a range of evidenced messages about the potato and would be presented in such a way that major stakeholders along with individual levy payers could participate in the activity. She planned to launch the activity prior to BP2013.

The educational programme (Grow Your Own Potato and Cook your Own Potato) continued to be successful and delivery was consistently grown against a stand-still budget. She also advised that the introduction of a set of new communication tools, including texting of relevant TV programme timetabling, blogging of meetings in the public domain and the targeting of 6 grower groups with an audience of 60 each. This would help improve levy payer knowledge of the marketing activity and would be linked to a series of “pledges” so that levy payer commitment could be measured. Corporate Affairs was also an extremely important area of her work in relation to health messages and a recent round-table meeting with Members of Scottish Parliament had been a success.

Ms Evans asked the Board to note that activities supporting the chip sector would be spread throughout the year and would focus on delivering skills needed in the supply chain and in chip shops. Further there would be a reduction in activity facing the fresh sector as EU funding had now ceased.

The Board acknowledged the continued resource dedicated to issues management and were pleased that this featured strongly in new plans. Referring to a recent example of why such a provision was necessary, the Chair extended the congratulations of the Board to Ms Evans and her team in their handling of the new potato issue and for the committed work in turning a negative story into a positive outcome. An update on The Consumer signposting work was requested and Ms Evans advised that the subject would appear on the agenda of the forthcoming Marketing Strategy committee and that a further update would be available at the next meeting. Mr Papworth felt Board members could have been better informed prior to Potato Week.

Seed and Export

Mr Burns commented on the main strands of activity for the seed sector differentiating a domestic strategy from an export strategy. In the former, Mr Burns would be seeking to introduce blue prints for seed that would differentiate genuine quality aspects from those that were cosmetic. This, along with continued activity to promote the Safe Haven scheme would ensure GB seed use was optimised domestically and the Board recognised the assistance from Scottish Government in promoting Safe Haven to those supplying amateur and allotment production. In the export strategy, Mr Burns focussed on current political unrest in North Africa that created uncertainty in the sector. His consultation with seed merchants had revealed that many remained convinced that countries like Egypt would remain a strong customer but they supported the need to keep exploring new market opportunities to spread risk where necessary. This would include reviewing which international trade shows would participate in so that existing relationships could be maintained and new opportunities identified.

Exploring risk further, The Board requested an update on impacts of a pro-independence vote in Scotland. The Director confirmed that this was being considered

by AHDB and Potato Council currently achieved c £1.4 million in levy revenues in Scotland.

Market Intelligence

Mr Boyns began by saying that he had started to take stock of comments made during Direction through Dialogue and believed the MI team would be able to address a number of issues raised by improving transparency both within the organisation and with industry. He reminded the Board of commitments made when he visited the Board a year ago stating that the team had very clear targets around bringing historic outsourced activity in-house and building quality assurance. Mr Boyns recognised that progress was being made on all fronts albeit more slowly than originally anticipated although he was confident that breadth and depth had been built into to MI team to allow future development

He also recognised that speed of service was paramount particularly for consumer insight services and sought to develop customer focus in the plan going forward.

In terms of transparency targets Mr Boyns listed a number of activities that would help in the business plan and these included getting the team out on the road more to share views with levy payers, publishing and discussing budgets frequently with the MI Committee and inviting greater participation from other PCL managers to feed into development of strategy. The benefits borne out of transparency would be that the MI team would be able to articulate the totality of the MI package to levy payers more frequently and would be able to introduce to the sector, new quality assurance indicators (e.g. a star system for describing robustness of data) which would be key to setting industry expectations. Using the Weekly Average Price Survey as an example, the Board sought confirmation from Mr Boyns that everything possible was being done to ensure that products were robust, quality assured, relevant and timely. Mr Boyns explained that an audit of WAPS was underway to address quality assurance concerns but noted that the service constantly required new contributors to maximise data input. In terms of relevance, his team continued to look at formats for WAPS and recognised that data split by sector might improve relevance ratings. This however would be problematic as splitting by sector would reduce the data-pool for each market and potentially compromise reliability of averages for each sector. Mr Boyns would provide an update once WAPS audits had finished.

Mr Boyns noted two constraints in delivering the plan. The first was that data quality was often a function of industry buy-in and participation and he sought assistance from the Board in helping businesses understand their role in delivering quality data. The second was that the team currently had a lot of resource tied up in delivering Grower Panel. The MI team would consult with industry at BP2013 to see how Grower Panel might be developed to become more effective.

The Board were keen for Mr Boyns and Dr Clayton to undertake a review of all data collected by Potato Council. Firstly this would allow simplification of data collection if unused sources could be identified and ceased. Secondly this would allow identification of datasets that could be used across Potato Council's functions to improve strategic decision making.

PCL and
MI
Directors

Financing the plan

To finish, the Director described a number financial assumptions that had been made during planning:-

- That bad debt had always been over – estimated and could be reduced in the future budget.
- That a small (c1%) increase in area might result next year as markets remained firm.
- That no levy rate increase was sought, although the situation would be reviewed each year.

The Board agreed to these assumptions.

Thereafter, Board members considered a written draft of the new business plan. They felt that the document captured new features and new activity well and supplied a number of suggestions regarding format that would accentuate new features further. Board members were encouraged to supply any further written comments to the Director. He and the Chair would meet with Mr Taylor and Mr Godfrey on 14th October and would circulate a further draft of the document soon after that meeting.

Board
members

PCL
Director

13/65 PCL FINANCE REPORT INCLUDING LEVY COLLECTION UPDATE INCLUDING LEVY COLLECTION SCHEDULE (PCLP/13/33)

Mr Perry, AHDB financial controller joined the meeting and updated the Board as follows:

With regard to AHDB, year to date figures indicated that levy income was c £500k ahead of budget and this was due to quicker than anticipated collection in HDC offset by reductions in Eblex and HGCA.

Fee and grant income were on target, and commercial income forecast for MLCSL had been revised downwards. Direct expenditure was close to the current Corporate Plan reporting figures with a small variance to budget (<1%). Support Expenditure reflected a small overspend as a result of some prior year accruals and initiation of pensions. Central support costs were also showing an overspend in relation to the forthcoming auto enrolment pension initiative for staff. The full year forecast was now for a retained deficit of £102k compared with a budgeted surplus of £56K, a change of c0.3% against a budget of £54m.

With regard to PCL there were no great variances to report £34k overspent year to date with support expenditure 18% of income and central support costs 10.1% of income.

The Director advised that a savings plan had been discussed with the management team to achieve budget against a lower levy return (as plantings had fallen short of the forecasting model used) and this would be reflected in September's account.

Mr Perry reported the most recent levy collection figures debtor balance stood at a lower figure of £88k split between £71k buyers (£71k) and for growers (£17k). There were 306 planting returns now beyond deadline and these would go to the estimate process.

Mr Perry presented a schedule for levy team communications for the following year. Mr Bambridge had submitted comments in writing urging a more vigorous campaign to encourage a switch to e-returns. The Director advised that this had been pursued at previous BP events but had not been prioritised this time. He would discuss with the

levy and communications teams so that a schedule of notices could be agreed.

The Chair commented that she felt there were different levels of financial governance across Potato Council noting that functions and committees took different approaches to bringing expenditure decisions in front of the Board. She asked the Director to develop detailed papers that would allow the Board to explore this issue in more detail at the next meeting.

PCL
Director

13/66 MARKET DYNAMICS (PCLP/13/34)

This was taken as read and the Board noted the prior agreement to improve the approvals process prior to publication. (see matters arising).

13/67 MARGIN ANALYSIS FEASIBILITY (PCLP/13/35)

Mr Boyns introduced both the paper and one of his senior analysts Ms Julie McLoud, to discuss the margin analysis work resulting from the spring Summit event.

Ms McLoud had previously worked on the supply chain margin in the dairy sector. She asked the Board to comment on proposals to pursue the project.

It was agreed that this would be useful work but had to be sensitively handled and continued sense checking was imperative.

Mr Chelley challenged that the report needed to differentiate between gross and net margin and clear communications around the latter would be required to illustrate investment undertaken in businesses that contributed to sustainability of the sector. The MI team would take account of this comment. The paper had illustrated that a wealth of data was available in the public domain and that data from the processing sector was relatively easy to access. The Board were reminded that the original project brief was to provide information focussed on the fresh sector. They agreed that this remained the priority but that processing data provided the right level of detail to quickly test methodologies. **Mr Boyns advised that he would provide a progress report for the next meeting.**

Mr Boyns

The Chair thanked Mr Boyns for his contribution and he and Ms McLoud left the meeting.

13/68 PCL OPERATIONAL UPDATE AND COMMITTEE BUSINESS (PCLP/13/36)

The Director introduced the paper asking that the table content be taken as read and invited his management team in turn to report on their individual activities:

KT

In Dr Halls absence, the Director advised that Potato Council would participate in a meeting to be hosted by NFU on 4th October to explore the value of oxamyl in controlling nematodes across a range of crops. The purpose would be to assemble evidence from different stakeholders and agree on interactions with regulators. It was noted that as well as the vital role in management of Potato Cyst Nematode, the active ingredient was essential in managing spraying in the processing sector and any threat to future availability would have a significant impact on the whole potato sector. In terms of stewardship, the Director added that, relevant stakeholders had now

established a new group, the Soil Pest Management Initiative. Terms of Reference for the group had been agreed and their focus would be on PCN management initially. The group sought to capitalise on RDPE funding to deliver PCN management training and would collate evidence in relation to the adoption of best practice.

R&D

Dr Storey advised that a report presented by the Potato Industry CIPC Stewardship Group had been reviewed by the Advisory Committee for Pesticides. This, along with evidence supplied by CRD would allow ACP to make decisions relating to the future of CIPC. A response was awaited from ACP and Dr Storey had encouraged them to share this prior to the next stewardship meeting to allow the group to discuss any arising actions in good time.

He also advised that Alistair Redpath had been nominated to succeed Mrs Fell following her retirement from the Committee, as the new Chairman and that Mr Bruce Kerr was nominated to join the Committee, both nominations were agreed by the Board.

Dr Storey sought approval from the Board following an R&KT Committee recommendation in respect of three studentship projects:

- (1) Persistence, transformation and fate of CIPC in commercial potato stores, University of Glasgow.
- (2) Improved timing of curative blight fungicides for superior control of late blight and greater cost effectiveness, SRUC
- (3) Controlling dormancy in potato: a metabolomics approach, University of Sheffield. The studentships would commence in September 2014 at a combined cost of £233,263. These recommendations were supported and the Chair commented that the research institutes should be instructed to seek out students with strong communication skills as well as academic potential. Dr Storey would address this.

Dr Storey

The details of a proposed project on tuber respiration rates had been confirmed. The project would cost £16,227 over two years and would be used to generate respiration-temperature curves for widely grown varieties. The curves will provide a basis for improved energy and ventilation calculations for store managers.

A proposal "Commercial evaluation of storage solutions for enhanced application of CIPC" had been circulated to the RKT Committee and additional questions raised by Committee members were being addressed by SBCSR staff. The proposed project would cost £110,256 over two years.

Dr Storey also advised that Birmingham University and Fera supported by PCL had been successful in a TSB bid for a project to examine the potential of a novel diagnostic technique, developed for medical and military use to assess post harvest spoilage. The Potato was being used as the model system and the £551k two year project would receive a grant of £392k. PCL would provide "in kind" support and management advice.

Marketing

Ms Evans reported that following the recent work to develop a standard definition of "new potatoes" had resulted in considerable positive feedback. Further work was anticipated and would be considered at the next Marketing Strategy Committee

meeting.

She reported that an updated edition of McCance and Widdowson's *The Composition of Food* was in preparation and it was likely that its use as a key reference for the Department of Health would result in limitations and restrictions on health claims that the industry might wish to make. Dr Storey added concerns that data supporting the edition was limited in scope and a result was that potatoes would fall marginally the wrong side of some reporting threshold e.g. for natural fat content.

She had also met with WRAP who would commence a public campaign targeting waste in the home imminently.

Seed and Export

Mr Burns reported that the recent Potato Europe event had been extremely successful and that feedback from all co-exhibitors on the GB stand had been wholly positive and credited Ms Lock for her organisation of the event. He had also hosted an inward mission from Vietnam which had been successful and a new market opportunity had opened as a result. The Board agreed that pursuit of market opportunities remained a priority, particularly as political tensions in North Africa continued to unsettle exporters.

Sutton Bridge

Mr Cunnington advised forthcoming personnel changes in relation to the apprenticeships at SBCSR, Ms Bates had been offered a contract as a business and communications assistant and would undertake audience segmentation work jointly funded by SBCSR and KT. Mr Café, the other apprentice had secured an alternative position.

He sought advice from the Board with regard to an on-going refrigeration issue affecting the new stores. The Board agreed that it was essential to manage risks and encouraged Mr Cunnington to pursue a solution that would minimise future risks to commercial and levy funded work. It was noted that there was no threat to existing current work.

He advised the Board that commercial work had been secured from Russia in connection with store design.

MI

The Director asked that the paper be taken as read as the majority had already been covered in previous papers on the agenda.

Mr Kerr was nominated as a new member of the MI Committee. This nomination was supported by the Board.

13/69 HEALTH AND SAFETY (PCLP/13/37)

The Director reported that Health and Safety continued to be embedded across AHDB and work was underway to ensure the Potato Council team had the appropriate interface with relevant committees and working groups so that issues and concerns could be addressed timeously. Mr Cunnington was asked about SBCSR risk assessments and advised that a full H&S audit had been completed by NFU Mutual and a number of arising recommendations were now being considered.

13/70 BOARD MEMBER SUCCESSION

The Director confirmed that four Board members would end their terms in March 2014 and help was sought from members in identifying new candidates and encouraging them to apply for posts. Key skills required would include financial and technical awareness. These would be prioritised and attempts would be made to ensure geographical representation. The Board recognised that there was a good pool of candidates who either served on committees or as Potato Ambassadors and Potato Council would be able to draw upon a wider pool of candidates for independent Board member status through AHDB. Advertising was imminent to facilitate interviews and recruitment early in the New Year, although Board members recognised the value of face to face conversation to encourage applicants. BP2013 was considered an important opportunity in this regard.

Board members

13/71 ANY OTHER BUSINESS

Future Board dates: The Chair advised that the provisional date of April 2nd 2014 would be moved back one week into March to enable the retiring Board members to attend their final meeting and drew the members' attention to the proposed 2014 dates.

Mrs Hall

Board member appraisals: The AHDB appraisal form would be included in the December paper pack by Mrs Hall for completion and return at the Board meeting. These appraisals would be undertaken by Mrs Fell.

Board meeting accommodation: To improve booking, Board members were asked to notify any cancellations for future meetings as early as possible.

BP2013: The Director updated Board members on progress. Members noted that bookings had been strong and a number of features had been introduced to grow the scope of the event (e.g. a careers feature on day 2). The Potato Council stand design would bring to life delivery of the corporate plan and a seminar and forum schedule had been confirmed that included a new European focus (with NEPG representatives participating) and a forum on risk. The stand featured a strong presence from Market intelligence so that recruitment of businesses for data-submission could be pursued to improve product quality. Ms Evans would launch a new "one voice" activity (see item 13/64) on the evening prior to the event and details would be provided separately. A further briefing for Board members would be dispatched once a final draft of the corporate plan had been signed off. Business cards would be prepared for the event for any Board members requesting them.

PCL
Director

Potato Council Cropping: Mr Lindley proposed that Potato Council might produce its own crops to develop a deeper understanding of production and to demonstrate where levy funded changes in practice were being used to benefit production. Dr Clayton advised that a number of demonstrations already existed e.g. Grower Collaboration project where new research outcomes were demonstrated. Staff training to develop knowledge of the sector was considered important and the executive were reminded of opportunities to visit Board member businesses to brush up their understanding from time to time.

13/72 DATE OF NEXT MEETING

10th December at Stoneleigh and 2014 Board Dates

13/73 INFORMATION PAPERS

PCL Dates for 2013/14 update

Organogram

Minutes of the PCL Market Information Committee held on 4th July 2013

Signed: Dated: