

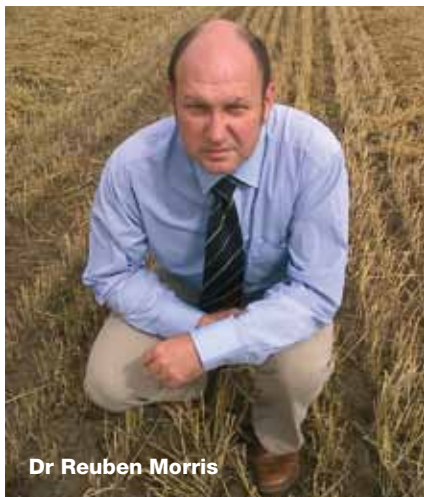
# Alternaria – is your crop at risk?



**Alternaria is often called 'early blight', but it can also occur at the end of the season, warned Dr Reuben Morris, technical support manager for high value crops at Frontier Agriculture at the recent East Midlands Potato Day.**

In his workshop, he also advised growers to take into account varietal susceptibility to Alternaria when planning prevention strategies.

"Markies, a widely grown variety that is still increasing in popularity, seems particularly susceptible to Alternaria, so effective control is important. Other varieties such as Saturna, Maris Piper, Hermes and Estima are also vulnerable and need managing carefully."



Dr Reuben Morris

Fungicides have to be applied before the disease takes hold, as they are all protectant only, he warned. "You see the effects after a long, hot spell, but the disease takes hold a long time before that. The aim is to ensure the disease is controlled along with the normal *Phytophthora* blight protection programme during canopy development."

"There is an added cost as you have to use additional or different fungicides from those that protect against *Phytophthora* blight only," he explained. "Some growers prefer to rely on the relatively cheap mancozeb containing fungicides rather than including the more expensive strobilurin products. This is fine when *Phytophthora* and *Alternaria* blight pressures are low, but if blight pressures increase, the strategy needs to be changed. Control then needs to be maintained until late in the season."

Fungicides have to be applied before the disease takes hold, as they are all protectant only...

## Diary dates



- September 1,** East of England Potato Day, Tuddenham, Suffolk
- September 7-8,** Potato Europe, Tournai, Belgium
- September 13,** North of England Potato Event, Askham Bryan, York
- November 23-24,** BP2011, Harrogate, Yorkshire
- May 27-30, 2012,** World Potato Congress, Edinburgh  
[www.wpc2012.net](http://www.wpc2012.net)

## Seed potatoes on the menu at Potato Europe

**Potato Council, together with ten other seed potato exporters and potato industry organisations, will be welcoming potential seed importers on the Potato Council-hosted stand at Potato Europe (September 7 to 8).**

Potato Council assists exporters of quality British seed connecting them with potential overseas buyers in addition to liaising with government officials of numerous countries.

Thanks to Potato Council's co-ordination, British seed exporters will benefit from being the biggest exhibitor at the event.

Potato varieties have been specially developed for overseas customers, taking account of particular growing conditions and consumer tastes – quality British seed is now successfully grown in markets as distant as Asia and South America.

"Potato Europe offers a wonderful opportunity for exporters to renew contacts and make new ones.

"We look forward to meeting potential and current importers on-stand, offering them the opportunity to talk to the experts about their requirements for seed, varieties and technical information," says Potato Council seed and export executive Sophie Lock. "Britain's reputation for quality seed exports continues to improve and we will also be promoting the 'Safe Haven' scheme that offers enhanced health protection."



## Come and see the best of the potato industry at BP2011!

**November 23 and 24, Yorkshire Event Centre, Harrogate, England**



Organised by Potato Council, the event offers you the opportunity to meet with suppliers and potential customers. Don't miss this year's show!

- Over 150 of Europe's leading companies exhibiting
- Stands demonstrating the latest state-of-the-art equipment
- Research-related news and developments from leading authorities at seminars
- An industry dinner – meet friends, make new contacts and enjoy the atmosphere of a major international event

"All the top potato companies consider the show to be an integral part of their business. You really can't afford to



miss BP2011!" says Potato Council head of communications, Sharon Hall

Entry to this year's event is free of charge. Online ticket registration will go live in August.

**For more information go to: [www.potato.org.uk/bp2011](http://www.potato.org.uk/bp2011)**



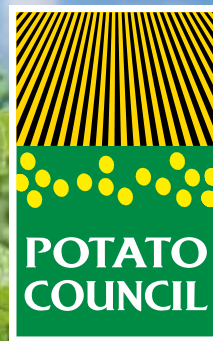
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Find out more online at [www.potato.org.uk](http://www.potato.org.uk) or email [publications@potato.org.uk](mailto:publications@potato.org.uk)



# Tubertalk

Potato Council – Supporting the British Potato Industry

## Seeking new Potato Council committee members

**If you enjoy working in the industry and feel your experience could benefit others, why not join one of the practical committees, says Potato Council director Rob Clayton.**

“We are refreshing our committees, appointing new members that will engage closely with levy payers in all aspects of the business including marketing, R&D, knowledge transfer and seed and export,” he explains.

“We greatly appreciate the time dedicated by everyone on our current committees and are

now planning to expand our engagement with levy payers where it is most needed.

“We are looking to build on our previous success in supporting levy payers in key areas such as helping them to optimise cost efficiency, keeping them informed on the latest research on diseases and striving to increase consumer demand for potatoes.”

**JOIN US**

**If you would like further details, please email Rob at [rob.clayton@potato.ahdb.org.uk](mailto:rob.clayton@potato.ahdb.org.uk)**



## The future to bring choice of sprout suppressants

**“There is light at the end of the tunnel if CIPC limits are reduced,” says CIPC specialist Adrian Briddon from Sutton Bridge Crop Storage Research.**



**His recent trip to the International Potato Processing and Storage Convention held in Denver, USA, focussed on sprout suppressants including complementary and alternative chemicals to CIPC.**

“All the alternatives discussed would do the job, but sometimes there is a cost implication,” continues Adrian.

He is optimistic about the use of 1,4-dimethylnaphthalene (DMN), a fully-reversible sprout-suppressant discovered in the UK.

“At suitable concentrations it prevents sprouting. Once DMN has evaporated, sprouting re-commences without affecting growth, so it can be used as a seed treatment,” he explains.

Already registered in the USA, it could become available in Europe as early as 2012.”

The advantages of essential oils, such as clove and spearmint, were also discussed at the event. Clove-oil can burn back fresh sprouts and therefore not only can it be used as a suppressant, but also to recover crops where sprouting has become excessive.

New products were also showcased at the event including SmartBlock™ from Amvac. This contains a substance, already used in the food industry for other purposes, which was found to destroy sprouts. With registration anticipated in the USA this year, European registration trials are already underway.

The use of CIPC in combination with other chemicals such as maleic hydrazide

or clove oil was also discussed, with some advantages in efficacy for particular applications being reported.

Which of these and other compounds will succeed in GB and Europe?

“They all work, so it’s possible they will all find a market and having alternatives would certainly take the pressure off CIPC,” says Adrian, noting that some of these compounds will not be controlled by a Maximum Residue Level.

“We need to wait a bit longer to have a range of compounds that will suit UK requirements,” he says. “But we are almost there. Gaining more practical experience of these compounds at Sutton Bridge will enable us to provide independent advice. In the meantime we must be careful with our CIPC usage, and ensure we don’t exceed limits.”

**For information on best practice go to:**  
[www.potato.org.uk/media\\_files/information/cipc\\_guide\\_final.pdf](http://www.potato.org.uk/media_files/information/cipc_guide_final.pdf)

**For information on the CIPC stewardship group go to:**  
[www.potato.org.uk/cipc](http://www.potato.org.uk/cipc)





# New Potato Council market report: a fresh outlook



**Understanding what motivates shoppers when it comes to buying and eating potatoes and engaging them at point of purchase is a key part of driving sales.**

It's a challenge for the whole supply chain, so Potato Council invested in research to provide the industry with key insights and help deliver a competitive advantage.

Caroline Evans, head of marketing and corporate affairs, said: "Understanding our end customer is key to help sustain demand. Over the last year Potato Council has invested in three research studies to build on our understanding: looking at

consumer attitudes, how they shop for potatoes and how to position them in store.

Building on the retail conference earlier this year a new report has been published highlighting key insights from the research. It examines market drivers - such as health, looks at opportunities in store and key issues such as the importance of differentiation and value."

**The full report will be available for levy payers soon.  
To reserve your copy email: [marketing@potato.org.uk](mailto:marketing@potato.org.uk)**

## Many faces of potatoes

**It has been twelve months since Potato Council, in a joint bid with France and Belgium, secured EU co-funding for a three year marketing campaign to promote fresh potatoes.**

Caroline Evans says: "The additional investment in the 'Many Faces of Potatoes' campaign has enabled us to introduce a number of tools to showcase the versatility and ease of cooking potatoes and their healthy benefits. This included the launch of the 'Master Spud' competition, which culminated in TV adverts airing in June and July on Channel 4, More4 and the Good Food channel.

"Year two of the campaign will see Potato Day evolve into 'Potato Week'. Running from 1 to 7 October 2011, this will give the entire supply chain a greater

opportunity to show off the versatility and convenience of potatoes. It's a chance to highlight the different varieties and their healthy benefits to the nation."

Potato Week will be full of activity to get more people thinking about and eating potatoes. There will be many ways for the industry to get involved and lend their support; holding events, sharing tips and recipe ideas, and of course, making use of the TV advert.



**Press coverage worth over £2million**



**Ad viewed by 12.5m people in total, 3.5m in our target audience of 25-44 year olds**



**148,000 recipes viewed**



**346,000 consumers at the Master Spud roadshows**

**To view the Many Faces of Potatoes advertisement visit: [www.manyfacesofpotatoes.co.uk](http://www.manyfacesofpotatoes.co.uk)**

**For more information about Potato Week and Potato Council marketing activities email [marketing@potato.org.uk](mailto:marketing@potato.org.uk)**



**Campaign financed with aid from the European Union**

**Find out more online at [www.potato.org.uk](http://www.potato.org.uk) or email [publications@potato.org.uk](mailto:publications@potato.org.uk)**

## FROM THE FARM

# Potato storage – are you monitoring in-store?

**“When we built our new potato store about four years ago, we asked Sutton Bridge to advise us, and they came up trumps,” says Jamie Chapman of O.G.E. Chapman and Sons. “It was a really worthwhile investment as after just five years we have got our money back as we have made considerable savings in energy costs.”**

After building the new store, Jamie’s company participated in the storage-cost comparison scheme set-up by Sutton Bridge Crop Storage Research that took place between 2007 and 2010.

“It really made us think about our energy storage costs,” says Jamie “We compared our storage costs

with others, and this really kept us on our toes.”

Consistently in the top three in the group over the three years of the project, Jamie knew he had made the right storage decisions.

“If your costs are much lower than anyone else’s, then you know you are doing something wrong,” he continues. “It could be you are not doing enough fanning and you may see the quality of your stock deteriorate. Similarly, if you are paying far more than the others, you may be over-fanning and this could cause weight loss and compression damage.”

“Our new store has a meter that allows us to separate storage costs from everything else. Our storage costs are better than we thought, thanks to our new-store efficiency.

“We would recommend anyone storing potatoes to approach Sutton Bridge Crop Storage Research for targeted, practical advice so they can really get the most from their storage, and, at the end of the day, ensure potato quality for the market is maintained.”

Our storage costs are better than we thought, thanks to our new-store efficiency.

**For storage advice call the storage advice line on: 0800 282 111**

INDUSTRY FOCUS



Jamie Chapman,  
O.G.E. Chapman and Sons

## HOT TOPICS

### Beware glyphosate contamination

TAKE ACTION

Potato seed growers with crops bordering cereals or oilseed rape should beware the ongoing risk of glyphosate contamination, warns Potato Council seed and export executive Sophie Lock.

Used as a harvest aid for cereal crops and oilseed rape, glyphosate can cause significant damage to seed potato crops, even at concentrations below the level of detection.

“Damage often isn’t noticed until the crop has been marketed and replanted, causing commercial disputes that often take several years and large sums of money to resolve,” says Sophie.



“Drift is potentially very serious, because damage often goes unnoticed and can involve non-potato growing farmers,” she continues.

Sophie encourages seed potato growers to take responsibility for the area around potato crops (especially on rented land).

The AHDB is also targeting information directly to cereal growers (who don’t grow potatoes) through fact sheets, and via Potato Council contacts in HGCA, which covers the cereals sector and other relevant industry bodies.

Potato Council has produced a free leaflet and in-cab sticker to communicate glyphosate advice to seed potato growers and their neighbours, encouraging dialogue with neighbours and landlords, and outlining the damage that can be caused and what can be done to prevent it.

**For free copies of leaflet and stickers, contact Sophie Lock at the Potato Council, on: 024 7647 8772, or email: [sophie.lock@potato.ahdb.org.uk](mailto:sophie.lock@potato.ahdb.org.uk)**