



**SEED
INDUSTRY
EVENT**

**POTATO
COUNCIL**

CONFERENCE
WORKSHOPS
DINNER



Crieff Hydro, Perthshire - 25th November 2014

From seed to ware

Seed! Supply, customers and communication

Graham Nichols and Shaun White

Growers and farm business owners, H Nichols & Son and AR & SA White



H Nichols & Son, growers

- ◆ Intro: self and farm business
- ◆ Varieties, customers, current and future markets



Priorities and aims

- **Priorities**
- **Ordering, handling, planting, selling seed**



Communication always

- Markets, contracts and risks
- Key considerations and challenges
- What steps you take for planning and growing varieties



Shaun White, grower

- Shaun White, partner in AR & SA White
- Family-run potato business, based nr Bodmin, Cornwall
- Salad and main crop varieties for pre-pack storage
- Contracting operation for early season processing



Seed and varieties

- Seed purchased against contracts with Branston and Greenvale
- Salad varieties: Maris Peer, Charlotte, Exquisa, Juliette, Gemson and Piccolo Star
- Maincrop varieties: Estima, Melody, Electra and Sapphire



Growing

- Salads are quad-planted, maincrop conventional 2-row
- Seed and soil fungicides applied over everything
- 2014/15 95% virgin potato land
- Plant, harvest and handle around 700 acres a year



The challenges we face

- **Biggest challenges in growing for pre-pack market;**
- Rots & internal defects **Blackleg**
- Skin finish **Rhizoctonia, Powdery scab**
- Size **Undersize, Oversize (particularly salads)**
- Yield **All of the above**
- Varieties **Free varieties vs. controlled varieties**



Questions, comments and discussion

- What do you see as the key issues and challenges you face?
- What do you think needs to happen to address/solve these issues?
- What actions can we take, as individuals, businesses and regulators?



Summary, conclusions and actions!

- What are the 'Top Three' issues?
- Where is change most needed?
- What is preventing change?
- Positive action

