



Tubertalk

Potato Council – Supporting the British Potato Industry

'BE CIPC COMPLIANT' LAUNCHES

A new initiative from the Potato Industry CIPC Stewardship Group was launched at Potato Council's Storage Day in Lincoln and is a call to action in advance of the 2013/14 storage season.



'Be CIPC Compliant' promotes Best Practice and raises awareness of the

issues surrounding CIPC use with the aim of reducing the levels of residue found on crops, while still safeguarding its availability for future use.

To 'Be CIPC Compliant' means to proactively respond to the serious issues surrounding the use of CIPC. For crop owners, the main areas are:

1. To take personal responsibility for the crop and all activities relating to CIPC use (and all other treatments) to ensure they conform with the maximum residue level (MRL).
2. 'Get it on early', within three weeks of harvest. This approach gives the best chance of successfully controlling sprout growth with the least amount of CIPC.
3. For cold stores with a holding temperature of 5°C or below, only one application should be used.
4. Use the wealth of information available to ensure compliance with the Stewardship Code of Best Practice for the application of CIPC. This information is now available from the new website www.CIPCcompliant.co.uk.

The Potato Industry CIPC Stewardship Group will be on hand at BP2013, Harrogate, 27 and 28 November

USE PLANT PROTECTION PRODUCTS SAFELY. ALWAYS READ THE LABEL AND PRODUCT INFORMATION BEFORE USE.

Taking direction from levy-payers

DIRECTION THROUGH DIALOGUE

Dear levy payer, We are now well into our planned Direction Through Dialogue exercise and our Board members have reported from their meetings with you so far, representing over a third of GB production.



Dr Rob Clayton, Potato Council director

We'll be continuing the activity through September before our business plan is finalised. Collectively, you have made over eighty suggestions and recommendations about how we do things for your benefit and these will take time to work through. For now, this 'snap shot' informs you of some of the themes that are emerging.

Firstly, I'm delighted that many of you hold a range of our products in high regard. Big events like BP at Harrogate and field meetings score highly along with our education activities (Grow Your Own Potatoes) and our independent and evidence-based approach to handling industry issues and crises.

Big events and field meetings score highly...

Secondly, you've given us some real brain-teasers to turn into action, largely around different versions of the 80:20 rule. The amount of time spent servicing smaller versus larger businesses, whether we write advisory documents that allow the top 20% to progress or the remaining 80% to get up to speed, the roles agronomists and discussion groups play in helping us deliver plans, etc. are all issues our Board members will be debating at forthcoming meetings.

In much the same way you've helped us to debate the way in which we deliver Market Intelligence (MI), with questions around timeliness and accuracy and

whether we get the balance right between different end markets. On this note, I'm pleased to say that we've been working on the statistics of MI behind the scenes and we'll be launching a range of improved products soon.

Finally, after 2012, many of you have offered suggestions about how we could make levy collection a fairer process. This won't be an issue we resolve overnight, as we have to work within the limits of the current Statutory Instrument (SI), the Parliamentary document that governs processes in AHDB. But at the very least, we have put forward some suggestions for the next SI that keeps the door open to discuss this issue again.

I'm sure this short note won't have done justice to individual comments that you have supplied. Rest assured, all comments, suggestions and recommendations are being considered in detail.

If you've yet to have your say, we'll be keeping the project open until the end of September so please call Rita Hall on 02476 478770 if you wish to take part



New Potatoes get new definition



Sales of new and salad potatoes peak in the summer months, but are popular all year round, recording a 17% increase in 10 years.

So, when the issue of stored New Potatoes broke, Potato Council was ready with an industry standard description. This was not only a practical solution for the industry but aimed to reduce shopper confusion and highlight when new potatoes can be enjoyed at their seasonal best.

The description, which is voluntary for retailers to adopt, classes New Potatoes as destined for consumer purchase soon after

harvest, with an immature thin or scraping skin and an appropriate variety. This allows for a minor name change, such as simply moving to retailing packs of 'baby' potatoes, when 'new' are not in season.

Potato Council board member, Bruce Kerr, said: "It is good to see Potato Council taking the lead on finding a simple way to define New Potatoes. Over time the original meaning has become vague. This is a chance to re-establish the New Potato and help shoppers recognise the added value of the product."

The new industry standard description for New Potatoes can be downloaded from www.potato.org.uk/industry

Health-busting boost for potatoes

The new crop is ideally placed to meet demand for lighter, healthier meals and that has been our summer messaging. We have achieved some great success in changing shopper perceptions. Here is an overview of just some of our activity:

- ✓ Extensive online advertising and a targeted Facebook campaign
- ✓ Fantastic coverage during BBC's 'Britain's Favourite Supermarket Foods' programme, profiling the potato as a 'genuine superhero'
- ✓ TV advertising for 'Many Faces of Potatoes' in July, reaching 3.6 million 25-44 year olds. After seeing the ad, 95% of consumers agreed that potatoes are healthy – an increase of nearly 1 million!

- ✓ On-pack health stickers used in major retail stores
- ✓ A summer roadshow that changed the overall perception of potatoes as a healthy food for 71% of consumers

Key messages, artwork and stickers are still available for industry use; please contact kate.cox@potato.ahdb.org.uk to request copies

Contact marketing@potato.ahdb.org.uk or visit www.potato.org.uk/promotion/get-involved

Are you ready for Potato Week?

Potato Week takes place from 7-13 October and plans are underway to help the industry tap into potential sales of up to £5.9m.



The week will encourage mums to trade up to named varieties through an integrated campaign of print and digital advertising, PR and inspirational recipe ideas, with the help of celebrity foodie Jo Pratt.

Marketing manager, Kate Cox, said: "As a best-selling author and food stylist, with contributions in BBC Good Food and appearances on the Good Food Channel and ITV, Jo will be a great ambassador for potatoes. She will help us demonstrate that well-known named varieties, such as Maris Piper, are a natural choice for mums.

"A range of promotional tools, including Potato Week artwork, literature and recipes, will be available to suit all sectors. So please join us in raising awareness for Potato Week and the versatility of potatoes, after all, it will deliver longer-term profitability back to YOUR business."

Kids dig potatoes: Registration for 'Grow Your Own' opens for 2014

>2.1M CHILDREN

If you know a school that could take part in our educational project, please pass on details and help more children learn about the wonders of potatoes.

More than 2.1 million children have been involved since its launch in 2005.

Over the last three years, the project has consistently recruited 75% of primary schools in the UK and this year we sent out 16,500 growing kits to 14,600 schools.

Classroom materials have been translated into Welsh and resources are available to support children with special educational needs.

Parliamentary support is also growing, with MP's visiting schools for planting and harvesting.

Sir Jim Paice MP, who joined Little Thetford C of E Primary in June, said: "Seeing the excitement on the children's faces as they try to find another tiny tuber shows they will always know potatoes grow in the ground, not on trees!"



Rob Clayton and Sir Jim Paice MP turn out 'Casablanca' potatoes with pupils from Little Thetford

Find out more online at www.potato.org.uk or email publications@potato.ahdb.org.uk

Potato Council's bespoke technical events programme

We have been taking stock of all the technical information communicated this year so far. Here's a snapshot of what's been discussed and disseminated at Potato Council events, all aimed to help you apply new research and information to benefit your crop and your business.

Potato Council's technical events take several formats, each designed to suit growers' schedules around the regions. Events have been well supported and have examined a comprehensive range of technical topics to communicate levy-funded R&D outcomes and new information to growers.

One successful new event was the **Cultivation and Nematicide Trials event** at Slingsby, Yorkshire. Innovative host farmer Andrew Wilson, who grows for the processing sector, opened his farm gate for other levy payers to examine field trials looking at the variety of cultivations and nematicide application options available. The practical and economic outcomes were discussed to benefit growers' own situations. It proved to be such a popular event that we made a video, which you can view online: www.potato.org.uk/video-listing.

At **Herefordshire Potato Day**, local farmer Ian Prior, who supplies the fresh and processing sector, said, "Getting updated on the latest thinking on blight control, blackleg and sprout suppression was especially interesting, as well as an understanding of how, through the support of environmental grants, we can improve our soil management in the region."

Events have examined a comprehensive range of technical topics...

The **Irrigation Workshop**, also held in Herefordshire, communicated practical messages, such as how effective soil management can save time and money.

Topics including CIPC, PCN and soil and seed management were covered at **potato days** across the length and breadth of GB. Informal discussions at the new **Morayshire Potato Evening** ensured seed producers were kept abreast of the continuing strict requirements for overseas markets and the **Fife Potato Day** included a live store audit. **East Midlands Potato Day** attracted a large industry crowd, riveted by the talk from Government's newly-appointed independent Groceries Code Adjudicator, Christine Tacon, who stated "My goal is for fairness and to engender more trust in the supply chains, which I am sure will lead to them becoming more efficient."

At **South-East Potato Day** in Kent, Potato Council's Kate Cox described the work on consumer signposting of varieties.



Cockerill Grower Group at Slingsby

Local Ramsgate farmer, Richard Ash, said, "I fully advocate the whole supply chain shouting about the natural benefits of potatoes and helping shoppers choose the right variety for a specific meal."

At an early evening event in July, **North West growers**, who supply the chip shop trade, toured 'Fylde Fresh and Fabulous', freshly peeled potato facility, as well as attending practical sessions on store upgrades, dry matter, sugars, fry colour and varieties, before heading to a local pub to discuss key topics over dinner.

Potato Council's **Sutton Bridge Crop Storage Research (SBCSR)** team have held accredited storage courses, as well as delivering workshops around the country to communicate key messages on CIPC application, to ensure storage facilities are operating within recommended guidelines in order that this key storage product remains available to use.

Potatoes in Practice (PiP), held near Dundee at the James Hutton Institute's Balruddery Farm, is sponsored by Potato Council and is GB's largest potato field event. Potato Council funded R&D gets top billing at PiP. This year a large crowd of growers, agronomists, scientists and advisors smashed attendance records, coming to see the latest trials and demo plots, trade stands and machinery demos, and get the latest info from the technical seminars.

There's still plenty of opportunity to attend an event in 2013, this includes our flagship event BP2013 in Harrogate, where you can get the latest information to take back for your own business.

We are also branching out into online events. We plan to launch our webinar series this year, online technical seminars streamed live to your laptop.

For all events and webinars, please visit our new format events calendar at www.potato.org.uk/events. We look forward to seeing you soon

HOT TOPICS

Fife and Inverness growers join in new arable monitor farm projects

Two Fife farms have been selected as the next generation of Arable Monitor Farms in a long-standing programme which has evolved into a joint venture between HGCA and Potato Council.

Growers from Fife's Demperston Farm, Auchtermuchty and Lacesston Farm in Gateside will meet over the next three years in the new Agriculture and Horticulture Development Board (AHDB) Monitor Farm project, starting this autumn. By the time you're reading this article, the Inverness Monitor Farms will have been announced too.

The project is being financed by HGCA, with additional funding available through the Scotland Rural Development Programme, jointly funded by the Scottish Government and the European Union.

The Monitor Farms will start their community meetings this November.

Look out for regular blogs from the host farmers and information from the Monitor Farm community groups, available this autumn at www.hgca.com and www.potato.org.uk

Providing a platform overseas

Seed exports generate around £30m for our industry each year. Promoting GB seed potatoes to overseas markets saw HDC join the Potato Council's seed and export team at the huge Fruit Logistica event in Berlin earlier this year.

Plus, Potato Council returns to Potato Europe in The Netherlands this September, with a large collaborative industry stand and first time Industry Reception, aimed to showcase GB seed, science and crop storage expertise to thousands of world-wide contacts.

Follow us on Twitter

 **@PotatoCouncil**

>1,000 followers and growing

BP2013 – take the potato pilgrimage to Harrogate

This November, over 6,000 growers, packers, processors, retailers, researchers, specialists, consultants, journalists, students and international visitors are expected to attend BP2013.

Jointly sponsored by Branston and Grimme and with the support of our media partner Potato Review, BP2013 takes place on 27 and 28 November at the Yorkshire Events Centre.

Potato Council director, Rob Clayton says, "BP2013 is the biggest networking event in the GB potato industry. Levy payers and members of the potato trade need to be there for two days of solid interaction and to catch up with research, talk to old friends and to understand where your business needs to go next. But don't just take my word for it – many have already taken the pledge to attend..."

Supply chain movers and shakers from across GB are taking this year's potato

pilgrimage – see what they have to say at www.potato.org.uk/bp2013

Featuring...

Michael Bubb, Phil Burgess, William Dickson, Daan Kiezebrink, Geert Knottenbelt, Alistair Melrose, Mark Stalham, Douglas Stephen and Allan Stevenson.



Diary dates



- November 27-28**, BP2013, Yorkshire Events Centre, Harrogate
- February 5-7**, Fruit Logistica, Berlin, Germany
- February 13**, Storage 2020, Peterborough Arena
- June 19**, West Midlands Potato Day, Newport, Shropshire
- July 3**, East Midlands Potato Day, QV Foods, Holbeach Hurn, Lincolnshire
- August 7**, Potatoes In Practice, Dundee

Event listings:

www.potato.org.uk/events

Presentations:

www.potato.org.uk/presentations

Publications:

www.potato.org.uk/publications

Videos:

www.potato.org.uk/video-listing

Wanted! Potato industry award winner 2013

Potato Council wants your nominations for this year's British Potato Industry Award winner! This prestigious honour is awarded to an individual recognised for their outstanding contribution to the GB potato industry.

Potato Council continues to support the industry's front-runners in marketing, innovation, research and development. By presenting this award, it recognises the dedication and entrepreneurial spirit of those high-achievers who have made outstanding contributions to the overall GB potato industry.

David Piccaver, Potato Council's Chairman, urges "We need industry's help to identify that one outstanding person who's gone 'above and beyond' to benefit our industry and helped move it forward for the benefit of everybody."

This prestigious award will be presented at the Gala Dinner at BP2013 in Harrogate on 27 November.

To nominate someone for the Award, visit www.potato.org.uk/bpia2013 or contact Margaret Skinner for a nomination form at bpindustryaward@potato.org.uk or telephone 0131 472 4064 and submit your nomination before 30 September

Hot topics announced for the seminars

Gaining the latest industry insight on technical, agronomic, legislative and marketing developments from industry's top experts is one of the key reasons industry flocks to BP2013 en masse.

Hot topics

Topics to be covered at the seminar suite on the Potato Council stand have been carefully chosen to add value to your business and include:

- **Be CIPC Compliant:** Industry has taken a proactive approach to CIPC stewardship for the last 5 years. In the wake of the Action Committee Review on its use, what are the next steps for industry? Speakers: PCL's **Dr Mike Storey/Adrian Cunningham**
- **One Voice:** Whether talking to mums, MPs or the media, it's important that we give strong simple messages about the crop – from talking about texture to the intrinsic health benefits – find out what's being done on your behalf and how to get involved. Speaker: PCL's **Caroline Evans**
- **What lies beneath?** For potato productivity to thrive and for the environmental impact to be minimised it is crucial that soil and nutrient management is prioritised. **Professor Karl Ritz** from Cranfield University will explore the complex interactions between soil, crops, microbial and animal life below ground.
- **Preserving GB's biosecurity:** Following recent plant health incursions,

Martin Ward, UK chief plant health officer at Defra, will present lessons learned and current risk assessment strategies aimed at mitigating impacts on agriculture and horticulture

- **Sourcing and using seed safely:**

Dr John Kerr, SASA's Head of Potato and Vegetable Crops Branch will update you on UNECE changes to seed certification and provide you with the knowledge you need to make effective business decisions on sourcing and multiplication for seed and ware production.

Interactive sessions

In addition, panel sessions will also feature leading authorities in the European potato supply chain. The two sessions are:

- **GB Potato Production – Risk vs Reward:** Exploring the 'risk vs reward' ratio required by GB growers to encourage the capital investment necessary for a progressive industry. Production cost assessments will be evaluated for the 2012 season with projections for 2013 and 2014. Panel chair: **Neil Cameron**, Bidwells
- **What drives North-west European potato market dynamics?:** Representatives from North-west Europe will outline production costs structures and key market changes by country over the last 15 years. Joint panel chairs: **Jay Wootton**, Andersons and **Victor Phaff**, chair of the North-western European Potato Growers (NEPG).



Potato Council

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