

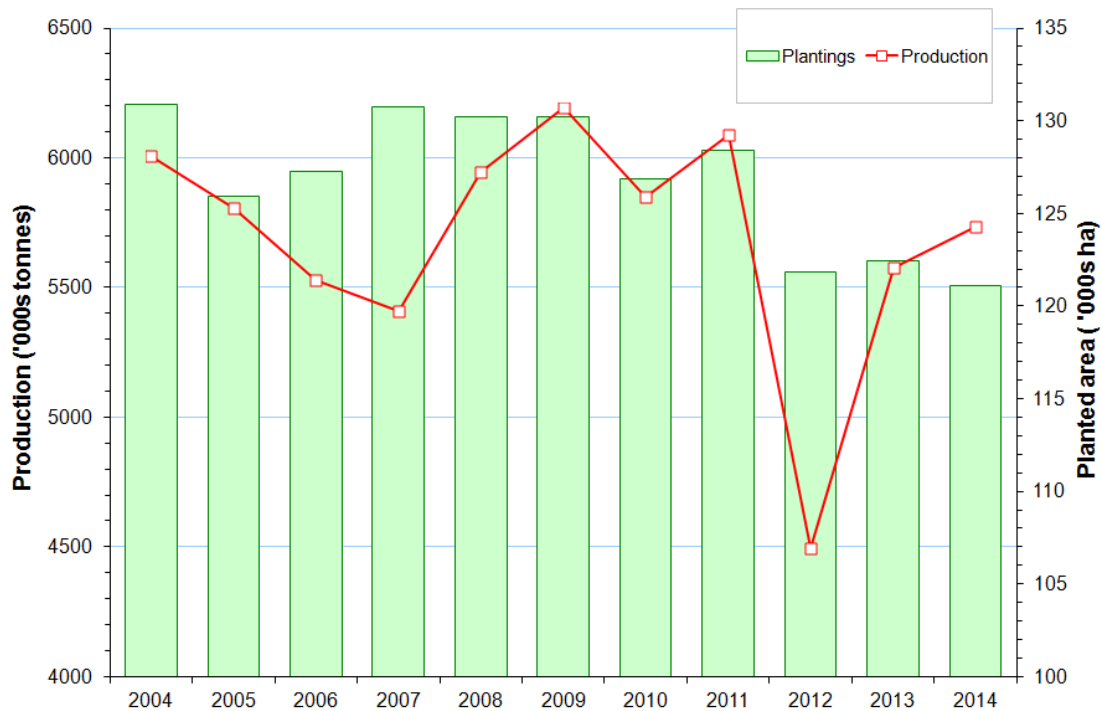
17 December 2014

UPDATED ESTIMATE OF GB POTATO PRODUCTION FOR 2014

The Potato Council's updated estimate of total potato production¹ in Great Britain for the 2014 crop year is **5.74 million tonnes**. This is up approximately 30,000 tonnes on the previous estimate following a concerted effort to collect additional yield information from growers² before Christmas. The 2014 estimate is nearly 3% higher than the 2013 estimate of 5.58 million tonnes. 2014 average yields³ for GB are estimated at **47.4 tonnes/ha** while planted area is estimated at **121,100 ha**.

This is the last planned update of the 2014 crop estimate. The first information regarding the 2015 crop will be made available in the summer when the initial planted area estimate is released.

Figure 1: Potato areas and production in Great Britain 2004-2014



For further information contact:

¹ Total Production is the total harvested volume of the GB crop measured in metric tonnes. It excludes material graded out prior to storage or sale.

² The revised production estimate is based on information from 729 sample crops (accounting for approximately 4% of GB area), an increase of 316 on the sample used to produce the previous estimate.

³ Potato yields are net of crop losses (areas that cannot be harvested) and on-farm grading waste. Yields are estimated from the Grower Panel, which is a stratified random sample of 909 sample crops from 518 growers.

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