

BPC



World Service

March 2008

British seed reputation ensures competitive edge

Britain's seed is the preferred option for many overseas buyers; the high health status gives them a competitive edge in an increasing number of countries and markets. During 2006/07 British seed exports rose by five per cent and mid-season figures show this trend continuing.

And it's not hard to see why. Britain's seed industry is renowned for looking after and understanding its customer's requirements. The seed is respected for robust classification schemes and varietal purity.

Mark Prentice, British Potato Council's (BPC) seed and export manager says, "The growth comes from the continuous improvement in quality and consistency of British seed. Britain has a world-leading reputation for research and sophisticated breeding technology, which allows seed to be produced for each specific country's requirements throughout the world."

"Overseas customers are increasingly concerned about seed health issues and recognise Britain's reputation for



supplying high-health, high grade seed. This has accelerated the pace of exports. British seed offers high yields, improved quality and low disease and virus pressure. It can be supplied in line with your specific requirements," says Mr Prentice.

Ensuring customer satisfaction is a key driver for the British seed industry, and a recent example of this has been the development of the Safe Haven scheme. This voluntary seed assurance scheme maximises protection against bacterial diseases and is a further assurance that British seed has been grown to a high health status. More information on the Safe Haven scheme can be found at www.potato.org.uk/safehaven



Another tool developed by the British seed industry for its customers is The British Variety Database. This allows you to research the agronomic, marketing and trial data of over 150 varieties grown in Britain at www.potato.org.uk/varieties. The British Variety Database website includes each new variety for table use, French fry or crisping that comes through the rigorous national listing process. Many purchasers are using the site to choose their variety and find the contact details of the British seed agent or breeder.

Opportunities for world class storage research and development

Increased yields, improved quality and maximum storability are vital to the continuous improvement and advancement of world potato production. The BPC's Sutton Bridge Experimental Unit (SBEU) has been at the cutting edge of such potato research and development since the 1960s.

Unrivalled experience and dedication makes SBEU the trusted choice if you require confidential research and development projects. Over the years the facility has established a solid reputation for confidential contract research for leading companies and agricultural industries worldwide.

Adrian Cunnington SBEU's operations manager says, "We have conducted innovative global projects that have led to new techniques and best practice for handling, storing and grading crops. The work has helped growers to increase saleable yields and optimise the length of the season – ensuring consumers can buy and enjoy nutritious potatoes throughout the year."

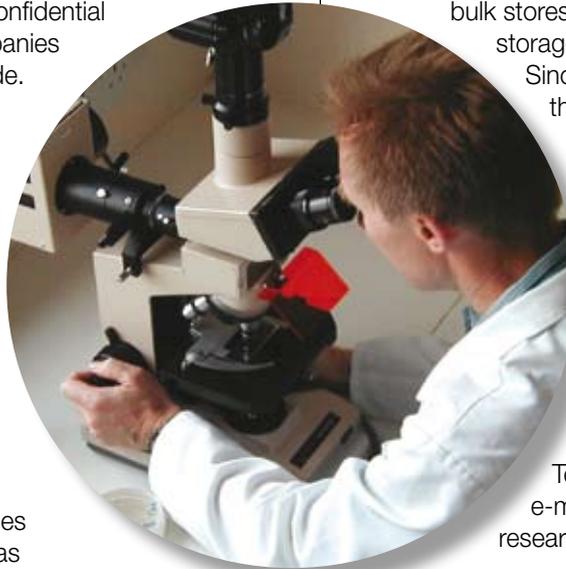
"SBEU understands storage issues throughout the supply chain and has

strong links across the industry from universities to packers and processors. The wealth of expertise is backed up by excellent facilities for storage trials. We are working in the potato industry's premium sectors, including the evaluation of agrochemical products and equipment. This combination of strengths makes SBEU the only choice for confidential research projects," said Mr Cunnington.

SBEU has a unique heritage and, in the past, was integral in the move away from outside storage in clamps, how bulk stores reacted under forced ventilation, and storage at low temperatures using refrigeration.

Since then, key milestones have included the introduction of automated storage systems, development and best practice for sprout suppressants, box storage and management of quality for fresh and processing markets. More recently the facility has helped pioneer innovative ways to reduce energy use and introduce diagnostic testing for storage diseases.

Please contact Adrian Cunnington, BPC Sutton Bridge Experimental Unit, Tel +44 (0) 1406 351444; e-mail sbeu@potato.org.uk to discuss your research and development needs.



The 36 experimental stores



Visit major UK potato events in August 2008

Scotland, in the north of the United Kingdom, is the host of two key potato events in August 2008.

Potatoes in Practice 2008

Potatoes in Practice is an established event in the Potato industry's International calendar. Last year over 600 people attended the premier field event which takes place this year on Thursday August 7, 2008 at SCRI's Gourdie Farm, located near Dundee, Scotland.

Diary
Date:
August 7
2008

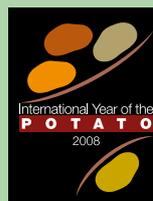


A visit to Scotland to attend this event is a must for anyone serious about the developments in the potato industry. This is a great opportunity to come and see for yourself the quality and health of British seed potatoes. Sponsored by the BPC, the event provides the opportunity to see leading British varieties in field conditions. The field trial and demonstrations attract the most forward thinking growers, advisors and industry representatives. Britain's top experts will present the latest industry issues and developments during the high-quality programme of seminars.

Improving International Potato Production

On Friday August 8, 2008, the day after Potatoes in Practice, 'Improving international potato production' conference will take place at the nearby Apex Hotel, Dundee, Scotland.

Diary
Date:
August 8
2008



HIDDEN
TREASURE

The conference celebrates the United Nations' International Year of the Potato and provides a further reason to visit Britain. The theme is global opportunities, challenges and solutions across the whole potato industry.

Guest speakers include Dr Pamela Anderson, director general of the International Potato Center in Peru; Jan-Marc Rotsaert, former vice president of R&D Pepsico; Dr Mike Storey, BPC director of R&D, Dr S K Pandey, director of Central Potato Research Institute Shimla, India.

A visit to Scotland to visit these key potato industry events is a must. For details on Potatoes in Practice please contact Mark Prentice at the details below. To register for the conference email: info@scri.ac.uk

Potato Council Ltd

On April 1 2008, The British Potato Council will change to Potato Council Ltd. Contact details will remain the same as below.



BPC CONTACT DETAILS



Mark Prentice
Seed & Export Manager
British Potato Council
Rural Centre
West Mains
Newbridge EH28 8NZ
Tel: +44 (0) 131 472 4149
Fax: +44 (0)131 472 4065
Email: mprentice@potato.org.uk



Val Crowder
Seed & Export Executive
British Potato Council
4300 Nash Court
John Smith Drive
Oxford Business Park South
Oxford OX4 2RT
Tel: +44 (0) 1865 782 264
Fax: +44 (0) 1865 782 283
Email: vcrowder@potato.org.uk