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Eddie Doyle *IFA Potato Chairman*



Michael Hennessy *Tillage Specialist Teagasc*

IFA/Teagasc National Potato Conference 2014 Welcome to this year's National Potato Conference.

Ireland's potato industry continues to undergo significant change. Supply and demand were traditionally the dominant market forces in relation to farm gate price. Growers today are faced with other market factors such as; the concentration of buying power by the multiple retailers, the loss leader approach being used by retailers to sell potatoes and the increased integration of the potato supply chain.

Actions taken by the retailers before Christmas, selling potatoes as loss leaders, have contributed to a very weak potato market. Despite excellent harvest conditions and good yields, many growers are burdened with substantial debt and subsequent cash-flow difficulties, which are jeopardising the viability of potatoes on these farms.

This year's Conference, organised by the Irish Farmers' Association and Teagasc in association with Bord Bia, looks at the overall theme of *Addressing Market Challenges*. The first session will address consumer trends and market development and we have assembled key speakers from Ireland and the UK to address this topic. Bord Bia will present the results of on-going research on key consumer trends and attitudes to potatoes.

The afternoon session will address Teagasc's research studies on GM Potatoes in addition to a presentation from ADAS, which will look at minimising compaction by using different establishment methods and also assessing the benefits of using green manures prior to planting potatoes.

IFA and Teagasc acknowledge the presence and valued support today of industry associated exhibitors and conference sponsors.

We hope that you find this year's conference proceedings of benefit to you in the current difficult climate and that 2014 will bring viability back into our industry.



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Contact: Lorcan Bourke, Bord Bia

Clanwilliam Court, Lower Mount Street, Dublin 2, Ireland T: 00 353 1 6142263 F: 00 353 1 6687521 E: lorcan.bourke@bordbia.ie

www.bordbia.ie



Conference Programme

9.00 am Registration. Tea / Coffee

Chairman: Andy Doyle, Tillage Editor, Irish Farmers' Journal

9.45 am Messages from Conference Hosts:

Eddie Downey, IFA President **Gerry Boyle,** Director, Teagasc

Opening Address:

Tom Hayes TD, Minister of State at the Department of Agriculture, Food & the Marine

Session I

10.15 am Consumer Trends & Market Development

Chairman: Eddie Doyle, IFA Potato Chairman

Cliona Lynch, Client Manager, Kantar Worldpanel (Ireland) - Update on Irish Potato Market.

Lorcan Bourke, Horticulture Division, Bord Bia – Addressing Key Consumer Trends &

Attitudes to Potatoes

Rob Clayton, Director, Potato Council (UK) – *The Potato Council Marketing Strategy*

Pat Milne, Managing Director, Milne Foods Ltd. – The Potato Peeling Market & Trends in Ireland

12.15 pm Panel Discussion

1.15 pm Lunch

Session II

2.30 pm Chairman: Andy Doyle, Tillage Editor, Irish Farmers' Journal

Dr. Ewen Mullins, Senior Research Officer, Teagasc – *The Why and What of the GM Potato 'AMIGA' Study*

Dr. Martyn Silgram - Senior Researcher ADAS - Managing Potatoes: Minimising Compaction

& Optimising N Supply Using Green Manures

4.00 pm Summary & Discussion of the Day's Proceedings:

Chairman: Andy Doyle, Tillage Editor, Irish Farmers' Journal

Panel: Eddie Doyle, IFA Potato Chairman

Gabriel Roe, Department of Agriculture, Food and the Marine

Lorcan Bourke, Horticulture Division, Bord Bia **Michael Hennessy**, Tillage Specialist, Teagasc

Trade Show on-going throughout the afternoon from 2pm

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IFA National Potato Committee – 2014



COUNTY	NAME, ADDRESS	TEL	MOBILE
CHAIRMAN	Eddie Doyle, Luffany, Mooncoin, via Waterford	051 895914	087 2787472
VICE- CHAIRMAN	Larry Whelan, Rospile, Foulksmills	051 565598	087 2324189
CARLOW	Neville Caldbeck, Tullowphelim, Tullow	059 9161176	087 2252836
CORK (N)	Nora Sheehan, Lisnagourneen, Castletownroche	025 38345	087 6534787
CORK (C)	Vacant		
CORK (W)	Vacant		
DONEGAL	Desmond Harkin, Carrowreagh, Bridgend	074 9368595	086 8552533
DONEGAL	Charles Doherty, Moness, Burt	074 9386798	086 8220247
DUBLIN	Laurence Flynn, Larmon, Balheary, Swords	01 8406175	086 2554771
GALWAY	Barry Stephens, Corofin, Tuam	093 41309	087 9416363
KERRY	Neilius O'Connor, Killbaha, Moyvane	068 49189	087 6773345
KILDARE	Bart Maertens, Loughanure, Clane	045 868668	087 6780990
KILKENNY	Eddie Doyle, Luffany, Mooncoin, via Waterford	051 895914	087 2787472
LOUTH	John Carroll, Paughanstown, Dunleer	041 6857658	086 2489212
MEATH	Thomas Sheridan, Hollybrook House, Carlanstown, Kells, Co. Meath	046 9246741	086 2464018
MEATH	Paddy Reynolds, Gerrardstown, Garlow Cross, Navan	046 9023989	086 8315636
MEATH	Thomas McKeown, Laggagh, Castletown, Navan	046 9053120	087 2625831
OFFALY	Shane Howell, Killurin, Killeigh, Tullamore	057 9344179	086 3018525
TIPP.NORTH	Michael Healy, Coolcroo, Two-Mile-Borris, Thurles	0504 44211	087 260 4271
TIPP. SOUTH	Vacant		
WATERFORD	Michael O'Keeffe, Roseville, Tallow	058 56249	086 8462300
WEXFORD	Larry Whelan, Rospile, Foulksmills	051 565598	087 2324189
WICKLOW	John Brady, Ballynerrin, Kilcoole	01 2017420	086 2585620
CO-OPTION	Thomas Carpenter, Fordstown, Navan, Co. Meath	046 9434881	086 1718500



Teagasc Potato advisors

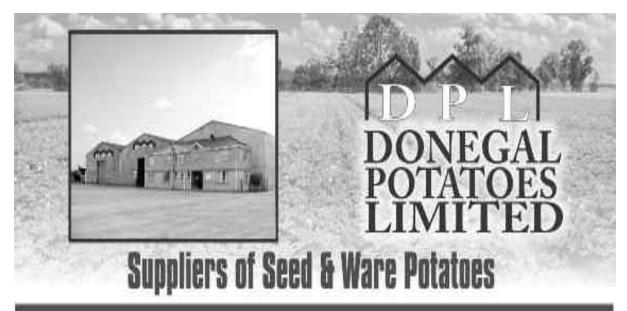


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Bord Bia Contacts



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	Vegetable Sector		
Michal Slawski	Industry Development, Protected Food	01 - 6142274	michal.slawski@bordbia.ie
	Crops & Fruit Sector		
Alice McGlynn	Quality Programme	01 - 6142217	alice.mcglynn@bordbia.ie



Colehill, Newtowncunningham, Co. Donegal. Tel: 074 9156155 Fax: 074 9156318 Email: info@donegalpotatoes.ie



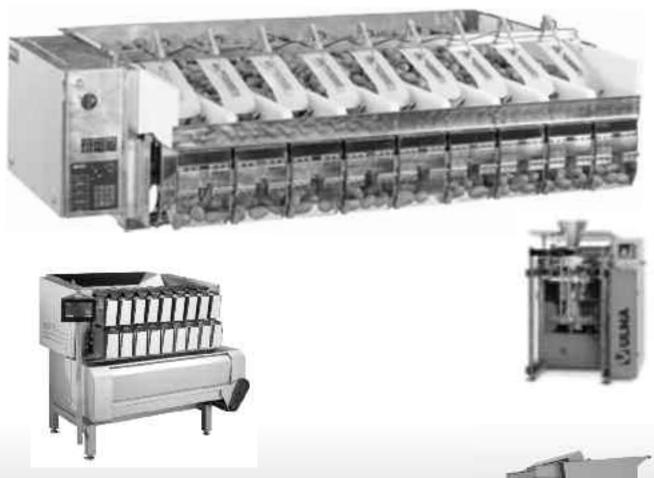


Irish Potato Federation Contacts

Contact Name	Address	Contact Details
See website for details	Sam Dennigan & Co, Palmerstown, Old Town, North Co Dublin	www.samdennigan.ie Tel: 01 8010500
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Mark Beatty	Gold City Produce, 13/17 Little Britain Street, Dublin 7	mbeatty@totalproduce.com 01 – 8730581 / 01 8721100
Colm McDonnell	Irish Potato Marketing Ltd, Unit 412, Q House, Sandyford Industrial Estate, Dublin 18	colm@ipm.ie Tel: 01 2135410
Neil Mcbride	Donegal Potatoes Limited, Colehill, Newtowncunningham, Co Donegal	neil.mcbride@donegalpotatoes.ie Tel: 074 9156309
John Rankin	Donegal Seed Merchants, Cloon, Carrigans, Lifford, Co Donegal	rankincloon@hotmail.com Tel: 074 9140137
Michael Hoey	Country Crest Ltd, Rathmooney, Lusk, Co Dublin	michael@countrycrest.ie Tel: 01 - 8437061
Maurice Matthews	Seed Potato Company of Ireland, Unit E3, Ballymun Industrial Estate, Dublin 11	mauricematthews@eircom.net. Tel: 01 - 8425431
Peter Keogh	Peter Keogh & Sons Ltd, Wespalstown, Old Town, Co Dublin	peter@creamofthecrop.ie Tel: 01 - 8433175
Derek Leonard	Leonard Potato Merchants Limited, Old School House, North Anne Street, Dublin 7	derek@jackieleonards.com Tel: (01)8726293 01 - 8733055 (01)8726293 (01)8726293
Philip Meade	Meade Potato Company Limited, Braystown, Lobinstown, Navan, Co. Meath	philipmeadejr@meadepotato.com Tel: 046 9053198
John O'Shea	O'Shea Farms Ltd, Piltown, Co Kilkenny	marie@osheabros.ie Tel: 051 - 643733

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Department of Agriculture, Food and the Marine



Seed Potato Certification Staff

Headquarters	Backweston Farm, Leixlip, Co. Kildare	Tel: (01) 6302900 Fax: (01) 6280634
Agricultural Inspector	Barry O Reilly	Tel: (01) 6302917 Email: barry.oreilly@agriculture.gov.ie
Assistant Agricultural Inspector	John Eivers	Tel: (01) 6302907 Email: john.eivers@agriculture.gov.ie

Potato Inspectors – Contact Details and Districts

Counties	Name	Telephone
Donegal/Sligo	Mr. John MC Dermott Mr Hugh J Gallagher	(0867791675) (0868202101)
Kildare / N. Wicklow / Dublin	Mr. Tom Cunniffe	(0868543747)
Louth	Mr. Malachy Quigley	(086-8543748)
Wexford/Kilkenny/Carlow	Mr Justin Roche	(086-3856701)
Kerry / Cork / Limerick/Waterford	Mr. Dermot Burns	(086-8596643)
Meath	Mr. Pat Yourell	(086-8595880)
Offaly/Laois/Tipperary/Galway	Mr Eamonn Fahy	(086-8595712)

Tops Potato Centre

	Tops Farm, Raphoe, Co. Donegal	Tel: (074) 9145488 Fax: (074)9125262
Agricultural Inspector	Gerry Doherty	Email: gerry.doherty@agriculture.gov.ie



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Conference Presentations

Session I

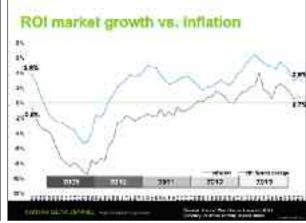
Update on Irish Potato Market

Cliona Lynch, Client Manager, Kantar Worldpanel (Ireland)

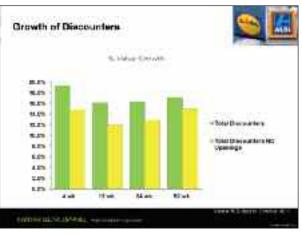


















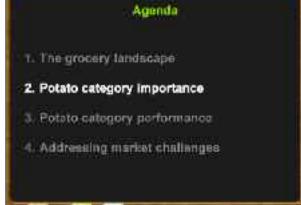












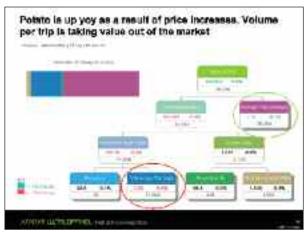


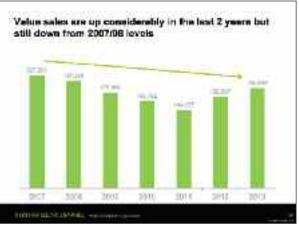


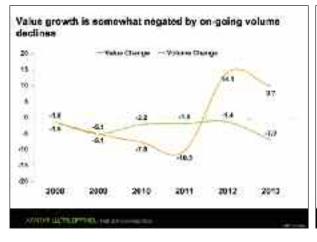


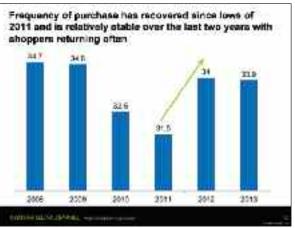




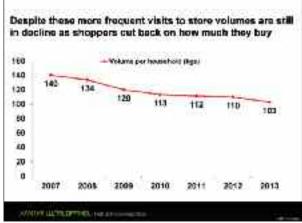


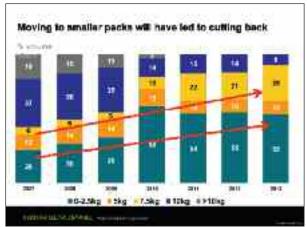






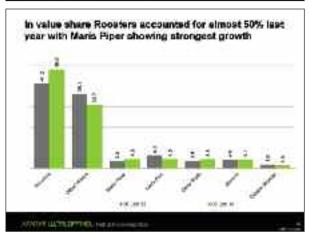


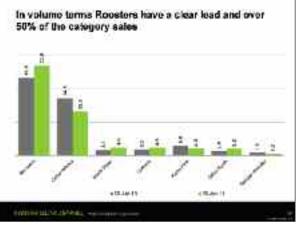




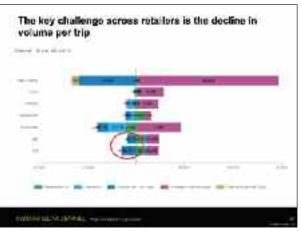












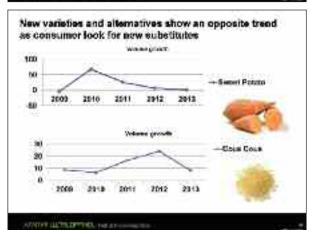






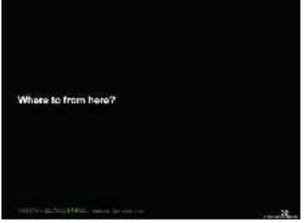






















j. & m. kehoe, Kilcash, Clonmel, Co. Tipperary Telephone (052)6133370 Fax (052) 6133469 Email: jmkehoe@iol.ie



Addressing Key Consumer Trends & Attitudes to Potatoes

Lorcan Bourke, Horticulture Division, Bord Bia

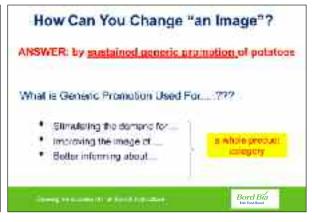




Why is Consumption continuing to fall?

- Consumers cutting out carbs (health media)
- Potatoes perceived as fattening especially by females
- Switching to other more 'Modern Carbs' (strong marketing support / brands)
- 'Image' of Potatoes can be viewed as traditional, less convenient, unexciting, etc.

Bord Bia Irah Food Board































































Application

- Bord Big in conjunction with the potato promotions group will prepare and submit the application to the EU (via the Department of Agniculture) and if successful will manage and run the campaign.
- Bord Bis will collete/menge the funds

need to come this book has been

Bord Bia

Conclusion

- Emotionally Irish people 'love' their spuds'
- We have a fartastically 'tasty' product remind people!
- Consumers (esp. lemans) need spends based reassurances about their nutritional benefits as title natural healthy carbohydrate in the diet
- Comprises need a range of 'meal equitions' based around potato usage and insir <u>versatility</u> of use — Traditional With a TwisfY Sthrig'

Consequence constitute of finishing consequences

Bord Bia

Conclusion

- Consumers need <u>advantion</u> to allow for their convenient use beyond traditional meals
- We need to invest in marketing and promotional activities to change. attitudes and rejeverate tales.
- No single grower/packer can bring about the diallenges, outlined – a united industry can
- Industry co-operation is the only way we can achieve our common goals.

Consequencement of South Statement

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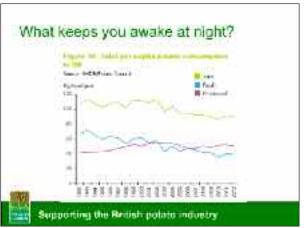
> Email: enquiries@klimtop.co.uk www.klimtop.co.uk



The Potato Council Marketing Strategy

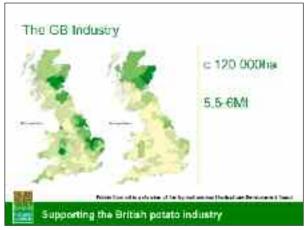
Rob Clayton, Director, Potato Council (UK)















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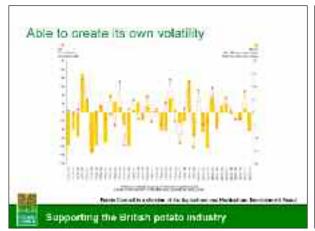
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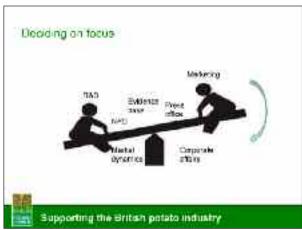




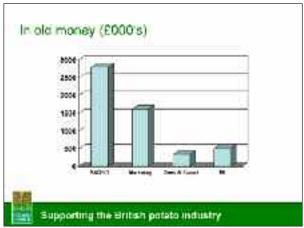




















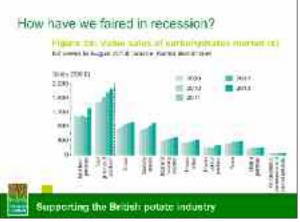




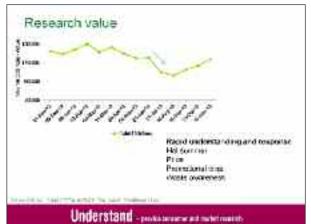
























The Potato Peeling Market & Trends in Ireland

Pat Milne, Managing Director, Milne Foods Ltd















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- ♦ Chilled Nationwide Distribution.





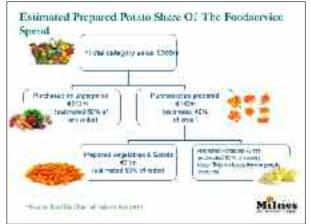
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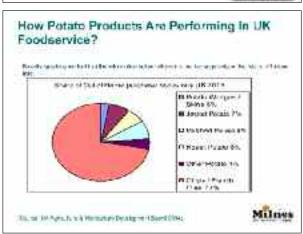












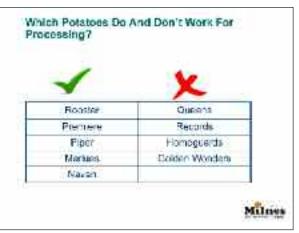




























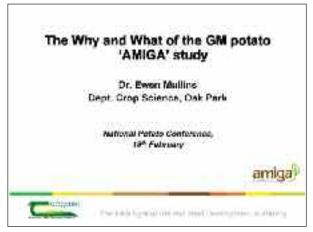
The Why and What of the GM Potato 'AMIGA' Study

Dr. Ewen Mullins, Senior Research Officer, Teagasc

Teagasc is currently a partner on the EU-wide 'AMIGA' project, which is funded through the Framework 7 programme of the European Commission. While the project (with 22 partners across 15 countries) has multiple objectives, from an Irish context we are employing a GM late blight resistant potato (var. Desiree; generated in the Netherlands) as a research tool to: (1) evaluate the response of late blight strains to this novel form of resistance, (2) assess the impact of GM crop management on soil biodiversity and (3) estimate the compatibility of this specific GM crop with Integrated Pest Management (IPM) principles. Using EPA-regulated field studies, the first scientifically replicated experiment was completed in 2013 and plans are advanced for a repeat study in 2014 at the designated site in Oak Park.

Based on the first year's data, the GM potato has demonstrated robust resistance to late blight but the durability of this resistance against Irish blight has yet to be determined and will be monitored through the remainder of the study. It is important to point out that Teagasc is not producing GM late blight resistant potatoes for production or commercial purposes and neither are we advocates for the ag-biotech corporations. Our role is to investigate the potential negative and/or positive impacts of GM technology in regard to this specific GM variety and then inform stakeholders and the general public as to conclusions drawn based on an Irish-specific research study.

This will occur at the end of the 3 year field programme, if the collated datasets are deemed scientifically robust for publication following independent peer-review.









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Dragoon Gold 200g/l diquat for weed control

and dessication

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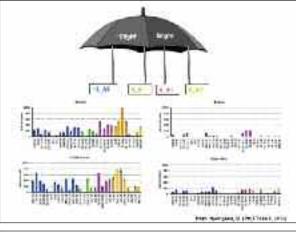
For Technical Information Adrian Caulfield (M.Agr.Sc.) 086 2578428

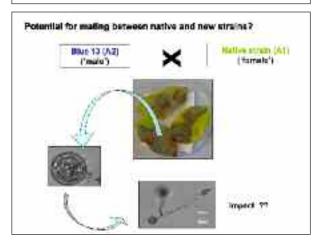


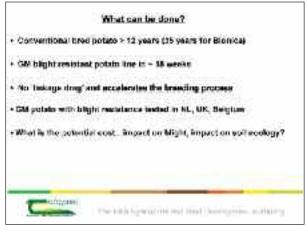


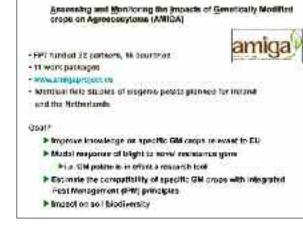














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Tongpeal potato graders, washers and sponge driers, box fillers, inspection tables, brushers and big bag filler and skips

Manter multihead weighing equipment 500grams to 25kg

Audion vertical form bag makers

Audion vertical form bag makers Upmann bag presenter and stitchers Newlong & fishbein stitchers

Wifo box rotators

Large amount of good quality used machinery always in stock

Peal automatic box tipper Manter weigher

Newtec 2009XB weigher

Walthanbeury 550 weigher

Tong 8-10 tonne/hour washer

Tong 4ft sponge drier

Downs twin sizer 4ft

Tong 3ft sizer

Downs brusher 3ft as new

Roller inspection tables

Peal bulk hopper comes with cleaner

Quality second hand portacabins in stock

Many more items in stock just call

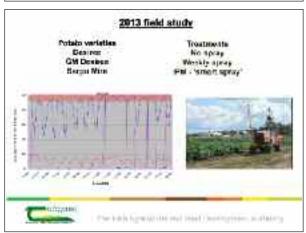
The Inch Balbriggan Co Dublin - Tel: 086 8595532 or 01-8413880 www.kevinwoodsmachinery.ie











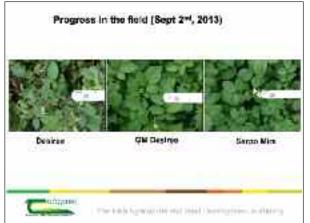




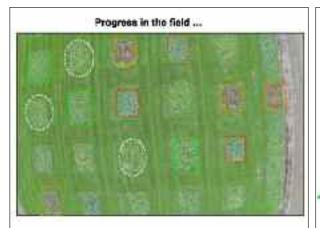
















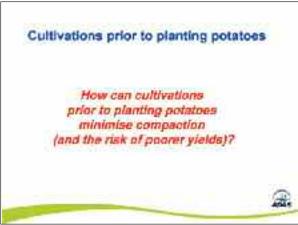




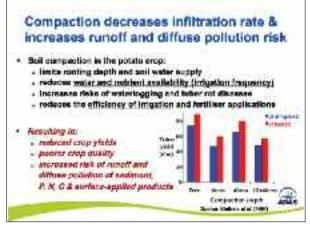
Managing Potatoes: Minimising Compaction & Optimising N Supply Using Green Manures

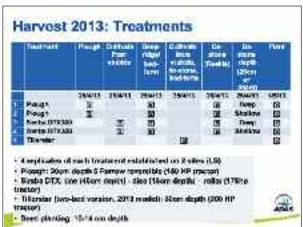
Dr. Martyn Silgram - Senior Researcher ADAS















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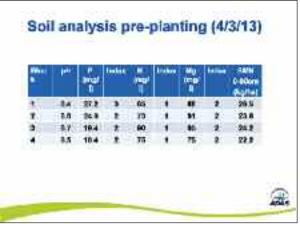


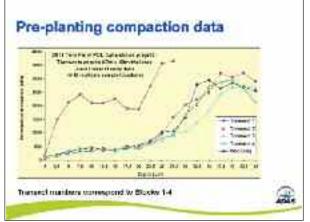


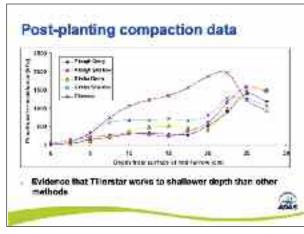


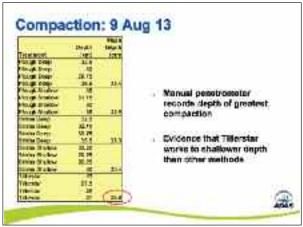


Harvest 2013: Assessments Site characterisation (and compaction before cultivations) Indianalysis preparating at 9-39, 38-40 and 40-50cm PCN prophening Ball (0.30, 33-5), Solution depths): 3 weaks post-granting, 1 week post-one-period of 71, and at campy closure Soll compaction, before troofcontratic imposed, after planting, 9 weeks post-one-period and of harvest. Soll plactors plated the plates were post-emergence (cell of outliers, but density, motiong). Boil total density, point to bed-forming Bartons treatments imposed, after planting, 9 weeks after conorgance and at harvest. Discuss development, following measurements 8 weeks post-one-period Crop yield and to the number. Environments designed.











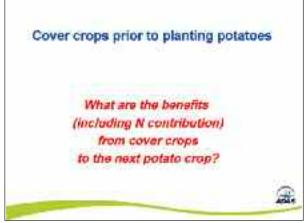










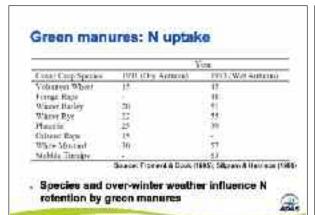














Green manures: N uptake Species effect Brassicus > grasses > fegumes Some cover crop N available to spring crop Remaining cover crop N released slowly; increases ecil organic matter reserves









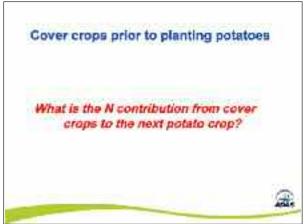




Green manures: practicalities

- Minimise costs (seed rate; methods; no fertimanure)
- Exploit available support (nolicy measures)
- . Species choice:
 - . N uptake patentis
 - frost hardiness or lack (e.g. mestant)
 - soil conditions (e.g. presses easier on poorly drained sites)
 - . saco of destruction
- Early establishment critical (mid-Sept)
- Destroy after mid-Dec but before end Feb (to discourage seeding and promote rapid N release)
- . Can be undersown or drilled into stubble
- Not practical after late harvest crops

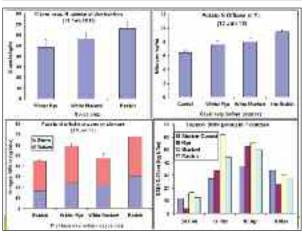












Green manures: effect on potato yield

	160	1700
	7.650	. Vient
	Linkship	1944
ARREST CO.	180,40-49	10.00
States reveni	198.3	10.00
DESCRIPTION OF THE PERSON OF T	36.6	100.00
THE PARTY	246	0.2
Ji wish	14.0	41.0
feel finner me	fre groberer	0.00
NEA-	28.4	28.4
Magazine .	281	200
40 Hg MITHE	215	. 41.7
of highlight.	387.1	43.4
1,10,10,10,44	-04	11.0
180 1016/0	48.9	81.0
total on Nation	66.2	10.10
Charles and Contract	44.5	

- Fart N response results suggest green manures released c.50 kg N/ha to potate crop
- . No effect on defects
- No significant effect on FLN



Summary of season results

- Mustard and oil radish most effective cover crops at English site, but mustard proved easier to destroy
- N response evidence suggests:
 - .. <16 kg/ha of cover crop N (Scottish site)
 - . c.50 kg/hx of cover crop N (English eite)
 - ... was made available to the next potato crop
- . This site difference suggests:
 - choice of cover crop species strongly influenced by local climate
 - N supply from cover crops is strongly affected by over-winter weather conditions













Notes



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