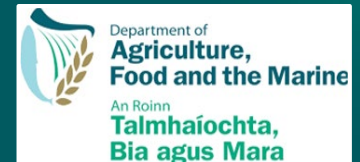


Fresh Chipping Potato Project 2020-2022

- ▶ Potato Development Group
 - Lorcan Bourke - Bord Bia
 - 22/11/2022

BORD BIA
IRISH FOOD BOARD





The Perfect Potato?

- ☑ 'Chipping potato'
- ☑ Cook without browning
- ☑ Low sugar (moisture/starch)
- ☑ Easy to clean & peel
- ☑ No 'eyes', veins
- ☑ Right size
- ☑ Consistent, fresh
- ☑ Where from, how stored

Varieties Mentioned

1	Markies, Maris Piper, Spanish New Season
2	Maris Piper
3	Golden Wonder, Maris Piper, Spanish, Cyprus
4	Maris Piper or Markie
5	ex-Maris Pipers, now Markies
6	Markies
7	Spanish
8	Maris Piper, Markies
9	Maris Piper, Markie
10	don't know, whatever's in season
11	Maris Piper, Cyprus and Spain
12	Markies, Spanish

The Potatoes

English potatoes all year, except Spanish in June-July

- Consistent specification with virtually no deviation:

- Varieties: Maris Piper or Markies

- Pipers are good .. perfect, no eyes - a clean spud .. very low in sugar .. Maris Piper .. potatoey flavour ...Markies less flavour but cleaner*

- English potatoes all year, except for short period in the summer when use potatoes from Spain

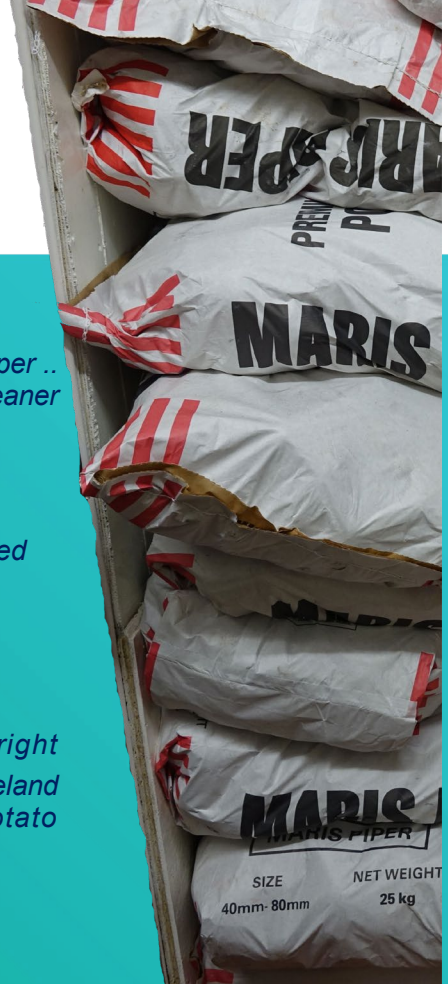
- any potatoes from England stay white .. English more consistent, less work involved ..English: how clean they are, low sugar, flavour*

- Varying knowledge and curiosity about English potatoes

- English potatoes - on scene 10-15 years .. mainly come from London, England*

- It is about methodology and the Brits got it right*

- English potatoes are cultivated in the south of England - not so rainy - Ireland cannot deliver this kind of potato*



The Potatoes 2

- For a 4-6 week period June-mid-July during the summer use Spanish new *because English gone no waste off Spanish .., don't need so much washing the Spanish potatoes are Markie - but less waste from cleaning*
- And one or two mention Poland and Germany





The Thinking House

BORD BIA INSIGHT CENTRE

Irish Potatoes

Barriers to Switching

If it's not broken why fix it?

British chipping potatoes perform well

Risky for chip shop to switch

And some bad historical experiences



Conclusions

Would welcome Irish potatoes, if fulfil 'chipper' chip function, consistently

Would like to source
Irish grown potatoes

But need reassurance around:

- Specification of chipping potato
- Will perform in fry colour and texture
- Is consistent in quality



Thank You

delivery not a problem

more quantity, more than a month or two

Bord Bia should encourage farmers to plant more ... less emphasis on beef ad campaign - yes

same quality

standard size

no eyes

not too much sugar

consistent

minimum 6 months supply

public relations

incentive for farmers

a steady price

Branding in the Chipping Trade – building a reputation for Irish grown chipping potatoes

