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Lunch menu supported by





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IFA/Teagasc National Potato Conference 2022

Welcome to this year's National Potato Conference, organised by the Irish Farmers' Association and Teagasc, in association with Bord Bia.



Sean Ryan
IFA Potato Chairman



Michael Hennessy
Head of Knowledge Transfer Crops, Teagasc

Irish potato growers have had a very challenging season. Market distortion following the Covid pandemic, coupled with soaring input costs, created the 'perfect storm' for potato growers. The area of potatoes planted this year reduced by 5% compared to 2021 plantings, bringing the planted acreage in line with 2018 levels.

The growing season was mixed regionally. Drought conditions and sustained periods with above average temperatures have led to reduced yields in some regions. Early harvest was impeded by very high dry matter levels as a result of late drought.

The knock-on effect of drought conditions led to the late maturation of some crops and delayed harvest in regions. High rainfall in October has led to very poor harvest conditions and the likelihood of some crops being overwintered.

In terms of markets, it has been a very mixed year for growers as a result of changing consumption trends following the lifting of Covid restrictions. Retail sales in the first half of the year were quite sluggish and consumers shifted away from bigger pack sizes, which reduced volume sales. Trade picked up again in the back-end of the year as the rising cost of living saw consumers revert to staple products.

Even with a fully open foodservice sector, the five main retailers are gaining more market share in terms of sales of potatoes. We cannot ignore this and they must play their part in ensuring that the cost of producing local and sustainably-grown potatoes is recognised and that the primary producer gets paid for their product.

The supply and demand pricing model is not functioning correctly and will result in more growers leaving the sector. The same tonnage produced from fewer growers may continue in the short term, but it's not sustainable.

At the IFA AGM in January, the IFA President Tim Cullinan said food prices would have to increase to meet rising input costs. Food prices have risen by 9.8% (CSO). However, potatoes have not seen this increase. The price actually decreased in early 2022.

The Minister for Agriculture Charlie McConalogue must ensure that the new Office of Fairness and Transparency is established as quickly as possible. It will have to ensure that the big players - the five main retailers in particular - operate a sustainable pricing model for potatoes.

In a short supply chain such as potatoes, the sector has to tell the consumer about the benefits of the product and how this product will improve their wellbeing. Potatoes continue to tick all the boxes as a very affordable, healthy and nutritious food, which is also locally grown and is a sustainable food.

The first session will give growers an insight into the emerging lifestyle trends and trends in potato purchasing habits. These insights are critical to better target messages to the key demographics, who are either not buying potatoes or purchasing smaller amounts, to encourage increased purchases. The delegates at the conference will hear about the marketing efforts to target these groups.

The challenges for growers producing potatoes have increased substantially in the past two years with increased prices and a relatively static output price. All growers are struggling to deal with the high costs of all inputs, but especially fertiliser and electricity. The afternoon sessions will address critical agronomic challenges such as blight and wire worm but also improving energy efficiency when storing potatoes.

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

We trust you will find the proceedings of benefit to you in the current difficult climate and that 2023 will be more profitable for our sector.

Sean Ryan
IFA Potato Chairman

Michael Hennessy
Head of Knowledge Transfer Crops, Teagasc



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National Potato Conference & Trade Show **2022**

CONFERENCE PROGRAMME

9.00am Registration Tea and Coffee
Chairman: Sean Ryan, IFA Potato Chairman

10.00am Message from Conference Hosts
Tim Cullinan, IFA President
John Spink, Head of CELUP, Teagasc

Session 1

10:30am **Chairman: Sean Ryan**, IFA Potato Chairman
Eimear Faughnan, Kantar Worldpanel – Consumer Trends in a Changing Marketplace
Siobhán Collins, Bord Bia – Chipper and Irish Grown Potato Research
Lorcan Bourke, Bord Bia– Potato Promotion and Potato Marketing Opportunities
Dario Macari, Romayo's – Irish Chipping Potatoes – Chipping Potatoes as a Supply Opportunity
John Geary, Meadowfresh– The Chipping Potato Pilot Project
Jim Power Economist – Input costs, Food Inflation and the Importance of Marketing

Session 2

2pm **Chairman: Andy Doyle** - Tillage Specialist, Irish Farmers Journal
Steven Kildea, Teagasc – Late Blight Control in a Challenging Environment
Martyn Cox, Blackthorn Arable – Wireworm
Adrian Cunnington - Potato Storage Insight Ltd - Storage

3.30pm – Workshops
1. Blight
2. Wireworm
3. Storage

Trade show ongoing throughout the afternoon

Tea/Coffee at trade show in afternoon

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GRIMME is the on-farm specialist and Haith provides innovative solutions for processors and packers. As farm scale and specialisation increases, growers require the unique end to end solutions that GRIMME and Haith can deliver.



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National Potato Committee 2022

COUNTY	CONTACT	MOBILE
Chairman	Sean Ryan , Ballinadoney, Ballywilliam, Enniscorthy, Co. Wexford	087 237 9748
Vice-Chairman	Barry Mitchell , The Hill, Kilberry, Navan, Co. Meath	087 298 6626
Co-opted Outgoing Chair	Thomas McKeown , Knock, Castletown, Navan, Co. Meath	087 262 5831
CORK (C)	John Griffin , Boycetown, Carrigaline	087 6876 293
CORK (N)	Colin Buttimer , Sheepwalk, Fermoy, Co. Cork	087 144 9094
DONEGAL: 1	William McGonagle , Kildrum, Carrigans, Lifford, Co. Donegal.	086 852 5137
DONEGAL: 2	Jimmy Rankin , Cloon, Carrigans, Co. Donegal	087 2571 835
DUBLIN	David Garrigan , Baldurgan Farm, Ballyboughal	086 8553 581
GALWAY	John Stephens , Ballinderry, Cummer, Tuam, Co. Galway	086 8439 308
KERRY	Bridget O' Connor , Kilbaha, Moyvane, Co. Kerry	087 2680 258
KILDARE	Bart Maertens , Loughanure, Clane	087 6780 990
KILKENNY	John Doody , Ballincur, Mooncoin, Co. Kilkenny	086 1903 350
LOUTH	Brendan Lynch , Oberstown, Ardee, Co. Louth	086 8395 494
MEATH: 1	Andrew Sheridan , Whitegables, Clooney, Castletown, Navan, Co. Meath	086 8307 599
OFFALY	Shane Howell , Killurin, Killeigh, Tullamore	086 3018 525
TIPPERARY (N)	Michael Healy , Coolcroo, Two-Mile-Borris, Thurles	087 260 4271
WICKLOW	Tom Delahunt , Ballinaclogh, Wicklow	087 9878 428



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- Capability Development

Contact: Lorcan Bourke, Bord Bia, Fresh Produce & Potato Manager
140 Pembroke Road, Ballsbridge, Dublin 4, Ireland
T: 00 353 1 6142263 E: lorcan.bourke@bordbia.ie

www.bordbia.ie

Bord Bia Contacts

Name	Title	Telephone	Email
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Michal Slawski	Sector Manager Horticulture	(01) 614 2274	Michal.Slawski@BordBia.IE
Andrew Mahon	Sustainability & Quality Assurance Operations Manager	(01) 614 2249	andrew.mahon@bordbia.ie
Laura Douglas	Head of Bloom and Brand Partnerships	(01) 614 2289	laura.douglas@bordbia.ie
Oonagh Trehin	Healthy Eating Executive	(01) 614 2208	oonagh.trehin@bordbia.ie

Teagasc Potato Advisory Service

Name	Address	Phone	
Michael Hennessy	Head of Crops Knowledge Transfer Teagasc, Oak Park, Carlow	059 9183427	AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY
Shay Phelan	Tillage & Potato Crops Specialist Teagasc, Oak Park, Carlow	059 9170200	
John Pettit	Teagasc, Advisory Centre Johnstown Castle, Wexford	053 9171350	
Shane Kennedy	Teagasc, Slane Road, Drogheda, Co. Louth	041 9833006	
Martin McCullough	Public Services Centre, Malin Rd., Carndonagh, Co. Donegal	0749373700	
Conor Kavanagh	Castlemeadows, Thurles, Co. Tipperary	050429238	

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The Department of Agriculture, Food and the Marine's commitment to the potato sector

Potato Seed Certification Scheme

- The Department has a team of inspectors throughout the country who implement the certification scheme for seed potatoes.
- The scheme is based on EU legislation, primarily on Directive 2002/56/EC and also on Irish legislation as set out in Statutory Instrument No. 641/2015.
- Only EU certified basic or pre-basic seed may be imported and marketed in the state.

For more information, visit:
gov.ie/en/service/bd508-seed-potato-certification-scheme/

Ware potatoes

The Department has a team of inspectors who verify compliance by operators in the ware potato sector with rules on plant health, food safety and authenticity.

If you have concerns, queries or complaints regarding any of these matters, please contact the Horticulture & Plant Health Division:

Phone: +353 1 5058786

Email: marketingstandards@agriculture.gov.ie



**An Roinn Talmhaíochta,
Bia agus Mara**
Department of Agriculture,
Food and the Marine



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Email: info@potatoservicesireland.com

Web: www.potatoservicesireland.com

Irish Potato Federation Contacts

Name	Address	Contact Details
Joseph Dennigan	Sam Dennigan & Co Palmerstown, Old Town North Co Dublin	joe@samdennigan.ie Tel: 01 801 0500
Michael Kennedy	K&K Packs Limited Broughan Lane, The Ward Co Dublin	michael@kkproduce.ie Tel: 01 834 7586
Colm McDonnell	IPM Potato Group Unit 602, Q House, Sandyford Industrial Estate, Dublin 18	colm@ipmpotato.com Tel: 01 213 5410
Michael Hoey	Country Crest Ltd. Rathmooney Lusk, Co Dublin	Michael@countrycrest.ie Tel. 01 843 7061
Maurice Matthews	Seed Potato Company of Ireland Unit E3, Ballymun Industrial Estate Dublin 11	mauricematthews@eircom.net Tel: 01 842 5431
Ross Keogh	Keogh's Farm Westpalstown, Oldtown, Co. Dublin	ross@keoghs.ie Tel: 01 843 3175
Philip Meade	Meade Farm Group Braystown, Lobinstown, Navan, Co. Meath	philipmeadejr@meadefarm.ie Tel: 046 905 3198
James O'Shea	O'Shea Farms Piltown, Co Kilkenny	james@osheabros.ie Tel: 051 643733
Edward English	Castlecor Potatoes Mallow, Co.Cork	Nedenglish02@hotmail.com Tel: 022 48228

UNICHEM POTATO PRODUCTS



Blight Fungicides (seed and ware)

UNICHEM

C50 WG (cymoxanil 500g/kg)

- Add to another blight fungicide to give "kickback".
- Rate – 0.24kg/ha
- Pack size – 1kg
- Applies more cymoxanil per hectare than other straight cymoxanil brands
- Do not use alone. It must always be mixed with another blight fungicide

CURENOX 50WP (copper oxychloride 500g/kg)

- Protectant product
- Rate – 1kg/ha
- Pack size – 25kg
- Approved on organic potatoes
- Can be used toward the end of the programme to help bring on senescence.

PROXANIL (propamocarb hydrochloride 400g/lit + cymoxanil 50g/lit)

- Curative and systemic activity (2 modes of action)
- Full Rate – 2.5lt/ha
- Pack size – 10lt
- Apply at 1.5 – 2lt/ha, mixed with cyazofamid, mandipropamid or ametoctradin.
- The recommendation is not to use Proxanil alone

Molluscicide

FERREX (slug lentils) (anhydrous ferric phosphate 25g/kg)

- High performance slug treatment, with a unique lentil shape.
- Rate – 6kg/ha (which applies 60 – 66 lentils per sq.metre)
- Pack size - 25kg
- Good spreading characteristics
- Approved on ALL crops

Insecticide

SPARVIERO (lambda cyhalothrin 100g/lit)

- Pyrethroid insecticide
- Rate – 75ml/ha
- Pack Size - 1lt and 250ml
- Target pest – aphids and cutworms
- If pyrethroid resistance is suspected, use with another insecticide which has a different mode of action

Adjuvant

WETCIT (orange oil 6%)

- Improves the efficacy of pesticides.
- Has a unique mode of action
- Rate - 0.25% inclusion (i.e. 1lt in 400 litres of water)
- Pack size – 1lt and 5lt
- Inhibits the formation of water droplets on leaves, so the crop dries quicker after rain/irrigation

Graminicide

PILOT ULTRA (quizalofop-p-ethyl 50g/lit)

- Systemic Grassweed herbicide
- Full Rate – 2lt/ha (for scutch)
- Pack Size – 5lt
- Apply before the crop canopy covers the weeds.
- Note – Do not apply to seed crops.

Herbicide

MOST MICRO (pendimethalin 365g/lit)

- Residual herbicide
- Full Rate – 3.6lt/ha
- Pack Size – 10lt
- Has a wide weed spectrum. Apply before the crop emerges, mixed with a contact herbicide.

For Technical Information

Contact : Adrian Caulfield

(M.Agr.Sc.) 086 - 2578428

e: adrian@unichem.ie

www.unichem.ie



ALL trademarks are acknowledged. Use Plant Protection Products safely.

Always read the label and product information before use. Pay attention to the risk indicators and follow the safety precautions on the label. Triple rinse containers at the time of use, puncture and invert to dry.

Conference Presentations

Session 1

Kantar – Household Spend

Purchasing data by Eimear Faughnan - Kantar

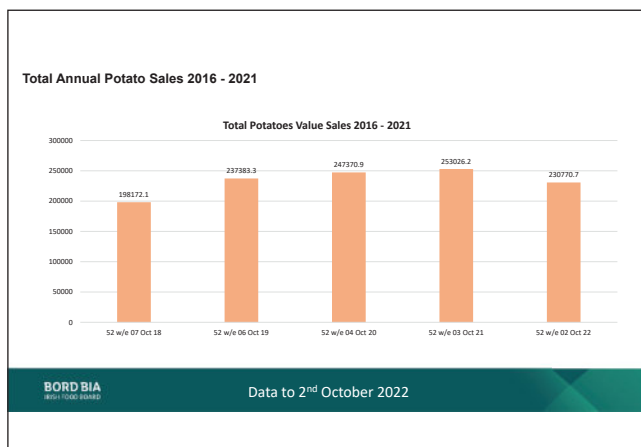
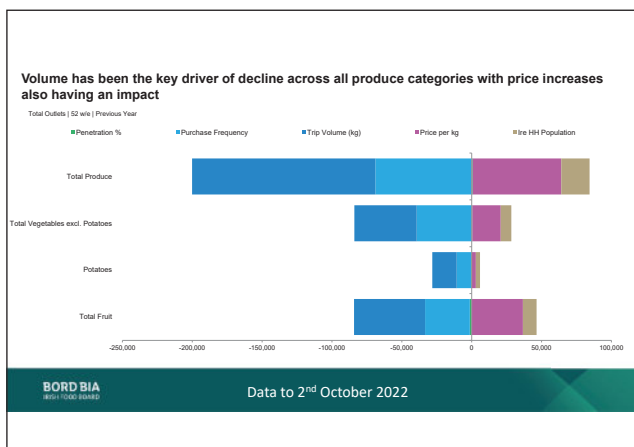
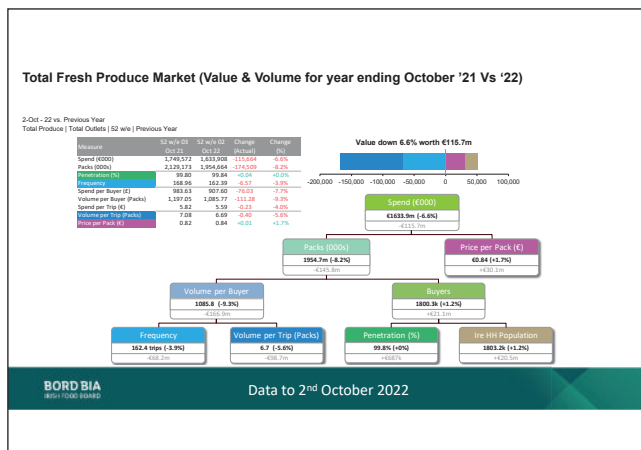
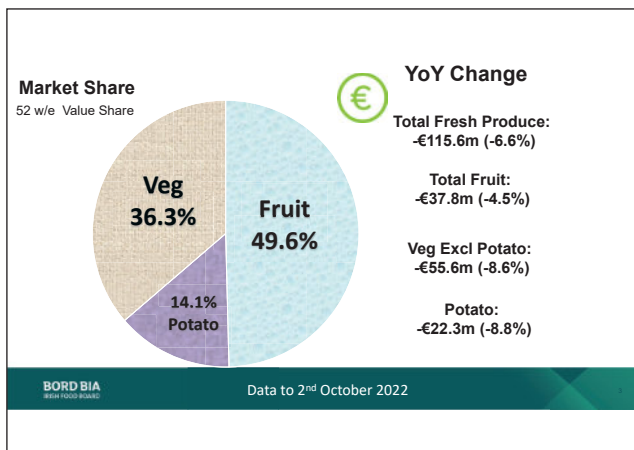
Bord Bia

Consumer Trends in a Changing Market Place
Tuesday 22nd November
Eimear Faughnan- Kantar Worldpanel

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IRISH FOOD BOARD

Total Fresh Produce

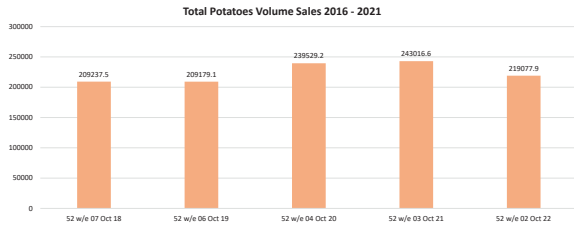
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Potatoes – Protecting your Business for the Future

National Potato Conference & Trade Show 2022

Total Potatoes Volume Sales 2016 - 2021



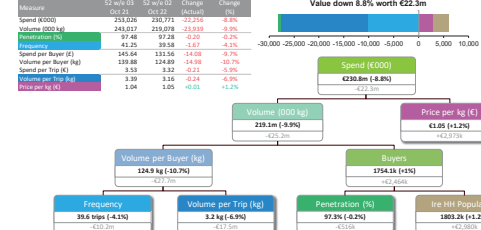
BORD BIA
BRIEF 10000 BARRED

Data to 2nd October 2022

Potatoes see value decline of -8.8%. Volume per trip sees decrease along with a drop in frequency of purchase

2-Oct-2022 vs. Previous Year

Potatoes | Total Outlets | 52 w/e | Previous Year

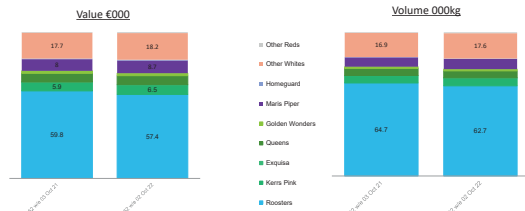


BORD BIA
BRIEF 10000 BARRED

Data to 2nd October 2022

Roosters are marginally losing share, while other whites are growing in both value and volume as are Exquisa and Maris Piper

Spend (£000) & Vol (000kg) | Total Potatoes | 52 w/e

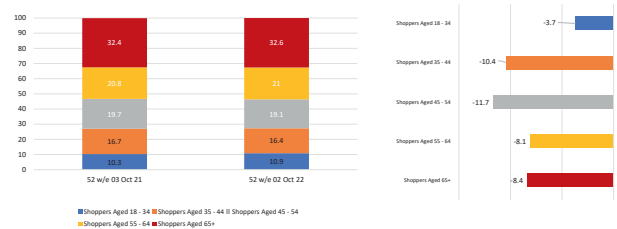


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Data to 2nd October 2022

18 – 34 Year Olds see the least decline of all the age groups and grow share. 35-54 however in double digit decline

Age of Shopper Value Share – Potato Category

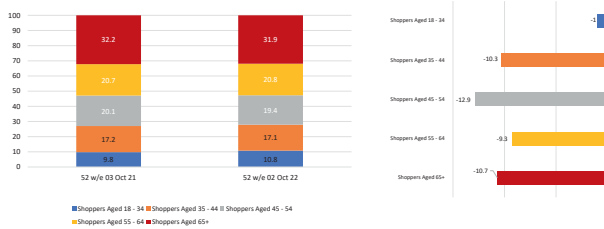


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Data to 2nd October 2022

18 – 34 Year Olds again see the least decline in volume and therefore growing their share

Age of Shopper Volume Share – Potato Category

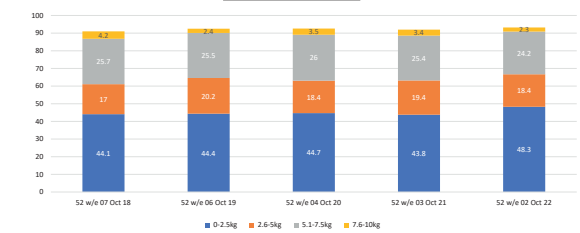


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Data to 2nd October 2022

We see a move towards smaller pack sizes over time, with 0 – 2.5kg seeing the most growth over the past year

Potato Pack Size Value Share

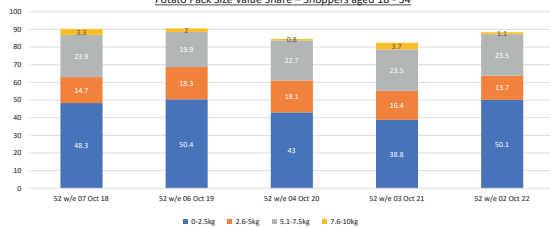


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12

For the younger shoppers we see a similar trend, especially over the past year with over 50% of sales going in the smallest pack size

Potato Pack Size Value Share – Shoppers aged 18 - 34



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13

Bord Bia – Consumer Lifestyle Trends

Siobhán Collins

Research Infographic

Bord Bia

Chipper & Irish Grown
Potato Research



Research Objective:

Understand current consumer knowledge and perceptions of the current sourcing of potatoes in Irish chips shops and their attitudes towards potentially using Irish grown potatoes.



Methodology

A nationally representative online survey was carried out by Coyne Research amongst 1,000 adults aged 18+.



Chipper Visits and Chip Preferences

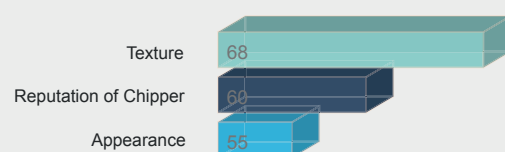


Circa 1 in 4 Irish adults go to traditional chippers to buy chips at least on a weekly basis.



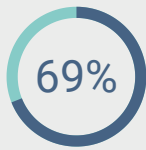
Males and Millennials (23-37) go to the chipper to buy chips most often.

Top 3 Most Important Factors in Making Great Chipper Chips



Texture, reputation of chipper and the appearance of chips are the most important factors that make up great chipper chips.

Importance of Origin



When prompted, circa 7 in 10 of those who have ever bought chipper chips, consider where the potatoes are grown as important in influencing the quality of chipper chips.



Millennials are most likely to consider where the potatoes are grown as important in influencing the quality of chipper chips.

Awareness of Origin



Evident lack of awareness of where the majority of potatoes used to make chipper chips come from.



2 in 3 assume (incorrectly) that the potatoes used to make the majority of chipper chips come from Ireland.

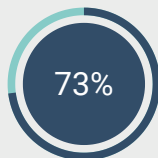


Amongst those who have ever bought chipper chips, almost 3 in 5 find it surprising that the majority of chipper chips are grown in Britain.

Likelihood to Take Action...



Circa 3 in 5 are likely to choose chips made from Irish grown potatoes versus those made from UK grown potatoes in chippers.



Approximately 3 in 4 are likely to support a chipper that sources locally grown potatoes to make their chips.



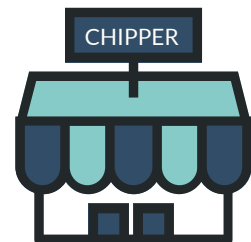
While just more than 2 in 5 are willing to pay more for chips made with locally grown potatoes. On average, they would be willing to spend 34c extra per bag of chips.

34 Cent More

Usefulness of Country of Origin Signage Within Chippers

69%

Circa 7 in 10 would consider it useful to know the country of origin of the potatoes used in their usual chipper indicated through signage or recognised marks (e.g. Bord Bia Quality Mark) within the chipper.



According to a Bord Bia analysis of CSO import statistics, Ireland, despite being a nation famous for potatoes and growing 350,000 tonnes per annum for domestic consumption, imports €30m worth (52,000 tonnes) of fresh / chilled potatoes per annum. €20m (33,000 tonnes) of these imports are from the UK. Fresh / Chilled potatoes account for 75% of all imported potatoes. Most of these fresh / chilled imports are sold via distributors to chip shop outlets to be used for fresh chips.

According to Euromonitor there are over 530 chip shops in Ireland. Representative organisation, The Irish Traditional Italian Chippers Association (ITICA), was founded in 2010 to highlight the heritage behind the Irish Italian chippers in Ireland and currently has over 200 members. The Irish Italian chipper culture was started by members of the Irish Italian community who arrived in Ireland in the 1880s from a group of small villages in Val Di Comino in southern Italy.

There is an opportunity for Irish growers to compete with these imports with home grown potatoes for the chip shop channel. Brexit presents an opportunity for Irish growers to compete with these UK imports as supply lines become at risk and tariffs are imposed. The size of prize is c€20m per annum.

To understand this opportunity and guide the industry in realising the opportunity Bord Bia conducted consumer and trade (chip shop) research.

Siobhán Collins,
Insight and Branding Specialist, Bord Bia

Keogh's

Grown with love in Ireland

**Best of luck to everyone at the National
Potato Conference!**

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Bord Bia – Potato Promotion and Marketing Opportunities

AGENDA

- The Campaign Implementation team
- Campaign Overview
- Campaign Objectives
- Campaign Channels
- Public Relations
- Activations per year
- Overall Results Summary



EU Potato Campaign – Potatoes Prepare to be Surprised

Lorcan Bourke
Tuesday 22nd November 2022

BORD BIA
IRISH FOOD BOARD



CAMPAIGN IMPLEMENTATION TEAM



A common "look and feel" to the campaign – the EU want to see this as a single European (EU) campaign – but it can be adapted to the local marketing environment

- Multi country implementation team
- Lead agency – VLAM (Flanders)
 - All communications to the EU (EREA)
- Proposing organisations – VLAM
 - Bord Bia
 - CNIPT (France)
 - Europatat (Brussels based – European Potato Trade Association)
- Implementing body – Darwin BBDO (Brussels based)
 - Central co-ordination agency
 - Local agency x2 (BBDO Dublin & Nikita Paris)

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IRISH FOOD BOARD

3

EU POTATO MILLENNIAL CAMPAIGN OBJECTIVES



Main Objective:

To encourage the consumption of fresh potatoes among millennials and to inspire them to easily integrate potatoes into their daily lifestyle.

Potatoes are surprisingly versatile. They fit in any lifestyle, any diet, any mood, any conviction, any occasion, any preparation, any skill, any cuisine.

Potatoes are also surprisingly easy. With 1 simple, natural fresh and unprocessed product, you can create a never-ending amount of dishes. Cooking a potato doesn't necessarily take a lot of time or skill.

And potatoes have some surprising facts. They contain vitamin C, fibres, minerals... and we've been eating them in Europe since 1536! People don't seem to know these facts. Or maybe they have forgotten? Let's remind them (in a secondary layer).

We want to make it clear that the potato – as simple as it may look on the outside – really has surprisingly much richness on the inside.

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JOB TO BE DONE

Millennials were rejecting the potato and our job was to show them that millennials and potatoes are perfect for each other.

- In year 1 we landed the campaign look and feel - our distinctive colour scheme and got potatoes back on the radar for the audience.
- In year two across three activations - our focus was on showing our millennial audience how versatile potatoes are
- Across all the activations, our content was designed to show the audience how to handle potatoes i.e. education, skills and preparation

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Campaign Channels



Campaign Output ~ mix of digital, SM, influencer activity & PR



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Potatoes – Protecting your Business for the Future

National Potato Conference & Trade Show 2022

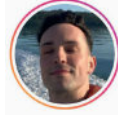
SOME THE COLLABORATORS.....



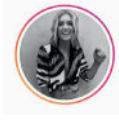
Donal Skehan
334K



Louise Cronin
212K



James Kavanagh
1.43K



Niamh Cullen
136K



TheUselessProject
43.8K



Guy Sinnott
34.2K

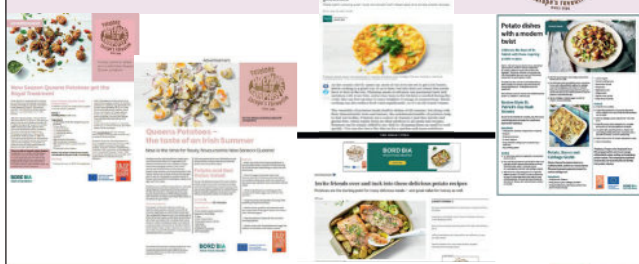


LittleMuffinBlog
15K

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9

Public Relations



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9

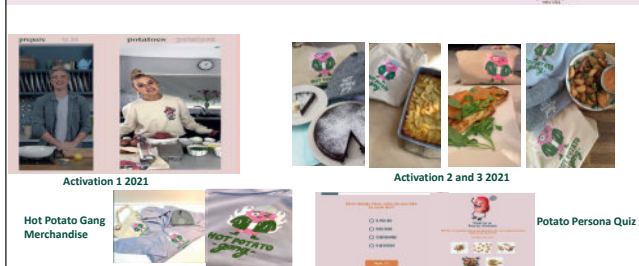
Activations Year 1



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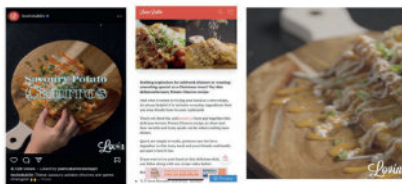
Activations Year 2



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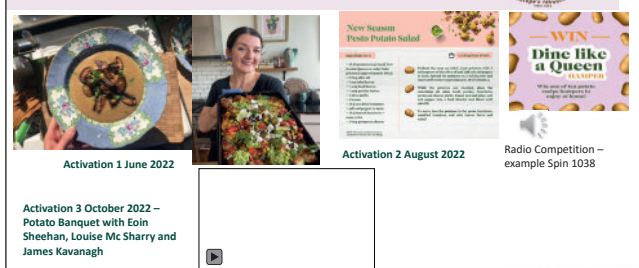
A professional chef in partnership with GMG created a range of 7 new quick & versatile potato recipe videos reaching over 2.2K Millennials!



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Activations Year 3



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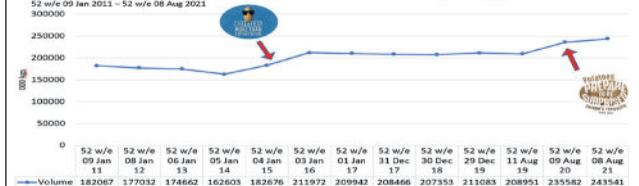
Results of the campaign to date



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Fresh Potato Purchasing in Ireland – Actual Volume Sales (000 kgs)



Source: Kantar WorldPanel

The 'Potatoes: More Than a Bit on the Side' campaign achieved a retail volume growth of +29% across the three year period.

In the first year of the potato millennial campaign 'Potatoes Prepare to be Surprised' a volume growth of +33% was recorded amongst millennials.

Following almost two decades of continuous decline, fresh potato market sales in Ireland has recorded steady market growth following these two 'back to back' promotional campaigns.

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Romayo's – Chipping Potatoes as a Supply Opportunity

End users viewpoint by Dario Macari – Romayo's

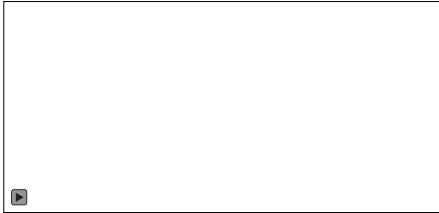
Irish Chipping Potatoes - Chipping potatoes as a supply opportunity

Dominic & Dario Macari, Romayo's

Tuesday 22nd November 2022

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Chipping Video – Views on Irish Chipping Potatoes



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2

Background

Bord Bia research has shown that 2 in 3 Irish people assume (incorrectly) that the potatoes used to make the majority of chipper chips come from Ireland, when in fact, 64,000 tonnes of chipping potatoes are imported into Ireland each year.

Bord Bia is running a pilot programme with the Romayo's chain of chip-shops and their potato suppliers, Paud Flynn & Sons, who have been farming in North Co Dublin for over 100 years. From Monday 3rd October, Romayo's shops around Dublin will proudly display signage in-store to call out Flynn's as their local Quality Assured potato suppliers.

A press release was issued on Monday 3rd October announcing the partnership, in advance of Bord Bia's National Potato Day which took place Friday October 7th.

As part of this year's National Potato Day celebrations, Bord Bia encouraged Irish people to enjoy freshly-cut, locally-grown chips. As well as calling out the Romayo's – Flynn's relationship, Bord Bia shared tips and recipe inspiration to encourage people to recognise that locally grown, freshly cut chips are superior to processed or frozen options.

Delicious freshly cut chips from field to fork take only three simple steps: Clean; Cut; Cook!

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Campaign background



Background

Bord Bia's National Potato Day (Friday 7th October 2022) is an annual celebration of the potato and its contribution to the Irish diet and culture.

Communications Objectives

1. Demonstrate that potatoes are a versatile ingredient that can be used to cook delicious and interesting meals.
2. Plant the idea that potatoes are the starting point for a wide variety of different meal choices through the versatility of their preparation
3. Show the target audience that potatoes can be 'simple and convenient to prepare' and accessible to anyone
4. Promote the use of local Irish chipping potatoes in takeaways/restaurants and in home-cooking
5. Highlight the Irish potato chipping initiative which Bord Bia has been rolling out by profiling the relationship between Quality Assured grower Flynn's and Romayo's chipper.
6. Communicate that fresh cut chips are a superior product to processed and frozen chips in any setting i.e. in the chipper or cooked at home

Target Audience

Broad, national audience – Shoppers aged 25 to 60 years old

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Launch Photography

Romayo's in Ongar & Flynn's farm in Dollards, North County Dublin



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Influencer Activity and Campaign Ambassadors

Daniel Davey - Sports Nutritionist (100k followers)



Click to play reel



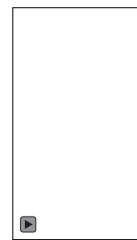
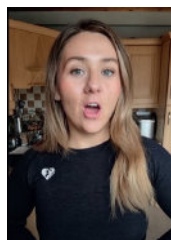
Note:

Daniel showed such enthusiasm for this project and profiling a local farmer's story that he posted an additional reel to highlight the grower and potato recipe separately.

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Jennifer Carroll - Health & Lifestyle Influencer (123k followers)



Click to play reel

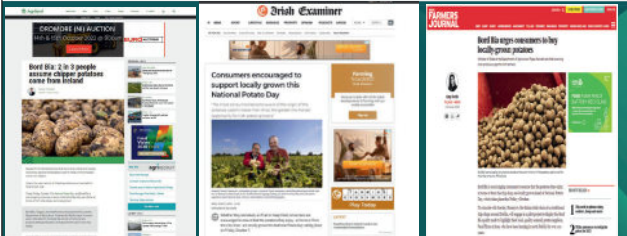
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National Potato Conference & Trade Show 2022

PR Coverage 2022



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PR Coverage 2022

Irish Examiner Farming 06/10/22

Romayo's and Flynn's
chipping potato story

Supporting locally grown potatoes



Irish Examiner

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Social Media



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Media Partnership

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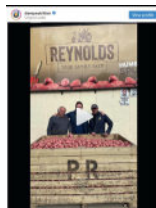
Media partnership

Joe.ie Activity

- 1x native article on Joe.ie - focussing on the nutritional value of potatoes and recipes discussed by Daniel Davey
- Supported by social media posts across Joe.ie channels



Ahead of National Potato Day, here are 3 reasons to celebrate our nation's beloved spud



Social media post



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IRISH FOOD BOARD

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Media partnership

STELLAR.IE Activity

- 2x native articles - sharing inspiring recipe content and celebrating National Potato Day
- Supported by social media posts across STELLAR.IE channels

First Native Article

Celebrate National Potato Day With These Simple Recipes

As the potato is a staple of the Irish diet, it's no surprise that it's also a staple of the Irish food industry. With its versatility and nutritional value, the potato is a food that everyone can enjoy. To celebrate National Potato Day, we've put together a list of simple recipes that you can make at home.



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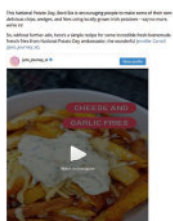
Media partnership

STELLAR.IE Second Native Article

How To Make The Perfect Homemade French Fries For National Potato Day



Today, October 10th, is a very special day - it's the day we celebrate the potato. The potato is a food that everyone can enjoy, and it's a food that's full of nutrition. To celebrate National Potato Day, we've put together a list of simple recipes that you can make at home.



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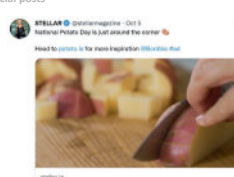
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Media partnership

STELLAR.IE Activity

Social posts



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KEVIN WOODS MACHINERY

KWM are providers of quality new and used equipment to the potato/vegetable sector in Ireland.

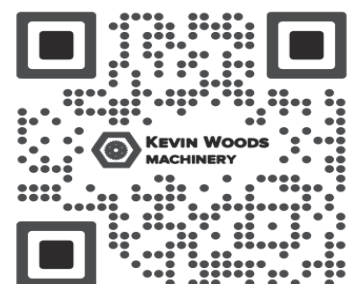
We supply to the fresh produce industry and are sole agents for:
Tong Engineering, Manter Bv, Upmann Packaging Solutions, Verbruggen Palletizers, M&P Onion Peelers, Rev Packaging Solutions & Audion Packaging Equipment.

We also supply a full machine repair and maintenance service.

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Co. Dublin, K32 C660
info@kevinwoodsmachinery.ie
+ 353 86 859 5532





Farming's in Our Roots

Our story is one of authenticity and local heritage, dedication and innovation, and ultimately a commitment to providing our customers near and far with only the best in fresh produce, Irish beef and prepared foods.

What makes Country Crest truly different runs deep. We were raised to respect and nurture the purity of the land and its underlying promise to nourish us - today and for generations to come.

Meadowfresh - The Chipping Potato Pilot Project

A packers perspective by John Geary – Meadowfresh Foods



The Chipping Potato Pilot Project

In co-operation with the Potato Development Group




Two Linked Businesses

Creating a full circle of growing, production and distribution



Skilled growers of carrots, potatoes and cereals. Storing and packing potatoes for 40 local growers. Distributing through their marketing arm, Iverk Produce, to the retail and wholesale industries.



Preparing and processing over 50 various lines of potatoes, and vegetables for the hospitality, retail, catering and food manufacturing industries.



Meadowfresh Foods

Meadowfresh Foods was established in 1993 by brothers John and Mark Geary

Providing ready-prepared potatoes and vegetables for the Foodservice, Food Manufacturing Industry and retail markets.

20 000 tonnes per annum of locally grown, fresh potatoes and vegetables are processed and distributed through our service network

50 staff employed

Over 150 products distributed locally and nationwide



- Since the 1830's the O'Shea family have farmed on the banks of the river Suir in Piltown, Co Kilkenny
- They grow potatoes, carrots and cereals. They also pack and distribute potatoes and vegetables for over 40 local growers
- Cousins James and TJ O'Shea are the sixth generation of their family to grow potatoes
- They employ 90 staff and work with numerous contractors
- They also employ 50 staff in their marketing company - Iverk Produce



Our Vision



The establishment of the first dedicated fresh chipping potato packing and distribution business in Ireland



Our Products

- 25kg brushed Chipping Potatoes for the Chip Shop trade
- 15kg washed Chipping Potatoes for the Hotel & Restaurant Trade
- 5kg fresh processed Chips for Food Service
- 500g retail pack of fresh Chips, sold under the Earthly brand

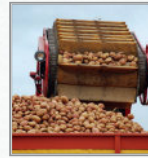


Replacing imported potatoes with Home Grown Produce



- 79,500 tonnes of potatoes were imported in 2019 with 63,000 tonnes coming from the UK, the majority of which is used in Chip Shops and fresh peeling facilities.
- Growing 70,000 tonnes potatoes will generate approximately €50million for our rural economy every year through potato sales, farm inputs, labour, transport etc.
- It will efficiently use 1620 hectares of land

Benefits for the local Area



- Locally grown food = less air miles, less haulage
- Reduction of environmental impact
- Sustainably produced local food
- Increased local employment
- Potato farmers can increase their capacity
- Potential for growth of the rural economy

Chipping potatoes – Unique requirements

- Markie and Maris Piper are the main two varieties favoured for making top quality chips
- Grower expertise is vital to ensure a top quality crop
- Designated temperature controlled storage facilities are essential to ensure continuity of supply
- To build confidence in the Irish Chip shop trade rigorous quality control methods are required to ensure only the best quality potatoes are distributed

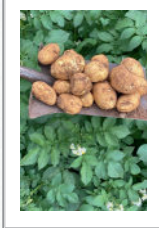


Our Strategy and USP

- Meadowfresh Foods and O'Shea Farms partnership places us in the unique position of having multiple outlets for our potatoes – retail, wholesale, hospitality and manufacturing.
- We can use the full crop grown by our Bord Bia Approved farmers
- We have successfully marketed chipping potatoes since 2020, starting on small scale of just a few hundred tonnes, but plan to grow this market year-on-year as growers expand their acreage.
- All our potato crops have:
 1. A clear Irish identity and branding
 2. Bord Bia Quality Assurance
 3. Full traceability back to the field



Challenges ahead



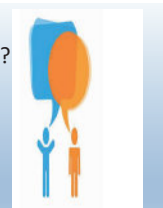
- Building specialist storage units which meet quality assurance requirements.
- Upskilling grower knowledge to successfully grow new varieties
- Developing automated high-quality handling and grading facilities specific to Chipping potatoes
- Working with Bord Bia to promote our new Irish Chipping Potato products to chip shops and chefs
- Developing point-of-sale communication methods to encourage the end consumer to "buy Irish"

Jim Power – Input Costs, Food Inflation and the Importance of Marketing



To Be Discussed

- Overview of Irish economy
- What is happening on the inflation front?
- Food Price inflation
- Price environment for Agri-Food sector
- Some issues for Potato growers



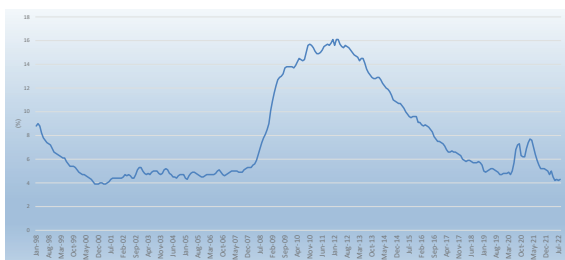
Irish Economic Update in 2022

- Economy largely immune to global developments – but pressures emerging
- Tax revenues very strong
- Employment 2,554,600 Q2 2022 (record high)
- Unemployment Rate 4.3% in October
- Merchandise Exports +30.2% (Jan-Aug) > Food +21.2%
- Consumer confidence fragile
- Retail Sales Volume -7% (YoY) September
- Household savings €146.5 billion August 2022 – a record level

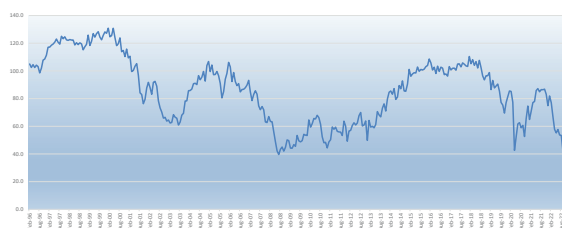
Employment



Unemployment Rate



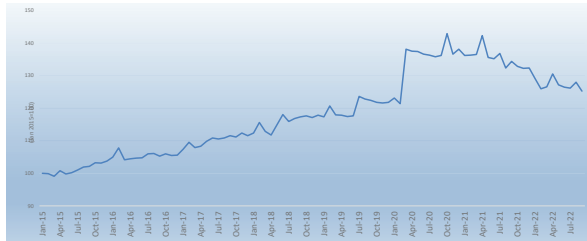
Consumer Confidence



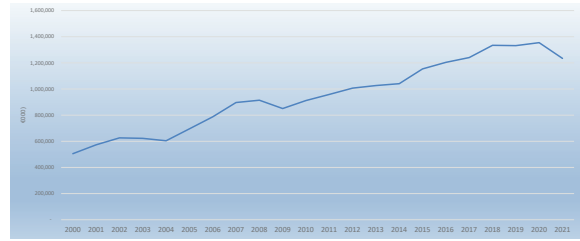
Potatoes – Protecting your Business for the Future

National Potato Conference & Trade Show 2022

Retail Sales - Food (Volume)



Imports – Fruit & Vegetables



Components of Irish Inflation (Year on Year Sept. 22)

COMPONENT	YEAR-YEAR CHANGE (AUGUST 2022)
Overall Consumer Price Inflation	8.2%
Food	10.2%
Potatoes	+1.7%
Clothing & Footwear	4.2%
Private Rents	11.6%
Electricity	36.2%
Natural Gas	56.3%
Home Heating Oil	83.8%
Petrol	15.1%
Diesel	32.5%
Restaurants	5.8%
Accommodation	20.8%
Motor Insurance	-10.2%
Motor cars	11.2%

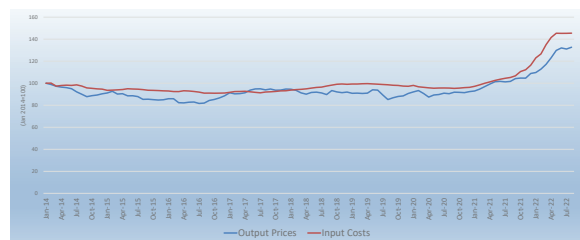
Potato Retail Inflation



Changing Retail Grocery Landscape (Source: Kantar)

OUTLET	MARKET SHARE OCT 2010	MARKET SHARE SEP 2022
Tesco	27.0%	21.9%
Dunnes	22.7%	22.3%
Superquinn	6.5%	-
Supervalu	19.8%	21.4%
Aldi	3.5%	12.7%
Lidl	6.0%	13.2%
Other Outlets	14.5%	8.4%
Total	100.0%	100.0%

Agri Input Costs & Output Prices



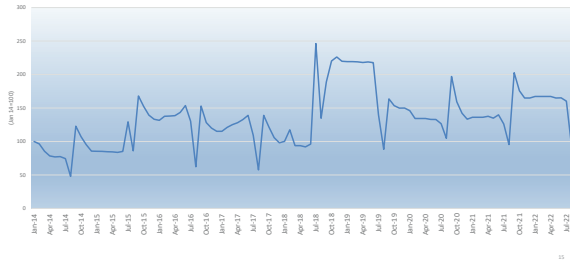
Agricultural Input Prices

CATEGORY	YEAR TO AUGUST 2022
Overall Input Prices	+38.2%
Seeds	+12.5%
Plant Protection Products	+23.7%
Energy	+40.8%
- Electricity	+38.1%
- Motor Fuels	+43.3%
Fertilisers	+127.8%
Feeding Stuffs	+35.8%

Agricultural Output Prices

CATEGORY	YEAR TO AUGUST 2022
Overall	+30.5%
Cereals	+0.0%
Vegetables	+1.8%
Potatoes	-2.7%
Cattle	+24.4%
Pigs	+26.9%
Sheep	+5.2%
Poultry	+6.3%
Milk	+51.8%
Eggs	+20.2%

Output Prices - Potatoes



Implications for Potato Growers

- Consumption patterns returning to normal
- Agri input costs rising strongly – particularly inputs for Potato growers
- Agri output prices rising – but not as strongly
- Potato output prices muted
- Labour supply issues
- Storage problems distorting market supply & prices
- Covid & Ukraine should strengthen importance of supporting local production
- Strong marketing required

Thank you.
Any Questions?



Jim Power
economics

+353 1 499 0097
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Conference Presentations

Session 2

Steven Kildea – Late Blight Control in a Changing Environment

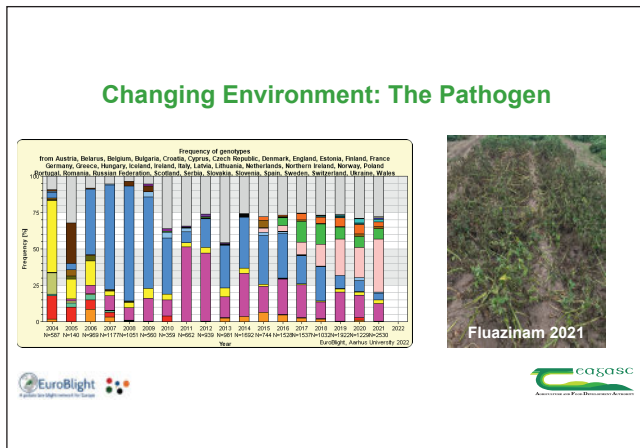


Late Blight Control in a changing environment

Steven Kildea
Teagasc, CELUP, Oak Park Crops Research

Teagasc
Agriculture and Food Development Authority

Changing Environment: The Pathogen



Frequency of genotypes

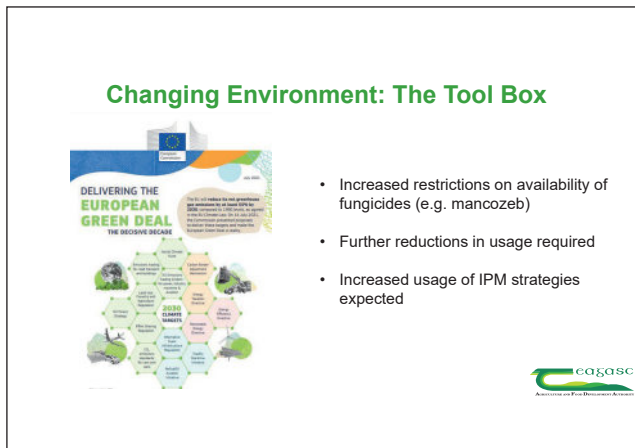
from Austria, Belarus, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, England, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Netherlands, Northern Ireland, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Scotland, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Ukraine, Wales

Fluazinam 2021

EuroBlight
European Late Blight Network

Teagasc
Agriculture and Food Development Authority

Changing Environment: The Tool Box

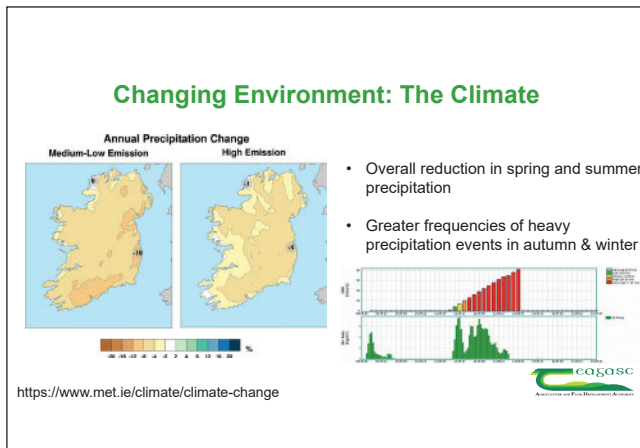


DELIVERING THE EUROPEAN GREEN DEAL
THE DECISIVE DECADE

- Increased restrictions on availability of fungicides (e.g. mancozeb)
- Further reductions in usage required
- Increased usage of IPM strategies expected

Teagasc
Agriculture and Food Development Authority

Changing Environment: The Climate



Annual Precipitation Change

Medium-Low Emission High Emission

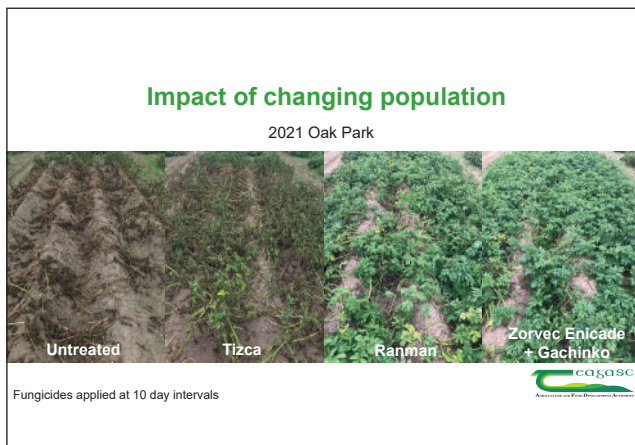
- Overall reduction in spring and summer precipitation
- Greater frequencies of heavy precipitation events in autumn & winter

<https://www.met.ie/climate/climate-change>

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Impact of changing population

2021 Oak Park

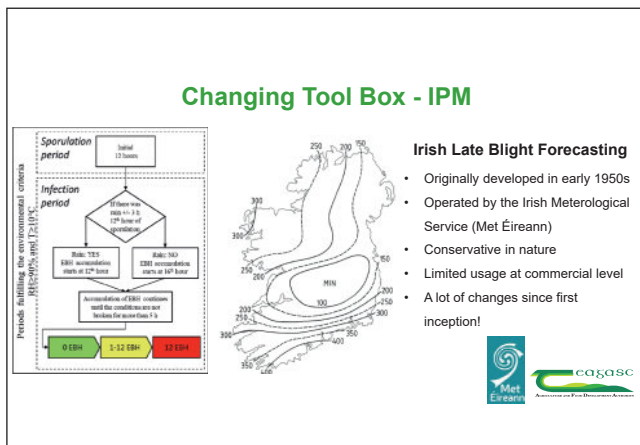


Untreated Tizca Ranman Zorvec Enicade + Gachinko

Fungicides applied at 10 day intervals

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Changing Tool Box - IPM



Irish Late Blight Forecasting

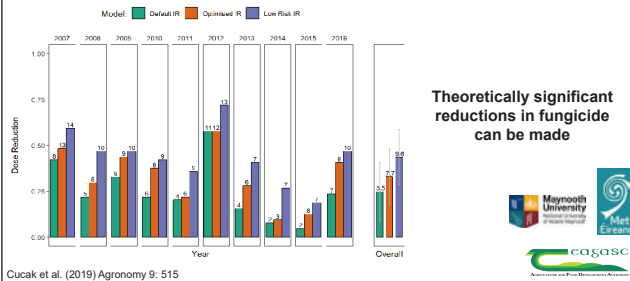
- Originally developed in early 1950s
- Operated by the Irish Meteorological Service (Met Éireann)
- Conservative in nature
- Limited usage at commercial level
- A lot of changes since first inception!

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Agriculture and Food Development Authority

Potatoes – Protecting your Business for the Future

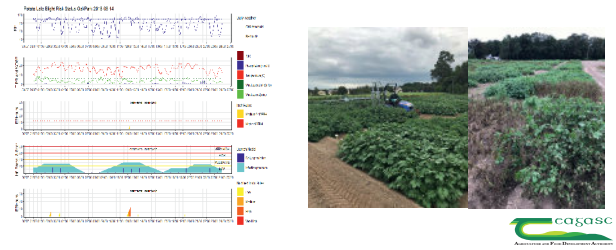
National Potato Conference & Trade Show 2022

Revising our model to reflect current systems

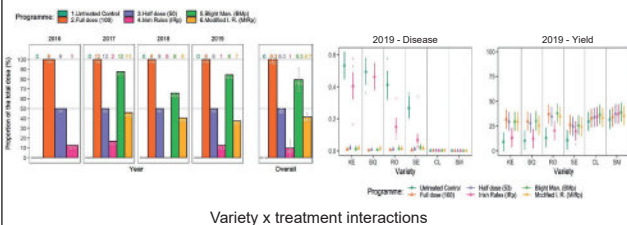


Testing in the real world

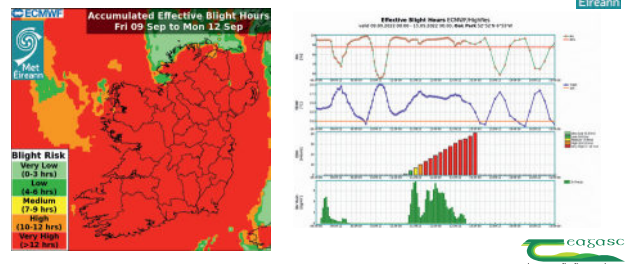
2016 – 2019 Oak Park



Opportunities for improved late blight management



Making these changes



Summary

- Late blight continues to be the most devastating disease of Irish potato crops
- Changes in *P. infestans* populations occurring elsewhere in Europe do end up occurring in Ireland
- These changes do impact control – often leading to more intensive control measures
- Improving prediction models do offer hope for more targeted control measures



Maynooth University
Met Eireann
eGASc

Acknowledgements

Maynooth University
Met Eireann
eGASc

- Dr. Mladen Cucak (now Penn State)
- Deridre Doyle, Jim Grace, Liam Sheppard and David Kelly
- Dr. Denis Griffin & Potato breeding team

Maynooth University
Met Eireann
eGASc

- Dr. Rowan Fealy
- Keith Lambkin
- Klara Finklele
- Padraig Slattery
- Paul Downs

The James
Hutton Institute

- Dr. David Cooke

Funding

Maynooth University
Met Eireann
eGASc

As Rialtas Teibheachais,
Bailiúchán Náisiúnta
Doimníneachas, Fíricí agus
Fíricí

Maynooth University
Met Eireann
eGASc

QUAILE MACHINERY

dewulf
enjoy growing



ScanStone
POTATO SYSTEMS



STRUIK
SINCE 1934



ELLENS
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Castlecor Potatoes

Castlecor

Mallow

Co. Cork

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Email : info@castlecorpotaes.ie

Website: www.castlecorpotaes.ie

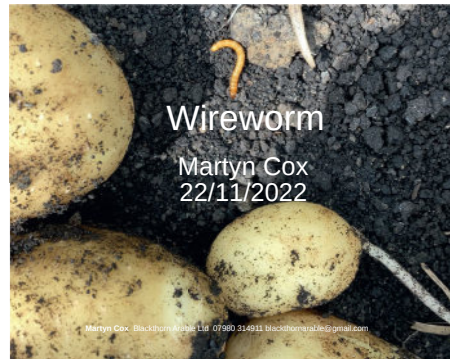


CASTLECOR POTATOES FRESH FROM THE FIELDS

Castlecor Potatoes was established in 1974. Back then we were as passionate about growing our quality products together with our business as we are today. Our expertise in growing premium quality potatoes and onions is why our customers have confidence in us to consistently deliver their requirements.

We grow all of our potatoes in the rich and fertile lands of Munster and we wash and pack our products at our modern packing facility at Castlecor, Mallow. We take our responsibility to the land and the environment very seriously, re-cycling and re-using where we can and setting high targets for energy conservation.

Martyn Cox – Wireworm Control



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Wireworm

Problems increasing in UK and Europe

- Growers, packers, advisors, all agree
- Less of a problem in Northern England/ Scotland?
- Problems also being seen in veg crops
- Cereals after long term stewardship

Also have caused major problems recently in

- Canada / USA

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Wireworm

Situation we faced in UK

- Problems increasingly hard to predict, no longer simply old grassland
- Bait trapping was inconsistent at best
- No real protection available for crops (final straw)
- No real improvement on the horizon
- **Somebody needed to do something quick**

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Wireworm

Work carried out 2020-2022

- Research review for CUPGRA (NIAB) with Dr Marc Allison
- This resulted in
 - Improvements for: Risk assessments, trapping & monitoring.
- Identified critical points in a rotation
- Potential for some plant species to resist wireworm feeding?
- Potato variety differences identified, factors involved need work.

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Wireworm

Projects in UK 2022

- More work with NIAB, looking at rotation effects
- 2 trials to look at variety differences
- Branston / Beehive: Detection on cultivation equipment
- Fera: Enigma 1 (DNA identification of species + more)
- IF/ Soil Association: Identify management factors in autumn.
- PP EAST: Looking at chemical control
- Also sharing ideas/ results with researchers in France.

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Species

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Species

- Wireworm are click beetle larvae
- UK > 70 species exist, we hope to learn more (Enigma1).
- **Agriotes lineatus, obscurus, sputator** our main pest species.
- Most species are not crop pests.
- No evidence of important species change (but no surveys).

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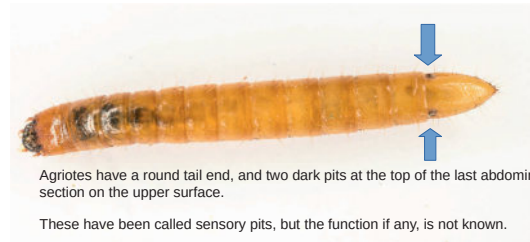
Species

DNA identification by Sinsoma 2022

Cambs	<i>Adrastus pallens</i>	2
Norfolk	<i>Adrastus pallens</i> ←	2
Somerset	<i>Agriotes lineatus</i>	1
Suffolk	<i>Agriotes lineatus</i>	2
Bucks	<i>Agriotes obscurus</i>	1
Norfolk	<i>Agriotes obscurus</i>	1
Cambs	<i>Agriotes obscurus</i>	2
Suffolk	<i>Agriotes sputator</i>	5
Cambs	<i>Hemicrepidius niger</i>	1
Norfolk	<i>Hemicrepidius niger</i> ←	1

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Species



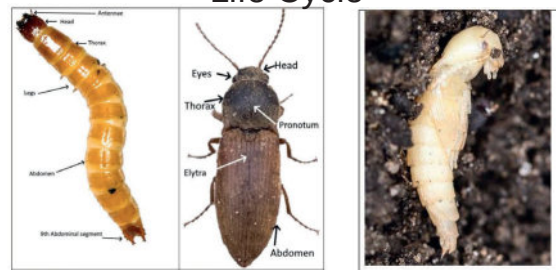
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Understanding the life Cycle

(This is critical: What, when, where.)

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Life Cycle



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Life Cycle

- Larvae: Typically in soil 4 years, pupate (Aug-Sept)
- Adult beetles live < 1 year, emerge in spring.
- Egg laying occurs, May-June typically
- Young larvae hatch in summer and MUST FEED until winter.

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- **It is easier to control the early stage (neonates).**

Increase?

- Why is it getting worse?
- Fewer insecticides in soil, OCs, OPs, Carbamates.
 - Cereal seed treatments, in furrow in beet, veg etc
- Little tillage after cereal crops + more green cover in autumn.
- **More greening & biodiversity = more species, inc pests.**

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Risk

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High risk rotations

- Just 2 years of grass leys, stewardship, lots of cereals.
- **Autumn:** green cover/ weedy stubbles, no cultivation.
- Cereals + autumn cover is similar to grass.
- Areas of grass of any kind around fields.
- The effect of old grass or set-aside persists with min till.

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High risk rotations

- It is not what happens
- But WHEN!
- So ploughing mid winter, much less effect on populations.

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Identifying populations

Working out how to make bait traps work!

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Detecting larvae

- Bait traps or direct core sampling?
- **Bait traps detect low populations better than core samples**
- BUT
- Must be used in the right conditions!
 - Autumn or in spring when soil >8C
 - Avoid extremes of wet or dry soil.

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Bait trapping

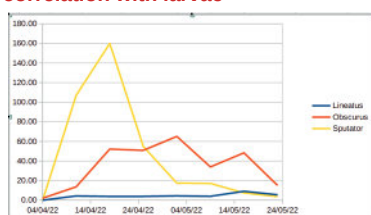
- Needs a Co2 source
- Germinating maize / wheat
- OR
- Based on rolled oats+water
- Protocol available for bait trapping.



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Detecting adults

- Pheromone traps for adults, useful indicator of activity
- **No direct correlation with larvae**



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Control

What can we do?

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Control

- Nothing will stop a high population damaging a crop
- Try to break the life cycle earlier in the rotation
- Control the young larvae while they are vulnerable.
- This is not going to be easy.

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Control

- Ideally we would control young larvae after a cereal crop
- **Possibly** alternative cover crop species, eg mustard, buckwheat, trefoil, beans?. As yet unproven in UK.
- Or with biofumigation
- Potential control using EPF
 - In rotation crops, or against adults (needs work)

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Effect of crops

Not all crops are favoured (000s per acre)

Crop grown in 1941	Population May 1941	Population June 1942	% of starting population
Grass	550	650	118
Wheat	725	725	100
Barley	750	900	120
Oats	525	550	105
Sugar beet	875	625	71
Potatoes	775	650	84
Flax	800	725	91
Beans	950	225	24

Evans 1944

Cultivations

Cultivations

- Multiple effects: **Removal of food**, direct kill, exposure.
- All three sensitive stages are present in late summer. Neonates, pupae and new adults.
- Effect of cultivation on larger larvae possibly overestimated (speed vs predation)
- Non inversion methods were shown to be ineffective (Lole 2010)

Effect of variety

Effect of variety

- Most varieties still suffer damage to some extent
- Differing opinions on the exact reason
 - Periderm TGA & reducing sugars (Olsson & Jonasson 1994)
 - Glucose & fructose (Bagheri, & Nematollahi 2007)

Effect of variety

Difference in varietal susceptibility to damage in no-choice feeding test

< 20 % feeding damage	20-50 % feeding damage	> 50 % feeding damage
Maris Piper (10 %)	Harmony (20 %)	Mayan Gold (50 %)
King Edward (15 %)	Nadine (25 %)	Rooster (60 %)
	Estima (30 %)	Marfona (65 %)
	Cabaret (35 %)	Maris Peer (65 %)
	Saxon (35 %)	
	Orla (45 %)	

Actual amount of damage (percent of tuber) in brackets.

Johnson et al 2008

Summing up

Action Plan

- Improve the overall risk assessment
- Identify the population level (bait-trap, observe)
- Learn about the adult activity (pheromones).
- **Identify damage earlier in your crops, wash tubers.**
- Consider a more tolerant market for high risk crops.

Action Plan

Target juveniles

- Create a plant free situation after a cereal crop +/- cultivate?
- Consider biofumigant for neonates + wilts + PCN etc.
- Consider the rotation & cover crops carefully
- Count down the years to the next crop

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What next?

- Various projects now underway or proposed
- Better understanding of the biology and species
- Identify plant species they cannot survive on

Thank you

Martyn Cox Blackthorn Arable Ltd 07980 314911 blackthornarable@gmail.com

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Adrian Cunningham – Potato Storage

Storage post-CIPC

Adrian Cunningham
Potato Storage Insight Ltd
UK

IFA 22.11



Storage efficiency

- **Manage risk:** match crops to stores/storage term & minimise disease
- **Load quickly:** 10-14 days maximum in normal working
- **Fill stores** wherever possible. Part-filled stores generally perform badly
- **Deliver air** to crop for drying and cooling
- **Use max. airflow** to dry; positive ventilation is key to speed of drying
- **Monitor temperature**
- **Make sure** that, when store is on, it is doing some good
- **Does the air** distribute well enough? Block short circuits!
- **Check for condensation**



Storage cost management

- Match running times to tariffs
- Use automatic control for ventilation
- Remember weight loss is proportional to fan running time
- Run fans at full speed for drying
- Use inverters/speed control to reduce costs during holding
- Maximise use of renewables, again through automatic control if poss.
- Don't skimp on fan power: consider replacing old equipment
- Refrigeration: remember efficiency is all about heat transfer
- Don't just accept default options e.g. defrost timings
- Avoid prolonged loading and unloading periods



Sprout suppression

- CIPC ban has resulted in a loss of **residual control**
- **Maleic hydrazide** (applied in the field) offers residual control - but is wholly dependent on good uptake via the foliage
- **Ethylene** has been in use for ~20 years; acts to extend dormancy. Now being used for processing, but some impact on fry colour / shelf-life. Also needs very slow introduction as interacts with potato respiration.
- **Volatile essential oils** now form the basis of most control:
 - 1-4 DMN, orange oil and spearmint oil now used – approvals vary.
 - Key to success is careful application: contact action/must circulate. Keep stores closed for period to allow to act.
 - Multiple treatments can make their use very expensive.
 - More actives 'in the pipeline' dependent on registration.



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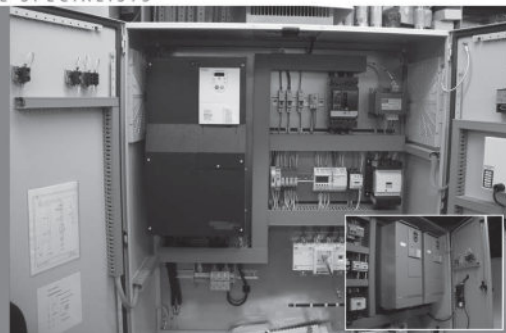
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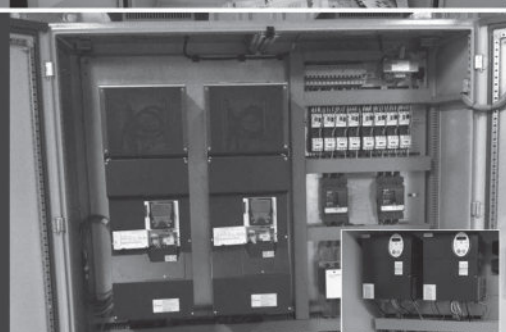
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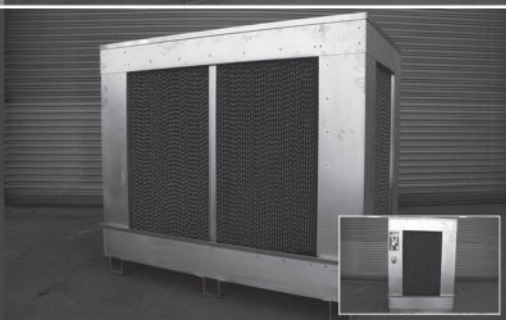
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