



Thanks also go to the following organisations who have been involved in promoting the day



**Potato Council**  
Agriculture and Horticulture Development Board  
Stoneleigh Park  
Kenilworth  
Warwickshire CB8 2TL  
Tel: 024 7669 2051  
Website: www.potato.org.uk

## Map & Directions

**Manor Farm**  
Holbeach Hurn  
Spalding  
Lincolnshire PE12 8LW



Turn off the A17 on to Lowgate.

Follow road around right hand bend then turn left into QV Foods entrance (A).



Potato Council in conjunction with and sponsored by:



**Invite you & your staff to the forthcoming**



*To be held at:*

## Manor Farm

Holbeach Hurn Spalding Lincolnshire PE12 8LW

**Tuesday 6 July 2010**

**9.30am – 3.30pm**

Event signposted from A17

Includes a Hog Roast lunch kindly supplied by **QV Foods and McCain Foods**

NRoSO & BASIS points have been applied for

## Why you should attend:

Following the success of recent East Midlands Potato Day's, Potato Council would like to invite you to this year's event. Industry experts will address a range of topical issues to help you improve efficiency, making cost savings and meet the demands of legislation. You will also have the opportunity to discuss AHDB and PCL with Allan Stevenson, who will be available for the day.

*In the morning*

**Allan Stevenson, PCL Chairman**, will explain **How Potato Council is helping you**. Allan will give an insight into the recent changes to PCL, and what this means for levy payers

In the **Working with the potato industry** presentation, **Andy Spencer, Food Standards Agency**, will discuss current and future regulation, as well as the Eat Well Plate and where potatoes sit as the carbohydrate of choice.

Environmental concerns are a major consideration for potato production. **Graham Wilson, EA**, will look at **Environmental challenges now and the future**. Graham will look at policy drivers and how potato growers can work with regulation, incentives and advice to meet the challenge.

In **Potato Council, Proactive approach to legislation**, **Mark Prentice, PCL**, will explain how PCL is working with a number of different agencies, leveraging levy payers funds and continuing to help and influence the policy makers for the benefit of the potato industry to drive competitiveness and consumption.

*In the afternoon*

Manor Farm has been a grower collaboration site for three years. **David Firman, CUF**, will discuss the **Benefits of Grower Collaboration**. Using field scale trials, and drawing on results from a three-year study, David will show financial benefits from a saving in seed and nitrogen without compromising quality or yield. The discussion will also involve **Gary Naylor, Worth Farms and William Dixon, QV Foods** on what has been learned from the work.

**Precision farming** has a big potential to increase production efficiency, through accuracy of inputs, and also to reduce soil compaction. With **Ian Beecher-Jones**, who has been delivering HGCA's successful *Be Precise* campaign and **Tim Papworth, LF Papworth Ltd**, a grower reaping the benefits of precision farming, you will have the opportunity to hear at first hand the advantages available now and in the future for your potato crop.

You are getting close to defoliation, what do you measure? When do you measure it? And what do you do differently to manage bruising. **Simon Alexander** will cover **bruise management - practical measures and decisions**

**Health check for soils and the environment** with **Catchment Sensitive Farming Officer, Nigel Simpson**, will address soil compaction and its implications for potato growing, mitigation measures to combat diffuse pollution and best practice for molluscicide use.

## Agenda

9:30 am	Registration and Refreshments	
10:00 am	Welcome	Duncan Worth (Chairman – QV Foods)
10:10 am	How The Potato Council is helping you	Allan Stevenson (Chairman - PCL)
10:30 am	Working with the potato industry	Andy Spencer (FSA)
10:55 am	Environmental challenges now and the future	Graham Wilson (EA)
11:20 am	Potato Council, proactive approach to legislation	Mark Prentice (PCL)
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11:45 am	<b>LUNCH</b> in the trade stand area	



In case the day is a little wet, don't forget your waterproofs!

### Field presentations and discussions

1:00pm to 3:15pm

*Four topics will be covered in the field, with 30 minutes at each area.*

*Benefits of grower collaboration - David Firman (CUF) with Gary Naylor (Worth Farms) and William Dixon (QV Foods).*

*Precision farming - Ian Beecher-Jones (Be Precise) & Tim Papworth (LF Papworth).*

*Bruise management - practical measures and decisions - Simon Alexander (SA Consulting).*

*Health check for soils and the environment - Nigel Simpson (CSFR)*

## Registration Form

To help us organise this event and make catering arrangements, please let us know if you will be attending. Please return forms by 25th June.

### **Book Now by Completing the form below**

Fax to 0247 6478902 or post your completed form to:  
Miya Kotecha, Potato Council, Stoneleigh Park, Kenilworth,  
Warwickshire, CV8 2TL

Alternatively email: [mkotecha@potato.org.uk](mailto:mkotecha@potato.org.uk)

Or text EMPD to 07792 209 919

<b>Company Name:</b>
<b>Address:</b>
<b>Postcode:</b>
<b>Email:</b>

Please list delegate names;

Name (s)

Please Notify us of any cancellations prior to the event.