

Welcome to the second issue of the Potatoes NZ e-newsletter; a source for regular updates on Potatoes NZ activities and events, for growers and the wider potato industry. Please email feedback or story ideas to kate.shannon@hortnz.co.nz

Stories included in this newsletter include:

A word from Potatoes NZ Chair Terry Olsen

Psyllid research voluntary contributions

Taiwan inspection visit a success

Potato Promotion Committee wins award

Next meeting of Potatoes NZ Directors

A word from the Chair Terry Olsen...

It is a busy time in the organisation: applications for the HortNZ Leadership Programme close on 31 May 2010. This is a great opportunity for growers to gain valuable leadership and business skills and Potatoes NZ is forming a Leadership & Training committee which will identify and encourage our up and coming growers to take advantage of such opportunities in the future.

Growers also need to be aware that three HortNZ Board members retire by rotation and elections are coming up shortly. In addition, Potatoes NZ Director Kevin Wilcox is due to retire this year so there is a vacancy for a Director to take his place.

Psyllid Research Voluntary Contributions

As at Monday 12 April contributions for the quarter ended 31 March 2010 have been received from:

McCain Foods (NZ) Ltd
Alpine Fresh Ltd - Tony Howey
Belpher Farm - Leo Gaffaney
Dirragh Farm Ltd - Peter Scott
RS & RA Hewson - Ross & Rochelle Hewson
Joel Hewson
Lyn Scott Ltd - Andrew Scott
Mossgrove Farm Ltd - Greg & Joanne Lovett
Riverside Farming Ltd - Daniel Lovett
McFarlane Agriculture - Hamish McFarlane
AJ & JK Newton - Alan & Jan Newton
Pye Partnership - Leighton & Michelle Pye
Highfield Farm Ltd - Alan Pye
Pye Produce - Dean & Phillipa Pye
BG & LM Stratford - Brian & Lyn Stratford
GP & BE Scott - Gerard & Barbara Scott
Turley Farms Ltd - Murray & Margaret Turley
Tayler & Sons - Nick & Michael Tayler
Karimarua Orchard - Brian Farrant
Glenrowan - GT & JT Smith

AS Wilcox & Son Ltd
Bells Produce Ltd
Pescini Bros Ltd
Pypers Produce Ltd
J W Maw
Cartwright Growers
Aberdeen Farm - Richard Redfern
Innes Fields Ltd - Andy & Jo Innes

The total contributions to date are \$143,856 incl GST.

Taiwan Inspection Visit a success

Potatoes New Zealand together with MAF Biosecurity recently hosted an inspector from Taiwan's quarantine service. The annual inspection visit is a requirement of the potato export compliance programme for Taiwan. This year the inspector visited the production sites and packhouse at Oakley's Premium Fresh Vegetables at Southbridge. The inspector audited production site records and packhouse traceability systems. Overall the inspector was very satisfied with the systems in place. This is another good result for the New Zealand potato industry.

Potato Promotion Committee wins award

The Potatoes Promotion Committee has won a prestigious Gold Quill, an international award recognising best practice in communications and public relations.

The award was for work around last year's World Potato Congress. Glenda Gourley from Potatoes NZ and Amanda Woodbridge from public relations consultancy Ideas Shop ran a high-impact, creative media campaign targeting journalists to correct misconceptions held about potatoes, including that they were fattening and unhealthy. Our aim was to educate journalists about potatoes and inspire them to become passionate potato advocates.

The campaign included a creative media kit sent to over 200 journalists and extensive pitching to the news media which resulted in many positive stories including a full-page story in the Sunday Star Times and stories on TV1 and TV3 News. It contributed to a 30 percent increase in potato consumption during 2008-09.

Run by the International Association of Business Communicators (IABC), the awards are judged by an international panel of communications practitioners who are regarded as experts in their field.

Next Potatoes NZ meeting

The Directors of Potatoes NZ will hold their next meeting in Wellington on Tuesday 4th May.

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