

Welcome to the fourth 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 bonnie.riley@hortnz.co.nz.

Stories in this newsletter include:

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Psyllid Research Voluntary Contributions

As at Tuesday 22th June 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
Morgan Laurenson Ltd
Foodstuffs Wellington Co-op Ltd
Balle Bros Ltd

Young Wah Chong Ltd
Burgess Gardens – D & M Burgess
Oakley's Premium Vegetables Ltd – Robin Oakley
Hira Bhana & Co Ltd
Bailey Farming Co – A C Bailey
T A Reynolds Ltd
Master & Sons Ltd
Gropak Ltd
Sundale Farm Ltd

The total contributions to date are \$171,400.12 incl GST.

Conference 2010

The Potatoes New Zealand Conference will this year be held on Tuesday 3 August. The conference will be held in conjunction with the Horticulture New Zealand Conference which is on 4th and 5th August. The venue is Sky City Convention Centre, Auckland.

Once again Potatoes New Zealand will meet the cost of the daily registration fee (\$180 incl GST) for one representative of each potato growing entity, to attend the Potatoes NZ Conference and the HortNZ Conference.

We have a really exciting programme for Tuesday 3rd August. Highlights include:

- Presentation of our latest consumer research by Nielsens.
- Discussion on a NZ potato industry strategy to support the HortNZ 10/2020 initiative.
- Presentation from Grant Florence of Surf Life Saving NZ on how Potatoes NZ can become a first class potato industry organisation.
- Hints from Jarrod Bear, Tui Brand Manager at DB on how to “have fund and increase your market share”.

It will be a top day and you are encouraged to register online at www.hortnz.co.nz

See you in Auckland in August.

Feedback

During a visit to Pukekohe recently, Potatoes NZ Business Manager Ron Gall received positive feedback about this newsletter. We're pleased that you are finding it worthwhile! This newsletter goes out to the potato industry so please contact us if there is any information you would like us to include in our next edition.

Potatoes NZ Directors' Meeting

The Directors of Potatoes NZ recently held a very productive meeting in Ohakune along with a Road Show which was well attended by local growers. Directors also managed to find time to visit some local production sites. The next Potatoes NZ meeting will be held in Wellington in September.

Chip Group Chipper about Awards Win

The Chip Group, which was set up to improve the nutrition of hot chips, was officially recognised for its work when it was presented with an Excellence Award by the New Zealand Institute of Food Science and Technology (NZIFST).

The annual Awards were established by NZIFST to recognize excellence and leadership in innovation and quality in the New Zealand food industry.

Glenda Gourley was presented with The Orica Chemnet Excellence in Leadership Award and The Chip Group was named as runner up of the NZIFST Excellence in Service Award for innovation and customer service. The awards provided independent endorsement of the hard work done by the Group in recent times.

The Chip Group has been providing a considerable amount of support and resources to chip shop owners and chefs to help them make better quality chips. Among other things, this has included the launch of the Industry Standards (NZ) for deep fried chips, introduction of online training to help people cook chips according to the Standards, running the Best Chip Shop Competition, and production of various promotional materials.

For more information check out <http://www.potatoes.co.nz/news/>.

Growers Not Surprised That Potatoes Are NZ's Favourite Vegetable

A survey showing potatoes are New Zealanders' most preferred vegetable is no surprise to potato growers, who say potatoes are a nutritious, tasty and environmentally-friendly food.

The survey of 2000 New Zealanders was released yesterday by NZ Gardener Magazine. Potatoes came out top as the most loved vegetable, followed by tomatoes. Brussels sprouts were the least favourite.

"The findings reinforce our own research that Kiwis love potatoes. Potatoes are a tasty, nutritious and versatile food, and they're also good for our local economy and the planet," said Glenda Gourley, food and education consultant for Potatoes NZ, the organisation representing New Zealand's 200 commercial potato growers.

"New Zealanders buying fresh potatoes can also be confident that they are buying New Zealand-made. Food regulations mean that only New Zealand grown potatoes can be sold here.

"We are such good growers of potatoes that one in every four rows we grow here in New Zealand is exported," she said.

Potatoes are one of the most sustainable food crops: 85% of the plant can be eaten, and they require significantly less water than rice and pasta: 75 litres of water per kilogram compared with 3000 litres to grow 1kg of rice and 500 litres to grow 1kg of wheat.

"Potatoes are also highly nutritious - making them a great food choice. They are one of the highest sources of potassium and vitamin C and other essential vitamins and minerals.

"In fact, New Zealanders get more Vitamin C from potatoes than oranges.

"They are an incredibly versatile vegetable; there are more than 400 different ways to eat potatoes - from baked, roasted, mashed and made into oven chips."

For tasty, inspirational recipe ideas and nutritional information visit <http://www.potatoesnz.co.nz/>