

Welcome to the fifth 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:

Conference 2010
Psyllid Research Voluntary Contributions
Industry Awards Dinner
8th World Potato Congress
Consumer Research looking really interesting
Feedback
Potatoes NZ Directors' Meeting

Conference 2010

The Potatoes New Zealand Conference will be held next week 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 and 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. It is not too late to register so get online and register now.

Psyllid Research Voluntary Contributions

As at Tuesday 27 July contributions for the quarter ended 30 June 2010 have been received from:

Growers:

Pukekohe

Balle Bros Fresh Produce

Canterbury

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
J W Maw
M H Pearce Ltd
R C Redmond & Sons
Turpie Farms Ltd
Oakside Park 1996 Ltd
G C Foster Farming Ltd
R Yaxley
M A Smith & Sons
Burrows Farms Ltd
R L Worner
Cartwright Growers
Westacre Farm Ltd
Aberdeen Farm Ltd
Naivic Farm Ltd
Pomme de Terre
Clayton Yaxley
Creese Farm Ltd
Broadview Farm
Field View Farms Ltd
Andy Gorman
Annat Farms Ltd
Innes Fields Ltd

Industry Partners:

Foodstuffs Wellington
Gropak Ltd
McCain Foods (NZ) Ltd
Alex McDonald (Merchants) Ltd
Morgan Laursen Ltd

If your name is on the list and your neighbour's is not, maybe you should give them a call and prompt them to contribute.

The total contributions to date for year ended 31 March 2011 are \$200,396.00 incl GST.

Industry Awards Dinner

The second Potato NZ Charitable Trust Industry Awards Dinner will be held at Sky City Convention Centre on Friday 19 November at 7.30pm. This black tie event will be an opportunity to celebrate our successes and to raise money for the Charitable Trust and our partners Te Puna Waiora Children's Health Camps.

Tickets will be available soon at \$1,500 (incl GST) for a table of 10. We also hope to have some tables with celebrities at them which will be for sale to the highest bidder.

Put Friday 19 November into your diary now and start organising your tables!

8th World Potato Congress

The 8th World Potato Congress will be held in Edinburgh, Scotland in May 2012. While specific dates have not been announced, our understanding is that the event will be held in the last week of May.

Potatoes NZ will be working to put together a package to enable growers and industry partners to travel to what will no doubt be a great event.

Consumer Research looking really interesting

Extensive research has highlighted areas that need more focus and areas that we have made good progress in. Some of the results are surprising but as an industry they present us with some huge opportunities. We will be presenting the full research report at conference next week and will be making the report available to all our industry partners shortly after on www.potatoesnz.co.nz website. This is stuff you need to know if you want to grow the potato industry! Make sure you get your copy. We will let you know as soon as it is on line.

Feedback

We're still receiving 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 next Potatoes NZ meeting will be held in Wellington on 16 September.