

Marquee Exhibitors

Potato Council (PCL)

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The Potato Council is a division of the Agricultural and Horticultural Development Board (AHDB) which was set up as a result of the restructuring of levy bodies in 2008.

The Potato Council has 5 key objectives:

- Improve industry competitiveness by better crop and business management.
- Sustain demand for potatoes.
- Leverage the importance of the potato.
- Exploit high value seed markets
- Act as the industry voice in conjunction with relevant stakeholders to meet and manage environmental and regulatory requirements and help to raise the skill base.

The GB potato industry invests in its own future through the Potato Council. The Potato Council has sought to understand the business environment for potatoes and use this understanding to present information and analysis to assist industry to achieve the goals above and to shape its own future.

The Potatoes in Practice event has developed into an essential part of this communication between the Potato Council and its levy payers and stakeholders. The event provides an excellent opportunity for forward thinking members of the industry to take full advantage of their own investment.

Further to its successful transitional year integrating with other levy boards into the AHDB, Potato Council focus is now on developing its' engagement with levy payers and welcomes opportunities to speak to PiP participants about Potato Council's varied activities.

More information on Potato Council work can be found at www.potato.org.uk

SCRI and the Macaulay Land Use Research Institute

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SCRI's research focuses on processes that regulate the growth of plants and their responses to pests, pathogens and the environment. It includes genetics to breed crops with improved quality and nutritional value.

In April 2011, the Macaulay Land Use Research Institute and SCRI, Scotland's world-renowned crop research centre, will unite to form a brand new research organisation. It will be a powerhouse for research into food, land use and climate change. The new institute will be the first of its kind in Europe. We expect to create an international office to reinforce our global presence and will support Scotland's food and drink industries through world-class science and energetic innovation.

If any country in the world can make a major contribution to research in these areas, it must be Scotland. Our landscape, food, drink and agriculture are central to our identity and our culture. They are also vital for our economy.

The teams at SCRI and the Macaulay Land Use Research Institute are incredibly proud of their separate achievements over the years. The Macaulay has led the world in soil science. SCRI has produced best-selling varieties of potato and soft fruit.

The new organisation has big ambitions. We will work to produce more and better food from less land, with reduced environmental impacts and fewer chemical, carbon and water inputs.

We have a tremendous amount to contribute both in the UK and globally, working to produce more and better food from less land, with reduced environmental impacts and fewer chemical, carbon and water inputs. We aim to make Scotland and the UK proud of us!

SAC (Scottish Agricultural College)

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SAC is a knowledge transfer organisation committed to enhance the sustainability of land-based industries. This is particularly so where potatoes are concerned. We provide consultancy and advice to all sections of the industry based on sound scientific principles, experience and a raft of R&D. Potatoes in Practice is a showcase for SAC activities with field trials and a marquee demonstration that spans the potato issues of the day. The field trials at PIP represent one of several sites from York northwards. Take time to meet the SAC potato team at PIP who have in-depth knowledge across the spectrum of potato production, marketing and storage.

CSC Crop Protection Ltd.

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Soilquest is our own in-house soil sampling system. It uses soil electrical conductivity to generate finely detailed and highly accurate soil maps. It uses DGPS and Soil Electrical Conductivity to identify areas of contrasting soil properties. There is significant soil variation across most fields. Using soil mapping data each soil type area can be zoned allowing specific treatments, operations and cropping decisions to be targeted to soil type. There are currently ongoing trials in to variable spaced planting to see if we can improve tuber size uniformity.

FERA (Food and Environment Research Agency)

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The Food and Environment Research Agency (FERA) has statutory responsibilities for delivering policy and inspectorate functions in plant and bee health in England and Wales. FERA's Crop and Food Security, and Pest and Disease Identification programmes focus on improving identification and detection of pests and disease, finding better ways to protect crops.

At Potatoes in Practice we are displaying examples of how FERA researchers are involved in a number of Potato Council-funded research projects in collaboration with Scottish institutes (e.g. SCRI, SAC and SASA). Ongoing projects include: improving potato disease diagnostics, predicting risk of aphid transmitted viruses, common scab control and assessing the threat of *Dickeya* to the Scottish seed industry.

The Macaulay Land Use Research Institute

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The Macaulay Land Use Research Institute is an international centre for research and consultancy on the economic, social and environmental consequences of rural land uses, and the sustainable management of land resources.

Our research provides new and impartial knowledge that contributes to environmental and rural-development [policy](#), both in Scotland and internationally and we are committed to ensuring that this knowledge is shared and effectively communicated to all interested parties.

The majority of our research is commissioned by the Scottish Government, but we also provide research and consultancy services to a wide range of organisations involved in natural resource management.

SASA (Science and Advice for Scottish Agriculture)

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SASA, part of the Scottish Government's Rural Payments and Inspections Directorate, is the Certifying Authority for seed potato production in Scotland and manages the Seed Potato Classification Scheme (SPCS). The SPCS helps ensure Scotland's reputation for the production of high quality seed potatoes, through strict tolerances for freedom from disease and trueness to type. SASA also carries out a range of other activities in support of potato production in Scotland; producing pathogen-tested microplants, testing for quarantine pests and pathogens, potato cyst nematodes (PCN), *Dickeya* spp. and other diseases, as well as monitoring the level of the aphids which can spread some virus diseases.

SNH (Scottish Natural Heritage)

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Arable fields can be important habitats for many birds, beneficial insects and plants. Targeting inputs and managing conservation areas can benefit farmland wildlife but may also make sense from a business perspective. Scottish Natural Heritage (SNH) sees the environment as inseparable from farming and seeks to help farmers to make sustainable use of their land.

SNH will introduce a new information booklet on management and good practice to replace the benefits of set-aside. Copies of the TIBRE Arable Handbook (Targeted Inputs for a Better Rural Environment) will also be available if you want to know more about technologies that combine environmental and economic objectives. More information on agri-environmental management and SNH actions will be on display.

SEPA (Scottish Environment Protection Agency)

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SEPA - Working together to improve water quality

Often driven by rainfall, diffuse pollution arises when potential pollutants, such as nutrients, chemicals, bacteria and soil are washed off land into the water environment. Individually, these losses may be of little risk to water quality, but when combined across a river catchment they can affect ecology, drinking and bathing water.

SEPA is working with partner organisations to provide farmers with guidance and training on the diffuse pollution general binding rules to help comply. Over 100 catchments have been identified as failing to meet water quality standards due to rural diffuse pollution with targeted work currently being done in 14 of these 'priority catchments'.

BASF plc

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BASF will be displaying their portfolio of products for use on potatoes, products such as the blight fungicide Invader®, the important herbicide Stomp® Aqua and the fungicide Rovral® Aquaflow for use on seed potatoes, together with information on new products in the pipeline. Visit the BASF stand for an opportunity to discuss our potato products in more detail.

Bayer CropScience Ltd.

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Bayer CropScience look forward to Potatoes in Practice 2010 and invite you to visit our stand to discuss how our potato crop protection products can help optimise the potential of your crops.

Belchim Crop Protection Ltd.

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Belchim Crop Protection Ltd. markets an extensive range of crop protection products for the potato crop from pre-emergence to desiccation.

Products include the newly introduced pre-emergence residual herbicides Linzone and Metric and the contact herbicide Shark. Fungicides include the market leading potato blight product, Ranman, which can be used throughout the programme and Cymbal a mixer fungicide with kick-back activity. A novel aphicide, Teppeki, is active against all aphids found in potatoes including all forms of *Myzus persicae* and the desiccant Spotlight Plus completes the season as a very effective stem desiccant for use in ware and seed crops.

Brackenbury Engineering Ltd.

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We specialise in the supply of quality new and second-hand grading/handling machinery to the potato

and vegetable industry.

Always plenty in stock to suit 10 - 1,000 acre growers.

Bradley Refrigeration Ltd.

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Bradley Refrigeration has been involved in the Agricultural Industry for over 50 years. During this time agriculture work has become a major part of the company's portfolio.

Bradley Refrigeration can help design your cold store as well as providing unique specifically designed in house coolers for potatoes and high humidity applications, floor or overhead cooler, wet air coolers and hydro cooling or glycol cooling systems, ventilation systems, general cold rooms, humidification and dehumidification, as well as service and maintenance.

Bradley Refrigeration also has in-house expertise to provide solutions for one off projects or specialist cold rooms.

Certis Europe BV

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Potatoes are a key crop sector for Certis. Our range of solutions for growers is extensive and increasing. Our products for potatoes include the RhiNo family of seed treatments, Valbon blight fungicide, inSyst a new aphicide, GroStop sprout suppressant, Jet 5 store disinfectant and a range of molluscicides including SluXX.

Residue reduction is a critical issue. Certis are committed to developing innovative products and strategies to enable growers to achieve effective residue reduction.

DuPont (UK) Ltd.

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DuPont Agricultural Products makes crop protection products used widely in potato crops: Curzate M / Besiege, Option and Tanos for control of blight and the nematicide, Vydate, used for suppression of spraing caused by free-living nematodes and also control of PCN.

Eden Irrigation Consultancy Ltd.

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Farm Electronics Ltd.

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Farm Electronics is a leading U.K. manufacturer of ventilation and refrigeration equipment for potato, onion and vegetable stores throughout the world. We design and build in our Grantham factory a complete range of package refrigeration systems which are tailored to ware, processing and seed potatoes. These refrigeration units can be fitted with motorised louvres to allow ambient ventilation with "Airmix".

Our product range also includes the "Cropscan" range of electronic temperature and humidity controllers, with PC interface. High quality motorised louvres, electrical control panels, "Flakt-Woods" high volume ventilation fans, roof circulation fans, roof space fan heaters, and evaporative humidifiers.

Frontier Agriculture Ltd.

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Frontier is the UK's leading crop inputs and grain marketing business, recognised for its close customer relationships with farmers and grain consumers and its successful management of the whole arable supply chain.

STORITE SUPER used on this year's seed potato crop will enhance disease control of SILVER SCURF, SKIN SPOT, DRY ROT & GANGRENE.

The standard treatments are Imazalil based, however it makes good sound sense as part of a resistance management strategy to use a combination of fungicides rather than a single active ingredient.

Storite Super delivers 50% more Imazalil than the standard products along with Thiabendazole to back up Disease Control.

Greenvale AP Ltd.

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Today Greenvale is not only the UK's largest supplier of fresh potatoes but also a leading potato marketing organisation, trading across the world and a key innovator in environmentally-friendly practices within the food industry.

With a strategy '*from seed to table*' and over 40 years experience, Greenvale AP provide a comprehensive service meeting the needs of growers, retailers, processors, caterers and wholesalers alike.

With an innovative and hand-picked range of own varieties produced in partnership with SCRI and through partnerships with European breeders, the portfolio now boasts thirteen exclusive varieties. Varieties new to the offering are: **Sylvana**, **Sofia**, **Rembrandt**, **Asterix**, **Safari** and **Jelly**.

Grimme (UK) Ltd.

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Grimme manufacturers of the Grimme range of potato field and store equipment, including bedforming, tilling, destoning and planting equipment. Mechanical and powered inter-row cultivation equipment. Two, four and six row toppers with flail and spray facility for haulm removal and desiccation. Single row potato harvesters. Two row potato harvesters GTM and GTS trailed harvesters. Self propelled harvesters – two and four row models. Sugar beet and vegetable toppers and harvesters as bespoke machines. Grading equipment into-store and for out-of store: including hoppers, box tipplers, cleaners (Multi-Sep/PUCoils), graders, box fillers, conveyors and elevators. Field loading equipment is also manufactured combining individual units into one system.

Haith Tickhill Group

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Haith Tickhill Group is now one of the world leaders manufacturing machinery for handling root crops such as potatoes, carrots, onions, Swedes, and all manner of other vegetables. The company specializes in Grading, Washing, Bulk Handling, Weighing, Pre-Packing lines and water Treatment systems, using the latest computer aided design and production technology.

Today Haith is recognized as a fore runner in design and technology having just won 'The Queens Award for innovation' along with many other awards for its quality and design and is constantly launching new products which keep the company ahead of its competitors!!

Higgins Agricultural Ltd.

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Higgins Agricultural Ltd. is directly involved in breeding and selecting new varieties for their growing seed business.

With trial sites in several countries across Europe and the Middle East, the Higgins seed business is able to select and list material at a very early stage.

Consequently, since 2000, Higgins Agricultural Ltd. has already successfully listed 3 varieties, **Moulin Rouge**, **Olympus** and **Horizon** from their own breeding programme, as well as being involved in the introduction of **Courage**, **Ramos**, **Zorba** and **Smile** from European partners.

Klim'top Controls

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Our range of cooling units satisfies all storage requirements, whether in bulk or in boxes, up to 4000 tons per unit. Each unit is self-contained and transportable, supplied ready for operation and due to its clever, yet simple, design can be installed within a day. Comprising a frontal large surface evaporator (low rate of dehydration), the air in the building is recirculated by fans situated under air jets which blow the air over distances of over 35 metres. Relay fans allow up to 60 metres in length to be attained. Its low overall dimensions (only 90 cm deep) allow optimal use of the storage area.

Makhteshim-Agan UK Ltd.

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Makhteshim-Agan UK Ltd. is committed to helping UK potato growers. We have an increasing

investment in bringing new products to the market, such as Volley and a new potato blight fungicide, and defending products, such as Linurex, through re-registration to ensure key products are still available.

MAUK manufacture quality products, developed to high specifications, satisfying both CRD and independent trials bodies.

MAUK have a complete portfolio for the potato grower including herbicides, blight fungicides, insecticides, slug pellets and seed tuber treatments.

For more information, including up to date tank mixes, please consult MAUK's technical helpline on 01635 876 622 or visit www.mauk.co.uk

Omex Agriculture Ltd.

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Omex are at the forefront in helping UK potato growers to meet challenging yield and quality targets, with a wide range of products and techniques designed to maximise returns, including: field-specific soil analysis and fertiliser supply to match the crop requirement; liquid fertiliser application and placement to ensure accuracy, greater efficiency and minimum wastage; SAP analysis to determine and treat nutrient deficiencies during crop growth; The widest range of nutrients, micro-nutrients and biostimulants designed to sustain and promote development at every stage of the growth cycle and to preserve quality in store.

Redwood Refrigeration Ltd.

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Redwood supplies refrigerated and ambient air cooling systems for potato stores as well as potato drying systems.

RJ Herbert Engineering Ltd.

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With more than 35 years experience Herbert's have an outstanding understanding of the potato

supply chain and are highly reputed as market leader in the industry. Privately owned Herbert's design, build and install single farm graders through to multi-million pound packhouse projects at the 80,000sqft manufacturing facility in Cambridgeshire. With more than 40 products in the range, Herbert's are able to provide standard machines, custom built designs, used equipment and fully refurbished machines to all of their customers. Robust machines come as standard with key features including high output, gentle handling and low maintenance on all Herbert graders, fillers, tippers, destoners, washers, driers, hydrocoolers, specialist conveyors and electronic sorters.

SoilEssentials Ltd.

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SoilEssentials, SCRI's precision farming suppliers, are proud to show at Potatoes in Practice. We believe that we can help you achieve even higher efficiencies in your potato enterprises.

We invite you to talk to us and see if we can help you achieve your efficiency goals this year. As your local Trimble dealer we will be showing a range of equipment that will help you farm more efficiently. Our engineers are qualified to degree level, come from a farming background and work farmers' hours.

We believe that this is a job for the specialists. We have that expertise and experience.

Syngenta Crop Protection Ltd.

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As a major player in the Potato Crop Protection Market, Syngenta's offers include AMISTAR, NEMATHORIN, DEFY, RETRO, REVUS, FUBOL GOLD, SHIRLAN, REGLONE, ACTARA, PLENUM, APOX, DOVETAIL and HALLMARK ZEON.

Having had 3 years field experience since the launch of REVUS we have seen outstanding blight control in trials and commercially. It is with great pleasure that this year we celebrate Revus being the top leaf blight product in the Euroblight table.

Please drop in to the Syngenta stand for a chat and to find out more about this and our other developments for 2010 and beyond.

Techneat Engineering Ltd.

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Techneat will be exhibiting their full range of small seed broadcasters and potato machinery. New products for 2010 will include a range of liquid/granular fertiliser placement machinery.

Tong Engineering Ltd.

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TONG-PEAL Engineering is one of the UK's leading vegetable handling machinery suppliers. Based in Spilsby, Lincolnshire, the company manufactures a large range of washing, grading and handling equipment from single machines to full bespoke systems. From concept through design and manufacture to final installation, Tong-Peal use the latest computer aided design technology to offer a complete solution to customer needs, providing reliable potato handling machinery, able to minimise damage while keeping pace with the ever-increasing standards demanded by national and international buyers.

TRP Scotland Ltd.

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TRP (Scotland) Ltd presents STANDEN-PEARSON Potato Systems products:

BEDFORMER BX range of bed formers, shearbolt or Auto-Reset legs

POWAVATOR rotary tillers; optional bed formers, 2, 3, and 4-bodied models SP mounted and H series trailed planters; 2-row, 3-row, 4-row and 6-row

MEGASTAR GEN-2 compact soil separator; toothed belt drives, monocoque chassis

UNISTAR 1500, 1600 and 2400, high-performance soil separator; unique combination of large stars and UNDERweb, new Front web option

T2, 2-row harvester, VariSep adjustable web step, Touch screen controls, OMEGA fluted roller separation

T3, 3-row harvester with up to 60% more output than conventional trailed 2-row machines

BASELIER potato toppers; 2-row, 3-row, 4-row and 6-row models

Further information, brochures, films, used machines at www.standen.co.uk

United Phosphorus Ltd.

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United Phosphorus (UPL) is a leading global producer of crop protection products ranking amongst the top 12 largest producers worldwide.

UPL market a wide range of products in the UK, the majority of which are produced at their own formulation plant in Cheshire.

They are developing a range of potato blight fungicides and are global leader in the supply of Mancozeb.

UPL also market chlorpropham (CIPC) including brands such as Warefog, Pro-long and MSS Sprout Nip, which makes them the country's leading supplier of potato sprout suppressants.

UPL are constantly developing and acquiring new products for the potato grower.

Welvent Ltd.

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Potato Storage Equipment Manufacturers

Packaged and Split System Refrigeration Units, Sprayfoam Insulation, Bulk and Box Store Ventilation Systems, Fan Units, Louvres, Drive on Ventilated Floors, Ducting and a range of Electronic Control and Monitoring Systems.

Electrical and Refrigeration Service work carried out, Refrigeration Leak Testing carried out. We are able to offer a complete Design, Build and Installation Service.

Wroot Water Ltd.

Contact Details:

Anthony Hopkins, Director

Wroot Water Ltd., The Oaks, High Street, Wroot, Doncaster DN9 2BU

Email: info@wrootwater.com
Tel: +44(0) 1302 771 881
Fax: +44(0) 1302 771 884

Providing a unique irrigation service to farmers and growers with specialist advice on irrigation systems to suit the individual requirements of customers, particularly drip and sprinkler irrigation systems, continuous soil and weather monitoring equipment, individual service and supply of patented equipment for the installation and retrieval of tape.

Wroot Water Ltd. provides sales and hire service on products which enable growers to optimise efficient water use and the effective application of water and nutrients whilst managing resources efficiently and precisely.

Supplier of all types of irrigation equipment and fittings; design, fabrication and installation of pumping and underground systems.

Yara UK Ltd.

Contact Details:

Neil Thomson, Area Manager

Yara UK Ltd., Immingham Dock, Immingham, NE Lincs DN40 2NS

Email: neil.thomson@yara.com
Tel: +44(0) 1469 554 600
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Yara UK Ltd will be exhibiting products from their extensive range of crop nutrients specifically manufactured for use on the Potato crop. These will include both solid and liquid products and a range of micro-nutrients for foliar application.

Yara will also be offering the services of its Lancrop laboratory at Pocklington where they can quickly and accurately complete soil tests, including PCN testing, tissue and petiole analysis. This facility enables Yara to recommend a tailor-made nutritional regime to suit the professional Potato Grower.