

POTATOES IN PRACTICE

Thursday 13 August 2009

Balruddery Farm, Dundee

Higgins Agriculture Limited were once again delighted with the organisation and attendance at this year's Potatoes in Practice. Although less than last year's record attendance, over 500 travelled to Dundee for this year's event. A steady flow of customers, suppliers and trade representatives congregated on our stand, revelling in our 50th Anniversary theme, whilst taking the opportunity to discuss seasonal options with David and the staff.

Higgins 50th Anniversary jumbo bags added to the flavour of the event, placed strategically around the site providing a pleasant backdrop to the trials field. Visitors, both from the UK and overseas quickly picked up on the message we were looking to promote – Higgins as a family business, with solid family values, a proud 50 year history and a strong future building on the family's success. This message was evident both to visitors to our stand in the marquee and to those who braved the mud in the field to hear Stephen North and Marc Smith elaborate on our breeding and trials programs looking for varieties which will carry our business in the decades ahead.

Although a low key and inexpensive show, PiP is now a regular entry in the events diary.

Stephen and Marc had arrived on site on Wednesday to dig the plots and set up the stand. As last year, the heavens opened and there followed an absolute deluge of rain for a good 30 minutes. This made digging the plots very entertaining, and leaving the site was equally challenging. Thankfully the following morning the mud was drying out enough to enable us to walk and not slide.

The visitors to PiP were invited to join groups which then toured the outside plots at regular intervals, and we had a steady stream of people throughout the day. Each group numbered about 10 – 15 people, and was a mix of trade, agronomists and growers.

Several people commented on the fact that we were the only company to concentrate mainly on processing varieties, with all others parading potential pack material.



Our stand in the marquee at the PiP venue



One of our Anniversary Jumbo Bags



Visitors inspecting the trial sites



Stephen North discussing our varieties in the trial display