

## POTATOES IN PRACTICE – 2014

The great and the good of the potato seed industry descended on Dundee on 7<sup>th</sup> August for the annual PIP exhibition, working demonstration and conference.

The weather held fine for most of the day, and over 650 visitors were able to wander through the exhibition pavilion, attend the various conferences, enjoy the working harvestors on demonstration and examine the varieties laid out by over 10 seed companies as well as various field trials.



As usual, Higgins had both an exhibition stand and a variety plot. Several of our varieties caused a considerable amount of discussion.



Our crisping variety Olympus showed a good volume of very evenly sized tubers. Commercial crops have been yielding in excess of 20 tonnes per acre and all the major UK and European processors have approved or are in the process of approving the low acrylamide producing variety.

Ware variety Safiyah attracted a lot of interest as a packer. Originally bred for the North African market, it is producing high numbers of bakers with an excellent shape.



Zorba, a German chipper, for which we hold the rights in the UK and a number of other territories has proved extremely successful in commercial crops this season, producing almost 30 tonnes per acre of saleable yield in early August. Already approved by some processors, we expect full approval by all major processors shortly as well as receiving excellent feedback from the fish and chip shop trade.

One of the main talking points at the trade revolved around growing of Atlantic. We are Scotland's largest grower and exporter of the variety but demand continues to outstrip supply with new markets opening up. Returns to the grower can be in excess of £4,000 per acre making it one of the most profitable varieties to grow, and we are confident of attracting more growers to meet the expanding demand.