Australian potato research and technology transfer conference

Chris Williams
South Australian Research and Development Institute

Project Number: PT98039
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Horticulture Australia
Potatoes 2000

FINAL REPORT

Australian Potato Research and Technology Transfer Conference

Adelaide
30 July - 3 August 2000

Project No: PT 98039

SOUTH AUSTRALIAN RESEARCH & DEVELOPMENT INSTITUTE
AUSTRALIAN POTATO INDUSTRY COUNCIL (APIC)
HORTICULTURE AUSTRALIA LTD

Final report prepared by
Dr Chris Williams,
Convenor Potatoes 2000
SARDI an agency of Primary Industries & Resources SA
This report details outcomes of the Potatoes 2000 conference run in Adelaide in August 2000. Sanctioned by the Australian Potato Industry Council (APIC) and Horticulture Australia Ltd (HAL), this national symposium on potato crops generated considerable information of value to the Australian potato industry.

This conference was funded with starter finance by Horticulture Australia Ltd along with Potato Industry compulsory levy funds (APIC) and support of gold and silver sponsors in the latter stages of program development and registration fees.

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MEDIA SUMMARY

Potatoes 2000 was the Australian Potato Industry's national Research, Development and Technology Transfer conference. The theme was “Linking Research to Practice”. It was held in Adelaide between 31st July and 3rd August, 2000. Sanctioned with support and starter funding from Horticulture Australia Ltd and the Australian Potato Industry Levy, this conference drew together Australia's leading experts on potato crops (48 Australian speakers, with added inputs from over 25 overseas delegates).

There was a record attendance for a Potato Research Conference in Australia of 331 delegates. Some 23 sessions were presented by 52 different speakers, 4 of these speakers from overseas. All sectors of the potato industry were present (including some 100 growers).

Potatoes 2000 provided the Australian Potato Industry with an opportunity to access the latest Australian potato research and technology (supplemented with inputs from overseas speakers). It also provided a forum for debate about issues important for industry development (e.g. workshops were held on genetically modified potatoes, commercialisation of cultivars, and potato disease control).

Major topic areas addressed in Potatoes 2000 included:-

- Current and future direction of research and development in Australia, USA and Great Britain
- Current and future direction of potato breeding, evaluation and commercialisation in Australia, South Africa and New Zealand
- Management of diseases, pests and chemical control issues
- Best practices in crop nutrition, potato agronomy and sustainable systems
- Improving quality through better storage and transport technology
- Challenges in marketing and exports
- Farmers talking about how technology has improved their businesses.

Potatoes 2000 provided 3 days of talks (papers), workshops and poster presentations, plus an optional day of field tours (to field trials, potato cropping areas in the nearby Lower Murray and Adelaide Plains districts). Another feature of Potatoes 2000 was the large and completely filled trade exhibition and 21 posters on display. The conference also ran a number of social events to encourage networking between delegates.

A survey of 10% of delegates after the conference indicated that all the above aspects were well received. Most delegates went away with new information and ideas, new or renewed business contacts and “a little wiser”. Overall, 75% of survey respondees rated the conference as good and 100% said they would attend another Potato Research and Technology Transfer Conference. Fifty percent of survey respondees supported a conference every 3 years, 33% every 2 years and 14% preferred every 4th year. It was recommended that Horticulture Australia Ltd invite the relevant people to convene a similar conference to be held in 3 years time in either Queensland or Western Australia.

The well received 283 page proceedings is available from Jan Ward and team at PIRSA, Roseworthy Information Centre, free call 1800 356 446. Cost is $A40 per copy plus postage.
EVALUATION OF EFFECTIVENESS

Delegate Survey
A survey form was obtained from Horticulture Australia Ltd and with minor modifications was distributed to 10% of delegates after the conference (early 2001), to determine the level of satisfaction with the program content, timing, speakers, trade displays, etc (see survey form in Appendix A).

Seventy eight percent of respondents found the program relevant or relevant to some degree. None did not. Most respondents were satisfied with the overall structure of the program and believed their objectives in attending the conference were met.

The quality of speakers' presentations and relevance of the material covered was considered to be good by approximately 50% of respondents with the remainder split fairly evenly between average and very good in all respects. Seventy five percent of respondents felt the organisation of the presentations to be good and 25% very good.

Responses for contents of the workshops were evenly split between very good, good and average with just one respondee rating of poor. The aim of each workshop was to hold a preliminary discussion on the topic for key issues. (This convenor suggests that on a complex topic, as was discussed at each workshop, it is unrealistic to get consensus in only a 60-90 minute workshop from a diverse group of 300 people with different agendas). A series of live-in workshops with smaller groups of people representing key industry sectors is far more likely to reach consensus, if that is the major aim of a workshop.

81% of respondents thought the trade displays interesting and only 19% of limited use.

Social Functions and Field Days
Basically the responses to the welcoming/registration evening were split between very good and good.

The dinner and visit to the lower Murray were more biased to very good whilst the workshops again were split evenly between very good, good and fair (in terms of outcomes).

Other Conference Features and Administration
Here the networking opportunity was the most popular feature, with 70% rating it very good. The responses to the remaining factors were divided evenly between good and very good. However, the seating arrangements, visuals and acoustics left a bit to be desired according to 19% of respondents. The flat floor meant delegates had to look above people seated on the same level to see the stage and speakers. A sloping lecture theatre with several levels of chairs is desirable. Also the high seating density was needed because there were finally more registrants than originally allowed for. The 331 delegates was a record attendance and exceeded planning estimates by over 100.

Overall 75% of respondents rated the conference as good and 100% said they would attend another Potato Research and Technology Transfer Conference. The majority preferred the length to be 3 days and held every 3 years (50%) or 2 years (33%). Fourteen percent preferred the conference to be held every 4th year.

Issues that were dominant in the suggestions for future conferences were:- that potatoes should feature more on the menu, both from a preference point of view and a chance for promotion (such as the Dorinda Hafner potato cook up session). Conference participants said they would
have liked to hear more of research results being applied on farm. They would also like to hear more of both research undertaken and the results of attempted applications, be it successful or not.

While some of the participants wanted more practical application of new technology, others felt the mix of topics was appropriate for the mix of people present.

CONFERENCE PROGRAM

Potatoes 2000 was held at the Stamford Grand Hotel, Glenelg, South Australia from 31st July to 3rd August, 2000. See Appendix B for details of the conference program and speakers.

The scientific program consisted of:

- Three full days of plenary sessions at the main conference venue.
- Workshops were held during the 3 days. Summary notes are given in Appendix C.
- The optional fourth day was held off site, with bus tours in the morning to either (a) potato farm and variety trial plot harvest near Murray Bridge or (b) inspection of the use of reclaimed effluent water on potato crops at Virginia. Lunch and tours of the Waite Precinct were conducted in the afternoon. Summary notes of field tours are given in Appendix D.

The invited overseas speakers were:
- Dr Walt Stevenson, USA
- Dr Pierre Nortje, Potatoes South Africa
- Dr Stuart Wale, Scotland
- Dr Nick Ashby, New Zealand.

The invited overseas speakers were offered reimbursement for travel, accommodation and food expenses to attend the conference plus complimentary registration fees.

There were 48 Australian speakers representing all states of Australia. Twenty one posters were displayed during the conference and published as poster papers at the end of the proceedings.

Three 90 minute workshops were held during the conference on:
(a) "Potato Breeding, testing and commercialisation of new varieties",
(b) "Genetically modified potatoes: issues for the industry", and
(c) "Management of seed and soil borne diseases".

Summary notes on workshops as handed out at the end of the conference are given in Appendix C. 95 people attended the bus tour option A to the potato farm and variety trial dig at Murray Bridge. 40 people went on the option B bus tour to inspect use of treated effluent water on vegetable crops at Virginia.

Registration fees were set at $350 per delegate for early registrations and $400 if late. Trade exhibitors were charged $1500 per stand and the venue was completely filled before the conference. Gold ($6,000 each) and silver ($3,000 each) sponsors were sought. Benefits to the sponsors included a free exhibitor trade stand, registration and publicity.
CONFERENCE ORGANISATION

Management Committees
Potatoes 2000 used 3 committees for its organisation:

- Local Organising Committee
- State Co-ordinators Group
- A Technical Paper Review Panel

The Local Organising Committee was made up of growers, agribusiness, researchers, processors and technology transfer people. This committee had overall responsibility for the organisation of the conference, including selection of venue, program management, identifying and approaching suitable speakers and sponsors, promotion, all logistical aspects and writing fliers and programs. It was made up of:

Chris Williams (SARDI) - Chairman
Rob Bulfield (SAPRO)
Wayne Cornish (PGSA - SAFF)
Graeme Henman (SAFRIES)
Norbert Maier (SARDI)
Neil Perry (PGSA - SAFF)
Brian South (Wesfarmers Landmark)
Leigh Walters (SAFF/APIC/HAL).

The State Co-ordinators Group consisted of 2 representatives from each state. Their role was to suggest and obtain speakers, topics and sponsors from their home state, and to overview and comment on the topics and program structure suggested by the local organising committee. The state co-ordinators were:

Russell Scully and Tony Myers (Victoria)
Rowland Laurence and Nathalie Jarosz (Tasmania)
Stephen Wade and Mark Hickey (New South Wales)
Ken Jackson and Stephen Harper (Queensland)
Mark Heap and Peter Dawson (Western Australia)
Chris Williams and Norbert Maier (South Australia).

The Review Panel edited papers for clear scientific expression and logic. Several papers had to be revised. Authors were responsible for the facts and opinions expressed in their paper. The review panel was made up of:

Chris Williams (Chairman, Agronomy)
Norbert Maier (Nutrition)
Trevor Wicks (Plant Protection)
Michael Rettke (Seed Production, Post Harvest)
Barry Tugwell (Quality and Marketing)
Graeme Henman (Putting research into practice)
Nathalie Jarosz (Putting research into practice).

Cartoonist: John Fennell

Workshop Facilitator: Iain Govan, The Learning Enterprise Pty Ltd.
Conference Secretariat/Managers: SAPRO Conference Marketing Pty Ltd was appointed as a professional conference secretariat to deal with various tasks including:

- Booking accommodation and travel requirements of speakers and participants
- Venue and equipment hire
- Preparation, printing and distribution of registration information, abstracts and proceedings
- Catering, transport, and social functions
- Managing the registration of participants and all record keeping
- Developing budgets and day to day financial management
- Negotiating sponsorship and organising the trade exhibition.

SAPRO Marketing did an excellent job and were a key reason for the success of Potatoes 2000. They can be contacted at 22 Charlotte Place, Adelaide SA, or by post at PO Box 6129, Halifax Street Adelaide SA, 5000 or phone (08) 82 270 252 or fax (08) 82 270 251.

DELEGATE LIST

Participants at the conference
331 delegates attended Potatoes 2000 of which 271 were full time delegates, 31 part time and 29 sponsors as exhibitors. The major industry sector at the conference (see Figure 1) consisted of approximately 100 growers who made up one third of participants.

Figure 1. Percentage attendance by industry sector

![Pie chart showing percentage attendance by industry sector](image)

Processors and Agribusiness together were the next biggest group, followed by government officers (research, extension, etc). A list of delegates is given in Appendix G.

- 6 -
BUDGET

A summary of the final budget follows in Table 1. This is based on the information provided by the conference secretariat, SAPRO Marketing. A detailed budget is attached as Appendix E. Sponsors and exhibitors are listed in Appendix F. The conference met budget targets.

Table 1. Summary budget for Potatoes 2000

<table>
<thead>
<tr>
<th>CONFERENCE BUDGET</th>
<th>NET INCOME ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration fees</td>
<td>86,541.67</td>
</tr>
<tr>
<td>Sponsorships*</td>
<td>84,218.17</td>
</tr>
<tr>
<td>Exhibition stand fees</td>
<td>11,554.55</td>
</tr>
<tr>
<td>Bank Interest</td>
<td>924.44</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>183,238.83</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPENDITURE ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaker costs</td>
</tr>
<tr>
<td>Conference operating (postage, etc)</td>
</tr>
<tr>
<td>Delegate items (satchels, etc)</td>
</tr>
<tr>
<td>Stamford Grand (venue hire, meals)</td>
</tr>
<tr>
<td>Audio visual / displays, Printing</td>
</tr>
<tr>
<td>SAPRO Management costs</td>
</tr>
<tr>
<td>Advertising Promotion</td>
</tr>
<tr>
<td>SARDI expenses (travel, typing, final report)</td>
</tr>
<tr>
<td>Refunds</td>
</tr>
<tr>
<td>Dinner, Social events</td>
</tr>
<tr>
<td>Technical tours</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NET SURPLUS ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>744.75</strong></td>
</tr>
</tbody>
</table>

*Includes the grant from Horticulture Australia Ltd and includes the final payment of $1700 which is due to be paid to SARDI project PT98039 after receipt of this report.
KEY OUTCOMES

Potatoes 2000 achieved the following key outcomes.

- Exposed 331 potato industry personnel (91% from Australia) to Australia's and some of the world's most up to date research results, technology and industry issues on potato crops, and best management practices for production systems and supplying the market with quality potatoes.
- Introduced 4 overseas invited speakers and over 10 ACIAR sponsored delegates to Australian information, technology, production systems and suppliers of research resources and potato industry equipment.
- Improved the co-ordination, national unity and profile of the potato industry in Australia and reinforced the positive public perception of their products and their desire to improve.
- Established and/or cemented numerous networks of people that will continue to deliver co-operation and improved technology for many years and so help advance the Australian industry.
- Identified some key industry issues that need further debate and resolution, including:
  - Revised systems of potato breeding, testing and commercialisation of new varieties.
  - Options for use of genetically modified potatoes.
  - Best practices to manage seed and soil borne diseases.
  - Best management practices for production and supplying the market with quality potatoes.
- Reinforced that Australian potato production systems (and yields per hectare) and technology are world class.
- Developed stronger communication links between growers, researchers, fund providers and agribusiness to provide a forum to share new technology and to increase the rate of "Putting Research into Practice".
- The conference met budget targets and most delegates went away "a little wiser".
- All survey respondents said they would attend another such conference in the future.

RECOMMENDATIONS

- Essential to use a professional conference secretariat.
  The local organising committee chose to hire a professional conference secretariat at least 18 months before the conference was scheduled to occur and this was critical for its success. It avoided all the traps "for one off players" by introducing proven professionals with skills in: event management systems, records and scheduling, budgeting and tight financial management, contracts with venue management, organising sponsorship, establishing realistic deadlines during the planning phases and managing the printing and mailing out of all materials (registration forms, etc).
- Use a minimum of 2 years lead time to plan and conduct a successful research conference.
  A minimum lead time of 2 years was required to:- secure local and overseas speakers, construct an integrated, comprehensive program of value to all industry sectors in Australia, allow sponsors to budget for promotional funding, identify and inform the Australian Potato industry so they could plan participation in the conference. A 2 year time was also needed to secure venue facilities at the
best time for the delegates to the symposium and associated accommodation for the delegates (over
300).

- Horticulture Australia Ltd approach researchers and/or industry personnel in Queensland and/or Western Australia and invite them to convene the next conference in 2003 or 2004

The Potatoes 2000 conference was well supported by industry with record numbers of attendees (331) for an Australian Potato Research conference. Dr Chris Williams as convenor during the Potatoes 2000 conference, approached people from different states about convening the next conference. Dr Ken Jackson (Queensland) and Mr Peter Dawson (Western Australia) both stated during the final session that their respective state may convene the next conference provided they obtain (a) an invitation by HAL and industry and (b) suitable lead times and starter funds. There was strong support for this concept from the delegates present in the final session.

- A core sub-committee (of 3 to 4 people incl. the convenor and a conference secretariat representative) of the Local Organising Committee be set up, within the larger Organising Committee.

This core sub-committee is essential in order meet at short notice to handle urgent decision making needs and to keep the conference preparations on track (write fliers, registration forms etc). This core sub-committee reports to the larger Organising Committee reference group on specific items, such as venue selection, cost of registrations.

- Venue selection to include a trade exhibition and an "information central stand".

The venue selected should provide suitable facilities:— for paper and workshop presentations, be capable of housing a trade exhibition and have catering within close proximity to sufficient accommodation and transport facilities.

- It is recommended that a planning timetable be set up for all aspects of the preparation process, with clear and achievable deadlines for the tasks that need to be completed (and listing persons responsible for each task).

This is essential for the conference to be successful and to print the proceedings for distribution at the conference. Such a planning timetable may be revised as staff change and as late papers arrive.

- That winter/early spring be considered as the most suitable time to hold such a conference.

Potential delegates (mainly growers) from the southern states of Australia prefer the winter/early spring period for participation in such a conference.

- Seek sponsorship from funding and commercial organisations and trade exhibitors
payments early so that income is generated when the registration fees have to be set.
ACKNOWLEDGMENTS

A Message of Thanks

I would like to take the opportunity to thank all the delegates for coming and contributing to the success of the Potatoes 2000 conference.

I would also like to thank my organising committee, the sponsors for their financial support, (esp Horticulture Australia Ltd), the trade exhibitors, the state co-ordinators, the review panel for the research papers, the presenters and those on the workshop panels. Our workshop facilitator Iain Govern, the chairpersons, our cartoonist John Fennell, Sapro Conference Management and anybody I have missed who contributed to the success of the conference. Special thanks to Rob Bulfield, Managing Director of Sapro Marketing and his team for their excellent work in provision of the conference secretariat services, and the hospitality they extended to all delegates. Many people helped without hesitation and I am grateful for their contribution. Special thanks to Norbert Maier for his availability to "bounce ideas off" and pitch in to help review late papers at short notice.

Thanks to David Adams and Ms Kerryn O'Brien, SARDI, casuals for assisting with corrections to papers as relayed from the review panel. It is a pleasure to thank Louise Chvyl, SARDI, Senior Technical Officer for conducting the post conference survey and collating responses.

Special thanks to my wife Judy and daughter Michelle for their support and tolerance on the many weekends and week nights that I spent on such jobs as editing papers to meet deadlines to have the 283 page proceedings printed ready for distribution at the conference .

I thank Miss Lee Bartlett for most capable assistance in typing and layout of this report.
The well received 283 page proceedings entitled: "Potatoes 2000: Linking Research to Practice" are available from Jan Ward and staff, Roseworthy Information Centre, Roseworthy Campus, Adelaide University, Roseworthy, SA. Postal address: PO Box 1745, Gawler, SA, 5118.

Bookshop: Freecall 1800 356 446
Enquiries: (08) 8303 7624
Facsimile (08) 8303 7629

Farmer.info@sa.gov.au for online purchases.

The cost is $A40 per copy plus postage.

OTHER LITERATURE AND ACIAR WORKSHOP

The following documents were produced as part of the organising and running of Potatoes 2000:

- Call for papers, exhibitors, sponsors, delegates brochure (1 page folded flier).
- Sponsorship and exhibitors document folder (gold and silver)
- Program and Registration Booklet (16 pages)
- Delegate List (attached in Appendix G)
- Workshop Summary Notes (10 pages) - (attached in Appendix C)
- Potatoes 2000 web site (was at www.sapro.com.au)

An international workshop, sponsored by ACIAR (Australian Centre for International Agriculture Research) was held August 3rd and 4th, 2000, directly after the Potatoes 2000 conference, to reduce costs as many scientists were at the Potatoes 2000 conference. The ACIAR workshop proceedings titled: "Improving the efficiency of potato production and marketing in Indonesia, the Philippines, Vietnam and Nepal" are available from the convenor, Dr Peter Batt, Curtin University of Technology, WA, ph. +61 8 9266 4400 for $A35 per copy (122 pages) plus postage.
APPENDIX A: DELEGATE SURVEY FORM

CONFERENCE EVALUATION FORM

To enable HAL to effectively evaluate Potatoes 2000 Conference, your assistance in completing this Evaluation Form would be appreciated. The survey will assist the planning of future Conferences.

Please circle the appropriate comment. (Name: ____________________________) (kept confidential)

Please return to: L. Chvyl e-mail: chvyl.louise@sa.gov.au Postal: PO Box 397, Adelaide 5001 Fax: (international code: +618) 08 8303 9424

YOUR PROFILE

Where do you come from? SA Overseas

Interstate (which state):

What is your industry sector? Grower Supplier of Goods & Services
Wholesaler Research & Development
Exporter Other
Processor Merchant

THE PROGRAM

Topics

a) Relevant Yes To some extent No
b) Provided new & useful information Yes To some extent No
c) Were pertinent to my needs & interests Yes To some extent No
d) Were valuable for practical application Yes To some extent No
e) Please specify any topics or areas of interest you would have liked included

Speakers

a) Overall quality and range of speakers Very good Good Average Poor
b) Organisation of presentations Very good Good Average Poor
c) Practical nature of the information Very good Good Average Poor
d) Ability to communicate concepts Very good Good Average Poor
e) Four workshops (GMOs etc) Very good Good Average Poor
f) My vote for the outstanding presentation of the conference would go to:

g) Any other comments on a particular speaker(s):
TRADE DISPLAYS
a) Did you find the trade displays:
   Interesting          Interesting but of limited use         Of no interest
b) Did you have sufficient time to view the exhibition? Yes    No

SOCIAL FUNCTIONS & FIELD TRIPS
Please rate the following events:
   a) Welcoming Registration Evening
      Very good          Good          Fair          Poor
   b) Conference Dinner
      Very good          Good          Fair          Poor
   c) Visit to Lower Murray (potato farm and trials)
      Very good          Good          Fair          Poor
   d) Visit to Virginia (Reclaimed water)
      Very good          Good          Fair          Poor
   e) Four workshops (outcomes)
      Very good          Good          Fair          Poor

OTHER CONFERENCE FEATURES & ADMINISTRATION
Please rate the following features of the conference
   a) Venue
      Very good          Good          Fair          Poor
   b) On-site registration
      Very good          Good          Fair          Poor
   c) Seating arrangements, visuals and acoustics
      Very good          Good          Fair          Poor
   d) Networking opportunities
      Very good          Good          Fair          Poor
   e) Pre-conference administration
      Very good          Good          Fair          Poor
   f) Range of accommodation options
      Very good          Good          Fair          Poor

OVERALL REACTION & PLANNING FOR FUTURE EVENTS
What is your overall impression of Potatoes 2000 Australia? Good Fair Poor
At future conferences we should have less of
At future conferences I would like to see more of
How did you learn about the conference?
What is your preferred duration of the conference (inc. tours)? 1 day 2 days 3 days 4 days
Would you attend another Australian Potato R & D Conference? Yes No
If so, how long between conferences? 2 years 3 years 4 years 5 years
Do you have any suggestions or comments regarding future Conferences & Trade Displays and/or potential speakers or topics or workshops?

Thank you for taking the time to fill out this form.
Louise Chvyl, SARDI for Dr Chris Williams, Convenor, Potatoes 2000.
APPENDIX B: PROGRAM AND SPEAKERS

Sunday July 30

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.00 to 8.00pm</td>
<td>Registration</td>
</tr>
<tr>
<td>6.00 to 8.00pm</td>
<td>Welcome drinks. Tastings of fine foods and wines of South Australia</td>
</tr>
</tbody>
</table>

Monday July 31

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.30 to 9.00am</td>
<td>Registration</td>
</tr>
<tr>
<td>9.00 to 9.10am</td>
<td>Welcome and Opening</td>
</tr>
<tr>
<td></td>
<td>Hon Rob Kerin, Deputy Premier, Minister for Primary Industries and Resources</td>
</tr>
<tr>
<td>9.10 to 9.35am</td>
<td><strong>Industry priorities for Research and Development</strong></td>
</tr>
<tr>
<td></td>
<td>Milton Rodda, Chairman, Australian Potato Industry Council</td>
</tr>
<tr>
<td>9.35 to 10.00am</td>
<td><strong>Australian Industry Research and Development: Overview and directions</strong></td>
</tr>
<tr>
<td></td>
<td>Jonathan Eccles, Horticulture Research and Development Corporation</td>
</tr>
<tr>
<td>10.00 to 10.30am</td>
<td><strong>Morning Tea</strong></td>
</tr>
<tr>
<td>10.30 to 10.50am</td>
<td><strong>Where are we at in marketing and future challenges</strong></td>
</tr>
<tr>
<td></td>
<td>Malcolm Kentish, Grower/Exporter, Mount Gambier, South Australia</td>
</tr>
<tr>
<td>10.50 to 11.10am</td>
<td><strong>Market driven research and development for the new millennium</strong></td>
</tr>
<tr>
<td></td>
<td>Russell Sully, Agriculture Victoria</td>
</tr>
<tr>
<td>11.10 to 11.30am</td>
<td><strong>Panel discussion</strong></td>
</tr>
<tr>
<td>11.30 to 12.00pm</td>
<td><strong>Potato breeding and variety testing in Australia</strong></td>
</tr>
<tr>
<td></td>
<td>Dr Roger Kirkham, Agriculture Victoria</td>
</tr>
<tr>
<td>12.00 to 12.30pm</td>
<td><strong>Potato breeding, evaluation and commercialisation in South Africa and opportunities for Australia</strong></td>
</tr>
<tr>
<td></td>
<td>Dr Pierre Nortje, Assistant Manager, Technical Services, Potatoes South Africa</td>
</tr>
<tr>
<td>12.30 to 1.00pm</td>
<td><strong>Germplasm enhancement, commercialisation and testing of potato cultivars in New Zealand and, Research and Development exchanges with Australia</strong></td>
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<td>Dr Nick Ashby, Team Leader, Germplasm Enhancement, New Zealand Institute for Crop &amp; Food Research</td>
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<td>1.00 to 2.00pm</td>
<td><strong>Lunch</strong></td>
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<tr>
<td>2.00 to 3.30pm</td>
<td><strong>Workshop : Potato breeding, testing and commercialisation of new varieties</strong></td>
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<td>Introduction of topic followed by audience participation supported by an expert panel and facilitator Iain Govan.</td>
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<td>3.30 to 4.00pm</td>
<td><strong>Afternoon tea</strong></td>
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<tr>
<td>4.00 to 5.30pm</td>
<td><strong>Workshop : Genetically Modified Potatoes: Issues for the industry</strong></td>
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</table>
Introduction of topic followed by audience participation supported by an expert panel and facilitator Iain Govan.

5.30 to 6.45pm

**Industry Networking Presented by Potato Growers of SA and the South Australian Potato Industry Trust and Food for the Future**

Brilliant, whole-of-industry networking opportunities amidst the movers and shakers of SA's potato industry. Hosted by the PG of SA & SAPIT.

The session will include the launch of a potato pest, beneficials and disease publication.

6.45 to 9.00pm

"Let's mash together!" The marketing synergy!

Proudly presented by Potato Growers of SA, SA Potato Industry Trust and Food for the Future, featuring:

- Dorinda Hafner, 'Diva of the Delicious', national media personality. Ms Hafner will cook up a South Aussie spud storm!
- Dr Susan Nelle on Food for the Future, marketing arm of the State Government's plan for a $15b food industry by 2010.
- Cooking demo's and potato tastings courtesy of Buyfresh Promotions.
- Buffet style meal.

Tuesday, August 1

**Plant protection**

8.30 to 8.55am

**Diseases - Issues and control practices**
*Dr Trevor Wicks, South Australian Research and Development Institute*

8.55 to 9.20am

**Seed potatoes and disease management in Great Britain**
*Dr Stuart Wale, Head of Crop Services, Scottish Agricultural College*

9.20 to 9.45am

**Latest disease control strategies in the USA - potential applications for Australia**
*Dr Walt Stevenson, Professor Plant Pathology, University of Wisconsin*

9.45 to 10.00am

Panel discussion (Further opportunity for discussion in workshop)

10.00 to 10.30am

Morning tea

**Concurrent session 1 - Management of Diseases**

10.30 to 10.50am

**Biofumigation for soil-borne pest and disease suppression - current status and future directions**
*John Matthiessen, CSIRO Entomology*

10.50 to 11.10am

**Studies in pink rot**
*Liz Oxspring, South Australian Research and Development Institute*

11.10 to 11.30am

**Potato early dying - Incidence in soils and plants in Australia**
*Robin Harding, South Australian Research and Development Institute*

11.30 to 11.50am

**Hygiene and disinfection in the potato shed**
*Dr Jacqueline Edwards, Agriculture Victoria*

11.50 to 12.10pm

**Developing better ways of managing PCN in Australia**
*Gordon Berg, Agriculture Victoria*
12.10 to 12.30pm  Panel discussion

Concurrent session 2 - Chemical Control Issues

10.30 to 10.50am  Role of chemical seed treatments in managing diseases of potatoes  
Dr Dolf de Boer, Agriculture Victoria

10.50 to 11.10am  Managing bacterial soft rot in washed potatoes  
Barbara Morgan, South Australian Research and Development Institute

11.10 to 11.30am  Effects of lime on potato yield, soil pH and incidence of common scab  
Andrew Watson, NSW Agriculture

11.30 to 11.50am  Common scab - Incidence on seed potatoes and seed borne disease control  
Dr Hoong Pung, Serve Ag Research

11.50 to 12.10pm  Enhanced biodegradation of metham sodium  
Ben Warton, CSIRO Entomology

12.10 to 12.30pm  Panel discussion

Concurrent session 3 - Management of Insect Pests

10.30 to 10.50am  Integrated Pest Management (IPM) in use - Overview  
Dr Paul Horne, IPM Technologies

10.50 to 11.10am  Using Integrated Pest Management (IPM) on farm  
Peter O'Sullivan, Grower, Koo-wee-rup/Robinvale, Victoria

11.10 to 11.30am  Monitoring foliar pests of potatoes to control on demand  
Stewart Learmonth, Agriculture Western Australia

11.30 to 11.50am  Thrips and tomato spotted wilt virus - on the increase: situation report  
Dr Paul Horne, IPM Technologies

11.50 to 12.30pm  Panel discussion and mini-workshop session on IPM  
Convenor - Dr Paul Horne

12.30 to 1.30pm  Lunch

1.30 to 3.15pm  Workshop: Management of seed and soil-borne diseases  
Introduction of topic followed by audience participation supported by an expert panel and facilitator Iain Govan.

3.15 to 3.45pm  Afternoon tea

Crop nutrition

3.45 to 4.20pm  Nutritional management of potato crop: changes and challenges  
Norbert Maier, South Australian Research and Development Institute

4.20 to 4.40pm  Phosphorus management of potatoes on coarse sands  
Ian McPharlin, Agriculture Western Australia

4.40 to 5.00pm  Improving phosphorus efficiency on red soils  
Peter Johnson, Tasmanian Institute of Agricultural Research
5.00 to 5.30pm  Panel discussion

5.30 to 6.30pm  Trade and technology exhibition and happy hour
Time to talk to exhibitors, look at posters on research and development and
network with conference colleagues.

7.00 to 10.00pm  Conference Dinner

Wednesday, August 2

Crop agronomy and sustainable farming systems

8.30 to 9.00am  Agronomy overview - Best practices and future directions
Dr Chris Williams, South Australian Research and Development Institute
Dr Ken Jackson, Queensland Horticulture Institute

Concurrent session 1 – Best management practices

9.00 to 9.25am  Potatoes and precision agriculture
Derek Cameron, IAMA

9.25 to 9.45am  Water and salinity management
Robert Stevens, South Australian Research and Development Institute

9.45 to 10.05am  Russets on the beach - Revisited
Mark Heap, Simplot Australia

10.05 to 10.25am  Effect of multiple field exposures on the performance of Russet Burbank seed
potatoes
Frank Mulcahy, Simplot Australia

10.25 to 10.40am  Panel discussion

Concurrent session 2 – Seed management and agronomy

9.00 to 9.25am  Seed potato quality: What is it and what can be done to improve it?
Dr David Fulton, University of Tasmania

9.25 to 9.45am  Ways to increase tuber number
Ghassan Al Soboh, Agriculture Victoria

9.45 to 10.05am  Effect of apical shoot removal in Atlantic potatoes on tuber set and yield
Samantha Harrington, Agriculture Victoria

10.05 to 10.25am  Performance of CIP clones in WA for export to Vietnam and the Philippines
Peter Batt, Curtin University

10.25 to 10.40am  Panel discussion

10.40 to 11.10am  Morning tea

Supplying the market with quality potatoes

11.10 to 11.35am  Storage and transport technology for quality
Dr Alister Sharp, Food Science Australia
11.35 to 11.55am  **Fresh potato quality, promotion and marketing**  
*Andrew Henderson, Agriculture Victoria*

11.55 to 12.15pm  **Quality Assurance and product description**  
*Eric Coleman, Queensland Horticulture Institute*

12.15 to 12.30pm  **Panel discussion**

12.30 to 1.30pm  **Lunch**

**Future directions: observations by invited overseas guests**

1.30 to 2.00pm  **Potato R&D in the USA - Comparison of focus and opportunities**  
*Dr Walt Stevenson, Professor of Plant Pathology, University of Wisconsin*

2.00 to 2.30pm  **Potato R & D in Great Britain and comparisons and opportunities for Australia**  
*Dr Stuart Wale, Head of Crop Services, Scottish Agricultural College*

**Putting research into practice**

2.30 to 3.00pm  **How technology has improved our family potato business in South Australia**  
*Terry Buckley, Grower, Mt Gambier, South Australia*

3.00 to 3.30pm  **Afternoon tea**

3.30 to 4.00pm  **How technology has improved my business**  
*Geoff Moar, Grower, Berrigan, New South Wales*

4.00 to 4.30pm  **Panel discussion**

**Conference summary & conclusions**

4.30 to 5.00pm  **Summary and conclusion**  
*Tony Biggs, Editor, Good Fruit & Vegetables*

5.00 to 5.30pm  **Closing Drinks**

7.00 to 10.00pm  **Dinner (Optional)**

**Thursday, August 3 (Optional)**

8.00 to 5.00pm  **Optional tour A**  
Field tour and trial inspection at Gordon and Stephen Marks farm at Purnong 90 kms from Adelaide near Murray Bridge.  
Tour of the Waite Precinct

**Optional tour B**  
Tour of the reclamation system that provides water to the Northern Adelaide Plains.  
Tour of the Waite Precinct
Appendix C: WORKSHOP SUMMARY NOTES

The following are brief notes taken at the workshops to remind you of the issues that were discussed (a handout given to all delegates on the last day).

**Potato breeding; testing and commercialisation of new varieties** Monday July 31 2.00 to 3.30 pm

**The panel**

*Dr Roger Kirkham* is Australia's only Potato Breeder with Agriculture Victoria based at the Toolangi Research Station in Victoria.

*Dr Nick Ashby* is the Team Leader of Germplasm Enhancement at the New Zealand Institute for Crop & Food Research based at Christchurch.

*Dr Pierre Nortje* is the Assistant Manager, Technical Services for Potatoes South Africa based in Pretoria.

*Russell Sully* is the Manager (Industry Development) at Agriculture Victoria.

*Dr Jack Meagher* is the Chairman of the Australian Potato Industry Council R&D Committee.

**Summary of the main concerns about breeding and testing of new varieties**

- That there has been insufficient meetings within the industry to guide the program.
- Growers feel threatened by the issue of exclusivity.
- Should growers be willing to put their money into research programs if they are not getting any benefits out of them?
- There was a concern that exclusivity could bring about the supermarket giants monopolising breeds and varieties and reducing choices for consumers and growers.
- It was considered that marketing and promotion had been severely lacking in the breeding program.
- It was felt that marketing had to take a higher priority for the benefit of the industry and the success of new varieties.
- Exclusivity could be used to give growers more incentive to provide funds for research and development. It would give them an opportunity to be more involved in trials and to be more involved in the finished product.
- System of royalties could be used by growers to establish a competitive advantage in the marketplace.
- A decision needs to be made on how many varieties should be tested and how the resources set aside for R&D should best be distributed.
• How can information about new breeds be given to breeders and in turn, how can breeders help research teams with their extensive growing knowledge?

Comments from the floor

NaPIES has not met on a consistent basis - the last review was in 1991. This has been a distinct disadvantage to the breeding program. (Panel)

Growers are threatened by exclusivity.

Why should growers put their money into developing varieties if they are not granted access to them.

Retailers owning varieties of potatoes to differentiate themselves from competitors - growers want the freedom to choose - they don't want that handed over to the retail giants.

R&D Committee came to the conclusion that exclusivity was not wanted - views of growers were considered. (Panel)

It is a sensitive issue and is the same in South Africa. The difference between the countries is that Australia has not been exposed to international producers yet who can dictate the terms and conditions for growers.

Overseas seed companies are going into South Africa and forming co-ops and demanding growers plant a particular variety - local growers are basically forced to go into arrangements with groups such as Dutch conglomerates. Some of these varieties are very good but they are not available to everyone. Growers decided three years ago to start contributing to R&D programs - those who contribute get the chance to make it work but it needs to be marketed which is an issue that needs to be addressed. (Panel)

Closed marketing loop was discussed and was seen as a problem for growers.

The problem of marketing was also discussed in relation to both Toolangi and to the Australian potato seed and potato industry at large. It is felt that without sufficient money being spent on marketing, all of the research and development work is being wasted because there is no knowledge of these programs in the wider community as well as in the export community where growers need to make progress.

Not much incentive for people to put money into R&D when everyone is free to use the finished product.

This is exactly the same place we were at in New Zealand, thrown to the winds - we needed to do something about the situation. There was a need to create a strategic advantage so that benefits could be captured for the industry who were putting in the funds for R&D. Otherwise there is no incentive to be a part of such programs (Panel)

Hard decisions need to be made in the future on how to fund R&D ownership of the variety. This has to be considered so that there is a strategic advantage. At present there is no marketing or promotion. (Panel)

The system of providing royalties after three stages of evaluation was questioned.
If Australia relies on potato varieties from overseas and decides not to go ahead with an R&D program, the industry in ten years time faces restrictions to the varieties it can use as well as having to be content with using varieties that are not the "cream of the crop". (Panel)

If there are 6 or 7 varieties that look promising in the R&D program do we find companies running with each of them or picking just one out? What will be the implications for the industry?

What is the point in having the best breeding program in the world if you don't have a top-notch marketing strategy and spend some money on that. (Panel)

What is the point of having new varieties that are brilliant when growers are not given instructions on how best to grow them. (grower concern)

Growers felt there was not enough information about spacing, fertilising and dormancy and this was proving a disincentive for planting new varieties.

Growers also felt that if they had worked hard on a variety and working out the best methods for growing it, they had to recoup something for their hard work. They were prepared to do the research so long as there were perceivable benefits.

Posters are being distributed to give growers information on new varieties. We are providing the basic information but it is the grower who has experience and the knowledge to work out what is best for the variety on their farm. (Panel)

What are we going to do with all these varieties I don't think we need as many in the local breeding program. (Panel)

The total Australian crop is comparable to that of South Africa and it needs to be decided if it is worth having a local breeding program at all. Needs to be decided if you want to expand your industry and compete overseas. Incentives for plant breeding programs can be maintained by owning the sub-license on the breed. This can then be sold to overseas people but they need to pay for the sublicence expanding clientele. This can be lucrative for the local industry and provide new channels for export and business. (Panel)

There are two issues entwined - that of exclusivity. No problems with having exclusive varieties but I do have a problem if Coles tries to take over that particular variety and are then able to lock the variety away for their own use and access. (grower concern)

Decisions have to be made for the good of the consumer: Is it good for the consumer to have a limited amount of varieties or can the consumer be bombarded with too many varieties?

Access can be denied even with a royalty system and there is an issue of intellectual property.

Complaint that trials are not being conducted in a commercial setting - not large enough to know if they will work or not. (grower concern)
There is a lot of both information and misinformation, we need to get the right level of information to the right audience. In PR they say you should aim to tell people in about grade 6 terms so everyone can understand - the trouble is that the issues are complex and not easily explained and as such not easily understood. There is a huge communication task ahead. Biotech Australia is starting to do a good job of providing balanced information - they have a huge role to play. Optimistic about labelling - consumers wanted it and got it. (Panel)

Things are starting to happen by way of education - pointed out an ANZFA brochure about GM - also available on the website. (Panel)

Education is obviously a problem - where is the starting point?

Are potatoes starting from a completely GM free starting point - yes

In the USA growers could not sell their produce to international markets - Europe don't want them. If you can't sell the produce and there is no demand for GM potatoes, why would growers take the risk? (Panel)

Organic food has grown in popularity even though fruit and vegetables in Australia are not GM - there needs to be a clearly distinguished difference between fresh and processed foods. (Panel)

In USA insecticide use is so high, treatments are used 6 to 10 times a year. To me it is mind-boggling that the benefits of not using so many insecticides and chemicals can't be seen by people. GM can reduce this use of insecticides. What are the health benefits of using far less chemicals on our foods? (Panel)

Education is the key. All argument is starting at the moment on the premise that GM is bad. Going through this process of genetic modification has made it a bad starting point for every discussion on GM. We need to embark on education programs and show people that GM technology is not hideous or bad. (Panel)

Pointed out that the hysteria surrounding GM crops is not just linked to food crops. Anti-GM groups have even pulled down plantations where poplars are being grown when GM technology has been used. (Panel)

With other products there is a level of choice - fruit and vegetables are a staple of our existence and we don't have the same level of choice - we have to buy them. (Panel)

Objective view is not being taken - labelling debate has been used to block the cross - in Europe the debate has kept products off the shelves. (Panel)

Logic behind GM being considered dangerous - possible harm for the future and the possibility of genes becoming loose.

Scared of possible gene transfer or of antibiotic resistance. About the same chance as earth being obliterated by a piece of roaming space junk.

The process of digestion starts in the mouth as we eat food and by the time it gets to our guts there is rarely any matter alive - there is a very very remote chance. (Panel)
47% of people in Europe believe there is no DNA in food that is not GM - this shows the level of misunderstanding in the wide community and the need once again for education. (Panel)

GM crops have been more tested than any other product on the market - for allergies. They are stringently tested before they are allowed onto the market. (Panel)

Consumers need to be treated with respect. They are sophisticated and want to make informed decisions. They need more than just media coverage, but on the other hand they don't appreciate being bossed around by scientists who treat consumers like idiots.

The scientific community needs to give the public more respect and also need to explain things in a more consumer-friendly style. (Panel)

Media need to be more honest and more responsible and give more sides to the story

**Concerns from the floor**

- If we use GM potatoes and yields go up then the market will bring prices down prices down - has any ground been made in that case?

- Will growers be better off using GM potatoes?

- There was the view that potatoes should be immediately labelled as being GM-free.

- Growers are concerned that industry not doing enough about education. What would be the benefits of supporting this technology. Should be showing people what DNA is - demystify the public perception of this technology.

- Concerns about what would stop the USA from dumping GM food in Australia. USA can't get their soyabeans into Europe - will Australia becoming the dumping ground?

- If Australians take up with GM varieties will there be a problem with exporting to the rest of the world

- Consumer logic. Here is some grower logic. A strain of potato that no longer will be eaten by the Colorado Beetle. If the beetle won't eat it why should I? (grower)

**Management of seed and soil borne diseases**

*Tuesday August 1 1.30 to 3.15pm*

**Panel of experts**

*Dr Trevor Wicks* is a Plant Pathologist with the South Australian Research and Development Institute based at the Plant Research Centre at the Waite Precinct in Adelaide.

*Dr Stuart Wale* is the Head of Crop Services at the Scottish Agricultural College in Aberdeen, Scotland.

*Dr Walt Stevenson* is the Professor of Plant Pathology at the University of Wisconsin, USA.

*Len Tesoriero* is a Plant Pathologist with the NSW Agriculture based at the Elizabeth Macarthur Institute in Camden, NSW.
Dr Dolf de Boer is a Plant Pathologist with Agriculture Victoria at the Institute for Horticultural Development at Knoxfield in Melbourne.

Main issues facing the industry

- Disease diagnosis taking too long and not enough experts in this field
- Should disease diagnosis be centred around one location or be separated into a number of laboratories where skills can be shared?
- How should we develop strategies for finding out how powdery scab is a problem. One possible solution is to examine why areas do not have the problem
- How can seed growers and their buyers create stronger links to ensure problems are eliminated or reduced?
- The issue of changing seed every 3-5 years as a way of keeping disease out
- Should chemical use be reduced or should growers proceed with more caution?
- Field rotation and associated problems in Australia as opposed to the US where ground keepers are less of a problem due to very cold winters
- Are scientists communicating at an international level?
- Would national or international certification standards be-of benefit?
- New technologies for killing diseases were brought to attention. Some included hot water dripping, radiation, laser, hot knife, complete sanitation and increased soil health
- How can traditional adversaries, such as Greenpeace, become advocates for briefing and educating consumers?
- Growers are looking to become more involved in research and are prepared to provide more funding if they have more say as to the outcomes

Comments from the floor

I have only been in the industry for one year and already I am highly concerned that it takes far too long to diagnose diseases. (Comment from the floor)

The problem of not having the diagnostic skills in this country to amply deal with disease containment and outbreaks is a problem. As is the diagnosis of disease. The fact is that there are not enough people with both the expertise with potatoe-s-and the skills in testing techniques. There are no easy answers to this problem. (Panel)

I believe that skills need to be shared and capabilities need to be shared. We need to have more than one laboratory in Australia that is capable of performing these diagnostic tests. (Panel)

Possibly more hasn't been done about this issue because it has not been recognised as a problem in the first place. (Panel)
In the UK there is one main laboratory centre funded by the Government and it is their role to diagnose all diseases. The Government provides a lot of money for the facility and it seems to work very well: In a country that is not huge like Australia, we might be doing a disservice by having one laboratory in each state. Instead of dividing our resources we might be better off combining for one central laboratory. (Panel)

We still don't know why powdery scab is a problem. In many parts of the US it is not a problem at all even though many of the conditions thought to bring on powdery scab are evident. We need to perhaps take a closer look at these areas that don't have the problem and work out why. That can be most beneficial in making progress for areas that are affected. (Panel)

Growers were concerned about the problem of seed potatoes containing diseases.

Often it is the seed growers who are accused of being the 'devils'.

Instead of blaming the seed grower, it is far more productive for seed buyers and the providers to get together and create an understanding so that the growers know what is needed for their particular situation. (Panel)

In the US growers are encouraged to keep their seed for only 5 years maximum. In reality, most growers only keep the seed for 3 years. This has helped to ensure the lowest possible build-up of disease in the soil. (Panel)

Is there a case for using strategic chemical use instead of the blanket approach used by most potato farmers in treating problems and diseases?

I wrote a pamphlet on 'Rationalising the use of Fungicides' and it was a great failure. The only reason it was a failure is because the blanket use of chemicals is an insurance policy. Most growers are not prepared to take the chance of targeting only an area and risking the rest of the crop. (Panel)

I urge caution in making changes and in reducing chemicals. This is because we have to be sure we do not introduce problems we had in the past by changing our methods. (Panel)

A grower wanted to know what to do about a paddock that had common scab five years ago. He wants to know if it is possible to plant there again.

Using the cleanest seed possible and careful irrigation practices are recommended. In the US the rotation is also an important element to keeping disease away. This is made more difficult in Australia because there is no deep winter and as such ground keepers are much more of a problem than in the US. (Panel)

At an international level, the scientists and experts are starting to communicate more regularly, through conferences and email and establishing links. They are also learning more about other practices on the Internet.

National standards for certification are being developed in Australia at the moment but the panelists did not believe an international standard would work because the standards are set to be practical for each country.
Some new technologies for killing diseases were talked about. They included:

- Hot water dipping
- Radiation which was not overly effective and would not be pleasing to consumers
- Laser treatments to kill the bugs Hot knife treatment has been used in the USA with some success
- Creating healthier soil using compost - this was discussed but was not seen as a complete solution, rather only solving part of the problem
- Complete sanitation of equipment between seedlots up to three times a day - this has been used effectively in the US but is also seen as a taking too much time for farmers who need to grade quickly and send the seed away

It was revealed that very little is known about the topic of "soil health" and the environment that exists within soil. It was also a concern that compost might do as much harm as good. While it could be used to increase the level of bacterial life in the soil, it could also inadvertently increase the levels of pathogens in the soil.

Adversaries can become advocates. Consumers do not know the process of making potatoes and are unaware of the amount of chemicals required to produce the clean, blemish-free potato we buy in the shops. There is a lack of understanding about the cost of production and the subsequent costs to the environment.

The panel felt the story was too complicated to tell consumers and the industry ran the risk of consumers turning to other products such as rice and pasta if they felt potatoes were no longer considered as a "safe" food.

The way to overcome these problems was to join forces with groups who have been in the past adversaries to the potato industry. In the US, the potato industry has joined forces with the World Wide Life Foundation and they are helping to educate the broader public on the environmental benefits of using less chemicals and letting people know of the possible trade-off. If less chemicals are used, consumers are getting a more environmentally friendly product, but they have to be prepared for the product to be less perfect than we are used to seeing on the shelf. (Panel)

There was also a push for growers to become more involved in research projects and develop more collaborations. The current trend has been for agronomists to become involved with research teams. Growers would like to take the associations to a higher level and be an intrinsic part of the research.

This has already been a successful approach in France in the apple industry with industry providing a third of funding along with Government agencies. The industry itself dictates what research projects it will back and is responsible for the evaluation of them. (Panel)
Appendix D: FIELD TOURS PROGRAM

Thursday, August 3, 2000
Optional Field Tours - $20 per person
(subject to numbers) 8:00am - 5:00pm

Optional Tour A (95 delegates in 2 buses attended).

Travel to Stephen and Gordon Marks potato and onion farm at Purnong, 90 kms East from Adelaide, near Murray Bridge. Field tour of some crops with growers, including a commercial crop of Coliban for washing grown on sand under a pivot and of their washing plant operating.

Inspect adjacent NaPIES/APIC variety trial demo plots with harvested tubers (16 fresh and 10 processing new cultivars). Drs Williams and Kirkham will describe the characteristics of new potato varieties dug for display. Landowners require use of footbath or overshoes to be worn to enter the property.

Return to the Waite Research Precinct for lunch and tours.

Optional Tour B (45 delegates in 1 bus attended).

Growers on the Northern Adelaide Plains (one of the most diverse horticultural areas in Australia, 20 minutes North from Adelaide) have began to irrigate crops with reclaimed, effluent water, using one of the largest high quality reclamation systems in the southern Hemisphere. Using a tertiary treatment plant from Adelaide's largest sewage treatment works and over 100kms of pipelines, a large percentage of the secondary treated water, which is currently discharged to the Gulf of St Vincent, will be supplied to growers for unrestricted irrigation purposes. Growers and researchers will highlight some of issues involved when growing potatoes with reclaimed water.

Return to the Waite Research Precinct for lunch and tours.

The Waite Precinct (7 tours with 20 delegates per tour).

The Waite Precinct is a group of scientific organisations involved in research, development and teaching on a wide range of agricultural, soil, water and natural resource issues. It has one of the largest groups of agricultural scientists in the Southern Hemisphere.

The Precinct is located on the edge of the Adelaide Hills seven kilometres south-east of the city centre on 174 hectares of landscape grounds, which also contain agricultural trial plots, an arboretum and Urrbrae House. The house, with much of the land, was a bequest from Peter Waite, a wealthy South Australian, pastoral pioneer.

The Waite Precinct has been an important centre for potato research on diseases, variety assessment, nutrition, cadmium, genetic engineering as well as dealing with many day to day issues in the potato industry. The Plant Research Institute, is part of the extensions to the Waite Precinct in the 1990's. A tour of the centre is quite an experience.
Appendix E. DETAILED FINAL BUDGET

List of Accounts for Potatoes 2000 Conference

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Note: List of accounts as above compiled and provided by SPRO Marketing
PO Box 6129
Halifax Street
Adelaide SA 5000
APPENDIX F: LIST OF SPONSORS and EXHIBITORS

SPONSORS

Gold

1. IAMA
   Ph: (08) 8368 4273
   Fax: (08) 8359 6992
   Contact person: Jenny McGrath

2. Phosyn
   Ph: (07) 553 46900
   Fax: (07) 5534 6390
   Contact person: Dale McIntosh

3. Southern Choice Pty Ltd
   Ph: (08) 8724 2400
   Fax: (08) 8724 7466
   Contact person: Peter Fairchild

4. Hi-Fert Ltd
   Ph: (08) 8405 8428
   Fax: (08) 8405 8402
   Contact person: Nigel Barker

5. Potato Growers of SA
   Ph: (08) 8232 5555
   Fax: (08) 8232 1311
   Contact person: Trish Semple

6. SAF/HRDC
   Ph: (08) 8232 5555
   Fax: (08) 8232 1311
   Contact person: Leigh Walters

7. Simplot Australia Pty Ltd
   Ph: (03) 6425 1633
   Fax: (03) 6425 6192
   Contact person: Peter Hardman

8. Aventis Cropscience
   Ph: (03) 9248 6888
   Fax: (03) 9248 6800
   Contact person: Charles Stansfield

9. Novartis Crop Protection
   Ph: (08) 8365 9738
   Fax: (08) 8365 9741
   Contact person: Graeme Hardwick

Silver

1. Landpower Australia Pty Ltd
   Ph: (03) 9369 11888365 9738
   Fax: (03) 9369 1944
   Contact person: Barry Oldaker

2. Incitec Fertilizers
   Ph: (07) 3867 9496
   Fax: (07) 3867 9443
   Contact person: Anne Armstrong

3. Crop Care
   Ph: (07) 3867 9174
   Fax:
   Contact person: John Sandow

4. Spraygro Liquid Fertilisers
   Ph: (08) 8447 7266
   Fax: (08) 8240 1844
   Contact person: Mike Bradley

Dinner Sponsor

Pivot
   Ph: (03) 9605 400
   Fax: (03) 9605 0419
   Contact person: Wayne Logan

EXHIBITORS

1. Victorian Certified Seed Potato Authority
   Ph: (03) 5662 9043
   Fax: (03) 5662 9045
   Contact person: Keith Blackmore

2. AMCOR Fibre Packaging
   Ph: (03) 9895 8660
   Fax: (03) 9895 9712
   Contact person: Craig Madden

3. Agriculture Victoria - DNRE
   Ph: (03) 9210 9304
   Fax: (03) 9800 3521
   Contact person: Tony Allen

4. Vin Rowe Pty Ltd
   Ph: (03) 5623 1362
   Fax: (03) 5623 4214
   Contact person: Patricia Bailey

5. Pope Packaging
   Ph: (08) 8445 6677
   Fax: (06) 8445 6622
   Contact person: Trevor Huckel

6. Technico Pty Ltd
   Ph: (02) 4869 4588
   Fax: (02) 4869 4599
   Contact person: Renee Smith

7. Valmont Industries
   Ph: (07) 3879 3622
   Fax: (07) 3879 3655
   Contact person: Graham Clarke

8. Measurement Engineering Australia
   Ph: (08) 8332 9044
   Fax: (08) 8332 9577
   Contact person: Ray Jones

9. SJB Ag Nutri Pty Ltd
   Ph: 0418 520 744
   Fax: (03) 9682 8338
   Contact person: Steve Brookes
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<thead>
<tr>
<th>Name</th>
<th>Company/Institution</th>
<th>Address</th>
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<td>TR &amp; CK Ackley</td>
<td>RMB 6557 Albany Highway</td>
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<tr>
<td>Cheryl Ackley</td>
<td>TR &amp; CK Ackley</td>
<td>RMB 9678 Albany Highway</td>
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<tr>
<td>Terry Ackley</td>
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<td>David Addison</td>
<td>HRDC</td>
<td>340 Oppenheims Rd</td>
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<td>Joni Aji</td>
<td>Res. Inst. for Vegetables - Indonesia</td>
<td>C/- Peter Batt Curtin University of Technology GPO Box U 1987</td>
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<td>Evita Alberts</td>
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<tr>
<td>Tony Allen</td>
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<tr>
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<td>DNRE - Inst. for Hort. Development</td>
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<td>Crop &amp; Food Research</td>
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<tr>
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<td>Damien Carpenter</td>
<td>Roberts Ltd</td>
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**APPENDIX G: LIST OF DELEGATES**

- **Peter Abel**: TR & CK Ackley, RMB 6557 Albany Highway
- **Cheryl Ackley**: TR & CK Ackley, RMB 9678 Albany Highway
- **Terry Ackley**: TR & CK Ackley, RMB 9678 Albany Highway
- **David Addison**: HRDC
- **Joni Aji**: Res. Inst. for Vegetables - Indonesia, C/- Peter Batt Curtin University of Technology GPO Box U 1987
- **Evita Alberts**: SARDI
- **Tony Allen**: Agriculture Victoria - Knoxfield
- **Ghassan Alsoboh**: DNRE - Inst. for Hort. Development
- **John Anderson**: Crop & Food Research
- **Nick Ashby**: Crop and Food Research
- **Andrew Baker**: Wrightson Seeds Pty Ltd
- **Mark Barry**: J & J Cunningham
- **Sarah Barry**: Agriculture Victoria - Knoxfield, Private Bag 15 SOUTH EASTERN MAIL CENTRE 620 Burwood Highway
- **Peter Batt**: Curtin University of Technology, GPO Box U 1987
- **Rob Bayles**: Simplot Australia, PO Box 1003
- **Bruce Beattie**: Tasmanian Ins. Agricultural Research, 26 Ngora Court
- **Neville Beaumont**: APIC R & D Committee, 395 Waterfall Way, Box 66
- **Roy Beaumont**: Creamy Valley Produce, Box 66
- **Clarrie Beckham**: NSW Agriculture, LB 21
- **Mark Bondoti**: Western Potatoes
- **Gordon Berg**: Agriculture Victoria - Knoxfield, Private Bag 15 SOUTH EASTERN MAIL CENTRE, PO Box 124
- **Tony Biggs**: Cardinal Horticultural Services, C/- SAFRIES PO Box 105
- **Sue Black**: SAFRIES South Australia, 18714 Bass Highway, PMB 1
- **Colin Blackley**: Transprodukt Tasmania, 14 Beard Cres, Lav ers Hill Road
- **Keith Blackmore**: VICSPA, Cockburn Road
- **Ken Blowers**: Aventis Crop Science, Cockburn Road
- **Andrew Bone**: Western Potatoes, Cockburn Road
- **John Boonzaier**: Western Potatoes, Yundi Road
- **Geoff Bowles**: Bowles Nominees Pty Ltd, RSD M 612
- **Peter Britt**: J.C. Cultush & Co, 1 Bingara Close
- **Paul Brown**: Crop Care Australia Pty Ltd, GPO Box 252-54
- **Phil Brown**: Tasmanian Inst. of Agricultural Research, PO Box 215
- **Terry Buckley**: J & FL Buckley & Sons, 391 Tooronga Road, PO Box 6
- **Kelly Burke**: Aventis CropScience, PO Box 6
- **Greig Burwood**: C & M Snack Foods, 9 Kernick Ave
- **Derek Cameron**: IAMA Agriservices, PO Box 61
- **Damien Carpenter**: Roberts Ltd, - 33 -
David Carter
Crookwell Potato Association Inc
PO Box 64
CROOKWELL NSW

Ian Cass
Dow AgroSciences Australia Ltd
PO Box 7228
GEELONG WEST VIC

James Cathcart
SQM
25 Thomas St

Dom Caivili
Cavalli Horticultural Services
Lot 6, Angle Vale Road

Hugh Christie
PIRSA Rural Solutions
PO Box 2124

Tony Clark
Mondello Farms
PO Box 230

Bernadette Clarke
Findowie Partnership
509 Oaks Road

Graeme Clarke
Valmont International
PO Box 125

Eric Coleman
Department of Primary Industries
LMB 7 M/S 437

Michelle Connell
Agrico Pty Ltd
175 Allport Street East

Steven Cook
McCains Tasmania
C/- SAFRIES PO Box 105

Michael Coote

Wayne Cornish
South Australian Potato Industry Trust

Denise Credaro
Western Potatoes

Wayne Credaro
Western Potatoes

Bryan Crisp
McCains Tasmania

Aventis Cropscience

Nigel Crump
Agriculture Victoria & Knoxfield

Phil Cummin
York Thermifresh

Doug Dagg
C & M Snack Foods

Peter Dawson
Agriculture Western Australia

Rudolph De Boer
Agriculture Victoria & Knoxfield

Wade De Campo
De Campo Transport

Rene de Jong
Elders Ltd

Dom De Ha-Vedoua
Potato Growers Association of WA (Inc)

Brian Denney
S.P.V. & V.P.G.C

Val Denney

Calluna Denwood
SAFRIES South Australia

Brian Dickson
Western Potatoes

Rod Delbel
Simplot Australia

Rory Dow
Serve-Ag Pty Ltd

Ben Dowling
Technico Pty Ltd

Nick Drazic
Moraits Fresh Packaging (NSW) Pty Ltd

Alex Duff
Gippland Inspection Services

Kelly Dunbar
Dept Soil and Water - Adelaide University

Robert Durant
Hi-Fort Pty Ltd

Jonathan Eccles
Hort. Res. & Development Corporation

Janice Eldridge

Lawrence Eldridge

Ray Emmins
Emmins Produce

Rod Evenden
Woolworths

Locked Bag 11

CROOKWELL NSW

GEEAGNSyne

EVENSTON GARDENS SA

MT GAMBIER SA

VAIRGINIA SA

OAKS

CAROLE PARK QLD

CATTEN QLD

LEITH TAS

PENOLA SA

IITTOA TAS

HAMILTON HILL WA

HAMILTON HILL WA

HAMILTON HILL WA

HAITHAMortexVIC

VICTORIA VIC

CLAYTON VIC

ARNCLIFFE NSW

ALBANY WA

VICTORIA VIC

PEMBERTON WA

BALLARAT VIC

WEST PERTH WA

GLENNAIRE VIC

GLENNAIRE VIC

PENOLA SA

HAMILTON HILL WA

ULVERSTONE TAS

DEVONPORT TAS

BOWRAL NSW

SYDNEY MARKETS NSW

HEALESVILLE VIC

GLEN OSMOND SA

NOORAT VIC

GORDON VIC

VIA ALBANY WA

VIA ALBANY WA

MANNUM SA

FAIRFIELD NSW
Mark Fairbairn  Caurnamont Farms Pty Ltd
Peter Fairchild  Southern Choice
Barry Farmer  Virginia Farm Produce
Marie Farmer  Virginia Farm Produce
Anthony Fatchen  NOVARTIS
John Fernell  Wrightson Research
Tony Fitzgerald  Bayer Crop Protection
Colin Foyster  Qld/NSW Crisping Growers Incorporated
Paul Frost  SAFRIES South Australia
Bruce Fry  Dept Natural Resources & Environ., VIC
Jamie Fuhrmann  Coles Supermarkets
Amabel Fulton  Tasmanian Inst. of Agricultural Research
David Fulton  Tasmanian Inst. of Agricultural Research
Rob Galati  Western Potatoes
John Garner  Incitec Ltd
Russell Genet  Crop & Food Research
Sarah Gibson  Wrightson Seeds Pty Ltd
Tony Gietzel  Snackbrands Australia
Debbie Goers  Cavallaro Horticultural Services
Ernie Goleby  E.J. S.G. & H Goleby
Ram Gopal  Hi-Fert Pty Ltd
Reinette Gouws  ARC - Roodeplaat
Robert Graham  Simplot Australia
Lyle Grayson  Serve-Ag Pty Ltd
Doug Green  Fresh Produce Watch
Lawrence Greenu  Forster Hill
Aaron Haby  Forster Hill
Phil Haby  Forster Hill
Peter Hahn  Phosyn PLC
Barbara Hall  SARDI
Kevin Hall  Simplot Australia
Robin Harding  SARDI
Peter Hardman  Simplot Australia
Steve Harper  Department of Primary Industries
Samantha Harrington  South Pacific Seeds
Noel Harvey  Qld Fruit and Vegetable Growers
Andrew Hayton  Horticare Pty Ltd
Mark Heap  Simplot Australia
Andrew Henderson  Agriculture Victoria & Knoxfield
Sally-Ann Henderson  Agriculture Victoria
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PMB 45
PO Box 1621
PO Box 38
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15 Boucaut Ave
Box 1245 MAILCENTRE
Po Box 1120
Warwick Park Road
C/- SAFRIES  PO Box 105
83 Gellibrand Street
800 Toorak Rd
College Road
5 Devonshire Square
Cockburn Road
Private Bag 4704 CHRISTCHURCH
PO Box 578
PO Box 6906
Lot 6, Angle Vale Road
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PO Box X239 PRETORIA
PO Box 138
M/S F508
PO Box 690
PO Box 82
RSD 588
RSD 588
PO Box 523
Plant Research Centre  GPO Box 397
PO Box 84
Lenswood Research Centre
PO Box 138
LMB 7  M/S 437
448 Campbell St
PO Box 19
PO Box 1459
Private Bag 4
Private Bag 15  SOUTH EASTERN MAIL CENTRE
PO Box 905
C/- SAFRIES PO Box 105

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Ian Logan
Greg Luckman
Peter MacGill
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Craig Maddien
Norbert Maier
Doug Marks
Phillip Marks
John Marshall
John Matthiessen
John McArthur
Greg McCulloch
Stewart McGee
Patrick McGreesh
Dale McIntosh
Duncan McLeod
Ian McPharlin
Jack Meagher
Fraser Meams
Lee Menhenett
Zane Micola
Mardi Miles
Wayne Mills
Frank Mitolo
Geoff Mear
Frank Mondello
Barbara Morgan
Ken Merley
Les Murdoch
Sally Murfet
Paul Myers
Peter Neilson
Pierre Nortje
Barry Oldaker
Paul Omodei
Gary O'Neil
Kathy Ophel-Keller
Ken Orr
Liz Oxspring
Steve Page
Mike Palmer

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Bayers Australia Ltd
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SARDI
Colmar Enterprises
Valleyview Produce
Crop & Food Research Ltd
CSIRO Entomology
SA Potato Company
Simplot Australia
Simplot Australia
BGP International
Phosyn PLC
McCains New Zealand
Potato R & D Committee
Harvest Moon
Incitec Fertilizers
Pivot Ltd
IAMA
Vin Rowe Pty Ltd
Comit Farm Produce
Mondello Farms
SARDI
Wrightson Seeds Pty Ltd
McCains Tasmania
Simplot Australia
P & L Myers Holdings Pty Ltd
Crop & Food Research Australia Pty Ltd
Landpower Australia Pty Ltd
Fermenex CSBP
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PMB 56
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Cnr William Street and
Diagonal Road
GPO Box 397
55 Post Office Road
GPO Box 397
Box 114
78 Martingale Circuit

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<td>Anthony</td>
<td>Rehbein Qld Fruit &amp; Vegetable Growers</td>
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Peter Ryan  Southern Choice
Crispian Schiller  Snackbrands Australia
Trent Scholz  Fertico Fertilisers
Andrew Semler  Kangaringa Proprietors
Melita Shalders  Agronic Pty Ltd
Alister Sharp  LG & J Shaw
Jan Shaw  LG & J Shaw
Laurie Shaw  McCains Tasmania
John Shoemaker  Kangaringa Proprietors
Ian Simpson  Rennie Trading
Gavin Smart  Kangaringa Proprietors
Alan Smith  RMB 2070
Allan Smith  Snackbrands Australia
Nigel Smith  Bluebird Foods Ltd
Renee Smith  Technico Pty Ltd
Yvonne Smith  Bowhill Produce Pty Ltd
Charles Stansfield  Aventis CropScience
Darren Stevens  Western Potatoes
Rob Stevens  SARDI
Walter Stevenson  University of Wisconsin-Madison
Kevin Straw  Potato Masters Pty Ltd
Russell Sully  Agriculture Victoria
Peter Tandy  Fertico Fertilizers
Keith Taylor  Twin Waters Farms
Nathan Taylor  Simplot Australia
Paula Taylor  Simplot Australia
Tracey Tegela  Wrightson Research New Zealand
Len Tesoiero  Western Potatoes
Jim Thomolaris  Coles Supermarkets
Alison Tolson  238 Fishermans Reach Rd
Ian Tolson  238 Fishermans Reach Rd
Duncan Tomlinson  Crop Care Australia Pty Ltd
Janet Tregenza  Agriculture Victoria - Knoxfield
Barry Tugwell  SARDI
Pham Xuan Tung  Food Crops Research Institute - Vietnam
Jim Turley  Potato Growers Association of WA (Inc)
Nancie Tyler  

MT GAMBIER  WA
WETHERILL PARK  NSW
ELIZABETH WEST  SA
GLEN OSMOND  SA
LEITHTAS
HUNTERS HILL  NSW
BEECH FOREST  VIC
BEECH FOREST  VIC
PENOLA  SA
WOODSIDE  SA
GLEN OSMOND  SA
THORPDALE  VIC
WETHERILL PARK  NSW
NEW ZEALAND  NSW
BOWRAL  NSW
BOW HILL  SA
EAST HAWTHORN  VIC
HAMILTON HILL  WA
LOXTON  SA
WISCONSIN USA  

PINNERAROO  SA
VICTORIA  VIC
ELIZABETH WEST  SA
VASSE  WA
BRIDGEMAN DOWNS  QLS
VASSE  WA
ULVERSTONE  TAS
CHRISTCHURCH  
HAMILTON HILL  WA
MENANGLE  NSW
TOORONGA  VIC
STUARTS POINT  NSW
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MILDURA  VIC
VICTORIA  VIC
ADELAIDE  SA
PERTH  WA
WEST PERTH  WA
VIA TYRINGHAM  NSW
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<th>Paul Valenta</th>
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<td>Stephen Wade</td>
<td>Stuart Wale</td>
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