Nathalie Gray
IFA Potato Section
The Irish Farmers' Association
Irish Farm Centre
Bluebell
Dublin 12

Postage stamp required

Organised by

In association with

National Potato Conference & Trade Show 2012

To reserve your place at the IFA / Teagasc National Potato Conference & Trade Show, please complete attached booking form and **return no later than Tuesday 14 February.**

Admission: €50 – includes lunch, teas/coffee, Conference Catalogue and access to Trade Stands

€40 – IFA / Teagasc Members

For further information contact:

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National Potato Conference & Trade Show 2012

Red Cow Hotel, Naas Road, Dublin.
Wednesday, 22 February

Tackling Market Forces

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Tackling Market Forces

CONFERENCE PROGRAMME

9.00 am Registration. Tea / Coffee

Chairman: Andy Doyle, Irish Farmers' Journal

Session I

9.45 am **Messages from Conference Hosts:**
John Bryan, IFA President
Gerry Boyle, Director, Teagasc

Opening Address:
Shane McEntee TD, Minister of State at the Department of Agriculture, Food and the Marine

10.15 am **Consumer Trends & Market Forces**

David Berry, Commercial Director, Kantar Worldpanel
Potato Market Change – Retail Influences

Lorcan Bourke, Horticulture Division – Bord Bia
Putting Potatoes Back on the Table

Thomas Carpenter, IFA Potato Chairman –
Growers' Input in a Changing Marketplace

Questions

12.45 pm Lunch

Session II

2.15 pm **Seed Potato Exports: A New Opportunity?**
Marcel De Sousa, Managing Director, Irish Potato Marketing

Session III

3.00 pm Three Workshops – Two Rotations – 30 minutes per workshop

Minimising Losses due to Blackleg in Potatoes
John Sarup, Independent Potato Agronomist/Consultant

Seed Potato Production – Husbandry Guidelines
Denis Griffin, Potato Breeder, Teagasc

Sustainable Use Directive Implications for Potato Growers
Gordon Rennick, Pesticide & Registration & Control, Department of Agriculture, Food & the Marine
Michael Hennessy, Tillage & Potato Specialist, Teagasc

4.15 pm Close of Conference

Trade Show on-going throughout the afternoon from 2pm

Tea & Coffee compliments of Bayer Crop Science

Red Cow Hotel, Naas Road, Dublin.
Wednesday, 22 February

CONFERENCE BOOKING FORM

Name: _____

Address: _____

_____

_____

Mobile _____

Tel (H) _____

Email _____

IFA Membership No. _____

Teagasc Membership No. _____

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Bord Bia
Irish Food Board