

Opportunities for Growth

National Potato Conference & Trade Show 2016



To reserve your place at the IFA / Teagasc National Potato Conference & Trade Show, please complete attached booking form **and return no later than Tuesday 9 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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Organised by



In association with

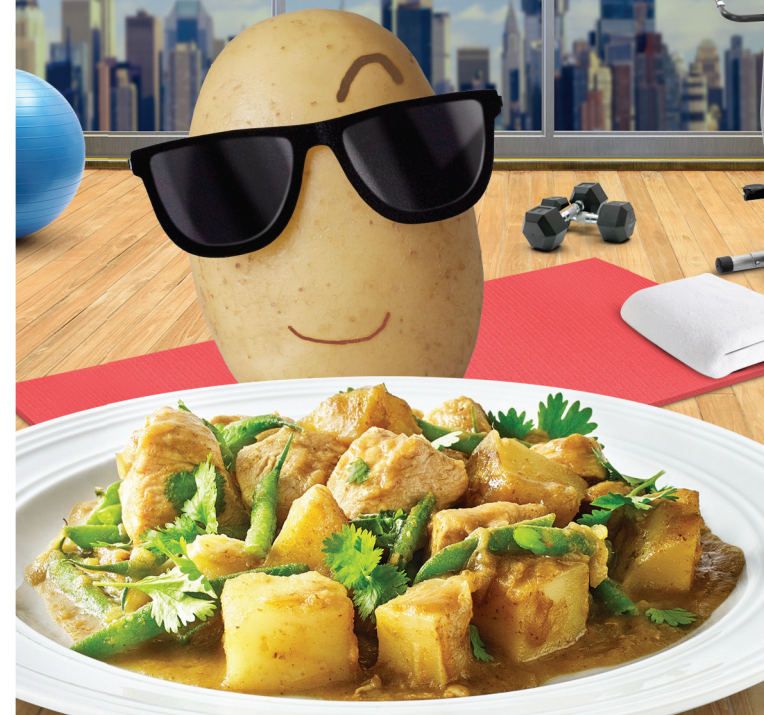


Irish Food Board



Opportunities for Growth

"Fat-free and fab. But enough about me."



National Potato Conference & Trade Show 2016

Red Cow Hotel, Naas Road, Dublin
Tuesday 23 February

Organised by



In association with



Bord Bia
Irish Food Board

National Potato Conference & Trade Show 2016

Opportunities for Growth



Conference Programme

9.00 am Registration. Tea / Coffee

Chairman:

Andy Doyle, Tillage Specialist, Irish Farmers' Journal

10.00 am **Messages from Conference Hosts:**

Jer Bergin, IFA Chairman

Gerry Boyle, Director, Teagasc

Opening Address:

Tom Hayes TD, Minister of State at the Department of Agriculture, Food & the Marine

Session I

10.15 am **Chairman: Eddie Doyle**,

IFA Potato Chairman

Potato Trends in a Modern Market –

Cliona Lynch, Client Manager, Kantar Worldpanel

Making Potatoes: *More Than A Bit On The Side* -

Chris Linsell, Client Service Director, Kindred

A New Chapter for Potatoes

Lorcan Bourke, Horticulture Division, Bord Bia

11.45 Changing Perceptions -

The Nutritional Benefits of Potatoes,

Aoife Hearne – Dietitian

12.30 Lunch – experience *potato.ie* recipes for EU Potato Promotion

Session II

2.00 pm

Chairman: Andy Doyle,

Tillage Specialist, Irish Farmers' Journal

Salad Potato Initiative - **Michael Hennessy**,

Head of Knowledge Transfer Crops, Teagasc

Virus prevalence in the Irish Potato Crop -

Fiona Hutton, Potato Programme Teagasc

Yield formation and Nitrogen Interaction -

Dr Marc Allison, Cambridge University Farms

3.30 pm -

Workshops with main speakers –

4.30 pm

to run concurrently (15 minutes each)

1. Viruses in Potatoes -

Fiona Hutton & Michael Gaffney Teagasc

2. Yield Formation and Nitrogen Interaction –

Marc Allison

3. Potato Promotions & Social Media -

Lorcan Bourke Bord Bia, Kate Cox AHDB Potatoes,

Conor Lynch Connector

Trade Show on-going throughout the afternoon from 12.30pm

Tea / Coffee at Trade Show in the afternoon

Tea & Coffee sponsored by



Bayer CropScience

Red Cow Hotel, Naas Road, Dublin.

Tuesday 23 February

Conference Booking Form

Name: _____

Address: _____

Mobile: _____

Tel (H): _____

Email: _____

IFA Membership no: _____

Teagasc Membership no: _____

To reserve your place, please complete this booking form and **return no later than Tuesday 11 February**

Admission: €50

IFA / Teagasc Members: €40

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