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Report & Accounts
2005/2006



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Report & Accounts 2005/2006

Presented to Parliament

Pursuant to Section 7 of the Industrial Organisation and Development Act 1947 as amended by the Government Resources and Accounts Act 2000 (Audit of Public Bodies) Order 2003.

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Through the BPC, the British potato industry invests in its own future.

The BPC understands the business environment for potatoes and uses this understanding to present information and analysis to assist the industry to shape its future.

BPC activities aim to:

- Increase usage of potatoes
- Ensure that the GB industry is competitive going forward so that it can take advantage of opportunities.

This work is funded by industry levies collected from GB potato growers and from the purchasers of their produce. This document reports the ninth year of the Council's operations and outlines its future strategy.

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21 CASH INFLOW/OUTFLOW

	2006 £(000)	2005 £(000)
Operating Deficit	(143)	(83)
Depreciation charges	99	105
(Gain)/Loss on disposal of tangible fixed assets	(7)	7
(Increase)/Decrease in debtors	(1)	4
Increase/(Decrease) in creditors	178	(158)
Net cash inflow/(outflow) from operating activities	126	(125)

22 RECONCILIATION OF NET CASH FLOW TO MOVEMENT IN NET FUNDS

	2006 £(000)	2005 £(000)
Increase/(Decrease) in cash in the year	31	(15)
Net funds at 1 July	14	29
Net funds at 30 June	45	14

23 ANALYSIS OF CHANGES IN NET FUNDS

	Balances at 1st July 2005 £(000)	Cash Flows £(000)	Balances at 30th June 2006 £(000)
Cash	14	31	45
Current Liquid Resources	3,650	183	3,833
Cash at Bank and in Hand	3,664	214	3,878

24 POST BALANCE SHEET EVENTS

These Financial Statements are laid before the Houses of Parliament and the Scottish Parliament. Financial Reporting Standard (FRS) 21 requires the Council to disclose the date on which the accounts are authorised for issue. This is the date on which the accounts are certified. The authorised date for issue is 3rd July 2007.

16 LEASE COMMITMENTS

The Council leases a number of properties under operating leases. The minimum annual rentals under these leases are as follows:

	2006 £(000)	2005 £(000)
Operating leases which expire:		
In over 5 years - Land and Buildings	169	169
In 1 to 5 years - Other	27	27
	<u>196</u>	<u>196</u>

17 RESERVES

GROUP	GROUP			TOTAL £(000)
	GENERAL £(000)	DESIGNATED £(000)	REVALUATION £(000)	
Balance at 1st July 2005	2,935	780	126	3,841
Deficit on Income and Expenditure Account	(8)	-	-	(8)
Transfer of assets from General to Designated Reserve	(110)	110	-	-
As at 30 June 2006	<u>2,817</u>	<u>890</u>	<u>126</u>	<u>3,833</u>

COUNCIL	COUNCIL			TOTAL £(000)
	GENERAL £(000)	DESIGNATED £(000)	REVALUATION £(000)	
Balance at 1st July 2005	3,061	780	-	3,841
Decrease in SBEU investment	(16)	-	-	(16)
Surplus on Income and Expenditure Account	8	-	-	8
Transfer of assets from General to Designated Reserve	(110)	110	-	-
As at 30 June 2006	<u>2,943</u>	<u>890</u>	<u>-</u>	<u>3,833</u>

The designated reserve is a portion of the Council's retained reserve and represents the redundancy payments that would have to be made in the eventuality that the Council might be required to cease its activities through some as yet unforeseen decision of Government.

In prior years the revaluation reserve has been shown as a reserve within the Council figures. This reserve arose in relation to the land at Sutton Bridge, and thus should be shown in the subsidiary figures. The reserves have been restated to reflect this. This adjustment has no effect on the consolidated, group, reserves.

18 FINANCIAL PERFORMANCE

The key corporate financial targets and performance are set out in both the **foreword** and the **annual report**.

19 CONTINGENT LIABILITIES

There are no contingent liabilities.

20 RELATED PARTY TRANSACTIONS

There were no related party transactions during the year.



During my tenure as Chairman, I have always been pleased to introduce the Annual Report because it draws everyone's attention to the breadth and depth of BPC activities and to the solid achievements delivered on behalf of our industry. Readers will see that 2005/06 was no exception.

Once again our clear focus has been the overriding goals of increasing consumption of potatoes and of improving

competitiveness, so that it is our industry that meets consumer needs. And, as always, the types of activities required to deliver against these goals has moved on reflecting the dynamic and progressive nature of the potato industry.

This changing backdrop means that we must ensure constant dialogue with our levy payers and, at times, also step back and take a strategic overview. The very detailed Research & Development Strategy Review that was completed during this year is an excellent case in point and will serve our industry well by ensuring levy investment is directed where it will bring greatest benefit. I'm also pleased that similar reviews are guiding our ongoing investments in knowledge transfer and marketing.

While these potato industry-specific reviews have been undertaken, a much more fundamental re-examination of agricultural and horticultural levy boards has been pursued by Government. This will see the creation of one overall levy body with a series of sector companies reporting to it. Naturally, I am delighted that one of these will continue to cater exclusively for the potato sector and I believe this reflects the very strong representations made from across our industry. It is a testament to what the BPC has achieved since its inception in 1997 that so many have argued so strongly for the retention of its outputs within the new levy board framework.

Inevitably, playing a full part in the Government's review has placed significant demands on some staff members' time and also raised uncertainties for others. This makes the tangible results summarised in this Annual Report all the more creditable and I would like to record my thanks to all Council Members and staff who contributed to this progress.

David Walker
Chairman

Increasing usage

The BPC works to increase the consumption of potatoes, promote exports and encourage use of quality seed.

This is achieved by activities which focus on:

- Campaigning to create awareness and action
- Improving knowledge and understanding
- Creating dialogue and putting the industry's case.

Detailed information on activities and results achieved is given in the second section of this document starting on page 18.

Campaigning to create awareness and action

Promotional campaigns

Activity focused on high impact, co-ordinated campaigns – health, convenience and Chip Week – driven by consumer trends. 'Meal Solutions' were also provided, as shoppers increasingly buy according to meal occasion and inspiration in-store. The campaigns used a variety of methods to increase awareness and to carry key messages right through to the point of sale – gaining support from all major retailers. Impact was increased by industry and third party support, and results analysed according to coverage, awareness and sales uplifts.



Throughout the year, eye-catching techniques were used to attract media attention and achieve large amounts of positive press and broadcast coverage for potatoes. 1.1 million more consumers now rate potatoes as 'very healthy'.



Roadshows took health and convenience messages direct to consumers.



Over £2.8m worth of positive coverage was achieved during National Chip Week, helping to correct misconceptions about chips and potatoes in general.



National Chip Week
13th-19th February 2006



Over 1,100 schools participated in a 'Grow Your Own Potatoes' scheme, learning where food comes from, how things grow and about healthy eating. BPC's education website also received over 110,000 visits.

10 INVESTMENTS, CASH AND MONEY MARKET DEPOSITS

	GROUP 2006 £(000)	COUNCIL 2006 £(000)	GROUP 2005 £(000)	COUNCIL 2005 £(000)
Money market deposits	2,288	2,288	2,172	2,172
Cash	45	45	14	14
Total Cash	2,333	2,333	2,186	2,186
Non-listed investments	1,544	1,544	1,478	1,478

11 CREDITORS

	GROUP 2006 £(000)	COUNCIL 2006 £(000)	GROUP 2005 £(000)	COUNCIL 2005 £(000)
Due within 1 year				
Research and Development Accruals	105	105	117	117
Marketing Accruals	95	95	126	126
Other Accruals	194	194	165	165
Trade Creditors	710	710	527	527
Taxation	38	38	24	24
Payroll and other taxes	50	50	46	46
	1,192	1,192	1,005	1,005

12 PROVISIONS

There are no provisions.

13 COMMITTED EXPENDITURE

There is committed expenditure against existing R&D contracts of £1,521,488 over the next three years.

14 SUTTON BRIDGE EXPERIMENTAL UNIT LTD

This is a wholly owned, but non-trading, subsidiary of the Council. The deficit for the year was £16,000. At 30th June 2006 it had a called up share capital of £808,000, and reserves of -£559,000. These figures are incorporated in the consolidated financial statements.

15 AUTHORISED FUTURE CAPITAL EXPENDITURE

There is no authorised future capital expenditure for which provision has to be made.

Financial report and accounts

8 GROUP TANGIBLE FIXED ASSETS

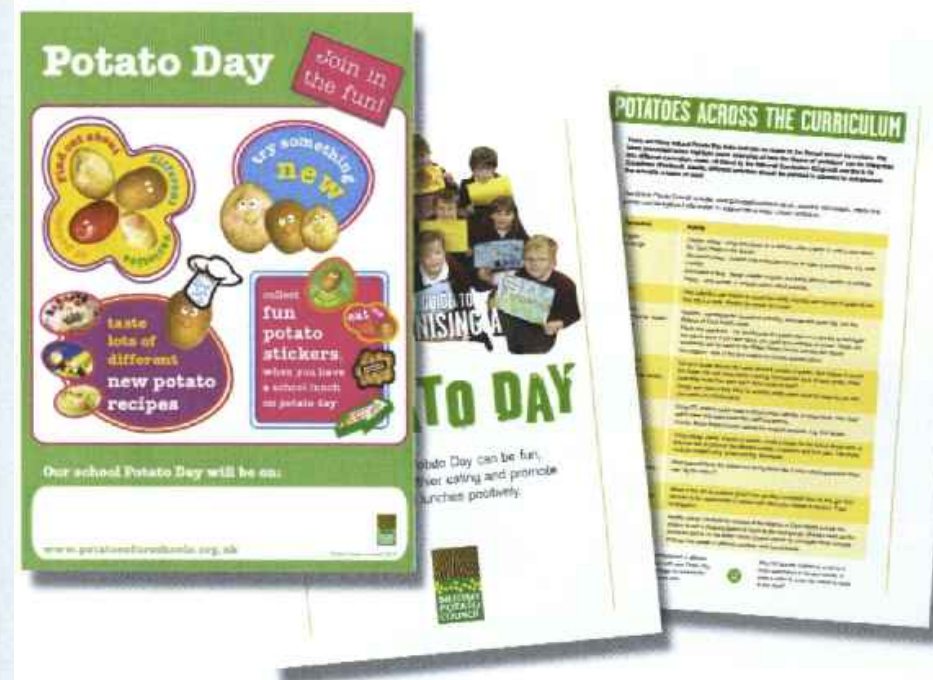
	Freehold land and buildings £(000)	Short leasehold buildings £(000)	Computers, furniture, fittings and office equipment £(000)	Plant equipment and vehicles £(000)	Total £(000)
Cost or Valuation					
As at 1 July 2005	508	311	170	1,082	2,071
Additions during the year	-	-	25	39	64
Disposals during the year	-	-	-	(94)	(94)
As at 30 June 2006	508	311	195	1,027	2,041
Depreciation					
As at 1 July 2005	245	152	149	1,007	1,553
Charge for the year	15	21	25	38	99
On disposals during the year	-	-	-	(94)	(94)
As at 30 June 2006	260	173	174	951	1,558
Net Book Value					
As at 30 June 2006	248	138	21	76	483
As at 30 June 2005	263	159	21	75	518

COUNCIL TANGIBLE FIXED ASSETS

	Short leasehold buildings £(000)	Computers, furniture, fittings and office equipment £(000)	Plant equipment and vehicles £(000)	Total £(000)
Cost or Valuation				
As at 1 July 2005	311	163	220	694
Additions during the year	-	25	39	64
Disposals during the year	-	-	(94)	(94)
As at 30 June 2006	311	188	165	664
Depreciation				
As at 1 July 2005	152	142	147	441
Charge for the year	21	25	37	83
On disposals during the year	-	-	(94)	(94)
As at 30 June 2006	173	167	90	430
Net Book Value				
As at 30 June 2006	138	21	75	234
As at 30 June 2005	159	21	73	253

9 DEBTORS

	GROUP 2006 £(000)	COUNCIL 2006 £(000)	GROUP 2005 £(000)	COUNCIL 2005 £(000)
Due within 1 year				
Trade	19	19	17	17
Producers	31	31	50	50
Purchasers	313	313	313	313
Value added tax	117	117	73	73
Car loans to staff	1	1	3	3
Other	-	-	38	38
Prepayments and accrued income	184	184	170	170
Total	665	665	664	664



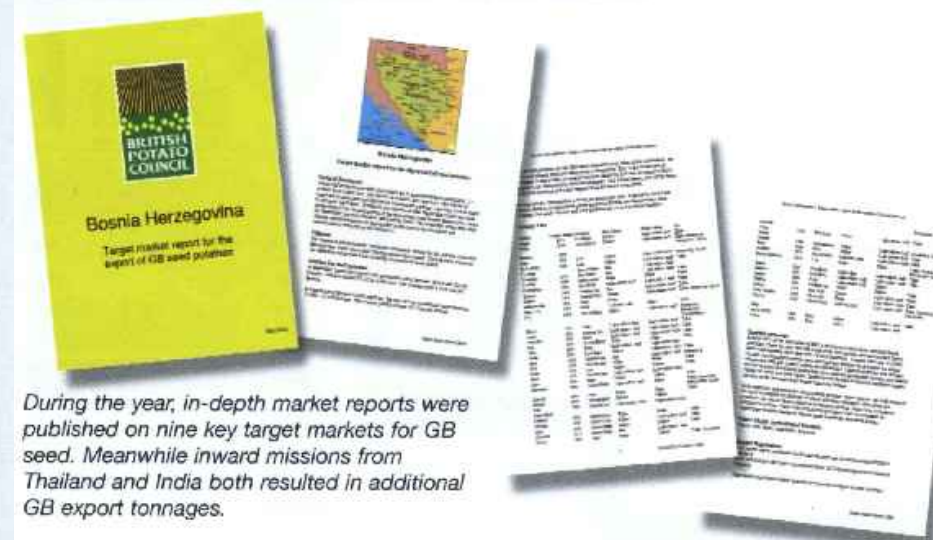
School caterers requested over 1,000 copies of the BPC's Potato Day packs designed to help educate primary school children about healthy eating.



All major seed supply companies have now backed the Safe Haven Certification Scheme instigated by the BPC and expect to have all their growers signed up within two years.



BPC co-ordination ensured a high profile for the GB goods, services and expertise at the international Potato 2005 event in The Netherlands.



During the year, in-depth market reports were published on nine key target markets for GB seed. Meanwhile inward missions from Thailand and India both resulted in additional GB export tonnages.

Educating children

Improving understanding of balanced eating and the role of potatoes within healthy diets remains a major priority. Working with qualified nutritionists, intensive activity was conducted with primary schoolchildren, helping influence both their current and future eating habits. During the year, the BPC also joined with four other levy bodies and the British Nutrition Foundation to launch an authoritative healthy eating website for schools.

Export promotion

Exports continue to provide a valuable additional opportunity for our industry. GB potatoes and potato expertise were actively promoted worldwide and BPC's semi-official status continued to open doors – for example, encouraging plant health officials to understand and acknowledge our excellent phytosanitary standards. During the year, the BPC also co-ordinated a high profile British presence and trade pavilion at the Potato 2005 event in The Netherlands.

Promoting quality seed

As well as forming a major part of export work, promotion of quality seed is also conducted within the GB industry, helping to ensure that a competitive ware sector is underpinned by a healthy and customer-focused seed sector. During the year, the BPC also continued to co-ordinate the roll-out of a Safe Haven Certification Scheme which it instigated to help protect the industry from non-endemic diseases such as ring rot.

Increasing usage

Improving knowledge and understanding

Understanding consumers

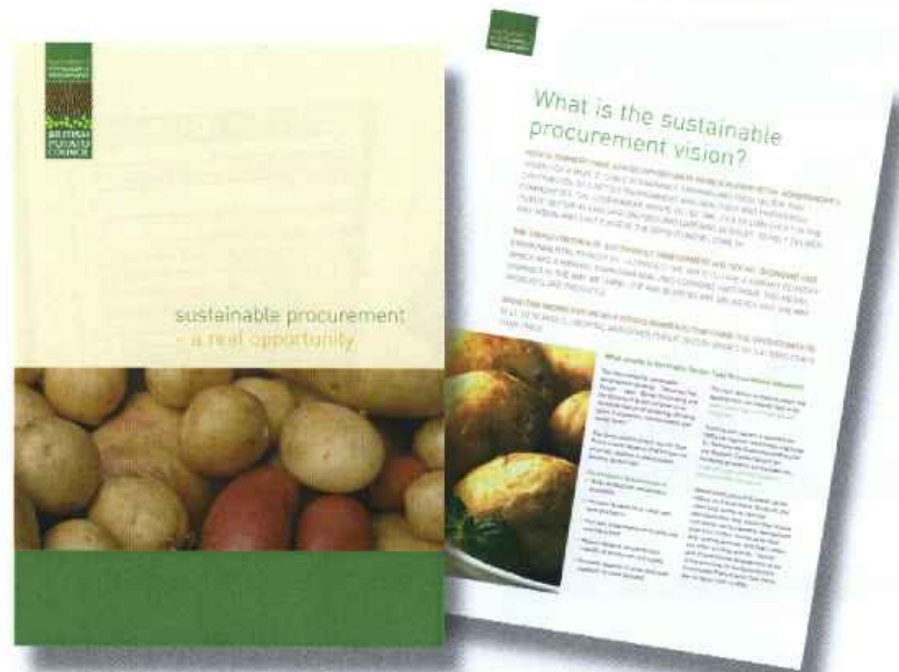
BPC continued to undertake a programme of consumer research and tracking as a critical resource for the industry as it adapts to change. This is the only independent, potato-specific work available, covering all aspects of the industry. During the year, the associated communications programme also continued, including successful seminars, conferences, face-to-face meetings and publication of key findings.

Understanding foodservice

This market now accounts for half of all GB potato consumption and its continuing growth presents both opportunities and threats for potatoes and potato products. BPC work aims to help industry gain a better understanding of this highly fragmented market and draw attention to the numerous opportunities within it. This included producing a guide to exploiting emerging opportunities from new public sector sustainable procurement policies.

Market information

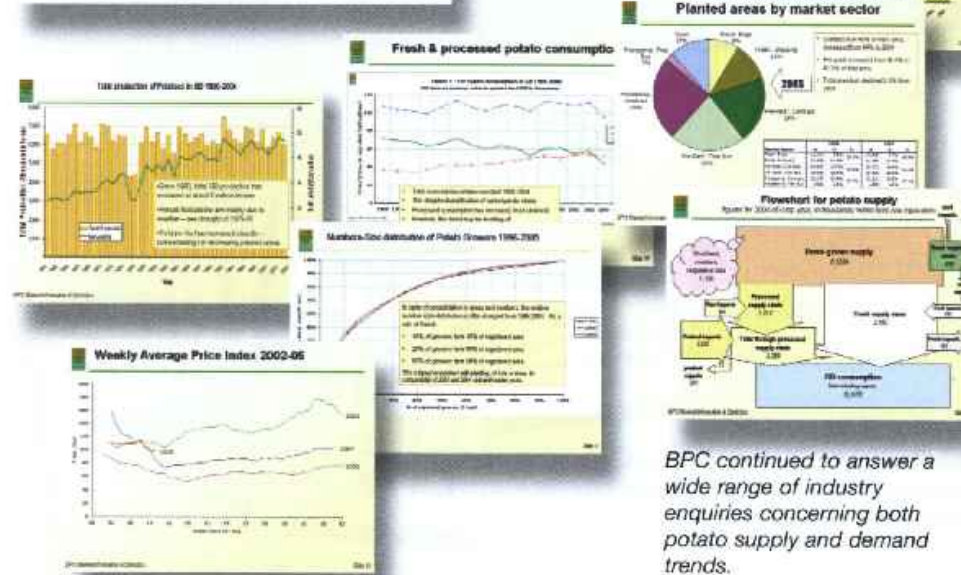
Impartial, accurate, timely market information remains crucial for sound business planning and decision making. Throughout the year, BPC continued to collate, analyse, interpret and report supply and demand statistics. This included both GB data and that from mainland Europe and further afield, reflecting continuing globalisation in the potato market. Development work also continued on a new Grower Panel which has the potential to transform how potato market information is collected and reported.



Work to highlight foodservice opportunities included a guide to public sector procurement. During the year the BPC's dedicated foodservice website also received over 8,500 visits.



During a re-registration process, 2,600 levy payers asked to receive Potato Weekly crop and market reports. Meanwhile greater numbers requesting it by email, as opposed to fax, has helped to reduce distribution costs.



BPC continued to answer a wide range of industry enquiries concerning both potato supply and demand trends.

6 EMPLOYEES

	2005/06	2004/05
(a) Average number of employees by activity during the year		
Marketing and communications	18	19
Research and development	5	5
Management, personnel and registration	13	14
Finance, internal audit and information technology	7	8
Sutton Bridge Experimental Unit	8	8
	51	54

The 2006 staff numbers include 5 part-time staff members (5 in 2005).

	2006	2005
	£(000)	£(000)
(b) Employment costs		
Wages and salaries	1,571	1,531
Social security costs	169	168
Other pension costs	143	142
Redundancy	-	8
	1,883	1,849

The total remuneration including taxable benefits paid to the Chief Executive Officer 73,787 84,713

Included in the above are benefits having a value of £4,350 relating to a car, and £695 relating to health care.

The Chief Executive Officer, age 36, was appointed on 1st July 2002 on a permanent basis and is an ordinary member of the Council's pension and life assurance scheme. The Council's share of her pension contributions was £5,532.

Total remuneration of other staff:	Number
Between £65,000 and £69,999	1
Between £60,000 and £64,999	1
Between £50,000 and £54,999	1
Between £45,000 and £49,999	2
Between £40,000 and £44,999	2

7 OPERATING DEFICIT

The operating deficit is arrived at after charging:	2006	2005
	£(000)	£(000)
Audit Fees	21	23
Depreciation	99	105
Operating Lease Rentals - Plant & Machinery	27	27
- Other	169	169

Financial report and accounts

2 LEVY INCOME

	2006	2005
	£(000)	£(000)
AREA LEVY		
Annual Levy	4,633	4,748
Interest on delayed contributions	3	2
	4,636	4,750
TONNAGE LEVY		
Annual Levy	1,126	1,123

Under the Potato Industry Development Council Order 1997, the Council are empowered to register producers and purchasers of potatoes. Potato producers are required to declare plantings and pay a levy on the hectareage planted. Purchasers are required to submit monthly returns of potatoes purchased and pay a levy on the tonnage so bought. Potato producers are billed for payment, due on 1st December, in October of the crop year and purchasers are billed quarterly in arrears e.g. for the tonnage purchased in the 3 months ended 30th September bills will be issued in late November, due for payment on 31st December. The Council submits for the approval of Ministers the levy rates which they wish to apply on area and on tonnage and the rates approved for the 2005 crop year were £39 per hectare and 17p per tonne if paid by the due date. Higher rates, reflecting the additional costs of collection, of £44 per hectare and 19p per tonne were approved for payments received after the due date. Interest is charged on overdue accounts on a daily basis at the London Interbank Offer Rate plus 1%. Levy income is presented at the rates paid by the levy payer.

3 INVESTMENT INCOME

	2006	2005
	£(000)	£(000)
Interest on money market deposits	173	171

4 TAXATION

	2006	2005
	£(000)	£(000)
Corporation tax on interest income	34	24
Corporation tax on letting income	4	-
Current Tax	38	24

The Council is subject to corporation tax at an effective rate of 19% on interest receivable and capital gains and full provision has been made on that basis. The amounts charged in the Income and Expenditure Account are as shown opposite:

5 COUNCIL MEMBERS

	2006	2005
	£	£
Expenditure relating to meetings including £104.50 honorarium per member for meetings attended. The Council Members did not receive any other emoluments. The Council held 22 formal meetings of full council and committees (22 in the previous year).	51,568	59,202
Remuneration and taxable benefits of the Chairman D.F. Walker	88,632	66,357

For 6 months during the year, the Chairman was contracted to work 5 days per week instead of the usual 3 days per week. The remuneration paid to the Chairman has been determined by the Ministers and the honoraria paid to Council Members approved by Ministers.



Dedicated seed, processing and fresh conventions alongside British Potato 2005 were designed to assist communication and co-operation within each sector.

Best Practice For Pesticide Residue Minimisation

The Challenge
Our customers expect residues to be kept to a minimum, even if higher levels would be of no concern for consumer health.

Stage one: pre-planting

- Use of resistant varieties
- Use of integrated pest management (IPM) strategies
- Use of biological control agents
- Use of crop rotation
- Use of cover crops
- Use of mulch
- Use of weed control
- Use of herbicides
- Use of fungicides
- Use of insecticides
- Use of nematicides
- Use of plant growth regulators
- Use of plant health products
- Use of plant nutrition
- Use of plant stress management
- Use of plant disease management
- Use of plant pest management
- Use of plant quality management
- Use of plant safety management
- Use of plant security management
- Use of plant sustainability management
- Use of plant value management
- Use of plant vision management
- Use of plant vision management

Stage two: post-planting

- Use of resistant varieties
- Use of integrated pest management (IPM) strategies
- Use of biological control agents
- Use of crop rotation
- Use of cover crops
- Use of mulch
- Use of weed control
- Use of herbicides
- Use of fungicides
- Use of insecticides
- Use of nematicides
- Use of plant growth regulators
- Use of plant health products
- Use of plant nutrition
- Use of plant stress management
- Use of plant disease management
- Use of plant pest management
- Use of plant quality management
- Use of plant safety management
- Use of plant security management
- Use of plant sustainability management
- Use of plant value management
- Use of plant vision management
- Use of plant vision management

BPC continued to co-ordinate industry approaches to residue minimisation and to collate input into related activities by Government agencies such as the Food Standards Agency.



BPC made regular contributions to the debate on healthy eating and submissions to formal consultations on issues such as school meals.

Creating dialogue and putting the industry's case

Industry input

Working on the industry's behalf, the BPC continued to have significant input into numerous Government initiatives with implications for potatoes. This included ongoing dialogue with Government departments covering health, education, food & agriculture, as well as with organisations such as the Food Standards Agency.

Improving communication

Activity has also continued to focus on improving communication and co-operation within the industry itself, through high profile targeted meetings and events and also a wide range of 'behind-the-scenes' work. Increasingly, this work involves liaison with entire supply chains and this is assisted by BPC supply chain managers focusing on each of the industry's three key sectors – processing, fresh and seed.

Issues management

Unjustified media scares and hyped 'fads' threaten lasting damage to consumer perceptions of foods including potatoes, so BPC's issues management programme continued throughout the year. This included handling media enquiries, challenging cases of misrepresentation and also researching and disseminating reliable facts on key subjects such as residues and acrylamide.

Increasing GB competitiveness

The BPC works to increase GB competitiveness by undertaking targeted research & development and by communicating the findings alongside existing under-exploited knowledge.

Activities focus on:

- Improving knowledge and understanding
- Campaigning to create awareness and action
- Creating dialogue and putting the industry's case.

Detailed information on activities and results achieved is given in the second section of this document starting on page 18.

Improving knowledge and understanding

Research & development

A major programme of levy-funded R&D, driven by cross-industry groups, continued throughout the year, seeking to increase GB competitiveness by improving quality and reducing costs. Project funding was guided by industry prioritisation and concentrated in those areas where progress is needed but commercial organisations are reluctant to fund research because the outcomes cannot be patented. A detailed review of BPC R&D strategy was also completed during the year in order to optimise future targeting of resources.

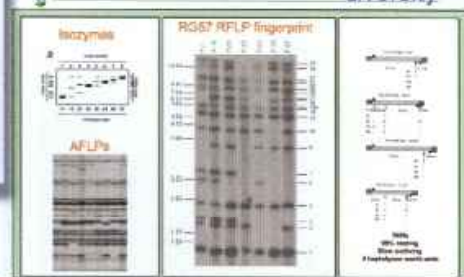
CIPC application trials were established in four commercial stores using North American methodology, while humidification case studies were also set up in three commercial stores.



Evidence of oospore derived outbreaks?



Tools for estimating genetic diversity



Genotypic marker – Simple Sequence Repeats



Blight strain monitoring generated important information on how blight populations are changing and the implications of this for effective disease control.



Work is continuing to identify genetic and biochemical factors that influence flavour characteristics and consumer acceptability.

Notes to the accounts

1 ACCOUNTING POLICIES

Fundamental accounting concept and accounting convention

The British Potato Council succeeded, under the Potato Industry Development Council Order 1997, the Potato Marketing Board on 1st July 1997. It has been subject to statutory review in both 2000 and 2005.

Accounting convention

These accounts are prepared in accordance with best commercial practice which includes complying with the Statements of Standard Accounting Practice, the Financial Reporting Standards issued by the Accounting Standards Board and, although it is not a company, where appropriate, the provisions of the Companies Act 1985. These accounts are prepared under the historical cost convention except for the revaluation of freehold land.

Basis of preparation of Group Financial Statements

The Group Financial Statements consolidate the Financial Statements of the Council and its subsidiary, Sutton Bridge Experimental Unit Limited, using the acquisition method.

Depreciation of fixed assets

The provision for depreciation on assets is calculated on the costs of fixed assets in order to write off such costs over the estimated useful lives of the assets by equal instalments. The expected lives have been reviewed as follows (unchanged from 2004/05):

Freehold buildings	10 - 50 years
Leasehold buildings	Life of the lease
Computer equipment	3 years
Furniture, fittings and office equipment	5 years
Plant and machinery	3 - 10 years
Vehicles	3 - 5 years

Freehold land is not depreciated.

The land at Sutton Bridge is revalued every four years at current market value. It was last revalued by professional valuers on the basis of open market value for existing use in August 2005.

Stocks

Stocks are charged to income and expenditure in year of purchase.

Investment income

Interest receivable and investment income are accounted for on an accruals basis

Liquid resources

The current asset investment comprising the money market deposit is included as a liquid resource for the purpose of the cash flow statement.

Research & development

Research and development expenditure is charged to the income and expenditure account except costs relating to certain equipment and storage facilities which are accounted for as fixed assets. Such costs are accounted for on an accruals basis.

Operating leases

Rentals payable under operating leases are charged on a straight-line basis over the term of the lease.

Pensions

The Council operates a Group Personal Pension Scheme for all staff. Employees contribute a fixed amount of 3.5% of salary and the Council a percentage of the employee's salary which is age related but equates to an average contribution of 9%. The final pension for the employee is not salary related but based on the value of the employee's fund at retirement.

Contributions payable to the scheme are charged to the income and expenditure account in the period to which they relate.

Reserves

General reserve:
This is to be used to fund the costs should the British Potato Council be wound up so that no costs fall to the public purse.

Designated reserve:
This is to be used to fund the staff redundancy costs in the event of the winding up of the British Potato Council.

Revaluation reserve:
This represents the estimated value of the land at Sutton Bridge over and above the original purchase price.

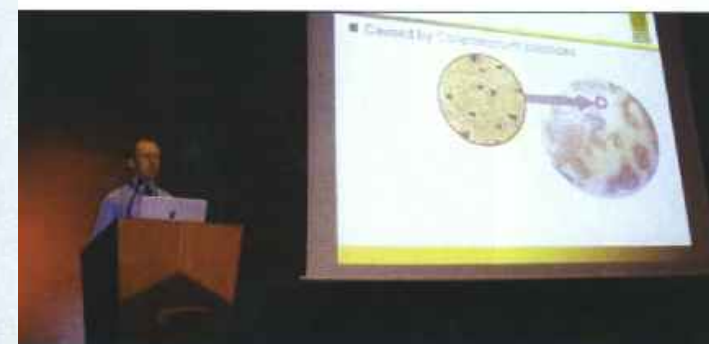
Risk

The Council invests in cash funds, monitoring comparable rates of interest in order to maximise return. The Council is not exposed to liquidity or currency risks.

Group cash flow statement

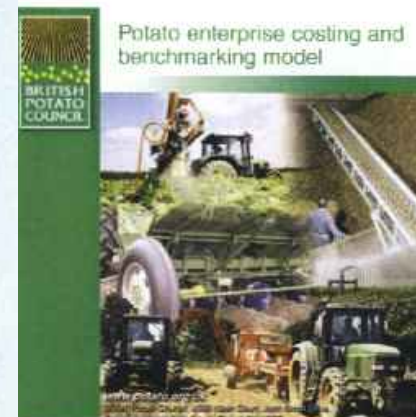
Year ended 30th June 2006

	Notes	2006 £(000)	2006 £(000)	2005 £(000)	2005 £(000)
Net cash inflow/(outflow) from operating activities	21		126		(125)
Returns on investments and servicing of finance					
Interest Received			173		171
Taxation			(29)		(29)
Capital expenditure and financial investment					
Payments to acquire tangible fixed assets		(64)		(57)	
Receipts from sales of tangible fixed assets		8	(56)	7	(50)
			214		(33)
Management of liquid resources					
Net movement in money market deposits	23		(183)		18
Increase/(Decrease) in cash	22, 23		31		(15)



BPC Sutton Bridge Experimental Unit work being presented at an international potato research conference.

Electron micrograph of tuber skin affected by black dot. Research reviews published during the year included critical subjects such as skin finish.



Roll out of the BPC's benchmarking model continued, with data sharing facilities also added to further increase its usefulness to growers wanting to understand their own production costs and how these compare with others.



An authoritative report on comparative costs of production in Britain, France and The Netherlands provoked strong interest from levy payers and was also one of the most popular mini-seminar topics at the British Potato 2005 trade show.

Encouraging collaboration

The overall potato research effort was further strengthened by BPC work encouraging industry collaboration on joint projects. For example, over the last 5 years, as part of BPC's wider research programme, projects costing £7.5M have been undertaken at a cost to levy of just £536K. Fundamental advances made through BPC work are also taken on and developed further by supply chains, speeding uptake and increasing the overall benefits to the industry. For this reason, all BPC R&D projects included industry partners.

Understanding competitiveness

The BPC is actively involved in encouraging benchmarking so that areas of strength can be identified and exploited and areas of weakness addressed. This applies to comparing individual businesses within a sector and also to the overall performance of our industry compared to that of its main competitors. During the year, roll-out of the BPC benchmarking model continued and upgrades were also developed. Research was also published comparing GB production costs with those in France and The Netherlands.

Tackling key threats

Work is also undertaken to raise awareness and encourage responses to issues affecting competitiveness. For example, during the year, work on the implications of new water and environmental legislation was expanded to highlight the soil management implications of new EU subsidy arrangements. This work combined a comprehensive review of existing scientific knowledge with a series of hands-on activities such as workshops and demonstrations.

Increasing GB competitiveness

Campaigning to create awareness and action

Getting research into use

Levy-funded R&D is of little value unless the results are communicated and put to use. For this reason, communication plans were actioned for each R&D project progressed or completed during the year. A targeted approach was adopted with results channelled directly to those best placed to make rapid use of them. A variety of methods were used for this, from large scale field demonstrations to an electronic technical bulletin distributed direct to over 400 agronomists.

Best practice campaigns

A marketing-type campaigning approach was also employed in key technical areas where further progress is an industry priority, yet existing knowledge has yet to be fully exploited. Blight, storage, bruising and soils were four such areas where major, high profile, co-ordinated campaigns were undertaken. Progress is closely monitored and the campaigns are sustained until objectives are met. After this, the third year of campaigning on blight, detailed tracking showed a further year-on-year improvement in on-farm crop hygiene procedures and also confirmed that over 70% of growers either use the BPC's blight mapping service or know that their agronomist does.

Advisory services

Throughout the year, the BPC continued to provide a technical enquiry service, supplying detailed technical information and past research results to levy payers and their agronomists. A specific storage advice line and related advisory services were also operated by the Council's Sutton Bridge Experimental Unit.



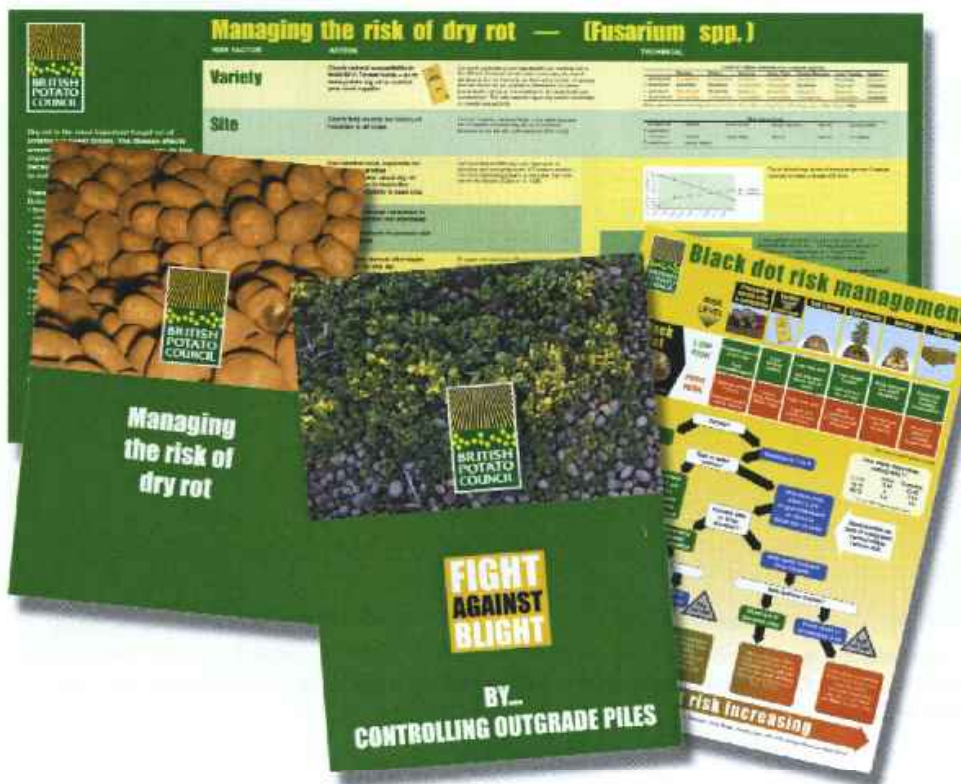
Hands-on soils workshops were staged throughout Britain as part of work to assist growers in complying with new soil management requirements. Over 4,000 copies of the BPC's Soil Compaction reviews were also distributed.



BPC work on disease risk assessment was highlighted as part of British Potato 2005.



Best practice campaigns continued to focus on the practical aspects of getting existing knowledge into use across the industry. Activities also included over 40 bruising minimisation workshops organised jointly with supply chains.



Balance sheet

At 30th June 2006

		GROUP 2006 £(000)	COUNCIL 2006 £(000)	GROUP 2005 £(000)	COUNCIL 2005 £(000)
	Notes				
TANGIBLE FIXED ASSETS	8	483	234	518	253
INVESTMENT IN SUTTON BRIDGE EXPERIMENTAL UNIT	14	-	249	-	265
TOTAL FIXED ASSETS		483	483	518	518
CURRENT ASSETS					
Debtors due within 1 year	9	665	665	664	664
Investments	10	1,544	1,544	1,478	1,478
Cash and money market deposits	10	2,333	2,333	2,186	2,186
Current assets		4,542	4,542	4,328	4,328
CURRENT LIABILITIES					
Creditors due within 1 year	11	(1,192)	(1,192)	(1,005)	(1,005)
NET CURRENT ASSETS		3,350	3,350	3,323	3,323
TOTAL ASSETS LESS CURRENT LIABILITIES		3,833	3,833	3,841	3,841
RESERVES					
General reserve	17	2,817	2,943	2,935	3,061
Designated reserve	17	890	890	780	780
Revaluation reserve	17	126	-	126	-
		3,833	3,833	3,841	3,841

The notes on pages 47 to 53 form part of these accounts.

David Walker
David Walker
Chairman

Helen Priestley
Helen Priestley
Chief Executive

26th June 2007

Group income and expenditure account

Year ended 30th June 2006

	Notes	2006 Total Activities £(000)	2005 Total Activities £(000)
Income			
Levy income - area levies	2	4,636	4,750
Levy income - tonnage levies	2	1,126	1,123
Other income		248	171
Total Income		6,010	6,044
Expenditure			
Research and Development		(1,647)	(1,579)
Knowledge Transfer		(972)	(1,081)
Marketing		(1,139)	(1,170)
Market Information		(647)	(487)
Export & Seed		(244)	(276)
Levy Collection		(372)	(406)
Personnel, Administration and Legal Services		(698)	(652)
Finance, Internal Audit and Information Technology		(434)	(476)
		(6,153)	(6,127)
Operating Deficit	7	(143)	(83)
Investment income	3	173	171
Surplus before tax		30	88
Tax	4	(38)	(24)
(Deficit)/Surplus after tax		(8)	64
Released from Designated Reserve		-	-
(Deficit)/Surplus to General Reserve		(8)	64

All gains and losses relate from continuing activities

Statement of total recognised gains and losses	2006 Total Activities £(000)	2005 Total Activities £(000)
(Deficit)/Surplus	(8)	64
Total recognised gains and losses since last annual report	(8)	64

There were no acquisitions or disposals of operations during the year
The notes on pages 47 to 53 form part of these accounts.



BPC's major biennial 'British Potato' event brought the industry together and received excellent feedback from both exhibitors and visitors.



Once again, Potatoes in Practice proved a keynote technical event with particular emphasis on seed. Attendance at this field trials based event exceeded 450 for the first time.

Creating dialogue and putting the industry's case

Industry input

In a two-way process, the Council works to keep the potato industry aware of important developments and to put the industry's case to those preparing and implementing legislation. A notable example, continued from the previous year, was BPC work in connection with pesticides, including the Food Standards Agency's residue minimisation action plan for potatoes – assisting the industry to have direct input to its development as opposed to simply having to deal with its imposition.

Cross-industry approaches

As well as putting the industry's case to third parties, the BPC is able to use its cross-industry status to co-ordinate work within the industry to tackle major issues. Examples of this during the year were the roll-out of the Safe Haven Certification Scheme designed to combat ring rot and further collaborative work on industry health & safety issues.

Major events

Since better communication and co-operation have a major role in improving competitiveness, the BPC organises a series of events to draw together industry groups. During the year, this included the Potatoes in Practice field day in Dundee and the major British Potato 2005 trade show in North Yorkshire. Preparatory work was also undertaken for a Seed Industry Event in November 2006.

Functions

The British Potato Council (BPC) was established by the Potato Industry Development Council Order 1997 under the Industrial Organisation and Development Act 1947 and came into being on the 1st July 1997.

Its main functions as required by the Order are to fund research and development, transfer technology, collect and disseminate market information and to advertise and promote potatoes to consumers at home and in export markets.

Membership

The Council consists of 16 members appointed jointly by the Agriculture Ministers. Nine members are growers, three represent the industry beyond the farm gate, one has specialist marketing knowledge, another represents the interests of employees in the industry and two, including the Chairman, are independent. There were no changes in membership during the year.

Principal activities

The BPC is accountable for:

- Collecting the levy from all eligible producers and purchasers
- Identifying and commissioning R&D projects appropriate to the near market needs of the industry, taking into account R&D work carried out by other organisations
- Communicating R&D findings to the industry and encouraging their uptake
- Collecting market information/ statistics and disseminating these in a manageable and effective way
- Undertaking targeted consumer marketing activities and joint promotional work from grower to retailer

- Encouraging cross-industry communication to improve competitiveness and supply to consumers
- Examining and promoting integrated crop management practices to ensure sustainable potato production while safeguarding the environment
- Promoting and developing export trade.

Policies

As an executive Non Departmental Public Body, the Council has adopted the principles of the Nolan Report wherever practical and appropriate. This has included a Code of Best Practice for Council Members, a Code of Conduct for Staff and a Register of Members' Interests. The Council has also adopted the Code of Practice on Access to Government Information and built on this where appropriate. The Council's own Code on Openness gives details of its activities and the information it provides, and explains how to gain access to it.

The Council is committed to the principles of Service First, the new Charter Programme. It has developed its own Citizen's Charter, which shows how those principles have been incorporated into its operations and sets out the standards of service customers can expect.

The Council is bound by the terms of the Freedom of Information Act 2000, and the Environmental Information Regulations 2004, and has produced Publication Schemes, which have been approved by the Information Commissioner, as well as an Information Asset Register. These documents can be accessed from the BPC's website (www.potato.org.uk)

The Council values diversity and equal opportunity for all staff and potential recruits and we welcome applications from all sections of the community. We do not discriminate on grounds of race, gender, ethnic origin, disability, age, sexual orientation, faith or any other factor irrelevant to a person's work. All applicants who join the Council and all Members of the Council are treated equally for employment and advancement on the basis of their ability, qualifications and fitness for the appointment.

It is the Council's policy to settle all accounts for goods and services, unless subject to dispute, in accordance with the terms agreed at the time of placing the relevant contracts or orders. Compliance is close to 100%.

Levy collection

Under the Potato Industry Development Council (PIDC) Order 1997 (as amended) producers and purchasers of potatoes are required to register with the British Potato Council, to provide 'returns' (details of their potato plantings or purchases) and to pay a levy.

The PIDC (Amendment) Order 2002, which came into effect in 2003, introduced a two-tier system of levy rates, comprising an ordinary rate for payments received by the due date and a higher rate for payments received after the due date; this applies to both producers and purchasers.

The registration thresholds for producers and purchasers are three hectares and 1,000 tonnes per annum respectively. There is a system of voluntary registration for smaller businesses wishing to take advantage of BPC services, information and so

Auditor's Statement

The Certificate and Report of the Comptroller and Auditor General to the Houses of Parliament and the Scottish Parliament

I certify that I have audited the financial statements of the BPC for the year ended 30 June 2006 under the Industrial Organisation and Development Act 1947 as amended by the Government Resources and Accounts Act 2000 (Audit of Public Bodies) Order 2003. These comprise the Income and Expenditure Account, the Balance Sheet, the Cashflow Statement and Statement of Total Recognised Gains and Losses and the related notes. These financial statements have been prepared under the accounting policies set out within them.

Respective responsibilities of BPC, the Chief Executive and auditor

BPC and the Chief Executive are responsible for preparing the Annual Report, the Remuneration Report and the financial statements in accordance with section 7 of the Industrial Organisation and Development Act 1947 and HM Treasury directions made thereunder and for ensuring the regularity of financial transactions. These responsibilities are set out in the Statement of responsibilities on page 40.

My responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements, and with International Standards on Auditing (UK and Ireland).

I report to you my opinion as to whether the financial statements give a true and fair view and whether the financial statements and the part of the Remuneration Report to be audited have been properly prepared in accordance with section 7 of the Industrial Organisation and Development Act 1947 and HM Treasury directions made thereunder.

I also report whether, in all material respects, the expenditure and income have been applied to the purposes intended by Parliament and the financial transactions conform to the authorities which govern them. I also report to you if, in my opinion, the Annual Report is not consistent with the financial statements, if BPC has not kept proper accounting records, if I have not received all the information and explanations I require for my audit, or if information specified by relevant authorities regarding remuneration and other transactions is not disclosed.

I review whether the statement on page 41 reflects BPC's compliance with HM Treasury's guidance on the Statement on Internal Control, and I report if it does not. I am not required to consider whether the Accounting Officer's statements on internal control cover all risks and controls, or form an opinion on the effectiveness of BPC's corporate governance procedures or its risk and control procedures.

I read the other information contained in the Annual Report and consider whether it is consistent with the audited financial statements. This other information comprises only the Annual Report, the unaudited part of the Remuneration Report and the Management Commentary. I consider the implications for my report if I become aware of any apparent misstatements or material inconsistencies with the financial statements. My responsibilities do not extend to any other information.

Basis of audit opinion

I conducted my audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. My audit includes examination, on a test basis, of evidence relevant to the amounts, disclosures and regularity of financial transactions included in the financial statements and the part of the Remuneration Report to be audited.

It also includes an assessment of the significant estimates and judgments made by BPC and the Chief Executive in the preparation of the financial statements, and of whether the accounting policies are most appropriate to BPC's circumstances, consistently applied and adequately disclosed.

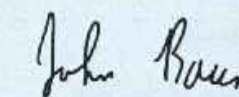
I planned and performed my audit so as to obtain all the information and explanations which I considered necessary in order to provide me with sufficient evidence to give reasonable assurance that the financial statements and the part of the Remuneration Report to be audited are free from material misstatement, whether caused by fraud or error and that in all material respects the expenditure and income have been applied to the purposes intended by Parliament and the financial transactions conform to the authorities which govern them. In forming my opinion I also evaluated the overall adequacy of the presentation of information in the financial statements and the part of the Remuneration Report to be audited.

Opinion

In my opinion:

- the financial statements give a true and fair view, in accordance with section 7 of the Industrial Organisation and Development Act 1947 and directions made thereunder by HM Treasury, of the state of BPC's affairs as at 30 June 2006 and of its surplus for the year then ended;
- the financial statements and the part of the Remuneration Report to be audited have been properly prepared in accordance with section 7 of the Industrial Organisation and Development Act 1947 and HM Treasury directions made thereunder; and
- in all material respects the expenditure and income have been applied to the purposes intended by Parliament and the financial transactions conform to the authorities which govern them.

I have no observations to make on these financial statements.



John Bourn
Comptroller and Auditor General
National Audit Office
157-197 Buckingham Palace Road
Victoria
London
SW1W 9SP

3rd July 2007

Remuneration report

The functions of a remuneration committee are carried out by the full Council, the membership of which is shown on page 16 of this report.

The BPC recognises the Prospect trade union, who submit a pay claim annually. This claim, along with the recommendations of the Directors, is discussed by the audit committee. The audit committee make a recommendation to the full Council, who will approve the final award.

Bonus payments may be made in the event of performance that is significantly above the requirements of the post. Such payments require full justification from the line manager, and are approved by the Directors.

Policy on the remuneration of the Council and the Chief Executive

The remuneration of the Chairman of the Council is determined by DEFRA. The remuneration in 2005/06 is £88,632 (see note 5 to the accounts).

Council members receive an honorarium of £104.50 per meeting attended, as determined by DEFRA.

The Chief Executive's salary and conditions are determined by the Council, and were last reviewed in June 2006 (see note 6 to the accounts).

Policy on duration of contracts and notice periods and termination payments

Ministers have the right to terminate the appointment of any Council Member under the circumstances outlined in the second schedule of the PIDC order 1997 (as amended in 1997 and 2002). Council Members may resign by giving notice in writing to Ministers. There are no notice periods or termination payments.

The notice period for the Chief Executive is determined by the Council. The contract is terminable by either party, and requires 3 months notice. No termination payments apply.

Pension arrangements

The Chief Executive is entitled to be a member of the BPC's Group Personal Pension Scheme, on the same terms as all other employees of the BPC. Employers contributions of 6.5% (unchanged from 2004/05) of gross salary were paid during the year.

Benefits in kind

The Chief Executive is entitled to car benefits of £4,350 (£4,132 in 2004/05) and private medical insurance of £695 (£553 in 2004/05).

forth. Against payment of an annual subscription they have access to all the services on offer.

For 2005/06, the following levy rates were approved by the Ministers:

- Area levy – ordinary rate £39 per hectare; higher rate £44 per hectare
- Tonnage levy – ordinary rate 17 pence per tonne; higher rate 19 pence per tonne.

Area levies fell due on 1st December 2005 and invoices were issued before the end of October. Tonnage levies were invoiced quarterly in arrears, based on monthly returns of tonnage purchased. Purchasers who did not make monthly returns were invoiced according to estimated tonnage and adjustments were made when actual returns were received. A system for estimating plantings, where producers had failed to make area returns, was also in place.

In 2005/06 3,127 growers were registered, covering 116,876 hectares and giving rise to a total levy of £4,636,000. Additionally, 434 purchasers were registered paying c.£1,126,000 in levy. The BPC also receives income from the sale of statistical information and this amounted to £50,000 in 2005/06.

In the interests of fairness to all, and in line with its statutory obligations, the BPC has taken a robust stance on levy collection. As a result, 99+% of the 2005/06 producer levy and 92%* of the estimated 2005/06 purchaser levy had been collected by 30th June 2006. (*Not all returns had been received at the time of writing). At the same date, over 99% of the 2004/05 producer levy and over 99% of the 2004/05 purchaser levy had been collected.

Action is continuing to collect the outstanding balance through a

combination of warning letters, contact via field staff, audit visits and court action. Over the last eight years, 3,526 debts have been passed to the BPC's legal debt collection team for action. 2,758 of these (totalling £4,042,174) related to producers and 792 (totalling £1,154,685) related to purchasers. It was necessary to issue Court summonses in the case of 498 producers and 58 purchasers.

Whereas debt collection is a matter of civil law, failure to register and to provide returns and other information is dealt with under criminal law, administered by the Magistrates Courts in England and Wales and by the Sheriffs Courts in Scotland. In order to save solicitors' costs, an in-house system for prosecutions is in operation and has proved very effective. Where returns are not received, despite reminders and warning letters, staff issue summonses.

Since the BPC's inception, 1,445 cases (producers and purchasers) have been referred to the legal team for action. 242 producers and 19 purchasers have been summonsed by Oxford Magistrates Court. The great majority provided the outstanding returns in response to this, while 27 were convicted, fined and ordered to pay costs to the BPC.

Committees

The Council has established a number of committees to develop strategy and to ensure that the organisation performs its duties in an open and accountable fashion. Committee Members were drawn from Council Members as listed on page 16 (the Marketing, Market Information and R&D Committees, as well as the Seed

Sector Group, include representatives of the industry who are not Council Members).

Committees exist for the following functions:

- Marketing & Communications
- Research & Development
- Market Information
- Seed Sector Group
- Audit

Performance measures

- ✓ = the activities set out for this period have been delivered
- ⌚ = the activities set out for this period are underway but have not been completed in the targeted time
- ✗ = the activities have been cancelled or deferred

Collection of at least 99% of all overdue debts within 12 months.

- ✓ Levy collection performance by year is as follows (action is continuing and collection rates will rise accordingly):

	Producers	Purchasers
1997/98 levy collection	99+%	99+%
1998/99 levy collection	99+%	99+%
1999/00 levy collection	99+%	99+%
2000/01 levy collection	99+%	99+%
2001/02 levy collection	99+%	99+%
2002/03 levy collection	99+%	99+%
2003/04 levy collection	99+%	99+%
2004/05 levy collection	99+%	99+%
2005/06 levy collection (at 30 June 2006)	99%	92%

- ✓ Use of GIS system to ensure levy fairness.

GIS system fully implemented and is administered by two dedicated field officers. Their area monitoring activities covered c.30% of the total crop. Final figures for undeclared area are not yet available but it is expected that they will amount to approximately 750 ha (1,900 ha in the previous year).

- ✓ Auditing of purchaser tonnage.

288 purchasers responsible for 73% of the total tonnage, were audited, 24,000t of unrecorded crop identified and followed-up.

Council Members (2005/06)

Council Member	Committees and working groups on which members served					
	Audit	Market Information	Marketing & Communications	Research & Development	Sutton Bridge Experimental Unit†	Seed Sector Group
Janet Bainbridge				✓C		
Colin Bradley		✓				
Robert Dolg						✓
Douglas Harley						✓C
Richard Harris		✓C	✓	✓		
James Harrison				✓		
Barry Leathwood	✓					
Kevin Littleboy	✓C		✓			
Richard Maddocks		✓				
John Rix		✓				
Fraser Scott			✓			✓
Alex Stephens				✓		
Nick Twell	✓		✓			
Nick Vermont			✓C			
David Walker	✓	✓*	✓*	✓*		✓*
Duncan Worth				✓	✓	

C = Committee Chairman.

† = The operations of Sutton Bridge Experimental Unit Ltd have been transferred to the Council and the company is dormant.

* = Council Chairman David Walker is ex officio member of Marketing, Market Information, R&D and SSG Committees.

Statement on internal control

Scope of responsibility

As Accounting Officer, I have responsibility for maintaining a sound system of internal control that supports the achievement of the British Potato Council's policies, aims and objectives, whilst safeguarding the public funds and departmental assets for which I am personally responsible, in accordance with the responsibilities assigned to me in Government Accounting.

Purpose of the system of internal control

The system of internal control is designed to manage risk to a reasonable level rather than eliminate all risk of failure to achieve policies, aims and objectives; it can therefore only provide reasonable and not absolute assurance of effectiveness. The system of internal control is based on an ongoing process designed to identify and prioritise the risks to the achievement of Council policies, aims and objectives, to evaluate the likelihood of those risks being realised and the impact should they be realised, and to manage them efficiently, effectively and economically. The system of internal control has been developed in the British Potato Council during the year ended 30th June 2006 and up to the date of approval of the annual report and accounts, and accords with Treasury guidance.

Capacity to handle risk

The British Potato Council has developed a risk register, approved by its Directors and the Audit Committee, which is subject to regular review to assess changing risks. A formal risk strategy has been formulated and approved by Council.

The risk register was drawn up in conjunction with the staff of the Council, and training in the concepts of risk identification, ranking and management has been given. The register ranks these risks and shows the officer(s) responsible for eliminating them or managing them so that any impact on the policies, aims and objectives of the British Potato Council is limited and controlled.

The Directors routinely require risk assessments on major projects and campaigns as an important part of the decision making process. The process also takes account of the possible impact of major reviews (e.g. the Radcliffe Report), and allows the BPC's managers to focus on mitigating the most significant risks.

Review of effectiveness

As Accounting Officer, I have responsibility for reviewing the effectiveness of the system of internal control. My review of the effectiveness of the system of internal control is informed by the work of the internal auditors and the managers within the British Potato Council who have responsibility for the development and maintenance of the internal control framework, and comments made by the external auditors in their management letter and other reports. I have been advised on the implications of the result of my review of the effectiveness of the system of internal control by the Council and the Audit Committee, and a plan to address weaknesses and ensure continuous improvement of the system is in place. I have not been made aware of any significant weaknesses in internal control during the year.

The British Potato Council has an internal audit service which operates to standards defined in the Government Internal Standards Document. The work of the internal auditors concentrates on key activities in accordance with the annual internal audit plan, agreed by the Audit Committee, which takes into account identified areas of risk to the British Potato Council. The internal auditors report to the Head of Finance and IT and the Audit Committee on a regular basis, and have direct access to the Accounting Officer and the Audit Committee as required. The internal auditors have issued an Assurance Statement to me which provides the opinion that the Council can be reasonably assured that its systems provide the basis for enabling effective financial and management control.

The Audit Committee meets at least three times a year, and consists of Council Members and senior officers in attendance, with representatives from both external and internal auditors as required. The minutes of its meetings are reported to the Council.



Helen Priestley
Accounting Officer

26th June 2007

Report of the Council Members' responsibilities in respect of the accounts

In recognition of the wishes of the Council to comply as far as reasonably possible with company law in the preparation of these accounts the Council Members have agreed to the production of the following statement.

The Industrial Organisation and Development Act 1947 s.7(3) requires that the Council's accounts shall conform with the best commercial standards. Accordingly, Council Members are responsible for preparing accounts for each financial year which give a true and fair view of the Council's state of affairs and of its surplus or deficit and cash flow for the period.

In preparing these accounts, the Council Members have adopted a requirement to:

- Select suitable accounting policies and then apply them consistently
- Make judgements and estimates that are reasonable and prudent
- State whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the accounts
- Prepare the accounts on the going concern basis unless it is inappropriate to presume that the Council will continue in business.

Council Members accept that they are responsible for keeping proper accounting records for the British Potato Council which disclose with reasonable accuracy at any time the financial position of the Council and enable them to ensure that the accounts comply with the Potato Industry Development Council Order 1997, the Industrial Organisation and Development Act 1947 and with the Companies Act 1985 as far as practicable. They are also responsible for safeguarding the assets of the Council and for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Statement of the Accounting Officer's responsibilities

In preparing the financial statements the Council are required to:

- Observe any accounts direction issued by the Ministers with responsibility for agriculture, including relevant accounting and disclosure requirements
- Apply suitable accounting policies on a consistent basis
- Select suitable accounting policies and then apply them consistently
- Make judgements and estimates that are reasonable and prudent

- State whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Council will continue in operation.

The Accounting Officer for the Department for Environment, Food & Rural Affairs has

designated the Chief Executive as the Accounting Officer for the Council. Their relevant responsibilities as Accounting Officer, including their responsibility, in consultation with the devolved administrations, for the propriety and regularity of the finances of the Council for which they are answerable, and for the keeping of proper records, are set out in the Non-Departmental Public Bodies' Accounting Officer Memorandum.

Member	Oct 2005	Dec 2005	Feb 2006	Jun 2006
Janet Bainbridge	✓	✓	✓	✓
Colin Bradley	✓	✓	✓	✓
Robert Doig		✓	✓	✓
Douglas Harley	✓	✓	✓	✓
Richard Harris	✓	✓	✓	✓
James Harrison		✓	✓	✓
Barry Leathwood	✓	✓	✓	✓
Kevin Littleboy	✓	✓		✓
Richard Maddocks	✓	✓		✓
John Rix	✓	✓		✓
Fraser Scott	✓	✓	✓	✓
Alex Stephens	✓	✓		✓
Nick Twell	✓	✓	✓	✓
Nick Vermont	✓		✓	
David Walker	✓	✓	✓	✓
Duncan Worth	✓	✓		✓

Progress against Corporate and Business Plans



Prioritisation

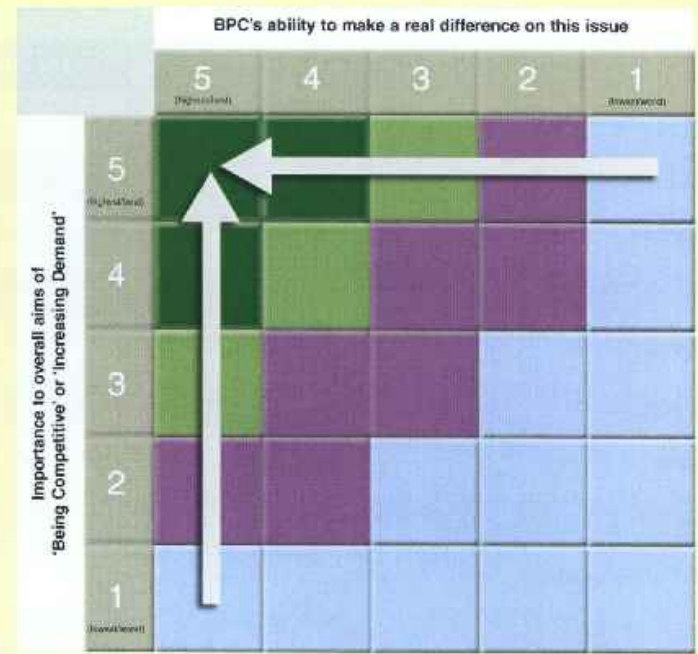
The BPC serves an industry that is fast changing and which itself must cater for rapidly evolving consumer demands. To ensure the Council gives the highest possible return on levy investment it must therefore match its outputs to the changing needs of the industry. To ensure this remains the case, a major strategy review was undertaken during 2002/03. The 'strategy maps' on pages 20 to 23 are a skeleton summary of this process – identifying what is critical to the future of the GB potato industry.

The maps were developed with industry representatives to assist prioritisation by adding clarity to the role and functions of the BPC and reflecting the Council's 'fewer things better' approach.

Fundamentally, there are two primary factors that affect the future success of the GB potato industry and it is only by delivering against these that the BPC provides a return on levy investment. These are:

- Continued demand for potatoes and potato products
- GB potatoes (as opposed to those from global competitors) fulfilling that demand competitively.

The maps take each of these primary factors – potato usage and GB competitiveness – and draw out the challenges affecting them. After these challenges have been drawn out, those at the end of each line are then prioritised in terms of the BPC's ability to make a real difference. This prioritisation process is represented by colour coding and is based on the scoring system shown here.



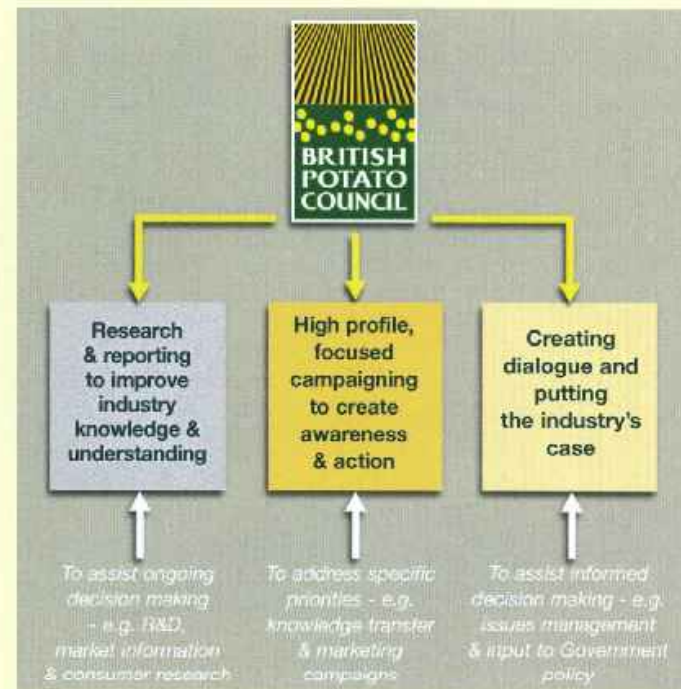
Green - Areas of key importance where the BPC can make a significant contribution to assisting the industry in becoming more competitive and/or increase usage of potatoes. If resources permitted, the industry would benefit from BPC activity in all green areas. Since this is not possible, the highest scoring green areas (shown in dark green), are those for which action plans have been developed.

Purple & blue - Areas where there are some opportunities for BPC involvement, but where this is unlikely to make a significant contribution at this time.

Red - Items coloured red on the maps were not scored using the grid because, although the BPC must be aware of them, it is unlikely to make a difference in this area or risks duplicating activities already undertaken by commercial organisations. As well as being common sense, this avoidance of duplication is controlled by the Government's 'market failure' test which stipulates that a levy body such as the BPC should only act where the market will not do so of its own accord. A typical example of this is research & development work in areas where the outcome cannot be patented and so commercial organisations will not make the necessary investment for progress to be achieved.

Corporate Plan

The priorities identified through the strategy mapping process are reflected in the BPC's Corporate Plan. Under this strategy BPC activities fall into three broad categories:



Foreword to the accounts

The following accounts have been prepared in a form directed by Agriculture Ministers with the consent of the Treasury in accordance with the Industrial Organisation and Development Act 1947 and are presented in group format to include the British Potato Council and Sutton Bridge Experimental Unit Ltd. The accounts cover the ninth year of the Council.

The Council maintains a designated reserve for redundancy costs sufficient to cover all staff. This, along with the General Reserve, means that in the event of a winding up the Council could cover its liabilities.

Levy collection

Growers levy
Levy collection for 2005/06, as at 30th June 2006, was 99% by value. Levy collection for the 1998/99, 1999/00, 2000/01, 2001/02, 2002/03, 2003/04 and 2004/05 years now stands at over 99% in each case.

Purchasers levy
Levy collection for 2005/06, as at 30th June 2006, was 92%. Levy collection for the 1998/99, 1999/00, 2000/01, 2001/02, 2002/03, 2003/04 and 2004/05 years now stands at over 99% in each case.

Cost reduction

Cost reduction, particularly of internal support functions, continues to be a major focus and the Council has planning systems and processes in place to enable it to deliver savings in the future in line with its financial strategy. Additional savings of £30k were achieved during the year, giving a total reduction of £274k since 2000.

Pension arrangements

The defined contribution pension scheme of the Council provides employees with competitive benefits whilst having the advantage of allowing the Council to be fully aware of its financial commitments. The pension provider was originally the Equitable Life Assurance Society, but in view of the financial problems experienced by the Society, it was decided to move to a Group Personal Pension Scheme from 1st July 2001, the provider being AXA Sun Life. The Equitable Life Scheme was closed to new members and further contributions from the same date. This is now in the process of being wound up and members' benefits will be secured through a 'Section 32 Buyout'.

Levy boards reform

The agricultural levy boards, including BPC, are being reformed into a new structure with one central levy board - known as Levy Board UK (LBUK). This new organisation will have subsidiaries for each of the agricultural sectors, and it is planned that BPC's functions, together with its assets and liabilities, will be transferred to the new structure from 1st April 2008. The Council considers that the BPC has adequate resources to remain in operation for the foreseeable future (on the basis that assets and liabilities will pass to LBUK) and has therefore continued to adopt the going concern basis for preparation of these accounts.

Financial results against budget

	2005/06 Budget (£000)	2005/06 Actual (£000)	2005/06 Variance (£000)
Growers levy	4,495	4,636	+141
Purchasers levy	1,148	1,126	(-22)
Other income	50	248	+198
Total income	5,693	6,010	+317
Expenditure	(6,056)	(6,153)	(-97)
Operating Deficit	(363)	(143)	+220
(Charge to)/transferred to General Reserve (after investment income and tax)	(251)	(8)	+243

The budget, prepared for DEFRA, has income from services offset against expenditure. On a like for like basis actual expenditure would be £6,351K, a variance of £295K from budget.

Diversity and equal opportunities policy

The Council recognises its duty, under the Race Relations (Amendment) Act 2000, to promote race equality. It has a policy on diversity and equal opportunities and its premises are designed for disabled staff. Ethnicity is monitored using a model, which is based on a classification produced by the Cabinet Office. Providing ethnic data is wholly voluntary.

A survey of employees carried out in 2002 had a response rate of 90%. The following figures for nationality were given: British or mixed British - 32.2%; English - 55.9%; Scottish - 10.1%; other - 1.8%. Of those responding, 96.5% described themselves as White, the remaining employees describing themselves as Asian and Black. A follow up survey will be carried out in the summer of 2007, following the introduction of a new computerised personnel system.

The Council's aim is to increase the proportion of staff from minority groups as follows: members of ethnic minorities 6%; people with disabilities 3% - within the context of appointing the best applicant for each job. We include the following statement in every recruitment advert and in our briefs to agents: *The BPC is committed to valuing diversity and equal opportunities for all staff, and we welcome applications from all sections of the community. We will not discriminate on grounds of race, gender, ethnic origin, disability, age, sexual orientation, faith or any other factor irrelevant to a person's work.*

Communication to staff

The BPC has a code of openness and recognises the Prospect Union for bargaining purposes. There is a meeting timetable that encourages both departmental and cross-departmental communication.

Access to information

A register of members' interests is available for inspection by prior appointment with the Secretary. Information on the BPC's Code of Openness and Citizens Charter can be found on the BPC's website (www.potato.org.uk) or by contacting the Secretary.

Freedom of Information Act 2000 (FOIA)

The Council is bound by the terms of FOIA and of the Environmental Information Regulations 2004. Publication Schemes have been accepted by the Information Commissioner. The Schemes and related documents, including our Information Asset Register, are posted on the BPC's website (www.potato.org.uk).

British Potato Council ninth year of operation

This is covered in the annual report.

Payment of suppliers

Payment terms for goods and services are strictly observed by the Council. There is in place within the accounting system a facility to accommodate various terms ranging from the standard term of 30 days from the date of the invoice to shorter periods and compliance is very close to 100%.

SBEU Ltd

This wholly owned subsidiary of the Council has been dormant from 1st July 1999 and all of its operations have been transferred over to the Council. See Note 14 to the accounts.

Auditors

The accounts of the Council are audited by the Comptroller and Auditor General in accordance with section 7 of the Industrial Organisation and Development Act 1947 as amended by the Government Resources and Accounts Act 2000 (Audit of Public Bodies) Order 2003. Services are limited to the statutory audit and the fee for the audit work is £21,000.

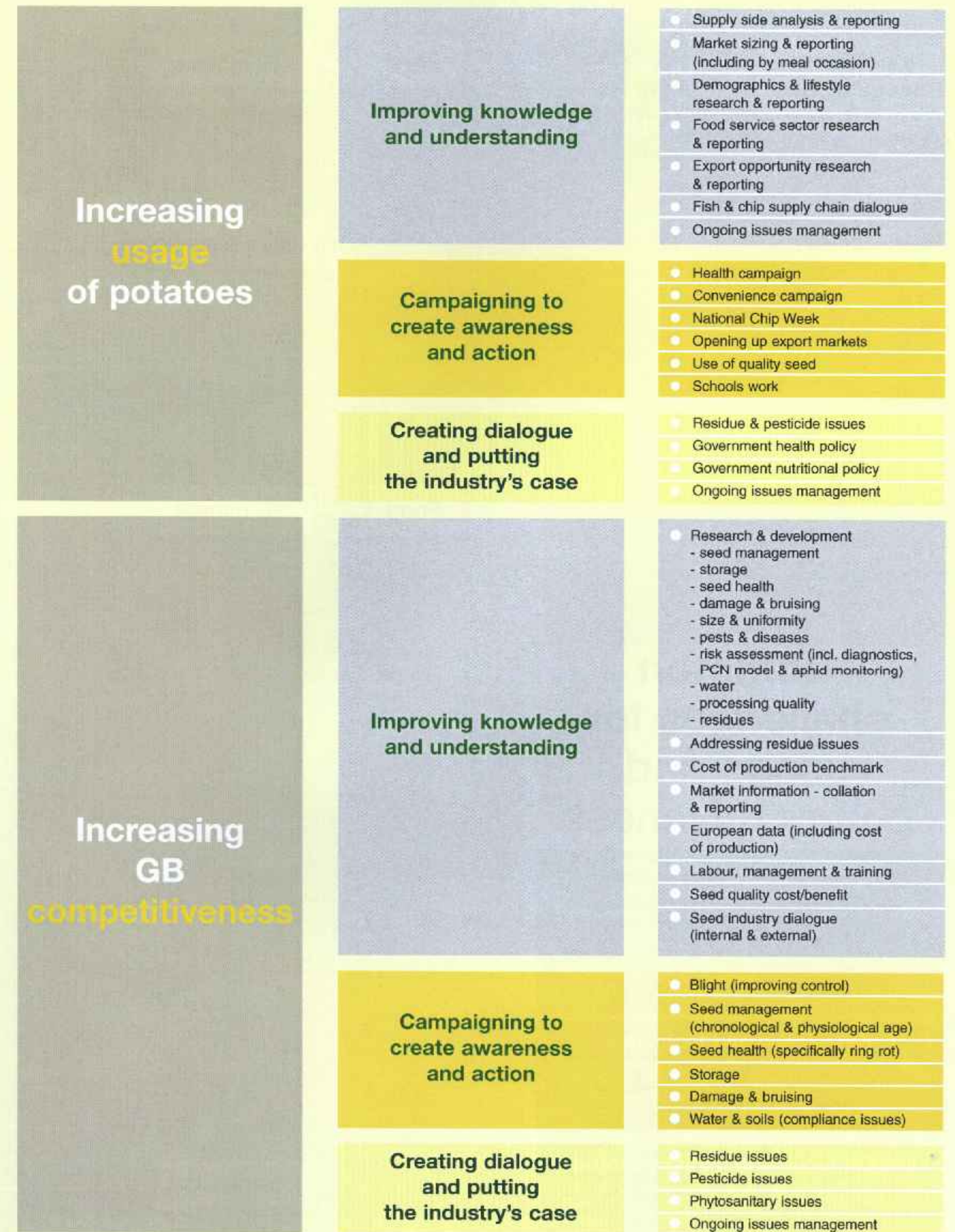
David Walker
Chairman

Helen Priestley
Accounting Officer

26th June 2007

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Based on this, activities identified in the Corporate Plan can be summarised as:

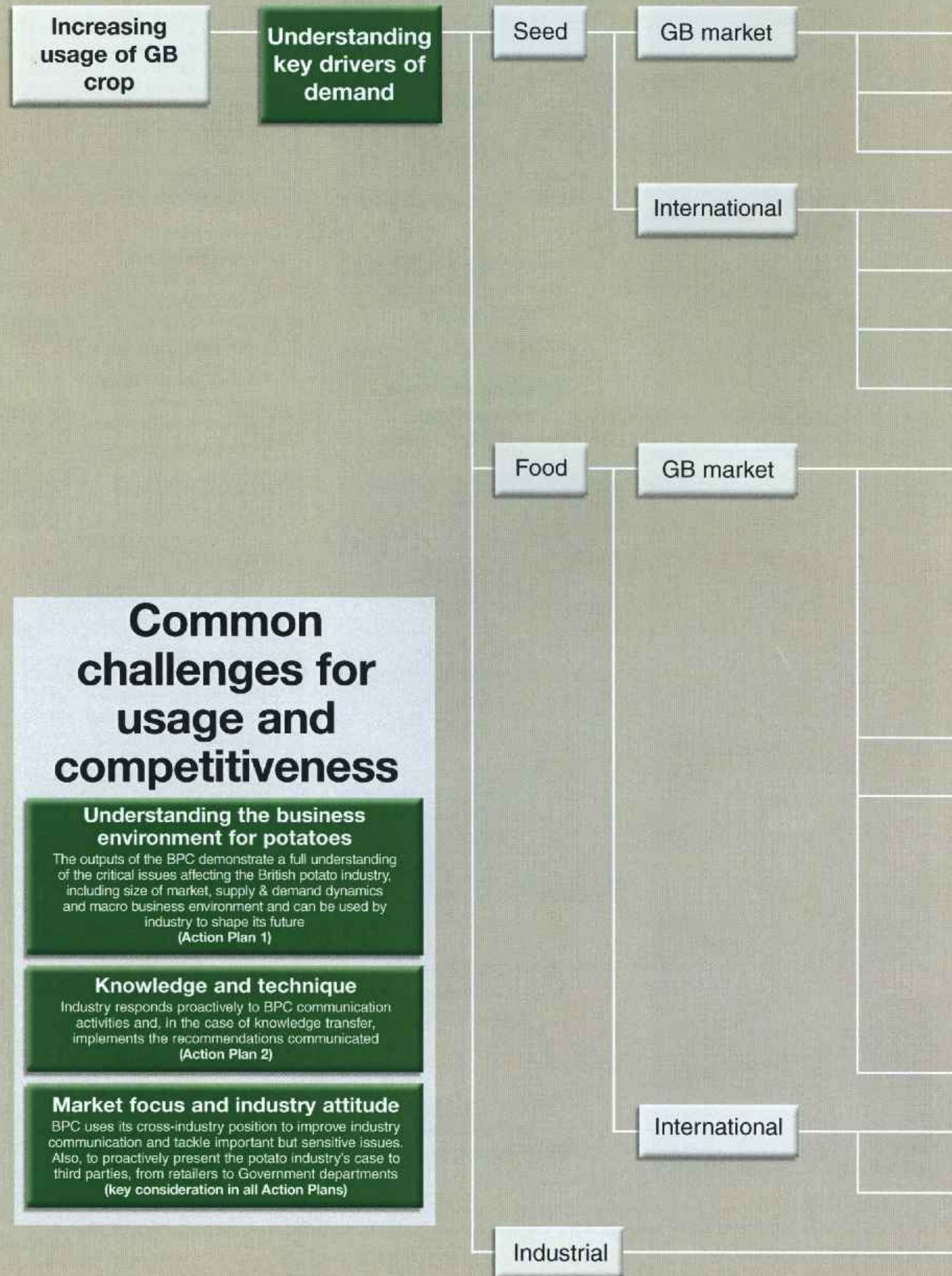


Business Plan

BPC's work during 2005/06 to deliver progress in the above areas was guided by its annual Business Plan. Progress against this is reported on pages 24 to 37.

Increasing usage of GB crop

KEY FACTORS



Action 16.2 Maintain an ongoing issues management programme.

- Activity 16.2.1** Manage the 'issues management programme' to ensure consistency of message (across all BPC and relevant industry organisations).
 - ✓ Issues Management Strategy completed December 2005, defining formal procedures.
- Activity 16.2.2** Communicate to all departments.
 - ✓ Covered by procedures in 16.2.1.
- Activity 16.2.2** Defend the potatoes position using BPC's independent status and expertise in issues management. Be prepared by: a) ensuring good systems and procedures are in place i.e. use 'Industry Alert' as a tool to communicate to industry; b) good industry relations and relevant spokespeople are identified; c) proactively discussing issues as appropriate. Liaise with Government and other bodies as necessary.
 - ⌚ Actions guided by procedures in 16.2.1.

Action Plan 17 Beneficial adoption of cross compliance measures for soils.

Action 17.1 Raise awareness of new legislation and develop and promote best practice.

- Activity 17.2.1** Develop a campaign and use new and existing tools (open days, supply chain meetings etc.) that raise awareness of new legislation regarding soil management. Use BPC R&D, including new compaction reviews along with external resources (e.g. ADAS, Environment Agency) to help understand implications and provide practical solutions ahead of mandatory roll out of soil management plans.
 - ✓ 20 workshops undertaken by 30/6/06. Soils management featured at various BPC events in 2005 season including Duchy open day (collaboration with Soil Management Initiative), CUF South West Open Day, Potatoes in Practice and BP2005. During winter 2005, structured courses were developed in conjunction with ADAS, SAC, CUF and Scottish Agronomy. Courses included policy requirement, production benefit of good soil management, soil type recognition, mitigation of compaction and completion of soil protection reviews. Four lectures and 26 courses were undertaken with a further 9 booked for 2006/07. These were either run as supply chain specific or open events and a number were run in conjunction with DEFRA's ESF programme. Over 4,000 BPC compaction reviews were distributed during the campaign.

Progress against Corporate and Business Plans

Action Plan 16

Integrated PR and promotional activity, created by the BPC and built upon by industry, which is based on key consumer drivers and increases usage. When faced with a major issue likely to affect usage, the interested parties are briefed, consulted and involved in determining actions.

Action 16.1 Execute PR campaigns with core messages based on research. Maximise consumer exposure created through PR and support with complementary industry and retail activities.

Activity 16.1.4 Develop and execute tangible benefit led PR campaigns aimed at children, directly and via Mums. Campaigns to be based on key health messages, promote home grown potatoes and encourage consumers to buy potatoes. Campaigns to be implemented using a variety of tactics i.e. spokespeople/influencers, celebrities, websites, roadshows etc. Awareness of health benefits of potatoes to rise by 7 percentage points and aim to increase consumers' knowledge (currently 1 in 3) of where processed potato products derive from.

⌚ Campaign targeting children via mothers successfully executed. Coverage was very good with a return on investment of 5.4 times PR spend (£6.2m coverage on a spend of £150,000). Unfortunately, awareness of health benefits increased by only 5%, rather than the targeted 7%.

Activity 16.1.5 Implement a comprehensive evaluation programme that analyses each benefit led PR campaign including: a) quantitative and qualitative analysis of press coverage including volume, audience, AEV and tone of coverage; b) consumer awareness figures that monitor shifts in consumer awareness 4 times a year.

✓ Results outlined above.

Activity 16.1.6 Develop and carry out agricultural trade PR plans that aim to increase levy payers awareness of BPC's consumer activity.

✓ Trade PR plans developed for each consumer campaign to encourage industry involvement. As an example, the 'Grow Your Own Potatoes' schools scheme was supported by an extensive trade PR plan and was very well supported by industry - with growers, packers and processors helping to recruit schools, supplying seed potatoes, talking to schools and offering additional prizes.

Activity 16.1.12 Respond to promotional opportunities that arise within food service that link into PR messages and carry out specific fish and chip shop activity for National Chip Week. Carry out National Chip Week 2006 that focuses on raising the profile of chips through extensive consumer PR and media activity and that increases the number of opportunities that consumers see and hear positive messages about chips and NCW. To specifically drive chip sales in the fish and chip shop sector via a bespoke promotion in 1,000 chip shops.

✓ National Chip Week 2006 successfully raised the profile of chips via a high profile media campaign, a bespoke fish and chip shop promotion and activity in the pub sector. £2.8m (AEV) of positive coverage was generated across a range of media including national television and newspapers, this equates to 50 times the PR spend. PR activity included launching the Chippie Dales, promoting chip health comparison facts and National Chip Week posters being put up on 4 major TV soaps. The fish and chip shop promotion was fully subscribed by mid-January and was rated as the most successful promotion in recent years by the shops; including 60% of shops reporting a significant sales increase. A chip quiz and point-of-sale kits were created for pub sector. Overall the activity resulted in an 8% increase in awareness of chips and chip week. Other foodservice activity included the Great Potato Challenge, set up as a platform to communicate key potato messages to the pub sector. Extensive coverage was secured in all target publications and consumer PR activity was also used as a hook to gain further coverage in the foodservice press. Visits to the BPC's caterers' website have more than trebled, reaching over 3,000 visits per month. Over 1,000 copies of the caterers guide, variety chart and new storage and handling poster have been distributed on request.

Activity 16.1.13 Communicate TNS retail information and general retail info, consumer trends etc to retailers and their supply chain through BPC Retail report (12 a year) to provide timely and up to date industry information.

✓ Monthly reports completed - 500 levy payers receiving report to date.

Activity 16.1.14 Develop a monthly communication system for retail supply chain: a) to ensure industry has every opportunity to promote within retail/at fixture based on the benefit led PR campaigns; b) for BPC to act as a catalyst for appropriate in-store activity based on consumer needs and BPC's knowledge of effective promotions.

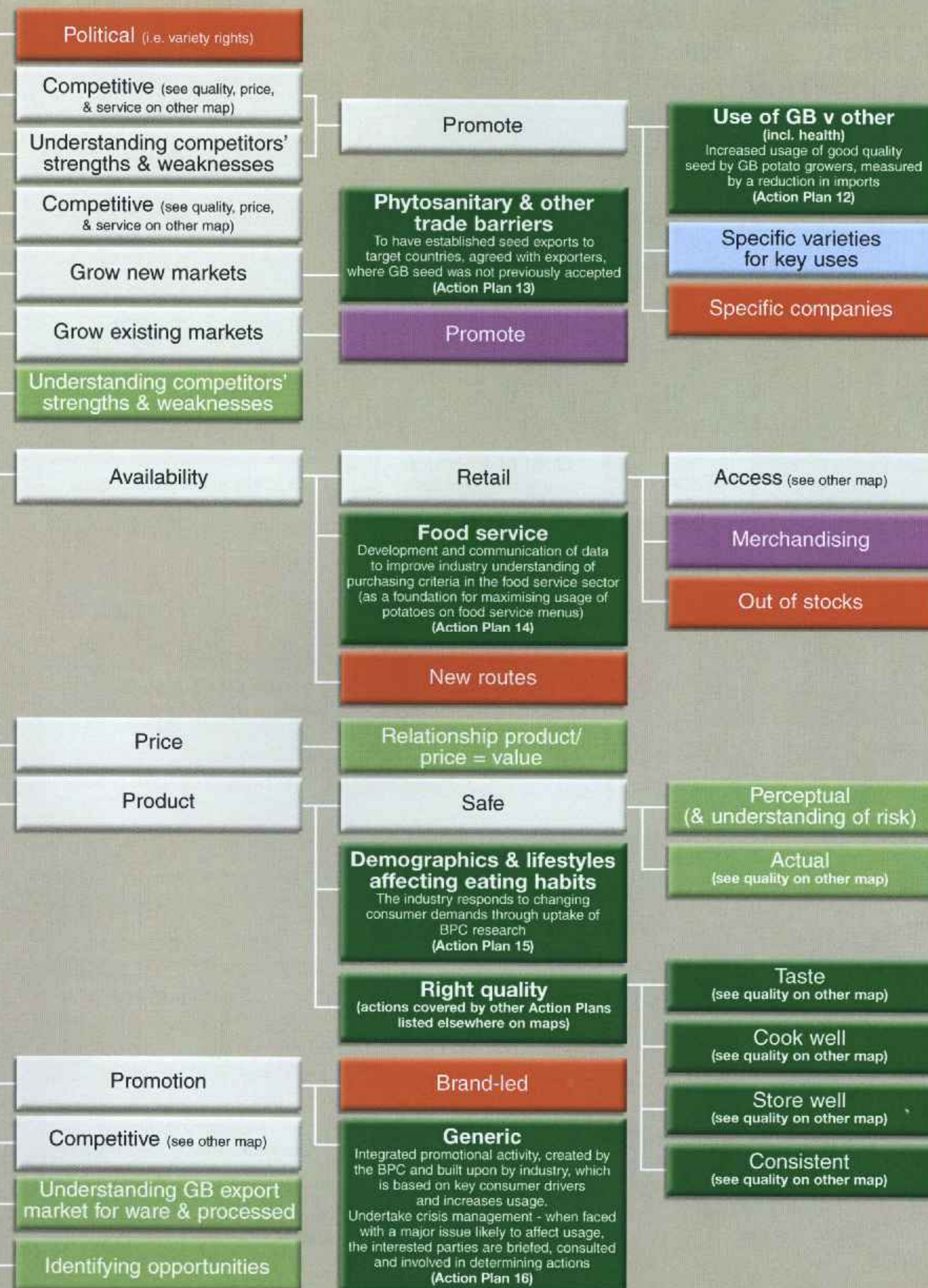
⌚ See 15.2.1.

Activity 16.1.15 Children have been identified as a key target market and a communications plan to promote potatoes and healthy eating and educate children on where potatoes come from will be carried out by: a) developing and promoting the BPC's educational website and double the amount of visitors by June 2006; b) undertaking a cross industry initiative agreed with 'sister' levy bodies to collaborate on a joint educational website aimed at promoting healthy eating to primary children (key stage 1 and 2). Write, design and develop website with supporting materials together with the promotion of the site via, direct mail, e-marketing and teaching press - aim to attract 30,000 visitors by end December 2005; c) joint initiative with the BNF and levy boards to get children cooking in schools via a Design and Technology Challenge.

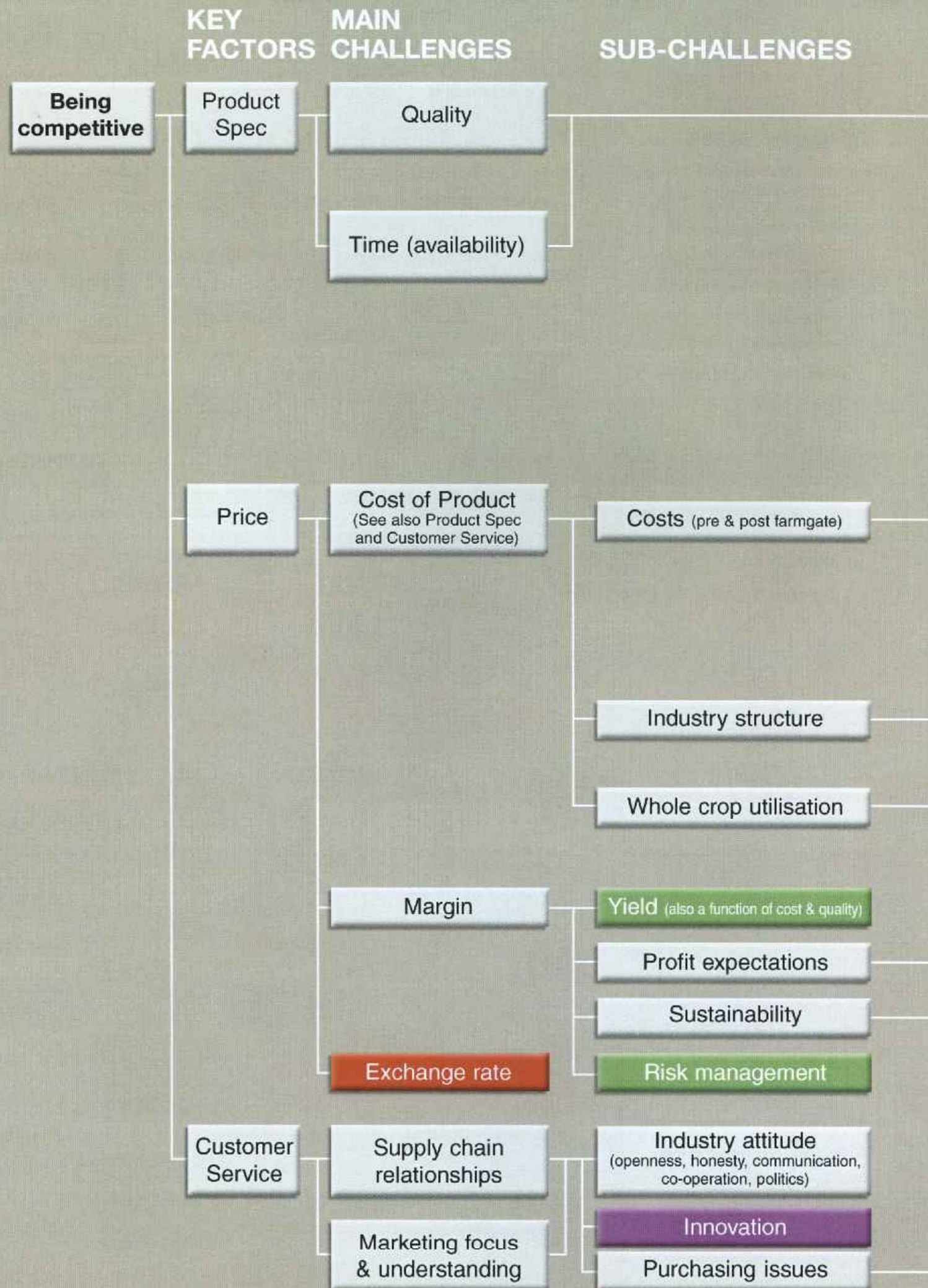
✓ Integrated Children's Strategy approved and implemented to ensure consistency of messaging across all children's activities. Grow Your Own Potatoes project reached 1,100 schools, a 150% increase on the previous year, educating children about where potatoes come from and the potatoes role in a healthy balanced diet. Additional resources were added to the educational website and visits increase by 80% year on year, reaching over 110,000 visits. The joint levy board educational website, run by the British Nutrition Foundation, was launched in November 2005 and received 17,800 visitors by December 2005 and 132,000 visits by the end of the year. Research has shown that the children's activities are having a tangible impact as 96% of children know now that potatoes grow underground, compared to previous research that showed 60% of children thought potatoes grew on trees. Design & Technology Challenge not offered to levy bodies this financial year.

MAIN CHALLENGES

SUB-CHALLENGES



Being competitive



Action 13.4 Communicate generically with foreign countries about the benefits and potential of GB seed potatoes.

- Activity 13.4.1 Review, update and improve information source at the start of online variety handbook so that this can be used as a stand-alone document and distributed as an explanation and promotion of GB seed industry. Publish and distribute to overseas contact list. (Constant update).
 - ✗ See 12.3.5.
- Activity 13.4.2 Produce calendar of international potato related events and distribute to all exporters.
 - ✓ A list of relevant potato events was produced and distributed to exporters. The list was too limited to warrant production of a calendar.
- Activity 13.4.3 In agreement with exporters develop plan of which events would provide the greatest benefit of from BPC coordinated British trade areas. Organise trade areas at two major events per year. Including Emmeloord for 2005. Ensure the participation of as many GB exporting companies as possible. Undertake a review of involvement at WP2006 – USA August 2006.
 - ✓ A British trade pavilion, including representation from 16 British exporting companies, was taken to Potato 2005 in Emmeloord in August 2005. There were over 11,000 visitors from over 50 export markets. The British companies involved reported that they held 232 meetings with potential customers, 155 of which were rated as genuine opportunities for business. Following discussion with the SSG, it was decided that the USA does not provide a significant market for GB potato exports, so the BPC would provide a delegation to WPC 2006, but no trade stand.
- Activity 13.4.4 Develop and expand the new electronic World Service. Create greater opportunities for exporter input to the content of the publication.
 - ✓ All issues of World Service carried feedback forms to gather e-mail addresses for future electronic distribution. All exhibitors on the BPC stand at Emmeloord were given the opportunity to input company promotional material into future issues.
- Activity 13.4.5 Produce list of preferred overseas publications that will provide the greatest exposure to potential customers in target markets. Place timely and targeted information in these publications. Ensure timely articles are carried in overseas markets to coincide with BPC participation at overseas events.
 - ✓ BPC articles and adverts have been placed in the largest European fresh produce publications prior to, and following, BPC participation by the BPC at European trade events.

Action Plan 14 Development and communication of data to improve industry understanding of purchasing criteria in the food service sector (as a foundation for maximising usage of potatoes on food service menus).

Action 14.2 Interpret and communicate research findings and industry opportunities.

- Activity 14.2.2 Interpret and review food service research findings and identify industry opportunities and communicate via existing BPC outputs and a BPC organised industry conference, with an objective of reaching an 80% representation of tonnage purchased. To also interpret findings into grower accessible information.
 - ✓ Continued distribution of fact sheet summarising foodservice research (60 levy payer requests). Five face-to-face meetings also held and series of seminars conducted at BP2005 to communicate opportunities to growers. 8,500 visits logged to BPC's foodservice website (www.potatoesfor caterers.co.uk). Guide to DEFRA's Public Sector Food Procurement Initiative produced to help levy payers access that market. This guide subsequently used by DEFRA as example of best practice. Secondary research carried out into the schools meals market and summary document published on BPC website.

Action Plan 15 The industry responds to changing consumer demands through uptake of BPC research.

Action 15.2 Encourage the industry to respond by: a) regular communication of information; b) identification and communication of new market concepts (NPD/merchandising etc) that address opportunity areas; c) identification and communication of examples of "best practice" from inside and outside the potato industry.

- Activity 15.2.1 To ensure the retail supply chain maximise opportunities for potatoes by linking into BPC benefit led PR campaigns the BPC will develop a monthly communication system for retail supply chains that: a) ensure industry have every opportunity to promote within retail/at fixture based on the benefit led PR campaigns by developing a monthly e-newsletter; and b) for BPC to act as a catalyst for appropriate in-store activity based on consumer needs and BPC's knowledge of effective promotions.
 - ① Approach modified following consultation. Prior to each campaign a document outlining opportunities to get involved was sent to all retail supply chains. BPC websites and existing publications were also used to publicise specific ways to get involved, for example, including a 'Grow Your Own Potatoes' schools scheme leaflet with BPC Update. System also in place to refer third parties interested in in-store promotions to industry contacts for follow-up.

Progress against Corporate and Business Plans

Action 12.3 Undertake specific industry events and activities that bring seed supply chains together.

- Activity 12.3.1** **Potatoes in Practice.** To take a key role in the organisation of Potatoes-in-Practice, to increase attendance year on year, maximise commercial buy-in and to ensure that BPC messages are effectively communicated at the 2005 event. 2005 event to include storage pavilion and seminar sessions. Review success and, if appropriate, plan for 2006.
 - ✓ Staged in August 2005. For the first time this event successfully incorporated a dedicated storage pavilion and seminar sessions to complement the field trial exhibits. The event attracted a record audience of over 100 potato growers and over 450 attendees in total. Plans for an even bigger and better event in 2006 are close to being finalised.
- Activity 12.3.3** **British Potato 2005 (see 2.4).** Create a working party and take responsibility for the successful integration of seed into BP2005. Plan and deliver successful seed convention at BP2005. Maintain an environment of seed specific networking.
 - ✓ BP2005 included a seed convention, seed section of the BPC stand, seed related seminars and exhibition stands from all the major seed supply companies. Attendance at the seed convention was 152 exceeding the target of 145. All subsequent feedback from the SSG and other contacts in the seed industry has been extremely positive.
- Activity 12.3.4** **Seed Industry Event.** Following BP2005 investigate the demand for a Seed Industry Event in 2006. Organise and plan an event in the best format to meet the needs of the industry and reduce unnecessary financial burden on the BPC.
 - ✓ Plans well advanced for Seed Industry Event at Crieff November 2006.
- Activity 12.3.5** **Promote the use of the online and printable variety database and distribute to relevant overseas contacts. Organise a printing service where levy payers can obtain professionally printed copies at cost price.**
 - ⌚ Preparatory work underway.
- Activity 12.3.6** **Potato Newsletter.** Conduct a full review of the readership, content and relevance of this publication within the wider strategy of the BPC. While the review is taking place, continue to support production.
 - ⌚ Review incorporated into wider review of all knowledge transfer activities. Outcome pending.

Action Plan 13 To have established seed exports to target countries, agreed with exporters, where GB seed was not previously accepted.

Action 13.1 In consultation with the GB seed industry and Government Plant Health departments identify primary target countries for export development work.

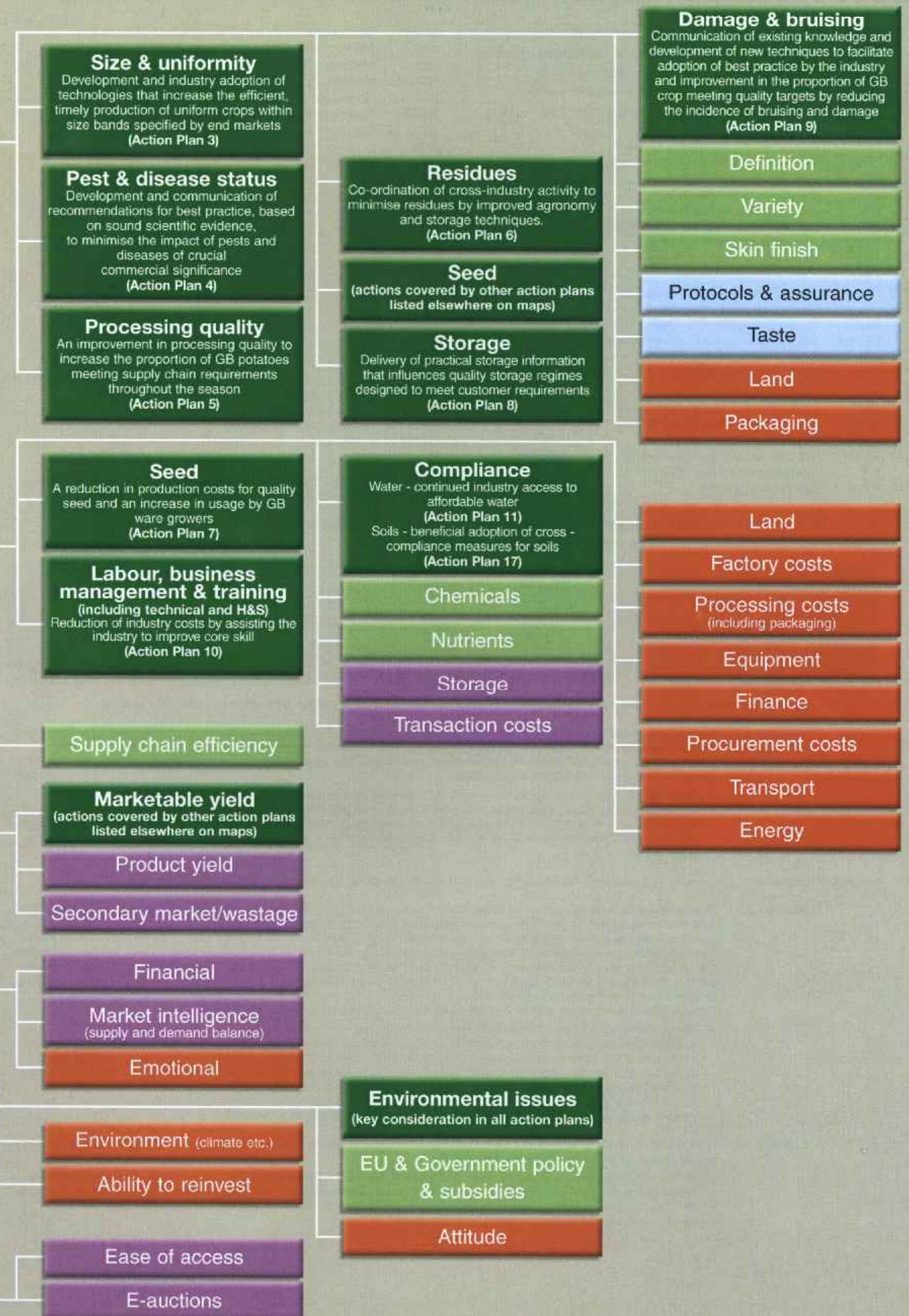
- Activity 13.1.1** **Continue information gathering process on a range of potential target markets through desk research and Foreign Office services. Communicate all information gathered to exporters.**
 - ✓ Nine high potential target markets selected in consultation with the SSG and exporters. In depth reports compiled on each. Reports distributed to exporters and available on the BPC website.
- Activity 13.1.2** **In consultation with exporters narrow the list of potential target markets from 13.1.1. Visit the remaining target markets on a fact and contact finding mission, to be carried out either by BPC staff or commissioned consultant.**
 - ✖ Activity postponed pending further feedback from exporters on the required level of BPC activity in each target market.
- Activity 13.1.3** **Present proposals for further development target markets to February 2006 SSG.**
 - ✖ See 13.1.2.

Action 13.2 Liaise regularly between export trade representatives and Government officials both in the UK and overseas markets to ensure trade representation wherever appropriate.

- Activity 13.2.1** **In liaison with Government officials and overseas posts identify relevant officials in agreed target countries. Ensure appropriate recording of these in contacts database.**
 - ⌚ Comprehensive lists of official and commercial contacts have been collated for the target market reports (13.1.1). 65 new overseas contacts also added to database as a result of Emmeloord 2005.
- Activity 13.2.2** **Whenever an issue arises in an overseas market that requires independent trade representation ensure that this is provided as quickly as possible by a relevant member of BPC staff or commissioned consultant. Ensure that the person involved consults thoroughly with the relevant trade contacts and is as well briefed as possible to resolve the issue.**
 - ✓ BPC representation made in two visits to Thailand to negotiate practical export conditions. Also provided trade representation in ongoing negotiations with Israel and China and, in the absence of British membership of Europatat, provided representation at meeting to address trade difficulties with Algeria. Providing regular briefings to new export liaison officer appointed by SASA.
- Activity 13.2.3** **Arrange 2-3 inward missions per year, from agreed target countries or from countries where a particular issue arises that requires immediate action. Using all available funding resources (TPUK, etc).**
 - ✓ Inward missions arranged for plant health officials from Israel and Thailand. Both succeeded in increasing seed tonnages subsequently shipped from GB.
- Activity 13.2.4** **Work together with Government Plant Health departments to ensure all specific requirements of target countries are communicated to GB exporters prior to the start of the export season for each target market.**
 - ✓ See 13.1.1.

Action 13.3 Identify non-phytosanitary barriers such as language, political, financial, agronomic and physiological. Assess the size and potential of the market versus the resource required to overcome the barrier. Where appropriate, develop a programme to address the specific barrier(s) (see 13.1).

- Activity 13.3.1** **Consult with the relevant companies about the demand for a variety demonstration event in Turkey to take advantage of a number of GB varieties now entering the National List. Otherwise this action will be held pending the outcome of 13.1 above.**
 - ✖ Consultation with exporters indicated work not required.



Progress against Corporate and Business Plans

The following symbols are used to categorise progress:

- ✓ = the activities set out for this period have been delivered
- ⌚ = the activities set out for this period are underway but have not been completed in the targeted time
- * = the activities have been cancelled or deferred

The following abbreviations are used:

AEV	Advertising Equivalent Value
ARF	Applied Research Forum
BDA	British Dietetic Association
BNF	British Nutrition Foundation
BPMA	British Potato Marketing Association
BP2005	British Potato 2005 event
CAP	Common Agricultural Policy
CEO	Chief Executive Officer
CPA	Crop Protection Association
CSL	Central Science Laboratory
CUF	Cambridge University Farm
DEFRA	Department for Environment, Food and Rural Affairs
FPC	Fresh Produce Consortium
FSA	Food Standards Agency
GI	Glycaemic Index
HDC	Horticultural Development Council
HGCA	Home Grown Cereals Authority
ICM	Integrated Crop Management
IGD	Institute of Grocery Distribution
IVT	Independent Variety Trials
KT	Knowledge Transfer

MAPP	Management Advisory Package for Potatoes
MI	Market Information
MRL	Maximum Residue Limit
NASPM	National Association of Seed Potato Merchants
NEPG	Northwest European Potato Growers
NFFF	National Federation of Fish Friers
NFU	National Farmers Union
NGO	Non-Governmental Organisation
NL	National List
NPTC	National Proficiency Tests Council
OTS	Opportunities To See
PCN	Potato Cyst Nematodes
PIP	Potatoes in Practice event
PNL	Potato Newsletter
PPA	Potato Processors' Association
PR	Public Relations
PSD	Pesticides Safety Directorate
R&D	Research & Development
SBEU	The BPC's Sutton Bridge Experimental Unit
SCM	Supply Chain Manager
SCRI	Scottish Crop Research Institute
SEERAD	Scottish Executive Environment and Rural Affairs Department
SSG	Seed Sector Group
SPTA	Scottish Potato Trade Association
UKIA	UK Irrigation Association
USPB	United States Potato Board
VI	Voluntary Initiative

(ADAS, NIAB, SAC and TNS are the full names of organisations as opposed to abbreviations)

Action Plans cover more than one year. Since actions and activities completed in previous years are not shown, numbering may therefore not run sequentially.

Action Plan 1

The outputs of the BPC demonstrate a full understanding of the critical issues affecting the British Potato industry, including size of market, supply & demand dynamics and macro business environment and can be used by industry to shape its future.

Action 1.1 Undertake research to clarify the current total size and structure of the GB potato market, with ability to continually update.

Activity 1.1.1 Market-size analysis based on demand-side data will proceed on an ongoing basis. TNS SuperPanel and Family FoodPanel data will be acquired, and analysed to produce reports with 6-monthly updates. These will be disseminated to packers, processors and retailers through the BPC website, and face to face by the marketing team and by SCMs to grower groups. Reports due October 2005 and February 2006.

- ✓ Consumption, food service spreadsheets updated to include 2004 data and published on website, circulated to SCMs as PowerPoint slides. Widely used and requested in industry. Retail and Food Service data acquired from TNS and integrated with supply side data for consistent flowchart of potato volumes through sectors. Information analysis completed and reports issued in October 2005 and February 2006 as planned. Work on dissemination by Marketing and Supply Chain to continue into next financial year.

Action 1.3 Undertake a programme to understand the GB supply situation and its changing dynamics including global competition.

Activity 1.3.1 Supply-side data on areas, yields, varieties, human consumption and processing will be acquired on an ongoing basis. The BPC Grower Panel will be developed alongside existing data sources (BPC Planting returns) to provide an alternative data source should the current levy system change. Recruitment will be finalised in July 2005, the main survey elements by December 2005, and statistical analysis and report updating by March 2006. Outputs relating to storage will be captured by March 2006 and used to update statistics by June 2006. Subject to approval, proposed changes from in-season to out-of-season reporting will lead to transitional timing of reports during 2005/06. Major statistical outputs will be updated annually in March for out-of season reports, and disseminated (a) as website pages, (b) as a statistical annual handbook, and (c) through SCM presentations at least 6 of which will be attended by a member of the MI team.

- ✓ Grower Panel has been successfully initiated with 677 signed up members contributing data. Other statistical activities proceeding normally according to schedule. In-season and annual statistical reports maintained as scheduled, and available as downloads to levy payers and stakeholders through the BPC website. In-season reports included DEFRA-contracted areas, production and yield estimates and monthly balance sheet for potatoes supplied as agreed, monthly stocks reports to industry, and final yield, production and area reports. Annual reports updated for the 2005 season included Human Consumption and Processing in GB, Supplies and Disposals in GB, and the long-term Historical Data Sheet. Information disseminated by the website, as presentations and meetings, and as ad hoc responses to individual enquiries.

Activity 1.3.2 Final report on wastage factors and elements used in BPC statistical models, with dissemination of report via website and supply chains. To be produced by December 2005.

- ✓ Activity completed using data derived from Grower Panel. From 677 fields sampled, 592 returns received and analysed (87%). Presentations of results made to Market Information Committee, Research and Development Committee, Seed Sector Group and BPC Council. 2006 sampling planned and recruitment initiated prior to 30th June. Database from 2005 modified for 2006 sampling and website revisions ongoing as at 30th June.

Activity 10.3.3 Investigate opportunities to move the benchmark tool from grower to factory intake, using Food Chain Centre resources. Initial proposal to be developed and presented to Council by August 2005. Action thereafter as appropriate (budget in 2005/06 financial year).

- * Not completed as current benchmark model assessed as inappropriate for this purpose. A 'masterclass' study into grower production has commenced and will report late 2006. FCC will work on distribution model for the potato industry, initially in the processing sector.

Activity 10.3.4 Identify opportunities for DEFRA (VTS Submission) to fund and promote the BPC benchmarking tool as benchmarking is a key area of food chain interest and BPC are among the leaders in this arena. Develop workshop training opportunities with key providers to take data diagnostics into best practice procedures. 3rd party facilitators to be included into data share group environment.

- ⌚ Initial VTS submission to DEFRA rejected. Decision appealed and further VTS & ADS submissions made and outcome awaited. Workshop training strategy developed in conjunction with supply chains and consultants.

Action Plan 11

Continued industry access to affordable water.

Action 11.4 Conducting research and development to fill knowledge gaps.

Activity 11.5.3 The R&D Committee will review proposals that address the research gaps identified from the BPC commissioned review of non-water based approaches to common scab control by September 2005. Appropriate projects will be commissioned by end December 2005.

- ⌚ Concept notes reviewed by R&D Committee and collaborative project proposal recommended for support by R&D Committee (November 2005) and LINK (December 2005). Subsequently notified that Government funding delayed. Alternative options being considered.

Activity 11.5.4 Identify and exploit the synergies from the commissioned projects on bruising and tuber water status in relation to soil moisture and water use by holding joint project meeting involving researchers and industry partners. Information from the projects to be available for the water (ongoing) and soils management (new) KT campaigns.

- ✓ Researcher and consortium meetings on bruising and turgor held July 2005. SAC defoliation trials used to extend assessments of LINK impactor prototype (see 9.2.1). Water status project (CUF) reported at industry meeting on soils management and information being incorporated in KT campaign. Information from all three R&D projects presented at BPC Bruising Forum February 2006.

Action Plan 12

Increased usage of good quality seed by GB growers, measured by a reduction in imports.

Action 12.1 Promote membership of Safe Haven Accreditation Scheme.

Activity 12.1.1 Following completion of the detail of the Safe Haven Accreditation Scheme complete a communication plan and roll out of the scheme. Initial target will be 50% of the seed industry (200 growers in the first year) (Create supply).

- ✓ The Safe Haven Scheme was finalised in September 2005 and articles promoting it appeared in all major agricultural publications. To date over 100 seed growers have applied for membership of the scheme. All major seed supply companies have indicated support for the scheme and their intention to have all of their growers signed up within two seasons.

Activity 12.1.2 Continued liaison with industry bodies and Government to ensure the cross industry support and buy-in for Safe Haven Accreditation Scheme. Involve industry representative bodies in scheme roll-out.

- ✓ All major industry bodies and relevant Government departments are supportive of the Safe Haven Scheme and have been involved in encouraging sign up. NFU, NFUS, SASA and CSL were all involved in the scheme launch and press promotional work. Administrators of the English, Welsh and Scottish seed certification schemes are providing information to support growers seeking to sign up.

Activity 12.1.3 Following initial roll out of the Safe Haven Accreditation Scheme develop plan for the promotion of the benefits of the scheme to ware growers, retailers and processors. (Create demand).

- ⌚ Safe Haven concept introduced to ware growers during seminars at BP2005. More extensive promotion deferred in favour of signing up seed growers so that accredited seed is available to meet demand. A plan has been developed to first target decision makers with leading supply chain companies who will have the greatest level of influence over seed purchasing decisions. Implementation included in the 2006/07 Business Plan.

Action 12.2 Raise awareness of the benefits to the ware industry of using GB Safe Haven accredited seed.

Activity 12.2.1 Investigate reasons for continued use of imported and farm saved seed. This will initially be done by targeted meetings with the largest growers involved in this practice.

- * Deferred due to resource issues.

Activity 12.2.2 Following the findings of these initial meetings review the need for a seed satisfaction survey.

- * See 12.2.1.

Activity 12.2.3 Communicate the findings of 12.2.1. to the SSG and the wider seed industry and investigate options to counter the concerns in 12.2.1. and 12.2.2.

- * See 12.2.1.

Progress against Corporate and Business Plans

Action 9.2 Improve understanding of the impact of agronomic factors on the risk of bruising and develop and validate methods to more rapidly and accurately assess susceptibility to bruising through R&D.

- Activity 9.2.1** Continue the ongoing programme of R&D, involving industry collaborators, to improve understanding of the impact of agronomic factors on susceptibility to bruising and to develop a rapid, accurate test for bruising susceptibility (LINK).
- ✓ R240 Rapid bruising test (LINK) – evaluation of revised prototype impactor being assessed by supply chain partners in the consortium. Agreement on assessment protocol by participating partners and testing within R&D projects at SAC and CUF.
 - R252 Bruising sensitivity at harvest (SAC) - Revised field protocol adopted for second season.
 - R263 Tuber turgor and bruise susceptibility (CUF) – new project initiated and first field season completed. Progress reviewed July, August and September 2005. Initial results presented at BP2005 and CUPGRA conference.
 - Bruising research results reported at BPC Bruising forum (February 2006) and at LINK meeting attended by industry partners including, Greenvale, Branston, MBM and McCain.

Action 9.3 Obtain and disseminate information to improve industry understanding of haulm destruction and skin set on tuber characteristics so as to minimise bruising and damage.

- Activity 9.3.1** Complete final season storage season (2004/05) assessments at SBEU on crops generated in the skin-set and bloom project (R222) with appropriate monitoring against contract milestones, submission of final report and post project review by R&D Committee. Ensure that the results and implications are disseminated as part of the storage KT campaign (see 8.4.1).
- ✓ Skin bloom project (R222) completed and reviewed by R&D Committee November 2005. Information used in storage KT campaign (see 8.4.1).
- Activity 9.3.3** Arrange meeting (September 2005) to draw together and analyse findings of BPC study on skin set & bloom and DEFRA study on netting with information to feed into KT activities.
- ✓ Review meeting held. Key KT messages identified and delivered via storage campaign and at PiP.

Action Plan 10

Reduction of industry costs by assisting the industry to improve core skill levels.

Action 10.1 Identify potato industry specific training needs. Based on this:

- a) where gaps are unlikely to be filled or a cross-industry approach will cut costs, develop appropriate training materials/programmes;
- b) ensure that potato industry information is readily available to those in further education.

- Activity 10.1.3** As a development of the USPB Leadership Course, investigate opportunities for a partnership training scheme to be developed, based on a business scenario model.
- ✗ Project deferred.

Action 10.2 Raise the profile of health and safety within the potato sector, working with the appropriate agencies to assist them with their overall aim of reducing the number of deaths and injuries within agriculture. Undertake activities where a special risk has been identified and aim to reduce it.

- Activity 10.2.1** Training CD concept to be extended across potato industry supply chain. Submission to Council by June 2006. Negotiate joint funding arrangements with HSE and industry. Activity to cover box transport and storage facilities (in line with working at height legislation). Review bulker training CD.
- ⌚ Concept of in-house modular CD based training extended to another high risk operation identified through an on-farm risk assessment process with direct input from the Health & Safety Executive. Potato harvesting steering group formed with cross industry representation including growers, packers, processors, HSE, NFU, machinery manufacturers and the agricultural workers union. Training course will focus on high risk elements for all personnel involved in the process, the quality of the potatoes harvested and the maintenance of the equipment used.

Action 10.3 Benchmarking development:

- a) provide levy payers with a tool to develop and understand the cost structure of theirs and similar potato enterprises;
- b) to facilitate the exchange of cost data in a secure and confidential environment, allowing the development of best practice information sharing.

- Activity 10.3.1** Develop the website data capture element of the benchmarking tool and subsequently give additional focus to data analysis. Recruit grower groups to share data and best practice (target 700). Using Food Chain Centre resources & experience develop facilitation resource for grower groups. Introduce best practice training programme into data share group environment consistent with 10.3.4.
- ✓ Enhanced version of the BPC Benchmark model, incorporating website data share capability, pop-up menus and printing facilities distributed across all industry sectors. Workshops conducted to introduce the new features to users and six pilot groups have submitted data as part of the new data share facility. Interactive storage cost calculator, consistent with SBEU objectives, launched in both the fresh and processed sectors.
- Activity 10.3.2** Continue roll out of Benchmarking model into fresh/processing sectors via supply chains. Continue with strong PR campaigns to maintain visibility. Target of 700 fresh and 600 processing growers. New model with refinements to be re-launched at BP2005.
- ⌚ New model showcased at BP2005. Roll out continued with positive reactions from industry, particularly for data share facility. Estimated that 900 growers (500 fresh/400 processing) have used the BPC model. Further development of business groups dependent on funding and partnership approach – see 10.3.4.

Activity 1.3.3 Trade data and international reports (especially from Europe) will be summarised and reported on an ongoing basis. Import and export data is updated monthly from BTS and from BPC's own surveys. European crop reports and statistics are acquired from publications, specialist websites and contractors in Europe. Data on imports and exports contribute to total picture of Potato Supplies and Disposals and links to activity 1.3.1, with the same reporting schedule and channels. Participation in bimonthly NEPG and other European forums will be maintained.

- ✓ Trade database maintained up to date and used as basis for import-export analysis in various statistical publications including annual Supplies and Disposals balance sheet and Human Consumption and Processing reports. European reports summarised and published monthly in EuroPotato as scheduled. Active participation in bimonthly NEPG meetings maintained.

Activity 1.3.4 Subject to the proposed phasing out of in-season price reports by December 2005, some data may need to be collected to support economic analysis of the potato industry and as part of the long-term database of potato statistics (activities 1.3.5, 1.3.3, 1.3.1). Methodologies would be changed during 2005/06 to emphasise objective monthly surveys. The existing weekly publication (Potato Weekly) will be phased out when decisions are made. If decisions are made to continue this activity budgets and action plans will have to be revised.

- ⌚ Council decided against phasing out price reporting - budget amended accordingly. The WAPS survey was maintained with coverage exceeding 40% of volume traded on a weekly basis. Potato Weekly published as scheduled, with cost reductions achieved through new distribution contracts and by movement from fax to email. Total coverage remains better than targeted at 70% of growers and merchants by area/volume, with 2,600 subscribers. Telephone price survey maintained as basis for Potato Weekly reporting, with an average of over 200 reports per week. WAPS index remains basis of London Potato Futures market and widely requested in ad hoc reports of trends, comparisons, etc.

Activity 1.3.5 Based on existing out-of-season trend data and economic information (outputs of activities 1.1.1, 1.3.1 to 1.3.4) prepare an analysis of cause-and-effect factors on changes in the potato industry and publish as a website and printable report by June 2006. This information to be part of presentations to industry through supply chain grower groups. At least 6 meetings to be attended per year by the MI team. Consideration to be given to collaboration with other levy bodies regarding the economic and statistical outputs of MI. This to be formally investigated during the first quarter of the financial year.

- ✓ Information available as standard PowerPoint slides for flexible use at meetings, and also on the website. Early crop weekly survey for the 2005 crop year completed and available on website in August 2005. Six meetings attended as planned. Early crop survey for 2006 ongoing as at 30th June 2006, with weekly reports of areas lifted, production, prices, gross return being posted on BPC website, and live daily reports on telephone message services, receiving approx 3,000 enquiries during reporting period. Meetings held with HGCA to look at collaboration. Final report for 2006 season scheduled August 2006.

Activity 1.3.6 Action communication plan on what is known to date about European cost of production, with specific reference to Dutch production. Thereafter, investigate opportunity to extend knowledge to cover French production - French cost of production to be completed & demonstrated at BP2005. Complete NEPG Agrochemical Survey on an annual basis.

- ✓ Analysis of French and Dutch costs of production completed. Report available free to levy payers, £200 to non-levy payers. Interim findings reported at BP2005. NEPG survey discontinued following discussion with the industry.

Action 1.4 Undertake a programme to understand the effects of demographic and lifestyle changes on future consumer demand for potatoes. Specifically, undertake four consumer research projects already identified and approved by Council in March 2005 that fill in knowledge gaps and educate the industry, in particular looking at changing consumer needs, attitudes and trends to ensure the British potato industry has access to the most up to date market, shopper and consumer data.

Activity 1.4.6 Consumer research project - no 1 – Usage and Attitude Study. Revisit the usage and attitude study undertaken in May 2000 to see whether the conclusions of this work are still sound and whether any further work is required to bring it up to date. Research to be both qualitative and quantitative and to include data that is retail specific, to include data for prepared and chilled foods sector in relation to the occasions model, and further qualitative research on food miles. Findings to be interpreted with actionable insights and communicated to industry including 6 individual retailer supply chain meetings.

- ✓ Usage and attitudes study completed. Meetings held with the six participating retailers as well as a variety of industry groups.

Activity 1.4.7 Consumer Research Project – no 2 – Taste. Determine industry needs with regards to consumer research on 'taste' and commission. Interpret and communicate findings to industry.

- ✗ Research deferred until the results from consumer research projects 1 and 3 have been fully analysed.

Activity 1.4.8 Consumer Research Project – no 3 – Younger consumers. Commission research to understand the different attitudes of younger consumers, their mindset, attitude and view of food and specifically potatoes. Interpret and communicate findings to industry.

- ✓ The results of a series of accompanied shops with under-24 year olds revealed that a better way to target potato consumers was by lifestyle. Consequently a series of focus groups were carried out to establish attitudes and opinions, needs and wants, and sales triggers. This data was then used to create relative share of meal occasion by lifestyle. Communicated widely with all retailers, packers and processors at face to face meetings.

Action Plan 2

Industry responds pro-actively to BPC communication activities and, in the case of knowledge transfer, implements the recommendations communicated.

Action 2.1 All newly commissioned R&D projects must have a knowledge transfer plan. This to include: a) involvement of industry partners to ensure relevance and increase early adoption; b) a timetable for a targeted roll-out plan to scientists, agronomists and technical innovators, and thereafter to wider audiences if appropriate (see 2.2).

Activity 2.1.1 Continue to use data derived from pre and post industry surveys and industry review groups to identify and plan specific approaches to KT for each R&D project. KT & R&D departments to meet monthly to agree and review actions for each project.

- ✓ Procedures for monthly updates agreed between campaign managers and R&D projects manager, and fully operational. Project by project status reported regularly to R&D Committee (differentiated as within campaign and stand alone).

Action 2.2 Knowledge transfer (KT) activities will target specific areas of importance to the industry and the BPC will focus its budget (for press, printed materials and KT events) on a limited number of campaigns in an annual period. In 2005/06 the focus will be blight, seed health, storage, damage & bruising and soil management. All campaigns will include targets for levy payer uptake. For activities, see action plans 4, 7, 8, 9, 11 & 12.

Action 2.3 Supply chain communication will be a primary focus to ensure uptake/implementation of KT.

Progress against Corporate and Business Plans

- Activity 2.3.1** All Levy Payers have an allocated supply chain contact recorded, in Contacts SC meetings conducted & recorded in line with agreed frequency. Grower communication via the SC channel via meetings, newsletters & correspondence at agreed min frequency. Supply Chain to make personal visits at the following frequencies: 30 major supply chains - bi monthly (generating 2 BPC Grower events per year in each); 300 medium sized supply chains - bi annually (generating grower events wherever possible); 50 major growers - annually.
- ✓ Contacts made in accordance with the agreed frequency and recorded in the contacts database. Outputs delivered as part of the overall Knowledge Transfer plan via Supply Chain sponsored events and correspondence. Contacts made represent 69% of all tonnage.

Action 2.4 Industry leading events, the internet and BPC publications (i.e. Eyewitness) will be key tools for levy payer communication.

- Activity 2.4.1** Maintain and evolve BPC website and publications. Website: To undertake a tender for www and intranet (June 2005) ensuring: a) Both BPC and tenderer agree and define function and role (in relation to other communications tools) for the web; b) Targets for development, promotion and usage are set; and c) A programme of work is agreed and actioned that meets agreed targets. A 5% saving on costs (against previous) is achieved. Eyewitness & Potato Newsletter: Conduct a full review of the readership, content and relevance of these publications, within the wider strategy of the BPC. Any continuation of activity to cost no more than budgeted amount.

- ✓ After a competitive tender ADAS were appointed to re-design the BPC website, with a 5% reduction in tender price achieved. New site launched in January 2006 with a new look and increased functionality, though some issues remain to be ironed out. 31,928 visitors in the first 6 months since launch (January-June 2006). Average is 5,321 visitors per month returning approx twice per month. Eyewitness review carried out and publication replaced with a monthly BPC Update at significantly reduced cost. Review of Potato Newsletter now included in wider review of all knowledge transfer outputs.

- Activity 2.4.2** To work within agreed budget and meet milestones set in agreed plan for BP2005. Specifically: a) To hold 3 successful conventions with a paying target audience for each of 144; b) To organise a successful industry dinner with a target of 500 attendees; c) Organising BPC's trade stand and exhibits with a demonstrable measure of success in visitor feedback; d) Maximum exposure from pre- and post PR work to drive visitors; and e) Ensuring effective branding. Developing and actioning a stakeholder and staff communication plan that includes updates on progress and actions, staff rotas and briefings, training and accommodation.

- ✓ Very successful BP2005 event staged. 3 conventions hosted with in excess of 120 delegates at each (* slightly below the target). Buoyant industry dinner held at maximum capacity (venue capped capacity at 470). Successful 2 day trade exhibition with BPC stand highlighting benefit led messages about BPC core activities. The stand was busy and well visited. Extensive PR plan executed to levy payers and stakeholders. All aspects of BP2005 branded as a BPC organised event.

Action 2.5 To avoid duplication and identify areas of common interest, the BPC will liaise and work with levy bodies, Government and other stakeholders.

- Activity 2.5.1** a) Continue work with other agricultural levy boards to understand and identify resource savings and best practice. Specifically: Mike Storey to actively participate in the Applied Research Forum; Helen Priestley to chair the Nutrition Group; Chief Executive and Chairman to participate in Chief Executives' and Chairmans' Groups. b) Work with Government agencies including FSA, Department of Health and key influencers and stakeholders (Fresh Produce Consortium, NFU etc) to keep abreast of issues that affect Britain's potato industry and report back as necessary.

- ✓ ARF meetings held in July and November 2006 and March and June 2006. Contributed to DEFRA RPG R&D review and evidence and innovation strategy review, as well as BBSRC LINK activities. Successful ARF soils workshop held November 2005 with 100 delegates. ARF also involved in successful climate change communication bid to DEFRA. Cross-sector and sector-specific outputs now being developed by levy body KT groups. Joint levy board nutrition group met regularly and a new healthy eating schools website, funded by 5 levy boards, was launched November 2005. Meetings held with FSA on acrylamide and liaison with PSD on pesticide residue minimisation.

Action 2.6 Effective services will be maintained to deal with R&D and KT enquiries so that levy payers have access to current and previous levy funded work.

- Activity 2.6.1** Effective services will be maintained to deal with R&D and knowledge transfer enquiries so that levy payers have access to current and previous levy funded work. Ensuring that each enquiry is initially responded to in accordance with the BPC's Citizens Charter and that each is logged on Contacts.

- ✓ Procedures reaffirmed through contacts training and reminders. 'Most common theme' analysis undertaken for SBEU enquiries and results fed into storage campaign.

Action 2.7 To carry out a comprehensive review of BPC R&D strategy to ensure that future research activities address industry priorities.

- Activity 2.7.1** Following agreement on a strategy review plan by the R&D Committee and Council a fundamental review of R&D will be conducted in consultation with industry and stakeholders and an initial report prepared for consideration by the R&D Committee in September 2005. The review will consider:

- the importance of near-market research
- the balance of strategic and applied research
- it will identify scientific gaps and opportunities
- consider national and international work on potatoes
- review other research work impacting on the crop and potato products
- sources of funding
- European and International collaboration
- evaluation of potential use of centres of excellence
- cross-levy collaboration

The review will be carried out in the context of the wider review on BPC activities and the economic and environmental issues affecting the GB potato industry. A review group of Council member and industry representatives will be established and a series of technical reports will be commissioned to provide information to inform the review group. Following consideration of the initial report by the R&D Committee, a substantive final report will be prepared for consideration at the December 2005 Council meeting. Recommendations from the strategy review will be used to inform the development of the R&D programme from March 2006 and the commissioning of new research projects with effect from the 2006/07 year. A KT review to follow once the R&D strategy review is complete.

- ✓ Technical and strategy groups reviewed issues, gaps and opportunities prior to developing strategy recommendations. Final report accepted at December 2005 Council meeting. Identified priorities incorporated into business plan for 2006/07. Strategy widely communicated including at meetings with key stakeholders such as SSG, NFU and PPA. Series of eight topic reviews commissioned as an outcome of the strategy review to inform R&D programme development. KT review process underway.

- Activity 8.1.1** Operate Storage Advice Line and advisory activities from SBEU. Target of 800 contacts for 2005/06. Ensure internal quality targets on response to enquiries are met.

- ✓ 310 enquiries to the SBEU advice line during the period between 1/7/05 and 30/06/06. A further 100+ enquiries dealt with at PIP, and over 400 at other workshops and events. The total of over 800 contacts excludes contacts made at the BP2005 corporate stand. The average response time was 1.5 days over all enquiries.

- Activity 8.1.2** Continuation of approved research projects on CIPC sprout suppressant with appropriate monitoring against contract milestones and annual reporting. KT to form part of ongoing storage campaign (see 8.4).

- ✓ R258: CIPC vapour - ongoing.
- R265 CIPC and ventilation (SBEU component) - ongoing.

- Activity 8.1.3** Carry out ongoing storage research projects on skin set and bloom (see 9.3.1) and fungal pathogens (see 4.2.1) with appropriate monitoring against contract milestones, annual reporting and post-completion review by the R&D Committee. Subject to approval, undertake new work on skin spot identified under 4.2.1. Identify opportunities for new work on storage-related research projects and develop proposals that address industry priorities.

- ✓ R249: Integrated control of black dot - proceeding to schedule. Interim reports submitted.
 - R251: Skin spot control (SBEU component) - ongoing.
- Work underway to identify opportunities for new work on storage-related research projects and develop proposals that address industry priorities.

- Activity 8.1.4** Subject to approval, develop proposals considered by R&D Committee on decision support system. Initial demonstration of proposed systems in autumn 2005 (including at BP2005 event). Obtain industry feedback for refinement of systems with aim of launching a fully operational decision support system for industry for 2006 storage season.

- ✓ R266: AssiStora - decision support system being developed. Positive feedback on concept from key industry personnel at BP2005. Timeframes more extended than anticipated (by both SBEU and contractor); developing in 2005/06 ahead of limited industry assessment in 2006/07 and full launch in mid-07 for 2007/08 season.

- Activity 8.1.5** Sutton Bridge Experimental Unit - external contracts and services (income) - secure third party income to the value of £50K.

- ✓ External income of £97k achieved.

- Activity 8.1.7** Continue method development and validation in collaboration with project partners (R249); CSL and industry. Building on the outcome of the research project, establish and promote an advisory capability for PCR diagnosis via storage campaigns, website and regular bulletins.

- ✓ Diagnostics project study combined with research collaborators and industry. PCR capability being developed at Sutton Bridge and technical information on risk assessment and its interpretation for black dot consolidated.

- Activity 8.1.8** Review R&D information to formulate written guidelines on use of humidification in GB stores. Work with industry as appropriate as part of this review process.

- ⓘ Initial approaches made to industry equipment suppliers (e.g. JD Ultrasonics, Crop Systems, Cornerstone etc). Humidification case studies undertaken in three commercial potato stores in March 2006. Guidelines in preparation.

Action 8.2 Obtain accurate information on storage costs to fill gap in current information base which is key to understanding GB competitiveness.

- Activity 8.2.1** Complete gathering of accurate information on storage costs and disseminate as part of storage KT campaign (see 8.4).

- ✓ Storage cost information incorporated in revised storage cost estimator forming part of new BPC Benchmarking program.

Action 8.4 Develop and implement a storage KT campaign.

- Activity 8.4.1** Action against 2005/6 plan. Specifically: a) arrange 8 supply chain quality control meetings; b) devise and promote specific tools for seed storage skills; c) modularise all BPC storage presentations and training activities so that a menu of options can be offered to supply chains. Benchmark 2005/06 activity (March 2006) and demonstrate 80% awareness of BPC campaign amongst seed producers.

- ⓘ Quality control meetings undertaken with key supply chains (e.g. Greenvale, McCain etc.) supported by additional storage clinics. Seed specific requirements identified and some developed (e.g. dry rot and skin spot guides) others to follow. Modular menu developed and presented to industry November 2005.

- Activity 8.4.2** At Potatoes in Practice 2005, SBEU to deliver information from relevant R&D to seed industry through organisation of storage feature and associated seminar presentations integrating with the on-going storage KT campaign.

- ✓ SBEU stand and seminars at PIP delivered relevant seed industry R&D and advisory information.

Action Plan 9

Communication of existing knowledge and development of new techniques to facilitate adoption of best practice by the industry and improvement in the proportion of GB crop meeting quality targets by reducing the incidence of bruising and damage.

Action 9.1 Communicate current information on bruising and damage reduction (e.g. cultivations, harvester settings, handling) and subsequently incorporate dissemination of new information from R&D projects (see 9.2 and 9.3).

- Activity 9.1.2** Continue bruising campaign ensuring that key 'owners' of the bruising issue are identified within each supply chain and communications arranged (by August 05). Explore training funds and develop training tools for farm staff. (November 2005-February 2006). Arrange BPC Bruising Forum ensuring recent and new R&D is discussed and practicalities considered and recorded (January 2006). Use feedback to develop new tools that raise awareness of bruising issues and management.

- ✓ Bruising campaign continued with 40 meetings in summer 2005 (achieving >4.0 for customer relevance and satisfaction; where 5=excellent). To support the meetings a new guide to harvester settings (which included generic, soil specific and machine specific settings) was launched and more than 2,400 copies circulated. Bruise reduction "champions" were identified in most potato supply chains and were targeted with informative technical bulletins and invited to BPC's bruising forum. Initial approaches to DEFRA regarding funding through VTS and RDS were received well and a concept note circulated to bruise reduction champions. Industry support was however lacking and the initiative was dropped (see below). BPC's bruising forum took place in February 2006 with delegates including growers, industry agronomists/technical managers, machinery manufacturers and researchers. Having listened to summaries of progress for both KT and R&D, delegates advised that workshops had achieved a beneficial change in industry practice and that researchers should be given time to develop practical recommendations from ongoing research. The campaign was therefore 'wound down' with provision to fulfil existing and future requests for workshops.

Progress against Corporate and Business Plans

Action 6.2 Disseminate information to the industry and interested parties to improve awareness and knowledge of residue management.

Activity 6.2.1 Maintain routine liaison meetings with FSA to ensure that stakeholder, industry views and NGO views are considered when developing a realistic and practical pesticide reduction action plan. At each stakeholder (e.g. PPA, BPMA and Farming Unions) and Supply Chain meeting have an agenda to discuss residues, ensure emerging issues are taken into account and documented. Review the implementation of pesticide reduction action plans by December 2005 to identify emerging needs and where appropriate, initiate appropriate responses via R&D and Supply Chain.

🕒 Residue issues discussed at stakeholder meetings with PPA and NFU. Development of potato production protocol with FWAG.

Activity 6.2.2 Subject to development of an industry action plan in response to FSA recommendations, plan and use KT tools (www, meetings, bulletins, etc) to ensure supply chain technical and non-technical managers are aware of plans and progress. Test level of awareness six monthly and develop tools to reflect feedback.

🕒 Recommendations from FSA still awaited.

Action 6.3 Assist cross industry initiatives to complement new opportunities for residue minimisation by provision of relevant information from R&D projects commissioned to address industry priorities identified through consultation at 8.1 and 6.2.

Activity 6.3.1 Continuation of ongoing R&D that seeks to minimise residues of concern in field and store, with appropriate monitoring against contract milestones, annual reporting and post-completion review by R&D Committee.

✓ Satisfactory reports on CIPC projects (R235, R243 and R258) reviewed by PPA and BPC February 2006. Information being used for storage KT and supply chain workshops.

Activity 6.3.2 Review sprout control following the completion of ongoing CIPC studies at SBEU/Glasgow and Silsoe, in relation to recent developments in storage (ethylene) technology and the findings from recent study tour to N America. Identify gaps in knowledge that exist in relation to minimising residues and where appropriate commission new research to address prioritised industry needs.

✓ Evaluation of North American storage practices to minimise CIPC residues initiated – R265.

Activity 6.3.3 Initiate and develop an awareness campaign using information generated under 6.3.1 on residue management in waste, primarily associated with washing water and sediments. Opportunities for cross-levy collaboration to be explored via the ARF. This campaign to take account of developments in legislation covering waste disposal e.g. Environmental Quality Standards.

🕒 Proposals presented to storage discussion group November 2005.

Activity 6.3.4 Identify the gaps in R&D knowledge relating to the practical reduction of acrylamide production in potatoes and potato products. Develop a research package in consultation with supply chain representatives and by end September 2005 commission research work that integrates with ongoing FSA and BBSRC supported studies.

✓ Literature review carried out by Leatherhead Food Research Association to identify acrylamide mitigation measures. Research commissioned by FSA with SBEU to integrate with Leatherhead and Reading University studies to provide new information on variety storage characteristics.

Action Plan 7

A reduction in production costs for quality seed and an increase in usage by GB ware growers.

Action 7.1 Identify the cost of quality seed production.

Activity 7.1.1 Continue rollout of benchmarking tool consistent with other sectors and model re-launch planned for BP2005, including data share groups and best practice training.

🕒 Integrated rollout across all sectors (e.g. seed sector where 65 growers involved). Datashare groups initiated after BP2005. Best practice training subject of a VTS submission. The result was delayed – out of the BPC's hands. See also activities 10.3.2 and 10.3.4.

Activity 7.1.2 Develop a roll out plan, based on direct targeting of growers following limited uptake through supply chain route. Target is to double the current uptake of the programme to 40% of seed growers.

🕒 Delayed. 85 seed growers have attended workshops on the benchmarking programme. Interest in the data share option limited so far, but exploring possibility of enlisting agronomists and grower group advisors as facilitators to roll this out.

Action Plan 8

Delivery of practical storage information that influences quality storage regimes designed to meet customer requirements.

Action 8.1 Maintain operation of the critical research facility at SBEU through operation of the unit in accordance with its business plan (including external contracts). This research facility will:

- Provide education and advice on storage;
- Undertake R&D.

Activity 8.1.0 Run unit in accordance with business plan for 2005/06.

✓ Good progress with most R&D project milestones achieved. Smaller BPC programme than in recent years but more contract work obtained (see 8.1.5).

Activity 2.7.2 The potential benefit of GB involvement in a global initiative on mapping the genome of the potato will have been established during 2004/05. Subject to agreement by Council, BPC involvement to support the participation of GB research institutions will be taken forward ensuring that there is effective protection of intellectual property and the opportunities for industry involvement are fully exploited.

✗ SCRI has identified an alternative, more cost effective sequencing strategy, involving potential collaboration with researchers in the Republic of Ireland. Routes for funding are being explored with SEERAD, DEFRA and BBSRC.

Action Plan 3

Development and industry adoption of technologies that increase the efficient, timely production of uniform crops within size bands specified by end markets.

Action 3.1 Increase industry capability to exploit market opportunities presented by improved seed management to meet specific end-market needs, through: a) R&D on management of seed chronological and physiological age for GB and overseas markets; b) Communication and involvement of supply chain innovators.

Activity 3.1.5 Develop seed management project linkages with collaborating organisations in US (USPB and Universities) including establishment of field demonstration for World Potato Congress 2006. Ensure that BPC support for the initiative is acknowledged in the international promotional information by liaising with World Potato Congress organisers. Record feedback in Contacts. Exploit new opportunities for research synergy through integrated studies on nutrient management and regular (quarterly) information exchange and annual project reporting.

✓ Agreement on inclusion of chronological seed management topic at World Potato Congress 2006. Concept being tested in commercial crops and being monitored by collaborating US researchers and CUF. Nutrient management included in uniformity project with separate US sites testing utility of a proposed system for improving nitrogen management. Information on US seed management included at BP2005 processing seminar and work on nitrogen reported as part of CUF project reviews with R&D Committee. Information on progress of nitrogen management trials with US collaborators reported to R&D committee as part of CUF project review June 2006.

Action 3.2 Commission new R&D on the management of agronomic inputs to understand variability and improve consistency of size and uniformity for the end market (also links to Action Plans 5 and 11).

Activity 3.2.2 Continue the Crop Uniformity project at CUF, involving Council and industry representatives as part of the project management and review team. Monitor against contract milestones and report progress to R&D Committee in Autumn 2005 and Spring 2006.

✓ R257: Improving crop uniformity - second year of the project progressed satisfactorily against agreed milestones. R&D Committee management group updated July, August and September 2005 and June 2006. Interim annual report received. Experiments for 2006 trials established.

Activity 3.2.3 Review developments arising from recent research addressing the implementation of RB209 and consider the cost-benefit of developing modified recommendations for fertilizer use. Where a positive cost benefit is identified in terms of reduced input and production costs, crop quality and environmental impact, commission new research to deliver these benefits to the industry.

✓ Benefits identified from preliminary trials and concept note considered by R&D Committee November 2005. Research proposal approved by R&D committee March 2006. Validation trials established at sites in GB and US (from 3.1.5). Progress reviewed by R&D committee members at site visit June 2006.

Action Plan 4

Development and communication of recommendations for best practice, based on sound scientific evidence, to minimise the impact of pests and diseases of crucial commercial significance.

Action 4.1 Delivery of a blight campaign and development of new KT initiatives on pests and diseases, identified and agreed with industry, to be delivered in subsequent years.

Activity 4.1.3 Conclude 2005 campaign. Specifically: a) address issues and amend services offered to blight scouts; b) develop, publicise and demonstrate best practice that reflects any DEFRA or SEERAD policy changes for waste management and dump control. Undertake seasonal review (November 2005) that includes benchmark indicating satisfaction of services provided to agronomists and technical managers and acknowledgement that BPC provision is delivered on farm. Plan and have approved future campaign (January 2006).

✓ Blight mapping services maintained through 2005 season. New demonstrations and research on control of outgrade piles and the influence of outgrade piles on inoculum were undertaken at Potatoes-in-Practice and used in development of new best practice guide (>3,000 distributed). Discussions undertaken with Scottish Environment Protection Agency and Environment Agency (as part of waste regulations consultation) and key actions for industry included in the guide. Grower survey undertaken affirming value and need for mapping service (>70% growers either use the web pages directly or know that their agronomists do). A second survey of blight scouts, along with industry consultation through BPC Blight Forum (February 2006), identified a number of issues which were addressed prior to re-launching the service in spring 2006. These included animation of blight maps (so that users can see information specific to one outbreak more readily), a change in technical pitch of web-based monthly updates (so that relevant GB and global research findings could be communicated), new sampling procedures (to allow sufficient sample collection for new R&D on blight populations to progress) and funding of Blightwatch (on-line risk based information) to allow continued levy payer access to this complementary service.

Progress against Corporate and Business Plans

Action 4.2 Conduct R&D to provide scientific information to support the development of ICM strategies for pests and diseases identified as priorities by the industry.

- Activity 4.2.1** Continuation of ongoing programme of R&D on management of bacterial rots, blight, skin blemish diseases, aphid resistance, PCN and spraing (PMTV & TRV). With appropriate monitoring against contract milestones, annual reporting and post completion review by R&D Committee.
- ✓ R230: Saffie (LINK) – ongoing with third annual report received and reviewed by LINK. Has improved understanding of biodiversity within the rotation.
 - R237: Eucablight – UK blight forum held February 2006 with project information reported to researchers and industry delegates.
 - R238: Verticillium wilt monitoring – second rotation year sampling and disease monitoring conducted.
 - R245: PCN tolerance variety evaluation – report received on variety tolerance with information to feed into PCN management. Evaluation of additional varieties agreed for 2006 trial collaborating with Greenvale and Dow AgroScience.
 - R247: PMTV in Scottish seed potatoes – report received, epidemiology work satisfactory, planned survey cancelled following consultation.
 - R249: Integrated control of black dot (co-funded by SEERAD) – second field crop year completed and storage trials underway. Project presentation and review by R&D Committee during visit to SCRI. Final year trials established.
 - R250: Aphid neonicotinoid resistance (see 4.3.3) – interim annual report submitted to BPC and LINK. Progress satisfactory.
 - R254: Nematicide application (LINK) (see 6.3.1) – ongoing.
 - R255: Localisation of TRV within fields – following previous season's mapping, crops produced and symptom expression being assessed. Paper presented to Association of Applied Biologists conference.
 - R260: Powdery scab review – review completed and reported September 2005.
 - R267: PCN and biofumigation (see 4.3.5) – project started February 2006.
 - R268: Wireworm management (LINK) – project work started with two field sites identified for monitoring in collaboration with industry partners.
 - R269: PCN decline (LINK) (see 4.3.5).

- Activity 4.2.3** Within a new integrated programme of variety testing ensure that BPC IVT trials are conducted according to the agreed protocols. The initial results of disease testing to be provided to breeders/agents and the BPC by end December 2005 with final results and variety descriptions by end March 2006. Ensure that there is effective integration with the National List VCU programme through active BPC participation with the DEFRA VCU steering group.
- ✓ R259: BPC independent variety trials completed as planned with disease testing protocols integrated with National List - results for 2005 trials available via BPC website and as downloadable report. Variety entries for 2006 identified and trial plots established at Scottish Agricultural Science Agency and SAC (blight resistance evaluation).

Action 4.3 Validation of disease diagnostics and development of risk assessments to allow the industry to exploit new technologies and improve pest and disease management decisions.

- Activity 4.3.1** Continuation of ongoing R&D programme on disease diagnostic validation and risk assessment development with appropriate monitoring against contract milestones and annual reporting.
- ✓ R253: Potato disease diagnostics – second field year completed satisfactorily. Reviewed by R&D Committee September 2005 and March 2006.

- Activity 4.3.2** Working with ADAS, develop a joint proposal to deliver the findings of DEFRA and BPC PCN research to the industry (July 2005). Action against the proposal if approved.
- ✘ Delayed by illness of main partner and funding issues. Proposal being reworked.

- Activity 4.3.3** Continue to provide information on aphid populations via www to support recommendations on the management of insecticide resistance and control of populations in relation to virus control in seed crops. Use a grower questionnaire to generate data on inoculum potential from crops close to traps and develop and publish more detailed risk based advice. Continue programme of R&D on aphid resistance with appropriate monitoring against contract milestones and annual reporting.
- ✓ Monitoring service continued in all GB seed growing regions with 100 BPC supported trapping sites. Post season grower/user survey showed >35% now revising aphicide programmes based on the service. Additional data was sought during the survey and included proximity to ware crops, quality of input seed etc. From these findings, risk based advice was developed further. This was presented at Potatoes in Practice 2005, reported in Potato Newsletter and embedded within relevant Aphmon web pages.
 - R250: Neonicotinoid stewardship (LINK) – second year of sampling completed for project which builds on data obtained during previous LINK project. Thiocloprid being submitted for use on potatoes by Bayer.

- Activity 4.3.4** Commission new R&D identified in the completed project review on skin spot by end October 2005 and, if appropriate, identify and commission new research following completion of the powdery scab review by end April 2006.
- ✓ KT and knowledge gaps considered by R&D Committee following powdery scab review but new research concept notes not sought. Evaluation of products for skin spot control underway - candidate materials identified and included in trials established by SBEU, ADAS and Potatoes-in-Practice.

- Activity 4.3.5** Following publication of the PCN review, work with Government departments (DEFRA and SEERAD) to develop projects exploiting international linkages that address agreed PCN priorities. The proposals are to be considered by R&D committee by the end of 2005 and work to be commissioned by end March 2006.
- ✓ A moratorium on research accompanying the reorganisation of DEFRA has affected a call for proposals on PCN research. This has subsequently been reviewed for PCN and draft tender specifications have drawn up between DEFRA, SEERAD and BPC (December 2005). A project on biofumigation and allelopathic plants for PCN control and a LINK study on population declines of PCN started March 2006 (see 4.2.1). Outcome of PCN genome mapping proposal awaited from potential research council co-sponsor.

Action 4.4 Maintain industry awareness of the potential impacts of important quarantine diseases of seed and ware potatoes, focusing on brown rot & ring rot. (See 12.1).

Action Plan 5

An improvement in processing quality to increase proportion of GB potatoes meeting supply chain requirements throughout the season.

Action 5.1 a) Attain a more detailed understanding of market requirements in relation to quality characteristics and specifically variability in dry matter and fry colours.
b) Delivery of current information on processing quality to supply chains.

Activity 5.1.4 Using technical contacts within supply chains and other levy payer data, set up a series of meetings to improve awareness and knowledge of detailed quality criteria of relevance and concern to the prepared and reconstituted potato industries. This to cover issues such as water disposal regulations, use of antioxidants etc. Output delivery under 5.1.5.

n/a See activity 5.1.5.

Activity 5.1.5 Continue and complete information acquisition to improve awareness and knowledge of detailed quality criteria of relevance and concern to the prepared and reconstituted potato industries. Identify a further 6 target organisations and, over the period July - September 2005, visit at least 2 organisations in July, 2 in August and, if necessary, 2 in September. Incorporate findings into production of specific information sheet(s) (plus associated press awareness) on requirements of these prepared potato markets which can be used by relevant supply chains looking to develop outlets within the prepared and reconstituted sectors. Sheets to be completed and available by end February 2006 latest.

✘ Visits undertaken to seven organisations. Most were reluctant to discuss detailed technical information for use in the public domain. Insufficient information gathered to sustain the outputs planned.

Action 5.2 a) Research and develop agronomy and management to provide crop to meet market needs from field and store.
b) Develop plans to implement new findings from R&D.

Activity 5.2.1 Continuation of ongoing programme of R&D on processing quality and tuber characteristics with appropriate monitoring against contract milestones and annual reporting.

- ✓ R246: Flavour characteristics of *S. pheruja* (LINK) – second year progressing satisfactorily with variety profiling. Reported to R&D Committee and LINK November 2005. Project review meeting held with researchers and industry partners February 2006
- R257: Improving crop uniformity (see 3.2.2)
- R271: Cytokinins and sprouting – project started April 2006.

Activity 5.2.3 Review projects to ensure that relevant information for the processing sector is included in the storage KT campaign for 2005/06.

✓ Included in the outputs under 8.4.

Activity 5.2.4 Following BBSRC review of project submission, if appropriate, initiate LINK project on molecular markers for predicting tuber maturity and processing quality based on tender (University of Durham/ADAS/SBEU).

✓ Research proposal resubmitted to BBSRC following incorporation of additional information on bio-informatics.

Action Plan 6

Co-ordination of cross-industry activity to minimise residues by improved agronomy and storage techniques.

Action 6.1 Obtain relevant information on residue issues affecting potato crop production and protection arising from:
a) changes in EU and national legislation, in particular implementation of 91/414;
b) consumer and environmental concerns.

Activity 6.1.1 Maintain liaison with competent GB authorities (PSD and FSA, SASA), with representative industry bodies (e.g. CPA) and the farming unions, on the implications of legislative changes at the EU and national level. Ensure six-monthly meetings and two-way bimonthly updates as issues take place.

✓ Liaison maintained with relevant authorities through meetings and issue discussions. Represented industry views on crop guidelines and residue minimisation to FSA in a consultation response and at stakeholder meeting. Issues Alert prepared for the industry on the Royal Commission on Environmental Pollution Report on Bystander Exposure. Issue alert prepared and liaison undertaken with FSA (and USPB) on cancer related press issue.

Activity 6.1.2 Initiate liaison meetings with the key NGOs to establish views on emerging environmental and consumer concerns and develop a two-way understanding of the residue management issues affecting the potato industry. Record feedback in Contacts and feed these views back to FSA/industry group during development of the group's action plan (6.2.1).

✓ Represented industry at open CPA meeting on Royal Commission on Environmental Pollution report. Industry response prepared to FSA guidelines document released for consultation in April 2006. Maintained contact with NGOs and industry stakeholders concerning the use and implications of crop protection products, including haulm desiccants, nematicides, and blight fungicides.

Activity 6.1.4 Use a range of existing tools (e.g. stakeholder and supply chain meetings, bulletins, www and KT meetings) to obtain views on residue issues that impact on GB potatoes and products. Issues identified by the industry and from the technical representatives responsible for pesticide management within the major potato retailers and in the food service sector are to be recorded in Contacts. Issues are to be discussed with FSA/industry group and taken into account when developing residue minimisation activities.

✓ Residue minimisation issues identified and delivery being developed through Assured Produce (AP) crop specific protocols. Generic posters on residue minimisation developed by BPC/HDC with AP promoted and circulated to grower levy payers and supply chains.

For a range of chemicals identified by industry and FSA, specific actions have been undertaken and recommendations issued under different activities. For example, CIPC and imazalil – messages for best practice use for for storage disease control and management delivered through activity 8.4.1; dithiocarbamates – best practice for blight protection delivered through activity 4.1.3; maleic hydrazide – literature review and best practice guidelines put out to tender as part of activity 2.7.1.