

## Robinson College, Cambridge - 10 & 11 December Potato Barons' Christmas Feast - 10 December

### PROGRAMME

Potato Crisis! What Crisis? Learning with others to turn problems into opportunities

#### Tuesday 10 December

Registration from 9.30 am  
Conference opens at 11.00 am

##### 11.00 am SESSION 1

###### Who is setting the direction?

Chair: CUPGRA President, Professor Tina Barsby

- Supply chains: power, influence and unintended consequences - Angus Armstrong.
- What might potatoes learn from field salads - James Green, Group Director of Agriculture, G's Fresh
- What role should assurance play? - Lucy MacLennan, Chair of Red Tractor Fresh Produce Board
- Panel discussion

##### 1.00 pm LUNCH

##### 1.40 pm SESSION 2

Exploring the way forward Chair: James Lee

- The need for evidence-based agronomy; tools to help growers make sense of the sales pitch - Professor Carl Rosen, Leader of US Potato Soil Health programme, University of Minnesota
- The role of robots: insights from horticulture and remaining challenges - Professor Marc Hanheide, University of Lincoln
- Discovering traits for the future: lessons from other crops - Jim Monaghan, Harper Adams University
- Questions and discussion

##### 3.30 pm TEA

##### 4.00 pm SESSION 3

Eric Allen Memorial Lecture Chair: Debbie Winstanley

Anchoring decisions in data: what is the role for remote sensing and machine learning? - Joseph Mhango, Harper Adams University

##### 4.45 pm FORUM

Is the reduction in pest and disease control from agro-chemicals an opportunity or a threat? Chair: Jamie Lee

Facilitated discussion: Simon Alexander, agronomist and member of Nematicide Stewardship Programme; James Wrinch, Managing Director, East Suffolk Produce; Andy Curtis, Director General, Potato Processors' Association; Tom Astill, Market Development Representative, Bayer; Nick Taylor, TC & N Taylor, Organic potato and fresh produce grower; Reuben Morris, crop production specialist, Frontier Agriculture Ltd

##### 7.15 pm Potato Barons' Christmas Feast

St John's College Great Hall

After-dinner speaker: Judith Batchelar OBE

Reflections on her life's work in retail, and how innovation can drive supply chain improvements for all.

#### Wednesday 11 December

##### 9.00 am MORNING WORKSHOPS

Indicate your preferred three when booking.

Groups change at 9.50 am and 11.10 am

10.45 am Coffee/tea

1. How to design field trials to answer questions with Bill Watts, Produce Solutions and David Clarke, Niab
2. Increasing storage efficiency - Adrian Cunnington, Potato Storage Insight Ltd and Chris Bishop, University of Lincoln
3. The challenges for UK seed supply with Tom Eyles & Jake Caston, Produce Solutions; Michael Wilson, AT Wilson & Co. and Richard Baker, HZPC UK Ltd
4. Potato-LITE: updates and learnings into practice - Mac McWilliams and Lucy Tillier, PepsiCo International Ltd; Debbie Winstanley, Debbie Winstanley Agronomy/Technology and Dan Matthews, Ceres Rural
5. PCN - pathotyping and understanding varietal characteristics - James Price, The James Hutton Institute and Graham Tomalin, VCS Potatoes Ltd

12.00 pm Connecting research to reality with the CUPGRA Student Network, hosted by Sarah Roberts, Niab and Max MacGillivray, Beanstalk Global

##### 1.00 pm LUNCH

##### 1.55 pm SESSION 4

Potato growing: how businesses have evolved

Chair: Jack Smith

- Harry Barnett, Holkham Emerald Ltd and author of Nuffield report 'How to counteract the agronomic and market challenges facing the UK potato industry'
- John Bubb, JM Bubb & Son LLP
- Greg Colebrook, Farms Director, Greens of Soham Ltd
- Panel discussion and questions
- Closing remarks: CUPGRA Chair, Sophie Bambridge

TEA AND CLOSE BY 3.45 pm

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