

Potatoes SA website first for industry

IN a first for the Australian potato industry, peak industry body Potatoes South Australia Incorporated launched its website last month.

The much-awaited www.potatoessa.com.au will be a major communication tool used by the whole-of-value chain organisation to connect with members, stakeholders, the broader industry, and the community.

It will have a dedicated 'members only' area, membership available to anyone with an

interest in the industry.

It provides full membership for growers and associate membership for all others in the value chain.

Information includes the history of the potato and the organisation, industry sectors, state, national and international industry statistics and reports, workforce issues, biosecurity at state and national levels, R&D projects and current projects.

Chief executive officer Robbie Davis is keen to see the website

used as the industry's electronic 'bible'.

"We are determined to provide relevant, in-touch, and up-to-date information which the industry needs and values," she said.

"Our members and stakeholders will largely determine the website's content and future direction and we will look to them for advice."

The website built by Arris Pty Ltd will include a monthly e-newsletter and LinkedIn and Twitter functions.