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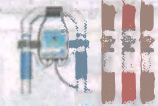
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From left: Little Heroes Foundation's Chris McDermott, Mitolo Group's Alex Mitolo, Potatoes SA CEO Robbie Davis and Little Heroes Foundation's Chris McDermott

PRIZED POTATOES

BY CLAIRE HARRIS

THE annual Potatoes SA dinner was held at the National Wine Centre in Adelaide late last month, with the annual auction of new-season baby potatoes making \$11,500 for charity.

With Elders' Tom Penna as auctioneer, a fierce bidding competition played out for the 10-kilogram box of potatoes, with the the successful

bid - equating to \$1.15 million a tonne - coming jointly from Elders, Thomas Foods International, and Mitolo Group.

The beneficiary of the auction was the Little Heroes Foundation, which provides support for seriously ill children and their families.

Little Heroes Foundation chairman Chris McDermott was grateful for the support, and said while the primary

focus of the charity was to support children living with cancer, there was an additional aim to assist those with mental health conditions.

"One in seven children are suffering a mental health issue, it's mind-blowing - and that number is growing," he said.

About 150 industry members attended the dinner, where it was announced that Adelaide will host the

2023 World Potato Congress, which has never been held in Australia.

Primary Industries Minister Tim Whetstone said the event was a chance to "show an international audience why SA is a leader in the potato industry".

He acknowledged SA's regional areas, which combined produce more than 500,000 tonnes of potatoes annually - 80 per cent of the

nation's fresh potatoes.

"We all know how important the potato industry is to the SA economy, but it is important to realise that we don't grow potatoes in Adelaide, we grow potatoes in the regions of the state, and so the regions are the engine room," he said.

Potatoes SA chief executive officer Robbie Davis said the successful bid to host the biennial conference was a

big win for the state.

"We will be proud to demonstrate clever technology from the Australian paddock to the global plate," she said.

"Our innovative, creative, food-savvy city, which is a hub for entrepreneurship and world-class research and development, will be the perfect backdrop for this significant global event."

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SA GROWER

Teamwork delivers global event to SA

POTATOES SA
By **ROBBIE DAVIS, CEO**

ALL good things come to those who wait and who are persistent!

It was wonderful news for Potatoes SA, the South Australian and Australian potato industry, the state and nation to learn of our winning bid to convene the 12th World Potato Congress in Adelaide in 2023.

It was also very significant for Australian horticulture, with the potato industry the largest contributor by volume and value.

The bid was developed with the Adelaide Convention Bureau and really proved the collaborative model comprising key value chain stakeholders from across the nation provided a winning formula.

This is also the first time this globally-significant biennial business event has been held in Australia.

The bid focused on the theme of 'Old World Meets New', which highlighted the potato's historical status as a food staple in both develop-

ing and developed countries, and the present innovative high technological advances being applied to vertically integrated production systems.

It also reinforced the continuing need for investment in research, development and extension against a backdrop of the global challenges of sustainability, climate, culture and population.

The three-day Congress will target the important position the potato will play in the future, with presentations by world experts covering environmental sustainability, consumer behaviour, nutrition, genetics, value-adding, production technologies, pest and disease management, waste and loss mitigation, packaging and biosecurity. There will also be site visits to production areas across Australia.

Potatoes SA also presented the WPC International Committee with a new initiative, a 'WPC Trust for Developing Nations', which will be established to help fund potato industry research, development and education in

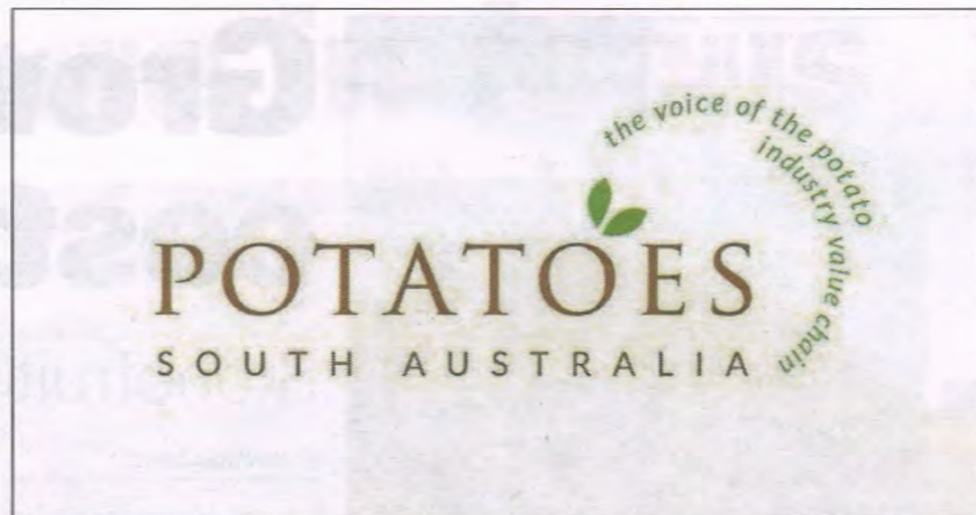
developing nations, as of the 2023 Congress.

The potato industry's philanthropy in the developed world aims to meet the following objectives:

- Assistance in eradicating extreme poverty and hunger
- Developing global partnerships and encouraging information sharing
- Improved water use efficiency
- Increased yields from a diminishing arable/usable area
- Increased educational and nutritional standards
- Reduced food loss and waste in the value chain.

The Adelaide Convention Bureau initially hosted the WPC International Committee at its 2017 Agricultural Industry showcase - an annual educational event designed to highlight the state's business events assets as well as its innovation and technological advances within the agricultural sector.

While announcing the results, WPC president Romain



Potatoes SA is the voice for seed producers, growers, fresh market, packers, processors, marketers, exporters, wholesales and retailers.



Cools said the goal of the Congress was to be a premier global networking organisation for potato professionals across all regions and continents.

"The sharing of knowledge, experience and innovation will push this unique sector

of the agri-food industry further ahead," he said.

In my role, I am both honoured and thrilled that Potatoes SA will lead the hosting of the 2023 WPC in Adelaide.

This unique event will provide the opportunity for whole-of-industry uni-

fication in the celebration of the world's third-largest food crop.

We will be proud to demonstrate clever technology from the Australian paddock to the global plate.

Reciprocally, the networking and investment opportunities, the learnings and experiences the local industry will access, will be invaluable.

The 2023 WPC is expected to attract more than 1000 delegates to Adelaide for the week, generating in excess of \$4.5 million to the state's economy and almost 40 direct jobs.

I know the industry will work together to ensure its success!