



**Potatoes New Zealand
Conference 2019**



POTATOES NEW ZEALAND CONFERENCE 2019

Christchurch





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THE WORD



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Nau mai Haere mai, Welcome

A message from CEO & Chairman

Dear Members, Sponsors and Guests

Welcome to the Potatoes New Zealand Inc. Biennial Conference.

Following the success of the 2017 conference, this year's event promises to be a collaboration of great science, market expertise and inspiring international and domestic presenters.

It's our pleasure to host you at this conference in Christchurch, one of New Zealand's great potato growing regions. If there is anything we can do to make it more enjoyable for you please ask Karen or Rachel at the conference registration desk.

We would like to extend a special welcome to overseas speakers Steve Ridder and Andy Robinson and our international associate members AgWorld Systems from America, Dobmac Machinery and AuSPICA from Australia.

Special thanks are due to our Platinum sponsor Bluebird. Their generous support is truly appreciated. Thanks also to AGMARDT for their sponsorship to assist bringing Andy Robinson over from the US.

Over the next few days you will hear about the latest challenges, R&D and market trends.

If you are on Facebook or Twitter or Instagram please add the hashtag #PNZ2019 in your posts so we can all follow each other.

The conference is a great chance to make new contacts with fellow growers, agronomists and trade suppliers. We encourage you to network throughout the conference and afterward.

Thanks for coming and please enjoy.



Chris Claridge
Chief Executive
Potatoes New Zealand Inc.



Stuart Wright
Board Chair
Potatoes New Zealand Inc.

Conference Information

Venue

Addington Raceway & Events Centre, 75 Jack Hinton Drive, Addington, Christchurch 8024.

Information

The conference registration desk will be located in the corridor and will be attended during conference hours.

Conference rooms

Agronomists Forum: Terror to Love Lounge, Level 3

Plenary Sessions: Christian Cullen Lounge, Level 1

Car parking

There is ample free parking at the venue.

Name badges

These are in your conference pack. Please wear them during the conference. Badges are the delegates' proof of admission to conference sessions.

Accompanying persons

Sorry accompanying persons who have registered for social functions only and who have not paid a registration fee are not entitled to conference teas and lunches.

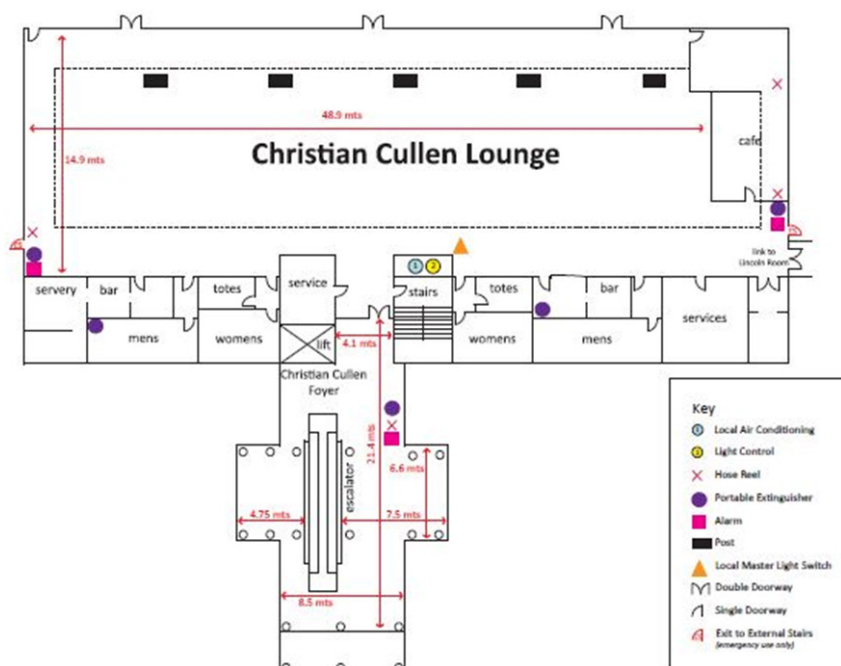
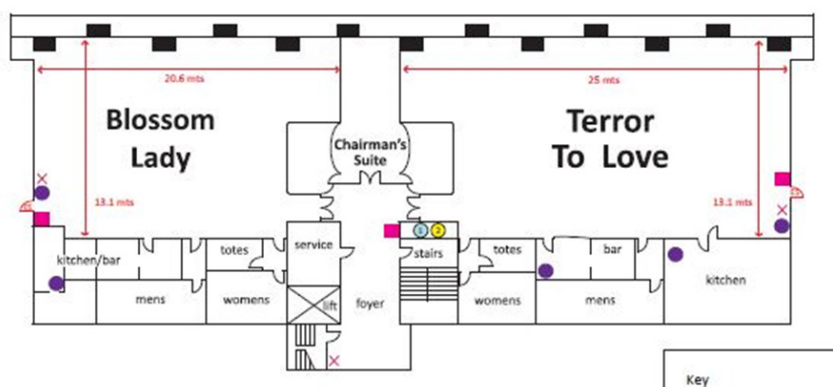
Food and refreshments

All conference food will be available at the appropriate times in the sponsors' area of the Christian Cullen Lounge. A separate table will be set up for those with specific dietary requirements. Please ask the catering staff for assistance.

Sponsors area

Part of the Christian Cullen Lounge is sectioned off from the conference area and is set up for the sponsors.

Large machinery are on display in front of the venue. Please visit and support our sponsors.



Conference dinner

Christchurch Town Hall, 86 Kilmore St, Christchurch Central, Christchurch 8013

The iconic Town Hall has undergone a transformation, back to its former glory. The ticket cost includes your meal and a drink on arrival, cash bar after that.

The dinner speaker & MC is Mike McRoberts (TV3 Newshub). The evening includes presentations of the Chairman's Awards and the Chip Industry Awards. You will be entertained by the Garden City Combo band. Dress code is smart.

If you have not already purchased your ticket for the dinner, please see Karen or Rachel at the conference registration desk in case they have any cancellations.

Bus timetable for conference dinner

6:00 pm Buses depart from The George Hotel, Addington Stadium Motel and the Addington Court Motel.

If you are not staying at one of the above hotels/motels, you are welcome to make your own way to these locations to catch the bus.

9:30 pm Taxi shuttles will run back to the conference accommodation as above.

Useful contacts

Conference Makers Limited

Karen McLean 027 233 6353
Rachel Dahl 027 465 9281

Selwyn Street Medical Centre

314 Selwyn St
Spreydon
Christchurch
03 366 8970
Mon~Fri, 8:30 am – 5:30 pm

Christchurch Hospital

2 Riccarton Ave
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Conference Accommodation

Addington Court Motels

197 Lincoln Rd, Addington
Christchurch 8024
03 339 4211
stay@addingtoncourtmotel.co.nz

Addington Stadium Motels

67 Lincoln Rd, Spreydon
Christchurch 8024
03 339 8950
addingtonstadium@extra.co.nz

The George

50 Park Terrace
Christchurch Central
Christchurch 8013
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Sponsors

Potatoes New Zealand is appreciative of the support from the following sponsors for the 2019 conference. Their ongoing commitment to the industry is appreciated.

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Programme

<https://conference.potatoesnz.co.nz/stream/2019-full-programme/>

Speakers

Sarah Perriam
Bernard Hickey
Steve Ridder
Andy Robinson
Roger Smith
Melanie Mark-Shadbolt
Petra Pearce

Niki Bezzant
Grant Robinson
Chris Thorman
Maarten Van Delden
<https://conference.potatoesnz.co.nz/speaker-profiles/>

Dinner MC

Mike McRoberts
<https://conference.potatoesnz.co.nz/awards-dinner/>



Music

Garden City Combo band

Wednesday, 14th August 2019

POTATOES NEW ZEALAND CONFERENCE

TIME	SESSION
7:45 am	Conference registration desk opens
8:00 am	Coffee cart opens
8:30 am	Session 1: Welcome and house notes - Chris Claridge
8:35 am	Welcome the Minister - Hon Damien O'Connor
8:37 am	Opening Address - Hon Damien O'Connor
8:57 am	Introduction of keynote speaker - Sarah Perriam - Chris Claridge
9:02 am	The deep rooted value of NZ food & fibre - Sarah Perriam 
9:22 am	Introduction of keynote speaker - Bernard Hickey - Chris Claridge
9:27 am	Political and economic weather and climate report - Bernard Hickey
9:47 am	Question and Answer
9:52 am	Morning tea
10:22 am	Session 2: Introduction keynote speaker - Steve Ridder - Chris Claridge
10:24 am	The world's first wireless NPK sensors - Steve Ridder
10:44 am	Introduction of keynote speaker - Andy Robinson - Chris Claridge

TIME	SESSION
10:46 am	Nitrogen, a critical topic - Andy Robinson 
11:26 am	Question and Answer
11:31 am	Thank you and lead into AGM
11:33 am	AGM Full details of the 2019 Potatoes NZ Annual General Meeting are available on the Potatoes New Zealand website www.potatoesnz.co.nz
12:08 pm	Thanks & lead to Lunch - Chris Claridge
12:13 pm	Lunch
12:45 pm	Corteva Agriscience - The merger between DOW and DuPont
12:55 pm	Leicester's NZ Limited - Dr Chad Hutchinson Director of Research for the Triest Ag Group USA
1:13 pm	Session 3: Introduction - Gemma Carroll
1:15 pm	The Biosecurity Journey – are we there yet? - Roger Smith
1:35 pm	Māori Biosecurity - Ms Melanie Mark-Shadbolt
1:55 pm	How will climate change impact New Zealand's weather? - Petra Pearce
2:17 pm	The rise and rise of plant-based diets: what it means, and what it means for you - Niki Bezzant
2:37 pm	Potatoes at Retail - Grant Robinson
2:57 pm	Opportunity for Q & A - Gemma Carroll
3:02 pm	Afternoon Tea
3:34 pm	Session 4: PMTV Management update - Chris Claridge
3:49 pm	Producing 'clean' seed, science into practice - Chris Thorman 
4:19 pm	Controlling seed potato quality and physiological age - Maarten Van Delden
4:39 pm	Wrap up - Chris Claridge
6:00 pm	Buses collect delegates from conference accommodation
6:15 pm	Conference dinner at the Limes Room, Christchurch Town Hall



Hon Damien O'Connor

Speaker Bios and Abstracts

Hon Damien O'Connor is the New Zealand Government's Minister of Agriculture. He is also Minister for Biosecurity, Food Safety and Rural Communities and Minister of State for Trade and Export Growth.

First elected to Parliament in 1993 he has served as a Minister in both the fifth and sixth Labour Governments, and Spokesperson in Opposition for a variety of roles including Agriculture, Biosecurity, Food Safety, Tourism, Immigration and Health.

Minister O'Connor is a passionate advocate for thriving rural communities and believes New Zealand's ability to sustainably produce high-quality, nutritious food for a growing global population is crucial to the country's economic future.

His background in farming and adventure tourism drives his view that New Zealand needs well-paid, sustainable jobs and industry value growth for a better future for all.

An active sportsman he has represented Buller at athletics and enjoys skiing, white water rafting, jet boating, motorsports and playing rugby for the New Zealand Parliamentary Team. He has won West Coast Young Farmer of the Year and is also the MP for West Coast-Tasman.

Presentation

Wednesday, 14th August 2019

Opening Address

8:37 am



Sarah Perriam
Perriam Media
Rural Commentator



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Sarah Perriam has a passion for sharing the stories of New Zealand's premium food & beverage producers. Environmental, animal welfare and global trade business-practices are often mis-understood by the public.

Sarah previously co-hosted 'Rural Exchange' on Magic Talk and her Friday 'rural' segment with Duncan Garner on the AM Show, as a platform to regularly talk about the big issues in agri-business. She is now working on new media endeavours in the agri-food space, including the launch of her new podcast in late April – "naked. hungry sober" – targeted at curious consumers and passion producers.

In 2018, she hosted the 50th "FMG Young Farmer of the Year", live-broadcast on Newshub.co.nz and was nominated as a finalist in the "Westpac Women of Influence".

She has recently been involved as a speaker & "MC" at many events around New Zealand, including the 2019 "Boma Grow Summit", bringing professional pre-production management and time-management to the event, with her years as a producer and event manager.

Sarah hopes that with a public trend towards more critical thinking and "thought-lead journalism", the primary sector is on the right track to changing the perception of farmers to that of passionate food producers.

The New Zealand Food & Fibre Story planning is underway in a mission to unearth the deep rooted value proposition we represent as a nation pan-sector to move from 'volume to value'.

Sarah Perriam believes the value is in our values. She will tap into the root causes of the consumer / producer divide from her experience and knowledge over 10 years the agri-media industry, recently in Auckland with MediaWork's RadioLIVE & TV3's 'AM Show'.

Being raised on a hearty meal of 'brand' over 'commodity' as she watched her uncle John Perriam build the valuable Merino story, Sarah is passionate about the untapped profit margin in our food & fibre industry's intangible asset – authentic story-telling.

And she believes the biggest threat to our growth opportunities is our own humility.

Presentation

Wednesday, 14th August 2019

Keynote

9:02 am



Bernard Hickey

Newsroom.co.nz

Bernard Hickey is the Wellington-based Managing Editor of Newsroom Pro, which is the subscription news part of Newsroom.co.nz. He runs a team of independent journalists in Wellington, who write for subscribers and then open those stories up for the public the next day. They cover issues such as environmental policy, housing affordability, child poverty, fiscal policy, monetary policy, climate change and infrastructure funding. Bernard previously worked for Fairfax Media, the Financial Times Group, Reuters and Interest.co.nz.

A political and economic weather and climate report: how the coalition Government is tracking halfway through its first term and what it could do if it wins a second (and third?) term. Bernard Hickey will detail the wider economic and political drivers around global trade, local environmental and economic policy. He will look at trends for interest rates, the currency, water and climate policy, and politics more generally.

Presentation

Wednesday, 14th August 2019

Keynote

9:27 am



Steve Ridder

Teralytic

Founder and CEO

Steve Ridder has more than 20 years of experience in the technology industry building products, launching internal startups, and scaling go-to-market activities. He founded precision agriculture and soil health company Teralytic, which made the world's first NPK soil sensor. Teralytic's wireless probe contains 26 sensors to provide the most detailed soil quality data available, reporting soil moisture, salinity, pH, and NPK at three different depths, as well as aeration, respiration, air temperature, light, and humidity. Teralytic's solution makes it easy for farmers to grow more using less, while reducing the environmental impact of agriculture.

Traditionally, soil testing is a manual and time-intensive process that can take days or weeks. But with Teralytic's sensors constantly checking and reporting on soil quality—24 hours a day and 365 days a year—growers can respond to changes in the fields faster, before they become problems.

The Teralytic probe generates real-time data collection and analysis of all soil types, anywhere in the field. Using 26 sensors to provide the most detailed soil quality data available, it reports on soil moisture, salinity, pH, and NPK at three different depths, as well as aeration, respiration, air temperature, light, and humidity. These previously inaccessible types and quantities of data help manage soil quality with precise control. And with a long-range wireless network, Teralytic offers connectivity for large farms in all parts of the world.

Presentation

Wednesday, 14th August 2019

The world's first wireless NPK sensors

10:22 am



Andy Robinson

North Dakota State University / University of Minnesota - Extension Potato Agronomist and Associate Professor

Andy Robinson is an Associate Professor and the Extension Potato Agronomist at North Dakota State University and the University of Minnesota. Robinson received a bachelor's degree from Brigham Young University and his master and doctorate degrees from Purdue University.

Robinson's research and Extension goals are to develop science-based solutions to address real-world problems in potato production, enabling producers to increase economic and environmental sustainability through improved crop management. His current research is focused on the agronomics of potato production and herbicide use and misuse in potatoes.

He is fluent in Portuguese and enjoys traveling and spending time in nature with his wife, Michelle and five children.

In many countries, nitrogen has become a critical topic for agriculturists. The potato has especially been a focus crop as it is a high nitrogen user. Nitrogen is the most important nutrient to maximize potato production, but the potential negative effects it can have in our environment has resulted in greater regulation of nitrogen use. Understanding the usage pattern of the potato crop can assist in managing nutrition to reduce nitrogen inputs and maximize yield and profits. It is common for many potato growers to provide excessive fertilizer to ensure a healthy canopy, however this can be damaging economically and environmentally. This presentation will focus on research work conducted in the United States and potato grower experiences in managing nitrogen use in potato production.

AGMARDT

FUTURE SHAPERS

Presentation

Wednesday, 14th August 2019

North Dakota University Potato Expert Advice

10:46 am



Roger Smith

Head of Biosecurity NZ, & Chief Operations Officer

Head of Biosecurity New Zealand and Chief Operations Officer Roger leads MPI's Operations branch with responsibility for delivering border clearance services, incursion diagnostics, surveillance, response management, compliance, intelligence, operational planning and national coordination. Roger joined the organisation in 2011 as Deputy Director-General Verification and Systems. In 2014, he was appointed as MPI's Deputy Director-General China Relations based in Beijing. He took up his current role in January 2017. With over 30 years' experience in trade and border management, Roger has also previously served in both Brussels and Washington DC.

Presentation

Wednesday, 14th August 2019

MPI Biosecurity

1:15 pm



Ms Melanie Mark-Shadbolt

Te Tira Whakamataki

CEO

Melanie Mark-Shadbolt is of Ngāti Kahungunu ki Wairarapa, Ngāti Porou, Te Arawa, Ngāti Raukawa, Ngāti Tuwharetoa, Te Atiawa, Mackintosh and Gunn descent. She is an indigenous environmental sociologist and is currently the Kaihautū Chief Māori Advisor to the Ministry for the Environment, the Director Māori of NZ's Biological Heritage National Science Challenge, and the CEO of Te Tira Whakamātaki. She is a specialist in traditional knowledge issues as they relate specifically to biosecurity and sustainable natural resource management. Her work has covered research in stakeholder values, attitudes and behaviours, social acceptability of management practices and risk communication, and the wider human dimensions of environmental health. She currently serves on a number of national advisory bodies including the PMCSA's Plastics Panel, the Myrtle Rust Governance Group, Rauika Mangai and Ngā Pae o te Māramatanga Climate Change Programme.

Presentation

Wednesday, 14th August 2019

Māori Biosecurity

1:35 pm



Petra Pearce

Climate Scientist

Petra Pearce is a Climate Scientist at NIWA (National Institute of Water and Atmospheric Research). She produces climate change guidance and advice for regional councils, iwi, and businesses. This guidance is used for underpinning policy, strategic planning and understanding future impacts and risks from climate change. She also undertakes historic climate research which seeks to learn more about the past climate of New Zealand and the Southern Ocean. This helps to put the present and future changes in context of past climate variability.

Climate change is already affecting New Zealand through increasing temperatures, more extreme rainfall events and sea-level rise. This will continue for many decades to come, with the magnitude of future changes depending on global action to reduce the greenhouse gas emissions (e.g. carbon dioxide) which cause global heating. New Zealand's weather and climate may become more variable in the future, with changes to seasonal rainfall patterns, more extreme wet and dry periods, increased drought and fire risk, and more heatwaves. These climatic changes may have impacts on all sectors of New Zealand's economy, society and our natural environment. Particular impacts for the potato industry may include more widespread drought, waterlogged soils following extreme rainfall events, and disruptions to transport networks due to extreme weather events.

Presentation

Wednesday, 14th August 2019

How will climate change impact New Zealand's weather?

1:55 pm



Niki Bezzant

President - NZ Food Writers

Niki Bezzant is a New Zealand-based writer, speaker, editor and commentator. Niki is passionate about food, healthy eating, nutrition, food culture, marketing and policy. As founding editor (now editor-at-large) of Healthy Food Guide magazine, a columnist for the Herald on Sunday and a frequent contributor to radio and television, she has extensive knowledge of modern media and consumer attitudes and headspace when it comes to healthy eating. Niki has been involved in the food media for nearly 20 years. She founded the website for Cuisine magazine and was that publication's first web editor. She is currently president of Food Writers New Zealand, the professional body for food communicators. She is a proud ambassador for the "Garden to Table" programme, which helps kids learn how to grow, cook and share food. She is a member of the Council of Directors for the "True Health Initiative", a global coalition of health professionals, dedicated to sharing a science-based message of what we know for sure about lifestyle and health.

The rise and rise of plant-based diets: what it means, and what it means for you

If there's an eating trend we're hearing about more and more in 2019, it's 'plant-based eating'. But what does the term really mean? Do consumers really know? The term is currently being applied to veganism, vegetarianism, flexitarianism and all of the above. What does science say about plant-based eating? Is it – as some suggest – the way of eating that will solve all the world's problems including obesity, diabetes and climate change? Or is it just another fad? Nutrition writer Niki Bezzant explores the myths, truths and misunderstandings of plant-



Grant Robinson

Countdown

Merchandise Manager Vegetables

based diets, and outlines what the trend could mean for your health, and what opportunities it opens up for your business.

Presentation

Wednesday, 14th August 2019

The rise and rise of plant-based diets: what it means, and what it means for you

2:17 pm

After leaving school reasonably early in life, I fell into the Produce industry and cannot imagine doing anything else. The thriving environment, travelling our beautiful country, talking with growers and finding new varieties is both exciting and rewarding.

I started in the Produce Industry in 1984 and have enjoyed many Retail and Wholesale roles during this time.

In 2009 my family and I moved to Auckland when I took up a Buying role for Foodstuffs where I eventually became Business Manager Vegetables.

For the last 4 years I have been a Countdown Business Manager of my second love (my first being my family) – domestic vegetables. With a national team of Buyers and Quality Controller's my drive is to make Kiwis love vegetables as much as I do through Quality, Freshness and by increasing flavour.

My other passion is bringing young people to our exciting industry and I enjoy training and mentoring them along the way.

Potatoes at Retail- Grant Robinson will give an overview of how Potato sales are tracking at retail.

He will detail some of the trends that are happening in the New Zealand retail market and share some customer insights around what drives customers decisions and what is important to them.

Presentation

Wednesday, 14th August 2019

Retail feedback

2:37 pm



Chris Thorman

Programme Coordinator & Lecturer



A self confessed Potato head, Chris has been involved with potatoes and potato growers since the 1980's both here in NZ and in Bonnie Scotland. Chris has worked with Scottish seed growers and was involved with the development of Satlre Seeds and disease control protocols. He was involved in developing the Heritage programme for Waitrose, and the supply of 140 varieties to the gardeners in the UK, including Mr Little Yetholm Gipsy, Forthyfold and Shetland Black. He has worked with A S Wilcox here in NZ and is passionate about helping growers understand and develop better storage and handling systems to improve their potato business outcomes. Chris is currently a Post Harvest lecturer based at EIT in the sunny Hawkes Bay.

Abstract:

Producing Clean Seed: Science into Practice.

Chris Thorman BSc (Hons), FACTS, BASIS

In 1989 & 90 significant financial losses due to fungal diseases in the processing cultivar 'Record', the main stay of the UK crisping industry, led to work to develop a practical and effective solution with the main target being Skin Spot. It was identified that whilst potential disease was related to level of inoculum on the seed, the severity was related to storage conditions. The development of Limited Field Generation techniques created an opportunity to develop a radical new protocol to produce "Clean Seed". However, putting "clean" mini tubers into a "dirty" system would not necessarily solve the issue. A seed production protocol was developed

to limit infection at every stage of the seed multiplication process. 29 years later, the Scottish Grower Group involved in this work is still regarded as one of the best for production of quality processing seed potatoes in Europe. In this presentation, I will describe the relevance of this work in relation to the NZ context

Presentation

Tuesday, 13th August 2019

Storage advice

Session 3

Wednesday, 14th August 2019

Producing 'clean' seed, science into practice

3:49 pm



Maarten Van Delden

Tolsma Australia

Sales director

Growing up on a Potato Farm in Holland, Maarten has spent the past 12 years travelling around the world educating people on the best practises for long-term storage of potatoes, onions, carrots and garlic. His aim to maintain a healthy product in an energy efficient manner by controlling temperature, humidity, air flow, air speed and CO2 levels. He has designed projects for locations around the world that experience extreme weather conditions for example Abu Dhabi, Russia, Africa, Egypt and Australia. Maarten will speak to you today about how to minimise storage losses and the importance of your products psychological age.

Controlling seed potato quality and physiological age in your store is difficult and costly when you are not monitoring and regulating temperature, humidity, CO2 levels, running hours, air flow and speed.

Without proper control of your store, you risk losses, dampness, spread of disease and high physiologically aged seed. These all affects your profitability.

During our presentation we will discuss the four different phases of storage and how they affect the seeds physiological age.

The aim of this presentation is to make you think about your storage practices and possible improvements that you can make to improve yields.

Presentation

Wednesday, 14th August 2019

International Storage

4:19 pm



Chris Claridge

Potatoes New Zealand Inc.

Chief Executive

Chris has an extensive business and academic background.

Founder of Carrickmore, a dairy export company specialising in marketing infant formula, the Carrickmore product range was launched in China and New Zealand in 2012. Chris helped established the New Zealand Infant Formula Exporters Association to maintain and protect the reputation of New Zealand infant formula. Members included; laboratories, can manufacturers, co-packers, ingredient suppliers and small and medium sized infant formula exporters. The Associations membership grew to 26 companies representing an export value of \$60 million before being adversely affected by international dairy markets.

Prior to that Chris founded ID Digital Media, a full-service advertising agency specialising in marketing communications. He was also the Dean of Business Studies and Senior Lecturer in Management at the Christchurch College of Education.

Passionate about horticulture and adding value to New Zealand's primary produce he founded Claridges Organics, one of New Zealand's first organic food exporting businesses.

Chris attended Lincoln University to study Horticulture before transferring to Canterbury to complete a Masters in Biotechnology.

He is a member of the Royal Society and the New Zealand Institute of Food Science & Technology.

Presentation

Wednesday, 14th August 2019

Session 4: PMTV Management update

3:34 pm



Gemma Carroll

Potatoes New Zealand

Gemma has a long career in communications, wellness and horticulture.

She works closely with growers, processors and Food Writers, to ensure #spudlove continues to grow in New Zealand.



Iain Kirkwood

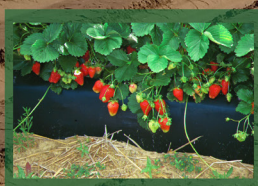
Potatoes New Zealand

Iain's career in the potato industry started 35 years ago as a potato roguer for seed growers on the east coast of Scotland. He went on to study Plant Science at St Andrews University before completing a Master's Degree in plant breeding at Cambridge University. He continued his studies completing his Doctorate in plant pathology at Cranfield University. He has worked on and managed several seed certification programs around the world including in Scotland, Australia, New Zealand, Thailand and China. He was the chairman of the Australian Seed Potato Advisory Group who were responsible for coordinating Australia's National Seed Certification Rules. He was the Agronomy Manager for Technico Pty Ltd and managed potato production programs throughout the world. He joined the University of Tasmania where he took on the role of the Research Director for the Australian Potato Research Program, \$M30 international research program involving 10 different institutes in Canada, South Africa, Australia, the UK and New Zealand. More recently he moved to New Zealand to work for Eurogrow Potatoes Ltd as their Quality Assurance Manager, responsible for developing and maintaining their seed potato QA program. He joined Potatoes New Zealand as their Technical Manager in 2018 where he has taken on the joint roles of managing the New Zealand's seed potato certification, R+D and Biosecurity programs.

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Notes:

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Notes:

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