

Potatoes NZ Inc. AGM & Conference

Chairman's Annual report – 2013

The last year has been one of change and review for the new Potatoes New Zealand Inc. (PNZ Inc.). Clear direction was given by growers at our last AGM to develop an organisation that represents all parts of the potato industry and that was focussed on providing clear outcomes to our farmers and trade members for their financial contribution whether it be by levy or subscription. I am pleased to report we have made significant progress in redefining and reviewing how we operate in what has not been the easiest trading environment for the New Zealand Potato Industry.

It was very pleasing that in September we had overwhelming support on our levy order vote under the Commodity Levies Act. About 53% of our levy payers took the time to vote and of them over 85% supported the new levy order. This is an outstanding result particularly when you take account of the fact that we were asking growers to pay a larger levy than was the status quo. The board took this as further endorsement to follow the process of review and restructure that had been outlined at the AGM.

As a result, PNZ Inc. has now established a stand-alone Levy Order which came into effect on June 18th 2013. The full title of the Order is 'Commodity Levies (Potatoes) Order 2013' and a copy of the levy order can be found at www.legislation.govt.nz. The potatoes levy payable for the first levy year (June 18th – September 30th, 2013) is 0.85%. This rate will carry on unchanged for the following levy year 1 October, 2013 – September 30, 2014.

After seeing through the referendum process and the realisation of his vision of an industry body that represents all parts of the potato industry, Ron Gall retired in December 2012. Ron has worked tirelessly for the potato industry for almost 20 years, and was duly recognised at a farewell dinner in Wellington early in the New Year at which a number of those he has worked with and for attended. Thank you Ron and we all hope you enjoy a long and productive retirement.

At the same time Andrea Crawford who had been providing the secretarial services to PNZ resigned after

a number of years in the job to take up a sales position with a Wellington firm. I thank her on behalf of the board and wish her well in her new endeavour. Marina Kerschbaumer has been employed as her replacement.

The board employed Champak Mehta as CEO of PNZ Inc. and he took up the position early in January of this year. The board has asked Champak to completely review the way that PNZ Inc. operates and in consultation with the board implement any changes that are necessary. At this point he is part way through the process and has overseen a strategic review of the industry undertaken by James Morrison who will be reporting to the AGM. Once he has a fuller picture of the potato industry and a more complete understanding of the way it is funded then the board will move to implement any changes we may see as necessary. For the coming year we plan to continue with the frame work we have in place and the budgeted funding will reflect that.

One of the areas identified as needing improvement is that of communication with our levy payers and members. You should now all be receiving the weekly export stats for Fiji and the wider Pacific. This is aimed at trying to address an information gap to enable growers to make informed decisions when supplying these markets and is a taste of what PNZ Inc. can provide to ensure a truly open and transparent market. Expect to see more of this sort of value add communication.

PNZ Inc. has also been working closely with other sector groups in the Vegetable industry on issues of commonality. A review of the Vegetable Innovation & Research Board has been commissioned by this grouping to fine tune its operation and relationship with the groups that fund it. The other major common issue that has surfaced has been around the funding of the provincial grower associations. Funding for these organisations has been historical through the old Vegfed and then more recently HortNZ. As HortNZ's product groups and the district associations have evolved, the funding responsibility of district associations has become confused. As we head to conference, a proposed

model around this funding is being communicated to the district associations by the vegetable sector groups concerned.

At this AGM the interim board is standing down and a new elected board will replace it. As chairman I would like to thank the interim board for making the time to be part of this change process and being willing to approach some of the challenges we have faced with an open mind. I have no doubt that having industry members around the board table has led to a greater understanding of the issues we have faced and has provided greater acceptance of those decisions that were made. To Nick Tayler, Dean Pye, Kevin Balle and Terry Olsen our levy payer representatives, and John Jackson, Jon Davidson, Todd Hughes and Phil O'Keeffe our industry representatives, thank you very much.

I am confident that the path we have chosen to take is the correct one and that with Champak Mehta as PNZ Inc. CEO, we have an individual with the ability to implement the reviews and changes required to keep the New Zealand Potato Industry as world leaders. I wish the incoming board all the very best.

Our various sub-committees have been busy this past year.

Export Market Development Group (Chairperson – Bharat Bhana)

The Export Market Development Group (EMDG) is responsible for overseeing access to new markets and undertaking generic market development activities in new markets.

On the market access front we are still waiting for Australia to finally approve the import of fresh potatoes for processing. The request has been held up in the senate select committee process for a third time and has been subject to significant and unjustified opposition from Australian industry representatives. Our access request for processing potatoes to Japan continues to be disappointing with no further progress made over the year. Our access request for fresh, processing and seed potatoes to Vietnam made good progress with Vietnam completing the initial pest risk analysis and draft import conditions. The proposed import conditions cover 38 pests and diseases and many of the requirements are either not technically justified or can be met using alternative phytosanitary and pest management actions.

Our suggested revised approach is currently being considered by Vietnam.

The EMDG also reviews existing market access requirements with a view to improving these where possible. With this in mind the group has commissioned research on the efficacy of washing and use of other post-harvest treatments for removing PCN cysts. The objective is to demonstrate effective post-harvest treatments so that soil sampling requirements for Korea and other markets can be significantly reduced or removed altogether.

The EMDG continues to monitor importing country border measures mainly in relation to food safety. Indonesia has passed a range of import regulations designed to protect domestic production. Potatoes are affected along with onions, apples and kiwifruit. New Zealand has joined with the United States on a case to the WTO challenging the measures imposed by Indonesia.

GIA: Last year we reported the desire of Government to work in partnership with industry to be better prepared for incursions of new pests and diseases and to share decision making and costs under a Government Industry Agreement (GIA). GIA has significant implications for industry groups such as Potatoes New Zealand Inc. The Board will be considering these through the next year and reporting back to members on the future of biosecurity management for the potato sector.

Leadership & Training Group (Chairperson – Nick Tayler)

PNZ Inc. was again a sponsor of The Young Vegetable Grower of the Year competition held in May. David Winter, a potato grower from Kaiapoi, emerged the winner in the face of some very tough competition and will be competing in The Young Grower of the Year competition the day before the PNZ Inc. AGM and Conference.

The I's of Potatoes met twice late last year: at Timaru in September and at Pukekohe in October. They have yet to meet this year but we're looking to help them organize their next meeting in September.

Despite being well publicized, and cost neutral to HortNZ levy payers, the 2013 HortNZ Leadership Programme saw no potato growers applying this year.

The Kellogg programme, although more expensive than the HortNZ programme, is a longer programme with a much broader mandate. There were several potential candidates but in the end, none could attend due to business and family commitments.

An EMDG leadership programme has been proposed as an alternative proposal to the grower visit to Australia proposed by R McPhail. It will offer a broader leadership programme that also encompasses exposure to other overseas markets and be developed in conjunction with Massey, which would confer formal recognition to attendees. The PNZ Inc. Board is supportive of the programme in principle as long as its cost neutral to PNZ Inc. and this initiative is a work in progress.

Also being looked at is the development of an industry exchange/secondment programme that would be run in conjunction with I's of Potatoes and the Young Grower programme. It would involve seconding to companies that are either PNZ Inc. members or stakeholders of the potato industry.

An Agronomists Register that will list agronomists' qualifications, experience and professional development, with groupings according to areas of expertise is being developed. Relevant parties have been asked if they wish to participate in this register and to confirm their qualifications/areas of expertise.

An Agronomists' Forum is to be held the day before the PNZ conference – costs will be partially offset by a \$75/head fee.

PNZ Marketing & Education Report (Chairperson – Ian Corbett)

From speaking at key conferences to preparing resources, Glenda Gourley and Kate Underwood have worked tirelessly towards their goal is to empower other groups to promote potatoes with enthusiasm and commitment.

Improving the consumers purchasing experience and attention to potato labelling and packaging has been a strong focus. After industry consultation, Glenda and Kate have developed and updated end-use, variety and cook-testing guidelines.

PNZ Inc.'s consumer public relations strategy of keeping potatoes front of the mind with consumers means we continually instigate or support the writing of potato copy. We have strong partnerships with food writers

and other key influencers such as health professionals, food teachers and chefs to promote potatoes. We have undertaken a range of strategies where pooling efforts results in a stronger impact e.g. national events such as Selaks Roast Day and The Superstars, and regional events such as spud-in-a-bucket competitions and school fairs.

The internet is our primary channel to communicate and interact with consumers. In addition to our website (www.potatoes.co.nz) we have a blog, Twitter, Facebook and newsletter strategy.

PNZ Inc. has worked hard to encourage children to cook and parents to pass on the potato legacy through It's My Turn To Cook Tonight and Food Savvy Kids. PNZ Inc. has partnered with Bosch and 5+ A Day in the rapidly growing online school holiday program.

The Stand Children's Services (formerly NZ Health Camps) Spudtacular initiative ensures that all children going through the system have practical cooking skills and a strong potato knowledge.

Being an active member of The Chip Group, PNZ Inc. has supported the on-going education of operators in independent fast food outlets. A pilot town makeover and a series of regional seminars have been held to educate operators in best practice frying – the intent being to keep deep fried potatoes as low in fat as possible.

A lot of this work has been complemented by PNZ Inc's linkages with other organisations working at the pan-industry level. PNZ Inc. has become a member of United Fresh to increase potato profile and to leverage opportunities in the 5+ A Day campaign. PNZ Inc. has also continued its partnership with generic vegetable promotion via vegetables.co.nz to ensure potatoes are promoted along with all other vegetables.

PNZ Inc. is a member of the International Potato Group for Marketing. This group has positive benefits as it enables us to exchange marketing ideas and pool resources from similar countries.

Our international linkages in this arena are exemplified by Dr Maureen Storey, the CEO of the US-based Alliance for Potato Research and Education (APRE) addressing our AGM/Conference on international consumer trends in potato consumption. Her visit was made possible by the kind assistance of AGMARDT.

After many years of service, Glenda has elected to pare down her commitments to PNZ Inc. after 1 October. She'll still be involved with The Chip Group and other strategic initiatives and we wish her well as she pursues some of her other interests that have taken a back seat over the past years.

Research & Development Group (Chairperson – Murray Turley)

The psyllid has again taken a large portion of the Potato Research & Investment funding.

In March the position of psyllid coordinator finished. We truly appreciate the professional manner in which Stephen Odgen and Market Access Solutions initiated and delivered on this role for the potato industry. Stephen will continue to co-ordinate / manage the Sustainable Farming Fund project on psyllid under a different contract.

As an industry we continue to fund the PhD Students. This area has been a great investment of getting more young people researching in the Potato Field.

SFF 11-058 – Developing IPM tools for psyllid management in potato ended its second year of research in June.

Year 1 research showed that certain insecticides and oils have the potential to disrupt psyllid (TPP) feeding and reproduction; however the potential to disrupt *Liberibacter* transmission was not clearly understood. In Year 2, there was a more detailed investigation into the potential of soft chemicals and selected insecticides to disrupt *Liberibacter* transmission by TPP. Preliminary testing has shown that Avid residues disrupted the transmission of *liberibacter* from 'hot' psyllid to potato tissue in 6 out of 8 plants compared to infection of 8 out of 10 plants treated with a water control. Testing will continue on a number of soft chemicals (JMS Stylet, Thunderbolt (Sapsucker), Excel oil) and insecticides (Sparta, Movento, Benevia) for their potential to disrupt *Liberibacter* transmission by feeding psyllid. (Plant & Food Research).

In addition, Year 2 research highlights include:

- *Effect of oils on beneficial insect species:* Natural enemies are important to for early season control of TPP. Laboratory trials were carried out to test the effect of selected oil and insecticide products on

Tasmanian lacewings, small hoverflies and 11-spotted ladybirds. Results were encouraging and suggest that selected oil-based products could be used in TPP management programmes without jeopardising natural enemies. (Plant & Food Research)

- *Field trial to evaluate the effect of soft chemicals (oils) in a potato crop in Canterbury:* The tolerance of a potato crop to repeated applications of Excel oil or JMS Stylet oil when incorporated into a standard management programme were evaluated in this field trial. Applications were either 6 times at 7 day intervals or 3 times at 14 day intervals alternating with insecticides every 7 days. There was no evidence of crop damage (phytotoxicity) and no difference on potato yield or size using both treatment regimes. (Peracto NZ Ltd)

Planning for the third and final year of the research is now underway.

The year's major new project has been a yield gap analysis project, jointly funded by Ravensdown, the McCain's Growers Unincorporated Society and PNZ Inc. Project work has been carried out during the 2012/13 growing season by the NZ Institute for Plant & Food Research and found that current yields of processing potatoes in Canterbury are 20-40MT/ha less than yield potential. Interim findings as well as practical recommendations and next steps have been published with a view to developing the next stage of this investigation into a critical issue facing the NZ potato industry.

Seed Potato Certification Authority (Chairperson – Andy Innes)

In the past year the Seed Potato Certification Authority has overseen a number of changes aimed at maintaining a cohesive seed industry. Our first "approved organisation" has been approved to undertake crop and tuber inspections on behalf of the Authority, and has been subject to extensive auditing. Potatoes New Zealand has also trade marked the new seed potato certification label design (the Potatoes New Zealand Inc. logo, the coloured stripe, and G-numeral combination), and this design can only be used by organisations approved by the authority to produce and issue the labels.

The Authority was also represented at the UNECE seed potato certification scheme meeting in Scotland in May 2012, which was held in conjunction with the World

Potato Congress. Opportunities for further collaboration and information sharing with the UNECE group and other seed schemes are being investigated.

The four seed industry Technical Panels have also been very active, examining the technical issues that the Authority has sought expert advice on. This has resulted in the development of standards for tissue culture laboratories and mini-tuber production facilities, documentation of inspector proficiencies, and advice on virus testing including a proposal for a survey of virus prevalence in seed stocks which will be conducted early in 2014. The Authority wishes to thank these Technical Panel members for their contributions.

In response to member feedback, the Seed Potato Certification Authority has undertaken to communicate more effectively with PNZ Inc. members and seed industry news will feature regularly in PNZ Inc. newsletter in the future.

A handwritten signature in black ink, appearing to read 'Stuart Wright', is written over a horizontal line.

Stuart Wright

Chairman

Interim Board, Potatoes New Zealand Inc.

Potatoes New Zealand Incorporated

Statement of Financial Performance for the period ending 31 March 2013

	2013 11 months \$
Income	
Levy - Product Group Contract	283,777
Levy - Research and Development	283,777
Levy - Education and Marketing	283,777
Trade Member Fees	40,208
Trade Member Fees Promotion	9,939
Trade Member Fees Research	40,208
Associate Member Fees	1,000
Contract Fee - Horticulture NZ	200,000
Export Access Income	131,033
Export Access - Administration	17,000
Interest	2,009
Grants / Sales Research and Development	337,124
Seed Certification	218,818
Approved Org Application Fee	5,000
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Total Income	1,853,670
Expenditure	
Research and Development	
Grants - Research and Travel	387,248
R&I Manager	66,034
R&I Board - Research	28,378
8Th Wpc & lpg	13,237
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Total Research and Development	494,897
Meetings and Travel	
Conference Expenses	24,774
Honoraria	8,500
Travel & Fees	78,629
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Total Meetings and Travel	111,903



	Note	2013 11 months \$
Office and Communications		
Office Overheads		35,721
Postage		2,012
Levy Referendum		(1,440)
Grower Magazine Support		15,904
Public Relations and Media		28,725
Printing and Stationery		448
Legal and Accounting Fees		18,463
Consultancy		21,834
Consultancy - Website		4,052
Leadership and Training		8,687
General Expenses		7,519
Photocopying		2,187
Employment and Administration		117,262
Bank Fees		828
Telephone and Tolls		3,528
Depreciation	6	81
Total Office and Communications		<u>265,811</u>
Other Expenditure		
Capitation		1,949
Export Access Expenditure		109,940
Seed Certification		306,752
Total Other Expenditure		<u>418,641</u>
Education and Marketing		
Resources	7	26,256
The Chip Group Limited	7	60,000
Versatile Potatoes	7	52,022
Nutrition Campaigns	7	31,064
Media	7	31,575
General Expenses	7	85,495
Total Education and Marketing		<u>286,412</u>
Total Expenditure		<u>1,577,664</u>
Net Surplus prior to Taxation		276,006
Taxation Expense		563
Net Surplus after Taxation		<u>275,443</u>
Transfer to:		
General Reserve		111,346
Export Reserve		38,093
Industry Development Reserve		126,004
		<u>275,443</u>



Potatoes New Zealand Incorporated

Statement of Movements in Equity for the period ending 31 March 2013

	2013 11 months \$
General Reserve	
Opening Balance	-
Transfer of Net Surplus	<u>111,346</u>
Closing Balance	111,346
Potato Export Reserve	
Opening Balance	-
Transfer of Net Surplus	<u>38,093</u>
Closing Balance	38,093
Industry Development Reserve	
Opening Balance	-
Transfer of Net Surplus	<u>126,004</u>
Closing Balance	126,004
Accumulated Funds	
General Reserve	111,346
Potato Export Reserve	38,093
Industry Development Reserve	<u>126,004</u>
Closing Balance	275,443



Potatoes New Zealand Incorporated

Balance Sheet as at 31 March 2013

	Note	2013 11 months \$
Current Assets		
Cash and Cash Equivalents	8	211,135
Accounts Receivable		306,837
Provision for Taxation	5	<u>100</u>
Total Current Assets		518,072
Fixed Assets		
Computer Equipment	6	<u>2,345</u>
Total Fixed Assets		2,345
Total Assets		<u>520,417</u>
Current Liabilities		
Creditors		157,286
Income Received In Advance		59,655
GST		21,717
Employee's Entitlement		<u>6,316</u>
Total Current Liabilities		244,974
Net Assets		<u>275,443</u>
Total Equity		<u>275,443</u>

Trustee



Date

18/06/2013

Trustee



Date

18/06/2013



Potatoes New Zealand Incorporated

Notes to the Financial Statements for the period ending 31 March 2013

1. Reporting Entity

Potatoes New Zealand Incorporated was registered under the Incorporated Societies Act 1908 in March 2010. The Incorporation began trading in May 2012.

The financial statements are for the period ended 31 March 2013.

2. Basis of preparation

a. Statement of compliance

The financial statements have been prepared in accordance with New Zealand Generally Accepted Accounting Practice (NZGAAP).

b. Basis of Measurement

The financial statements have been prepared on a historical costs basis, except for assets and liabilities that have been measured at fair value.

The accrual basis of accounting has been used unless otherwise stated and the financial statements have been prepared on a going concern basis.

c. Presentation currency

The financial statements are presented in New Zealand dollars. All numbers presented have been rounded to the nearest dollar, unless otherwise stated

d. Changes in accounting policies

The accounting policies adopted are consistent with amended standards and interpretations applied in the year limited to additional note disclosures.

e. Differential reporting

Potatoes New Zealand Incorporated qualifies for differential reporting by virtue of its size and the fact that it has no public accountability. Potatoes New Zealand Incorporated has taken advantage of all available differential reporting exemptions.

3. Significant accounting policies

The significant accounting policies used in the preparation of these financial statements, set out below, have been applied consistently to all years presented in these financial statements.

The significant accounting policies used in the preparation of these financial statements are summarized below:

a. Cash and cash equivalents

Cash and cash equivalents include cash on hand, deposits held on call with banks, other short-term highly liquid investments with original maturities of three months or less, and bank overdrafts.

b. Revenue

Revenue is recognized to the extent that it is probable that the economic benefit will flow to the Council and the revenue can be easily measured. Revenue is measured at fair value of consideration received.

The following specific recognition criteria must be met before revenue is recognized:



Grants

Grant income is recognized as revenue when received and all associated obligations have been met.

Interest Income

Interest income is recognized as it accrues, using the effective interest rate method.

Fixed Assets

The cost of purchased property, plant and equipment is the value of the consideration given to acquire the assets and to get them to the location and condition necessary for their intended service.

Depreciation

Depreciation is calculated on a straight-line basis so as to expense the cost of the assets to their residual values over their useful lives with a depreciation range of 40%

c. **Income Tax**

Income tax is accounted for by the tax payable method.

d. **Goods and Services Tax (GST)**

All amounts in these financial statements are shown exclusive of GST, except for receivables and payables that are stated inclusive of GST.

The net amount of GST recoverable from, or payable to, the Inland Revenue Department (IRD) is included as part of receivables or payables in the Balance Sheet.

4. **Overheads and administrative Expenses**

The following expenses were expensed in the reported surplus for the year:

	2013
Auditors Remuneration	2,300
Accounting Fees	500
Total overheads and administrative expenses	2,800

5. **Taxation**

	2013
Taxable Income	2,009
Taxation Payable	563
Opening Provisional Tax Receivable	-
Payments received from IRD	-
Less RWT Paid	(663)
Closing tax payable (receivable)	(100)



6. Fixed Assets

31 March 2013	Cost	Depreciation	Accumulated Depreciation	Book Value as at 31 March 2013
Computer Equipment	\$2,426	\$81	\$81	\$2,345
Total Assets	\$2,426	\$81	\$81	\$2,345

7. Education and Marketing

	2013
Resources	
Production	17,696
Consultants	8,560
Total Resources	26,256
The Chip Group Limited	
Membership	30,000
Advocacy	30,000
Total Chip Group	60,000
Versatile Potatoes	
Media	13,829
Industry Partners	15,473
Consultants	22,720
Total Versatile Potatoes	52,022
Nutrition Campaigns	
Health Camps	3,762
C Gourley Potato Ambassador	15,000
Others	2,058
Consultants	10,244
Total Nutrition Campaigns	31,064
Media	
Public Relations Consultant	8,458
Social Media	7,341
Consultants	15,776
Total Media	31,575
General Expenses	
Vegetables New Zealand	60,000
International Liaison	8,030
Consumer Potato Research	2,000
Conference Display	4,063
Meeting Fees and Travel	11,402
Total General Expenses	85,495



8. Cash and Cash Equivalents

	2013
BNZ Current Account	7,825
BNZ Auto call Account	<u>203,310</u>
Total cash and cash equivalents	211,135

The carrying amount of cash and cash equivalents approximates their fair value.

Cash at bank and the BNZ Auto call account earns interest at floating rates on daily deposit balances.

9. Capital commitments and contingent liabilities

Potatoes New Zealand Incorporated has no capital commitments or contingent liabilities at the reporting date.

10. Subsequent Events

No adjusting or significant non-adjusting events have occurred between the reporting date and the date of authorization.

11. Related Party Transactions

Administration expenditure and occupancy costs incurred by Potatoes New Zealand Incorporated are reimbursed to Horticulture New Zealand.

Subject to these charges, no other transactions between these parties have occurred.



Potatoes New Zealand Incorporated

Auditor's Report



Independent Auditor's Report

Audit

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To the Members of Potatoes New Zealand Inc.

Report on the Financial Statements

We have audited the financial statements of Potatoes New Zealand Inc. on pages 1 to 8, which comprise the statement of financial position as at 31 March 2013, and the statement of financial performance, statement of changes in equity and a summary of significant accounting policies and other explanatory information.

Board Members' Responsibilities

The board members are responsible for the preparation of financial statements in accordance with generally accepted accounting practice in New Zealand and for such internal control as the board members determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibilities

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with International Standards on Auditing (New Zealand). Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control.

An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates, as well as evaluating the presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Other than in our capacity as auditor we have no relationship with, or interests in Potatoes New Zealand Inc.

Opinion

In our opinion, the financial statements on pages 1 to 8 present fairly, in all material respects, the financial position of Potatoes New Zealand Inc. as at 31 March 2013, and its financial performance for the period then ended in accordance with generally accepted accounting practice in New Zealand.



Grant Thornton New Zealand Audit Partnership
Wellington, New Zealand
18 June 2013