

Potato Industry Conference 2020

Tuesday 24 November 2020

09.30 Conference Opens

09.45 Welcome and Introductions

Rob Clayton, Strategy Director (Potatoes), AHDB

Business Focus – Main Stage

10.00 Markets

Alice Baillie, Senior Analyst (Potatoes), AHDB

10.15 Consumer Insight

Grace Randall, Consumer Insight Analyst, AHDB

10.30 Refreshments and Exhibition Break

10.45 Europe

Sandy McGowan, Cygnet PEP

11.00 World View

Karri-Anne Lamb, Managing Director, Wickham Farms

11.15 Connectivity in the Supply Chain

Claire Hodge, Senior Arable Knowledge Exchange Manager (Scotland), AHDB

11.30 Question and Answer Session

11.45 Refreshments and Exhibition Break

Lunch Session – Main Stage

12.00 Marketing

Nicola Dodd, Interim Senior Marketing Manager, AHDB

12.20 Awards Ceremony

12.45 Lunch and Exhibition Break

Technical Outlook – Main Stage

13.30 Keynote Speaker - Probiotic and Antibiotic Thinking (Main Stage)

Brendan Rockey

14.10 Question & Answers Session

Brendan Rockey and Claire Hodge, Senior Arable Knowledge Exchange Manager (Scotland), AHDB

14.30 Integrated Pest Management: Managing for aphids in a probiotic system, followed by Q&A Session

Brendon Rockey

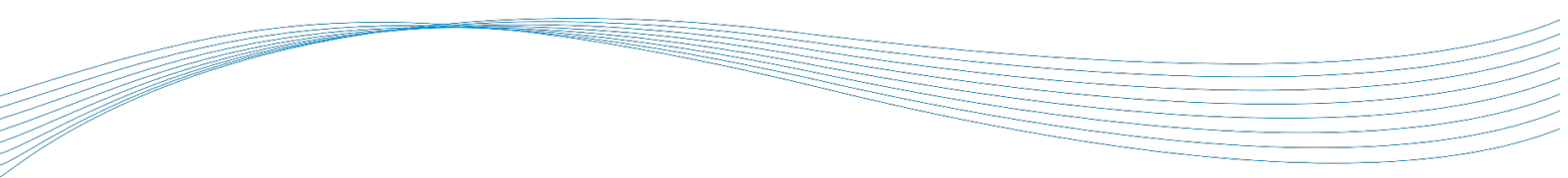
14.45 Mechanical Weed Management in Probiotic System followed by Q&A Session

Brendon Rockey

15.00 Cover Crop Grazing: Optimizing the Carbon Cycle in Potato Production followed by Q&A Session

Brendon Rockey

15.15 Refreshments and Exhibition Break



15.30 Question and Answer Session

Brendon Rockey and Claire Hodge, Senior Arable Knowledge Exchange Manager (Scotland), AHDB

16.00 Summary and Close

Rob Clayton, Strategy Director (Potatoes), AHDB

