

Improving connectivity in the seed potato supply chain

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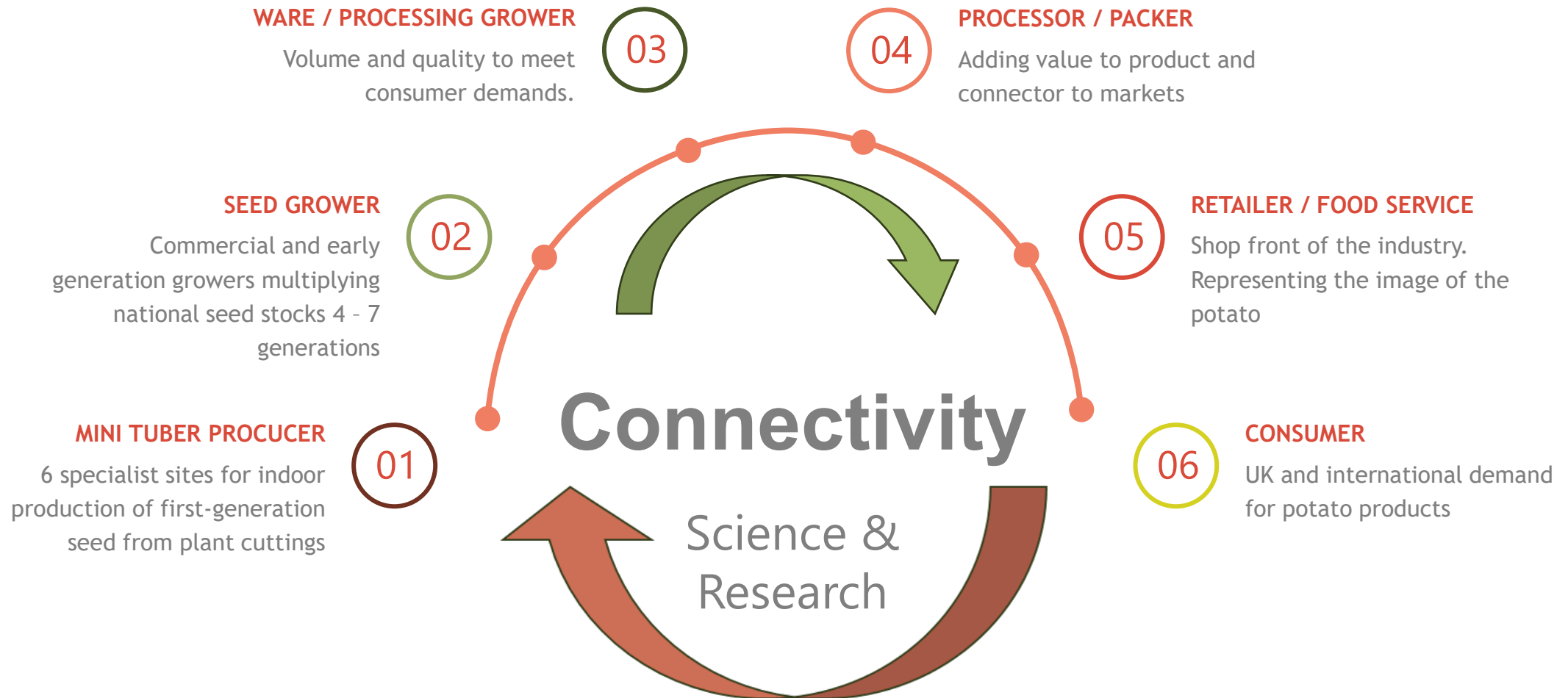
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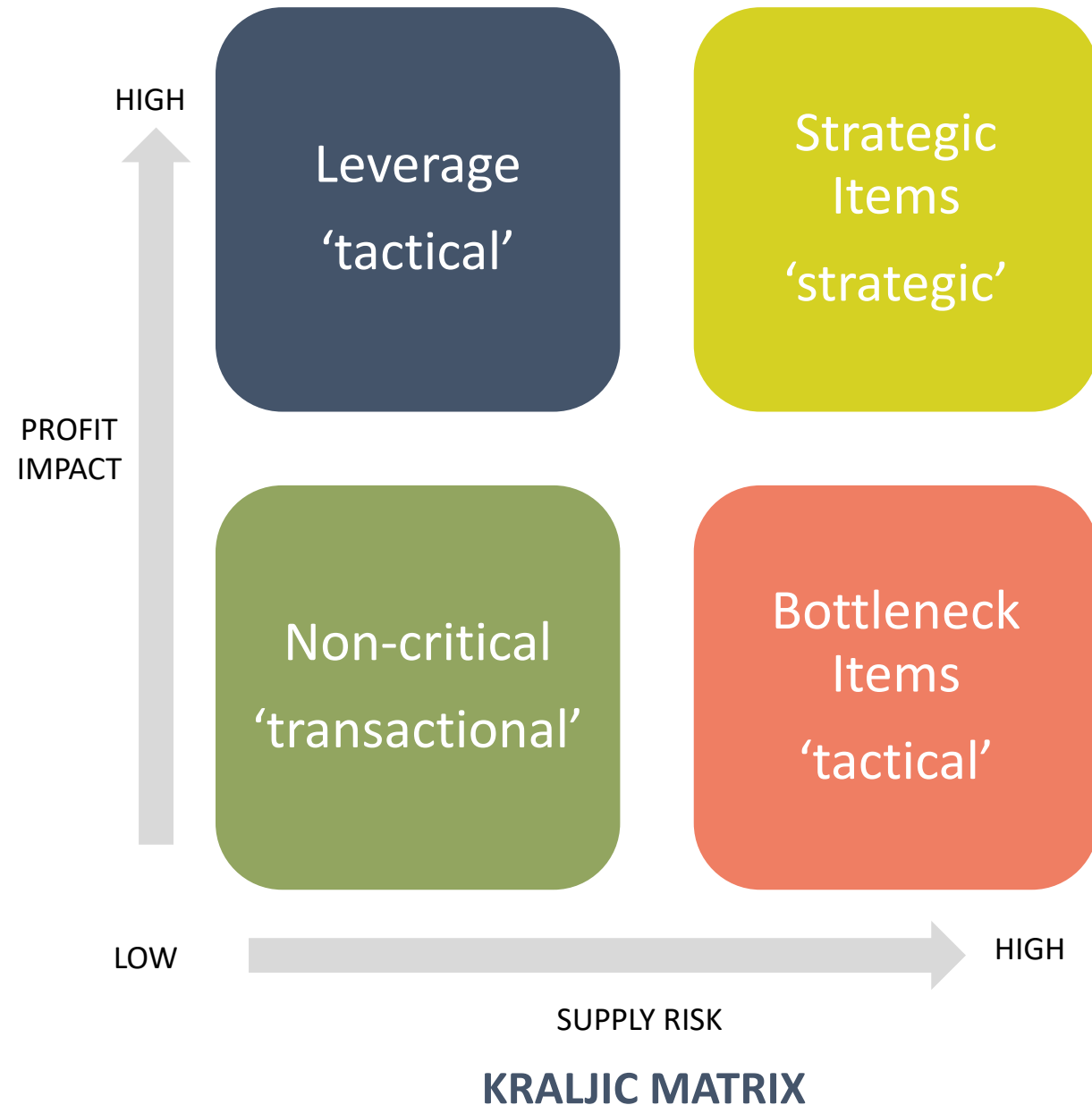


Support:
Strathmore Potatoes
Pre Basic Grower Association
British Potato Trade Association



Potato Supply Chain





STRATEGIC POSITIONING

Supplier segmentation

Strategic Supplier

A small number of suppliers that will be in a very close working relationship with the buyer. Based on transparency, joint communication and sharing of operational information. The supplier has sufficient power in the relationship.

Tactical Supplier

These suppliers are vital to the day-to-day operation of the supply chain. They work with the buyer to maintain costs, lead times and quality standards, and in general they work to achieve contractual terms

Transactional:

On the spot buying. Relationship is buyer dominated, with many suppliers to choose from, and decisions are based on lowest cost and best quality.

Nuffield Travel

Comparison of developed and new world markets



ENVIRONMENT

Not more, better



MARKETS

Finding Opportunity



TECHNOLOGY

Need to find purpose



Community

Value of certified seed



A group of six people, three men and three women, are standing in a grassy field with trees in the background. They are dressed in casual to semi-formal attire, including a hat, hoodies, a patterned top, and a blazer. The image is framed by a red border on the right and bottom. The text 'Collaboration' is overlaid on the left side of the image.

Collaboration

Science in the field

Opportunities for UK agriculture

‘Connectivity is a mindset not a process’

- Strategic supplier segmentation
- Network approach: Markets | Environment | People
- Market driven – connect to consumer



NETWORK

Markets and people brought together for business and support



DIGITAL

Embrace change and new generation of digital tools



INNOVATION

Connect to science and innovators around the world



NUFFIELD
FARMING
SCHOLARSHIPS
TRUST



Thank you

For your attention and time

Potato Industry Conference
2020 AHDB
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