

# CROWD UPDATE

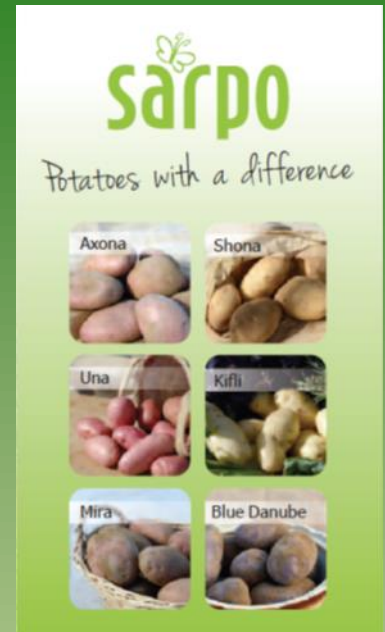


Hello from the Sarpo Potatoes team and apologies for not being in touch sooner with an update. We **will** be in touch on a more regular basis in future.

Your investment or donation has allowed us to do many things that should ensure that we start to make a profit within three years. The challenge for the team is that we have six varieties of seed potato to market but we have many of the set up and running costs associated with seed houses that breed and sell many hundreds of varieties. For this reason we have had to look at our business model very carefully and concentrate on a few areas to develop the business.

## We have developed the business in the following areas:-

- UK garden centres – Because we cannot supply each of the 3000+ garden centres and hardware stores ourselves, we are continuing to work with distributors like T&M and Taylors Bulbs. We have supplied Kapiteyn this year and will include others in future. This means that more Sarpos should be available to you locally in garden centres.
- Allotment Societies – Many Sarpo growers are allotment holders and we are hoping to supply seed to their main distributor Kings Seeds from 2016 onwards.
- Mail Order – We are developing partnerships with specialist mail order companies in both Ireland and the UK; [Delfland](#) and Fruit hill Farms are examples.
- Organic Growers & Veg Box Suppliers – This will be a key area going forward. Sarpo potatoes are part of the ideal mix for smaller growers who sell their crops via farmers markets, farm shops or veg box schemes. The busy grower has no time or inclination to cover their spuds in fungicides every week.
- Ware Growers – At present there are very few farmers growing many acres of Sarpo potatoes in UK largely because their customers are unaware of the properties of our varieties. The main industry in the UK can be described as "siloe". Each supermarket contracts with a group of growers who buy specific seed potatoes from specific seed potato growers and breeders. Because of this closed system it is very difficult for us to enter this market although the situation is more promising in Ireland where more farmers supply local outlets.



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- Export – This is the real opportunity in two years or so when we have bulked up our production. Selling by the tonne is not as profitable as the routes to market above. However this market is all about volume so we could export many, many tonnes

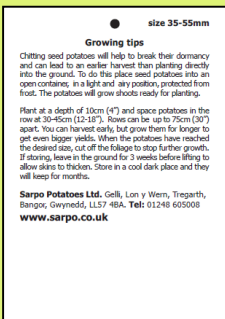
## What we have achieved

- We have sold all the seed potatoes that we produced last year and plan to have almost double the quantity to sell next year.

- We have developed a brand. Apart from "Rooster", potato varieties are rarely banded. We will use **SARPO (SARvari – POTato)** as our brand. The butterfly is used instead of the acute accent in the original Hungarian Sárpo name.



- Here is our new leaflet promoting all six Sarpo varieties; it is colourful and small enough to be inserted in seed potato packs to encourage cross sales. If you would like any leaflets to hand out to friends just ask. We are very happy to supply some free of charge. [info@sarpo.co.uk](mailto:info@sarpo.co.uk)



- Using the styling of the leaflet, we have developed small consumer packs based on a coloured luggage label. These can be used on 1kg, 2kg up to 5kg packs. For larger orders we now have Sarpo-branded 25kg hessian sacks

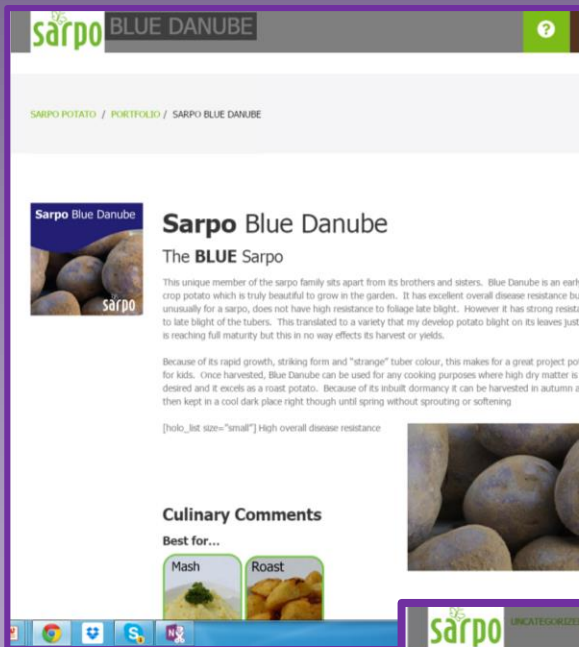
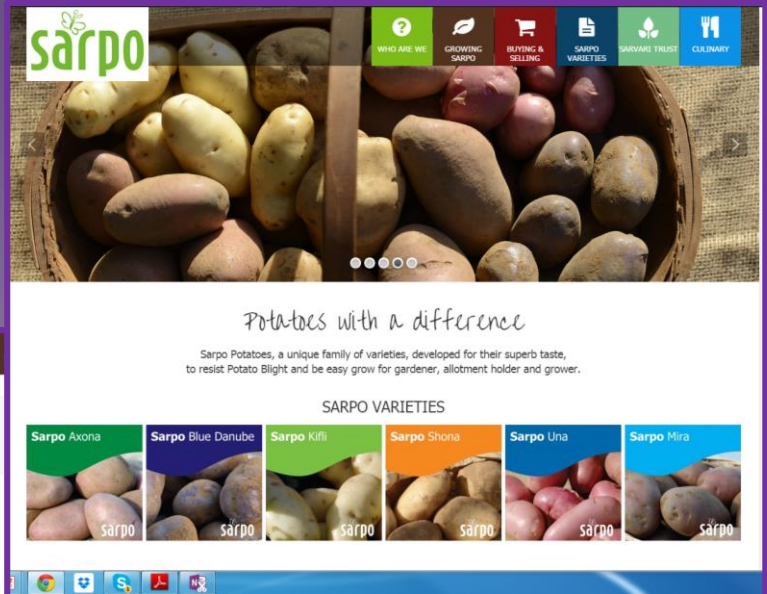
- A professional photographer has made images of each variety and of dishes ready to eat prepared from them. These are being used for marketing and packaging development.

- We have a website that combines the old Sarvari Research Trust website with a new Sarpo Potatoes Ltd website. As we write this, we are very close to it going live. It has information on each variety, 'how to grow' information, culinary pages and of course a shop for e-sales. The screen shots over the page will give you a flavour

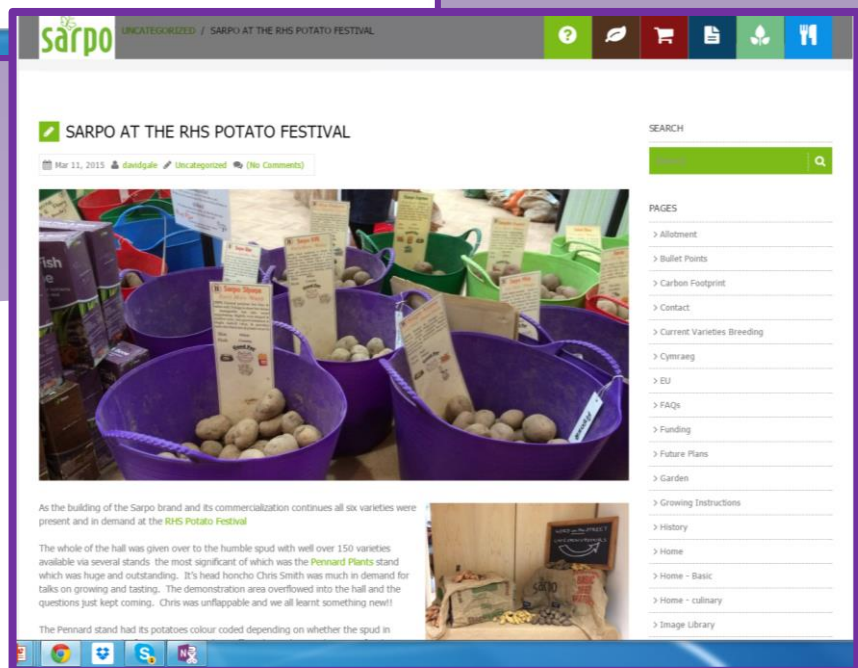
# CROWD UPDATE



The new  
sarpo.co.uk  
website



... coming  
Soon 😊



crowd update April 2015



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## More of what we have achieved

- As well as registering our trademark, we have registered our own barcodes so that our small consumer packs can be sold using scanners.
- We want to set up a structure for both Sarpo Potatoes Ltd and Sarvari Research Trust that will enshrine their objectives, link them formally and ensure that all the responsibility does not fall on the shoulders of our founder Dr David Shaw. To this end we are working with a legal expert to create a structure where the Trust becomes a charity and Sarpo Potatoes Ltd is a wholly owned subsidiary of the Trust. In this way, all the profits from Sarpo Potatoes Ltd will flow to the charity and allow it to achieve its aims of :
  - **Continuing breeding work**
  - **Campaigning for more sustainable potato production**
  - **Providing our varieties free of charge to developing nations in need**
- To develop our new business in these areas, we have been busy forging partnerships and friendships. We have been meeting old and new customers to make them fully aware of what we are trying to do in making potato growing sustainable.
- To make sure we have the right financial controls in place and to ensure that we invoice our customers and get paid, Nikola has been setting up the necessary software systems, registering for VAT and all those vital aspects that will allow us to trade and export legally and efficiently.

## The Team

Sarpo Potatoes is not about potatoes (well maybe a bit!), it's about people, who we are, what we do and how we relate with our customers, stakeholders (you) and our producers and suppliers. Sarpo Potatoes Ltd., as a company producing and marketing just six varieties of potato is a tiny minnow in the world of global seed companies and marketing organisations. We need the structure of a normal business and all the skills that combine to make it successful. So our team of six gets all this done, some working full time and others part time.

