

**Tatws  
Cynaliadwy  
Cymru**



**Sustainable  
Potatoes  
Wales**



# Our Aims

- Expand our grower base
- Expand our markets
- Streamline our grading, storage & distribution



# The people

- David Shaw – Project Director
- Simon White – Technical Officer
- Tony Little – Field Officer
- David Gale - Marketing
- Nikola Gale - Administration



# Why Sárpo?

- Sustainable & low input
- Resistant to late blight & virus and viruses
- Vigorous growth smothers weeds
- Reduces or eliminates pesticide use
- Strong dormancy –no cold stores & sprout suppressants



# Establishing networks

Set up clusters of growers in North Mid and South Wales to share

- Knowledge & experience
- Resources and machinery
- Logistics



# Sharing knowledge & experience

- Open days on cluster member's farms
- Conferences and events
- One to one mentoring
- Seed grower's manual



# Machinery and resources

- Purchase of key equipment
- Establishing resource sharing relationships
- Establishing a dedicated grading, storage and packing centre



# Growing the market

- Strengthening and establishing relationships with
  - Retailers, processors and wholesalers
  - Ware producers
- Marketing campaign on social and broadcast media





# More information

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