Tatws Cynaliadwy Cymru

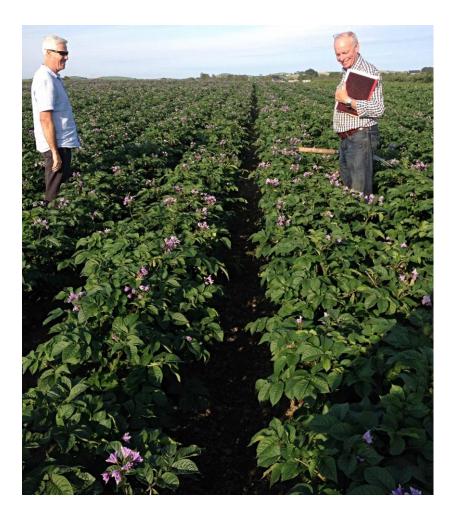


Sustainable Potatoes Wales



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 supressants



Establishing networks

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

- Knowledge & experience
- Resources and machinery
- Logistics



Sharing knowledge & expereince

- 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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