

## Options and Opportunities for the Great Britain potato industry

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On behalf of the British Potato Industry I would like to stress our commitment to supporting the International Year of the Potato 2008

The British Potato Council, which is a growers organisation, will play a leadership role in bringing together British activities - interest already shown by a number of key influencers and leading potato packers and processors and British Potato Council will support **International Year of the Potato** activity of British Potato Council levy payers.

British Potato Council activities will sway heavily towards education and children as the school year 2007/8 has already been deemed the Year of Food and Farming in English schools in order to reconnect children with the origin of their food. This will help us promote potatoes - for instance - worksheets will be created to fit into specific curriculum areas such as geography, history, culture and science and British Potato Council's very own 2008 Grow Your Own Potato event will use **International Year of the Potato** as an additional hook to target 8000 schools which equates to 240,000 children.

We are *delighted and honoured* that the UN is using the British Potato Council's Grow Your Own Potato (GYOP) initiative as a module for its own activities.

The British Potato Council will seek approval from the UN for British Potato Council and commercial use of the **International Year of the Potato** logo on promotional activity, in store potato packs, display boards, promotional vehicles etc. This will support and build awareness of the event in Great Britain amongst consumers.

The British Potato Council will make use of **International Year of the Potato** to create positive publicity stories for potatoes. It will help raise the profile and enhance the reputation of the British potato industry at home and abroad; and it will aid the British Potato Council's work in highlighting the benefits of the potato (versatility, health and convenience).

Some strategies that have already been considered:

- already we have interest in a **International Year of the Potato** stand at several county shows (Lincolnshire, the South West and Norfolk which are the main potato growing areas of England);
- the British Potato Council is also considering the development of one or two international potato recipes;
- the British Potato Council's promotional vehicle is likely to be used as a tool to take **International Year of the Potato** out into the country - it may be possible to brand the vehicle accordingly but linking it back to children;
- there will be links to and from all British Potato Council websites (levy payer, consumer, children and foodservice sites);
- possible journalist trip to Peru with a national newspaper.

In the UK we take our food for granted. We should use the International Year of the Potato to raise awareness of those in other parts of the world that are less fortunate than ourselves.