

You are cordially invited to the annual prestige

Eastern Free State Potato Information Day



The annual prestige Eastern Free State Potato Information Day, hosted by the Eastern Free State Potato Work Group is a popular day on potato producers' and stakeholders' calendars and has been attended by up to 300 people in the past six years.

On 8 March 2018, the proceedings will start at 8:30 at the District Farmers' Union Hall at Warden and will provide an opportunity for industry conversations between potato producers and other stakeholders in the potato industry. The information day serves as a communication channel to liaise with producers and highlight their needs.

The main speaker for the day is Mr Jannie Putter, a well-known mentor and motivational speaker from Midrand in Gauteng. Jannie has been involved as a mental coach at the Lions rugby team since 2015 and lectured sports psychology and sports science at the North-West University to both undergraduate and postgraduate students. Jannie practices "mental/life coaching" and motivation to various athletes, management teams, corporate companies, parents, congregation members as well as school groups.

Other speakers include representatives of the Main Sponsors, Bayer SA and Atlas Fertilizer, as well as Potatoes SA's Chief Executive Officer and the Manager Industry Information to highlight relevant crop information, forecasts and market trends to producers.

After the proceedings in the hall, everyone departs for Sesisonke Farming at Eram, not far outside Warden, for the viewing of 17 cultivar, fertilizer and product trials as well as demonstrations that will take place. At one o'clock everyone will meet again at the District Farmers' Hall on Warden for a convivial braai lunch to conclude the day.

The potato workgroups originated in 1982 as a result of certain challenges and questions raised by the potato industry. The first Eastern Free State Potato Information Day was attended by 25 producers and employees in the industry. The Information Day consisted of a basic cultivar trial with only a few existing and new cultivars.

The Eastern Free State Potato Information Day has meanwhile developed into a fully-fledged platform for exchanging knowledge between producers, researchers, various cultivar companies and a number of other related organizations that contribute to the success of the potato industry. Many people commit unselfishly and devotedly to the Workgroups' activities and dedicate time, resources and money. The Eastern Free State Potato Information Day is organised towards the end of the growing season, where potato producers and stakeholders are invited nationwide to view the results of the trials. Companies involved in the trials will then be given the opportunity to explain what their products offer while the effects thereof can be visually inspected in the trials.

The Work Group trials are a source of independent, objective product performance data made available to potato producers in a specific production region. Trials make it possible for cultivar owners to get to know their cultivars better and to make recommendations to producers based on impartial information. Trials are planted in various potato production areas nationwide and include the Western Cape, North-Eastern Cape, Northern Cape, Mpumalanga, KwaZulu-Natal and Limpopo.

Prospects for the 2018 harvest is also a popular subject that will be discussed during the Eastern Free State Potato Information Day this year.

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