

## PREMIER HOTEL OR TAMBO

73 Gladiator St,  
Rhodesfield

Enquiries for all  
three events:

Monica vd Merwe  
monica@potatoes.co.za

[www.potatoes.co.za](http://www.potatoes.co.za)

## Book the Dates!

Seed Traders'  
Forum  
26 Sept  
2017



Seed Growers'  
Forum  
27 Sept  
2017

Registrations  
open  
02 May  
2017

# Book the Date! 28 SEPT 2017 Potatoes South Africa Congress

"Consumption is the sole end and purpose of all production" - Adam Smith (1789)

It is imperative that stakeholders in the food value chain produce that what will satisfy consumers' tastes and preferences at affordable prices. Their tastes and preferences are constantly changing due to a number of factors that include, but are not limited to changes in per capita income, societal influences and lifestyle changes. The stakeholders in the food value chain must listen to consumers to understand and pre-empt how their tastes and preferences will change over time, and to re-engineer itself in order to remain relevant. This applies likewise to the potato industry. During this Congress experts in different potato value chains will discuss what is required of the potato industry to remain relevant and grow the demand for potatoes and potato products.

## Do value chains really matter... and if so, where is the value?

