

CONGRESS AND SEED POTATO GROWERS' FORUM



Informed & in Control

INDABA HOTEL, FOURWAYS, GAUTENG

22-23 JULY 2026

| POTATO INDUSTRY FORUM 21 JULY 2026 | | |
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| 15:30 | 17:00 | Potato Industry Forum (PIF) |
| 17:30 | 23:00 | Networking event |
| SEED POTATO GROWERS' FORUM 22 JULY 2026 | | |
| 07:00 | 08:30 | Registration |
| 08:30 | 10:30 | National Seed Potato Committee (NSPC): Statutory proceedings |
| 10:30 | 11:00 | Morning tea |
| 11:00 | 11:30 | International guest speaker |
| Session 1: Production and climate-smart farming | | |
| 11:30 | 12:30 | Discussion concepts: <ul style="list-style-type: none"> Breeding technologies and innovation Impact of seeding material on production and profitability risk Climate change impacts and future climate adaptation Soil and water management Use of cover crops and water planning Drainage, wetlands, and erosion prevention |
| 12:30 | 13:30 | Lunch |
| Session 2: Soil health – Plant nutrition | | |
| 13:30 | 13:45 | Speaker |
| 13:45 | 14:30 | Discussion concepts: <ul style="list-style-type: none"> Precision fertiliser application (N, K, Ca timing) Other nutrients and stimulants Climate change effects on nutrient uptake Post-harvest nutrient residue management |
| Session 3: Soil health – Plant vitality (pest management) | | |
| 14:30 | 14:45 | Speaker |
| 14:45 | 15:30 | Discussion concepts: <ul style="list-style-type: none"> Effect of nutrient management on disease reduction Disease forecasting models and weather-based decision tools Real-time data and technology for decision-making Life after hard chemicals |
| 15:30 | 16:00 | Afternoon tea |
| Session 4: Regulatory environment and policy priorities | | |
| 16:00 | 16:15 | Speaker |
| 16:15 | 17:00 | Discussion concepts: <ul style="list-style-type: none"> Improving public communication of science-based regulation Industry awareness of global anti-agriculture lobbying Faster, science-aligned regulatory approvals Inputs to the <i>Plant Health Bill</i> and biosecurity legislation Responsible agrochemical use and phasing out harmful chemicals Integrated pest management (IPM) with strict protocols Distinguishing gene editing from genetically modified organisms (GMOs) Regulation adaptation for accelerated breeding cycles |
| 17:00 | 18:00 | Meetings to follow: <ul style="list-style-type: none"> NSPC Potato Certification Service (PCS) board of directors Independent certification council for seed potatoes (ICCSP) board of directors |
| 19:00 | 23:00 | Awards evening: Seed potato grower of the year (formal dress code) |

CONGRESS 23 JULY 2026

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| 07:00 | 08:00 | Registration |
| Session 5: Logistics and value chain optimisation | | |
| 08:00 | 08:15 | Speaker |
| 08:15 | 09:00 | Discussion concepts: <ul style="list-style-type: none"> • Shift from fresh to processed potatoes • Packhouse efficiency and product value optimisation • Supply chain visibility and transparency • Transportation, warehousing, and market access • Aggregation points and sales space expansion • Collaborative information sharing across the value chain |
| Session 6: Consumer dynamics and market development | | |
| 09:00 | 09:15 | Speaker |
| 09:15 | 10:00 | Discussion concepts: <ul style="list-style-type: none"> • Consumer segmentation and education • Promoting nutritional value and potato versatility • Reducing food waste (second and third grade potatoes) • Healthier, convenient product innovation • Affordability strategies for lower-income consumers • Sustainability messaging aligned with consumer values • Adapting to evolving consumer trends |
| 10:00 | 10:30 | Morning tea |
| Session 7: Strategic objectives and actions | | |
| 10:30 | 10:45 | Speaker |
| 10:45 | 11:30 | Discussion concepts: <ul style="list-style-type: none"> • Climate resilience (drought- and disease-resistant varieties) • Resource efficiency across the supply chain • Transparency and traceability from farm to fork • Data-driven farming and measurement practices (farming the digital twin) • Use of sensors, weather stations, and new technologies • Cross-industry learning and collaboration • Planning for long-term water allocation and resource protection • Sustainability and environmental stewardship |
| Session 8: Environmental, social, and governance (ESG) and future vision for the potato industry (2050) | | |
| 11:30 | 11:45 | Speaker |
| 11:45 | 12:30 | Discussion concepts: <ul style="list-style-type: none"> • People-profit-planet (PPP) sustainability framework • Improving ecological conditions for future generations • Building a globally competitive, innovative, and resilient sector • Technological advancement (AI-driven breeding, efficiency gains) • Environmental stewardship and social inclusivity • ESG reporting contributions and global alignment |
| 12:30 | 13:15 | Lunch |
| 13:15 | 13:45 | Concluding message |
| 13:45 | 15:00 | Congress: Statutory proceedings |
| 15:00 | 15:30 | Afternoon tea |
| 15:30 | 17:00 | Congress: Statutory proceedings |
| 17:00 | 18:00 | Meeting to follow: First national council meeting after congress |
| 19:00 | 23:00 | Gala dinner: Syngenta national potato farmer of the year |

To register or for more information,
visit www.potatoes.co.za or phone 012 349 1906.