



Programme

Potato Industry Forum (PIF)	
Day 0: 21 July 2026	
15:30 - 17:00	Potato Industry Forum
17:30 - 23:00	Networking Event

Seed Potato Growers' Forum	
Day 1: 22 July 2026	
07:00 - 08:30	Registration
08:30 - 10:30	NSPC Statutory Proceedings
10:30 - 11:00	Morning Tea Day 1
11:00 - 11:30	Keynote - International Guest Speaker
Session 1: Production & 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 Day 1
Session 2: Soil Health: Plant Nutrition	
13:30 - 13:45	Speaker
13:45 - 14:30	Discussion concepts <ul style="list-style-type: none"> - Precision fertilizer application (N, K, Calcium 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 Day 1

Session 4: Regulatory Environment & Policy Priorities

16:00 - 16:15	Speaker
16:15 - 17:00	<p>Discussion concepts</p> <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 Plant Health Bill and biosecurity legislation - Responsible agrochemical use and phasing out harmful chemicals - Integrated Pest Management (IPM) with strict protocols - Distinguishing gene editing from GMOs - Regulation adaptation for accelerated breeding cycles
17:00 - 18:00	<p>Meetings to follow:</p> <p>NSPC</p> <p>PCS Board of Directors</p> <p>ICCSP Board of Directors</p>
19:00 - 23:00	Awards Evening: Seed Potato Grower of the Year: Dress code - formal

Congress

Day 2: 23 July 2026

07:00 - 08:00	Registration
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Session 5: Logistics & Value Chain Optimization

08:00 - 08:15	Speaker
08:15 - 09:00	<p>Discussion concepts</p> <ul style="list-style-type: none"> - Shift from fresh to processed potatoes - Packhouse efficiency and product value optimization - 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 & Market Development

09:00 - 09:15	Speaker
09:15 - 10:00	<p>Discussion concepts</p> <ul style="list-style-type: none"> - Consumer segmentation and education - Promoting nutritional value and potato versatility - Reducing food waste (2nd/3rd 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 Day 2
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Session 7: Strategic Objectives & Actions

10:30 - 10:45	Speaker
10:45 - 11:30	<p>Discussion concepts</p> <ul style="list-style-type: none"> - Climate resilience (drought-resistant, 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)

	<ul style="list-style-type: none"> - 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: ESG & Future Vision for the Potato Industry (2050)	
11:30 - 11:45	Speaker
11:45 - 12:30	<p>Discussion concepts</p> <ul style="list-style-type: none"> - People–Profit–Planet (PPP) sustainability framework - Improving ecological conditions for future generations - Building a globally competitive, innovative, resilient sector - Technological advancement (AI-driven breeding, efficiency gains) - Environmental stewardship and social inclusivity <p style="text-align: center;">ESG reporting contributions and global alignment</p>
12:30 - 13:15	Lunch Day 2
13:15 - 13:45	Concluding Message
13:45 - 15:00	Congress Statutory Proceedings
15:00 - 15:30	Afternoon Tea Day 2
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