

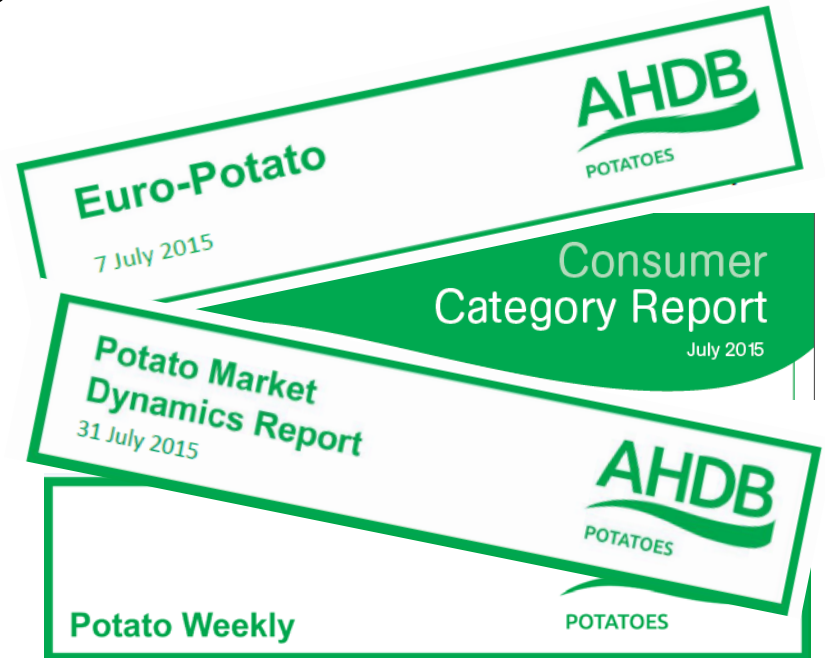
# Market Update

Potatoes in Practice 2015

# What we do and what we can do for you...

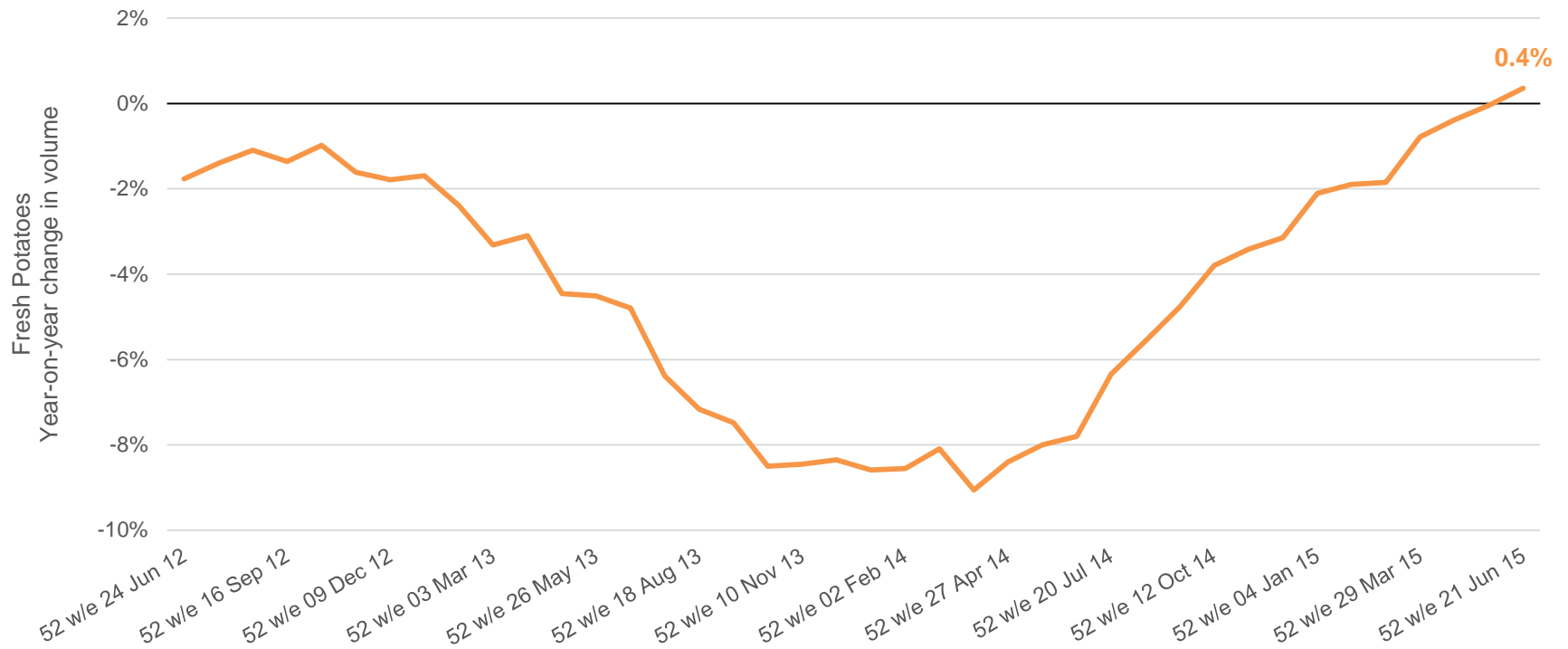
Provide the potato industry with independent, accurate and transparent market information.

- Estimates
- Publications



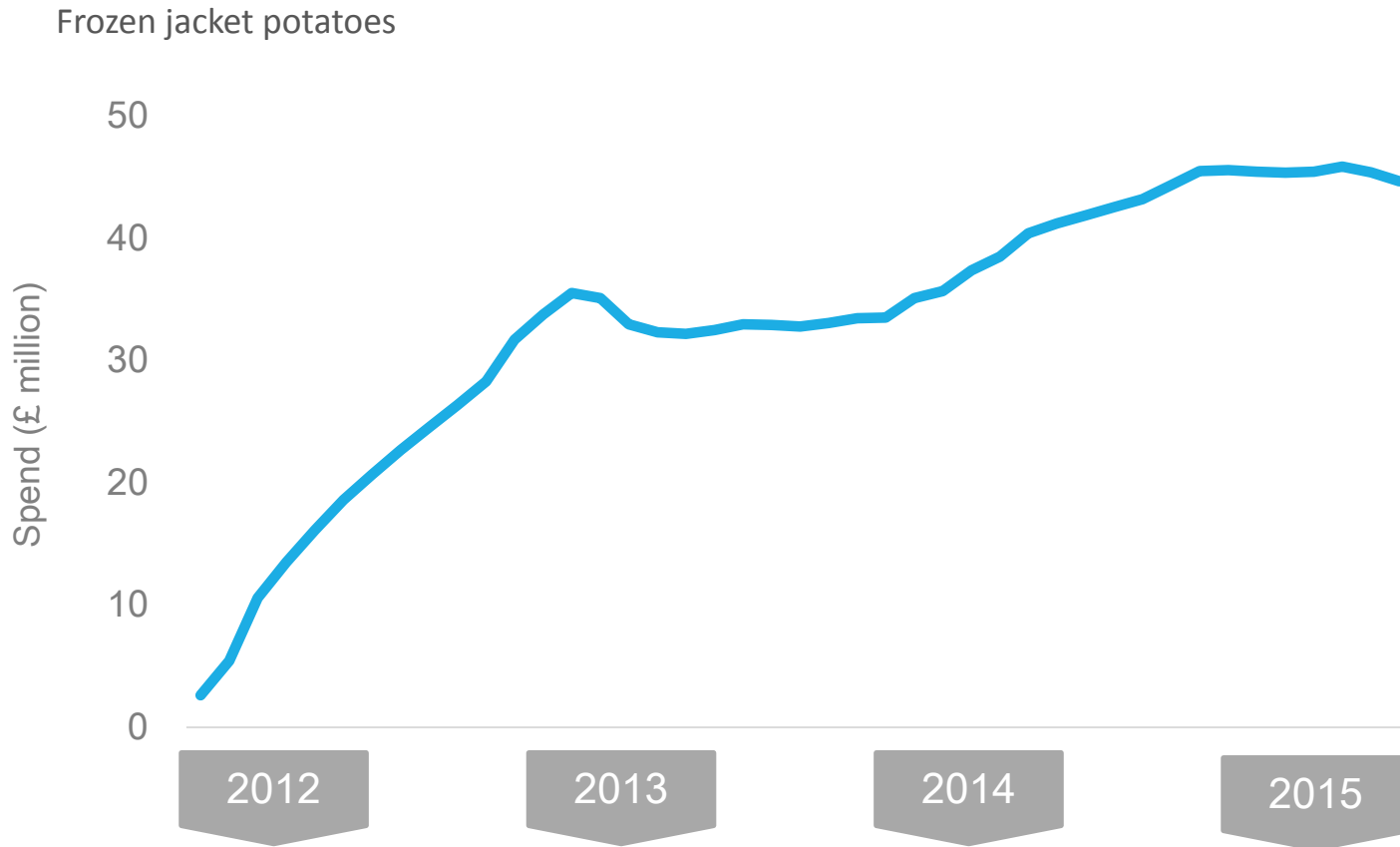
# Consumer

Fresh potato volumes sold in GB retail have moved back into positive year-on-year growth as the market continues to stabilise



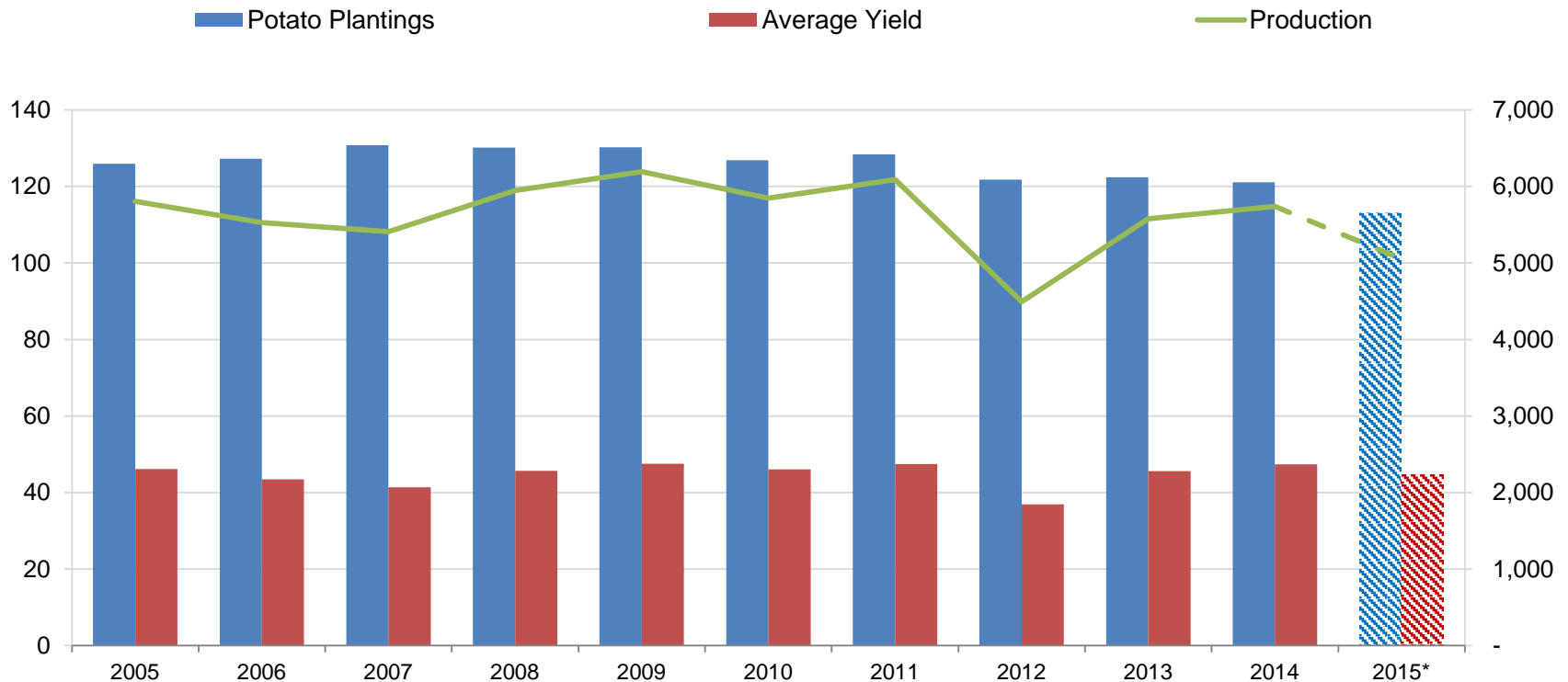
Source: Kantar Worldpanel

# Consumer habits are changing. They're finding ways to save time and effort



Source: Kantar Worldpanel, Rolling 52 w/e

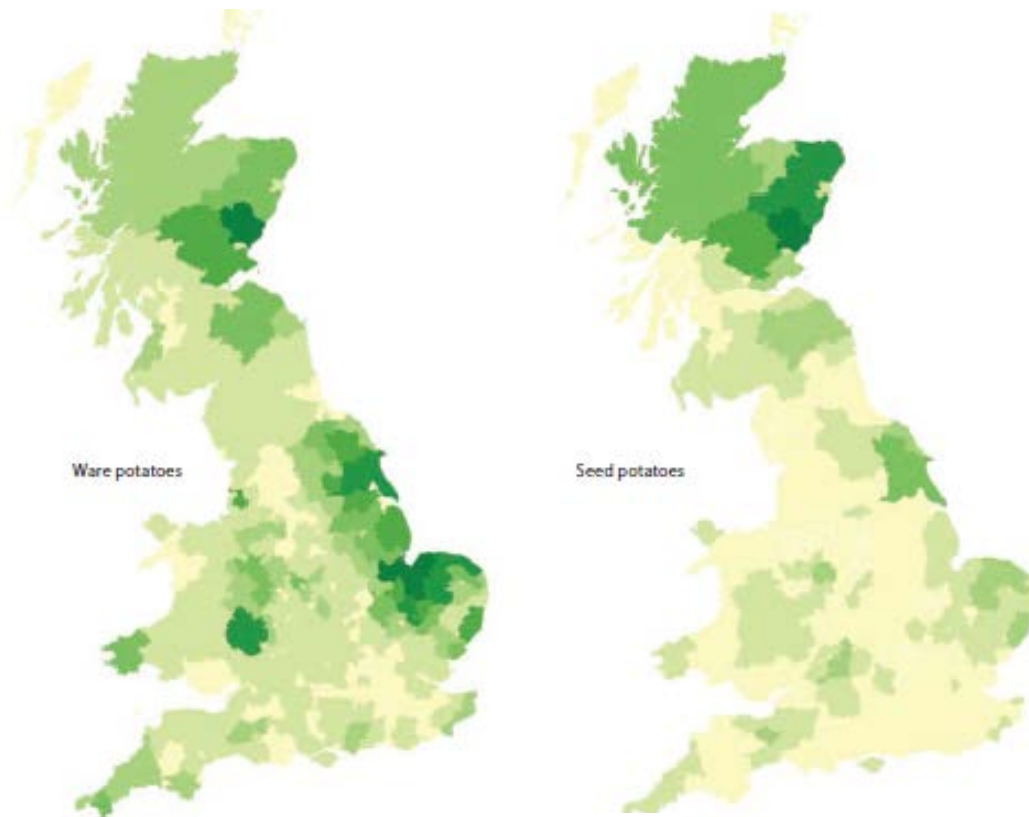
# GB area, yield and production



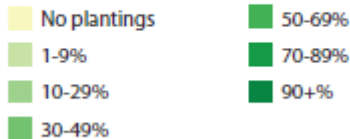
\*provisional - indication of production based on latest area estimate and 5-year average yield.

Source: AHDB

# GB main production areas 2014-2015



## PROPORTION OF GROWERS

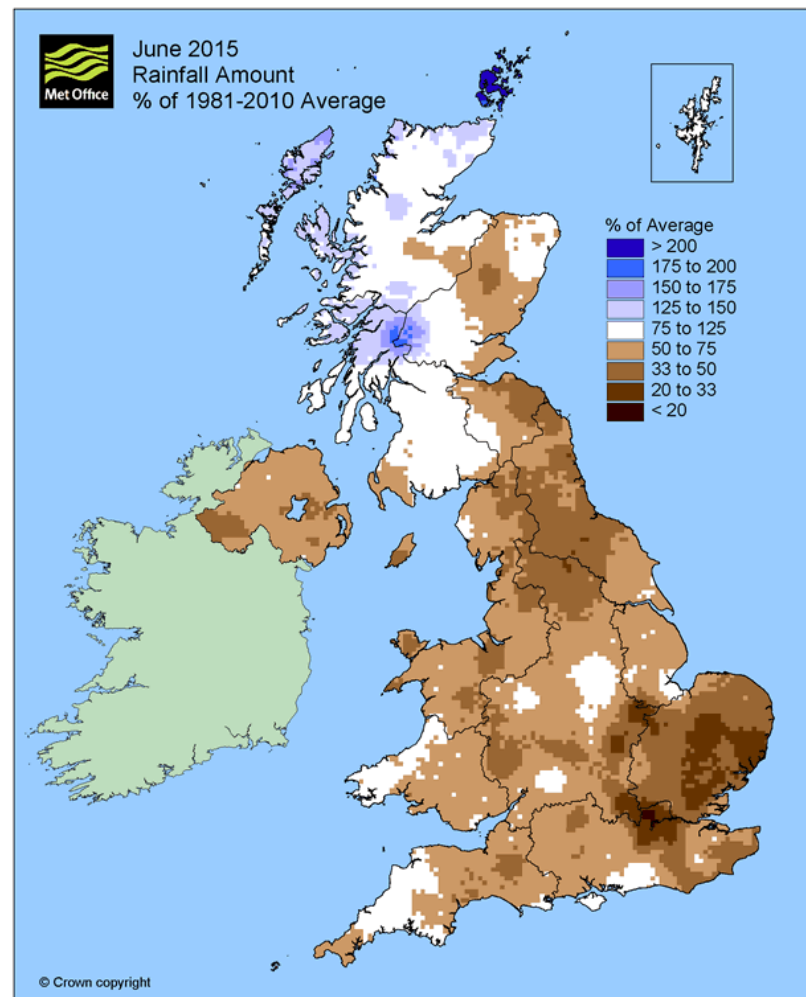
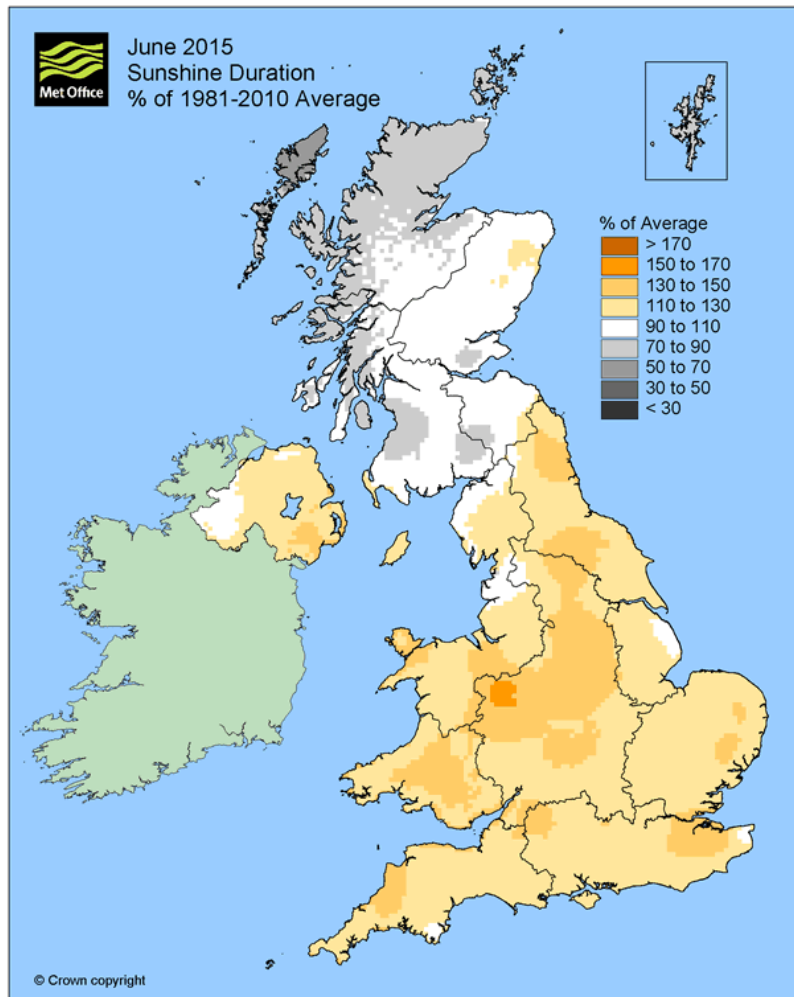


One fifth of total GB potato planted area is in Scotland, with almost half of this seed potatoes.

Over half of plantings are in East of England and Yorkshire and the Humber.

Source: AHDB Planting Returns

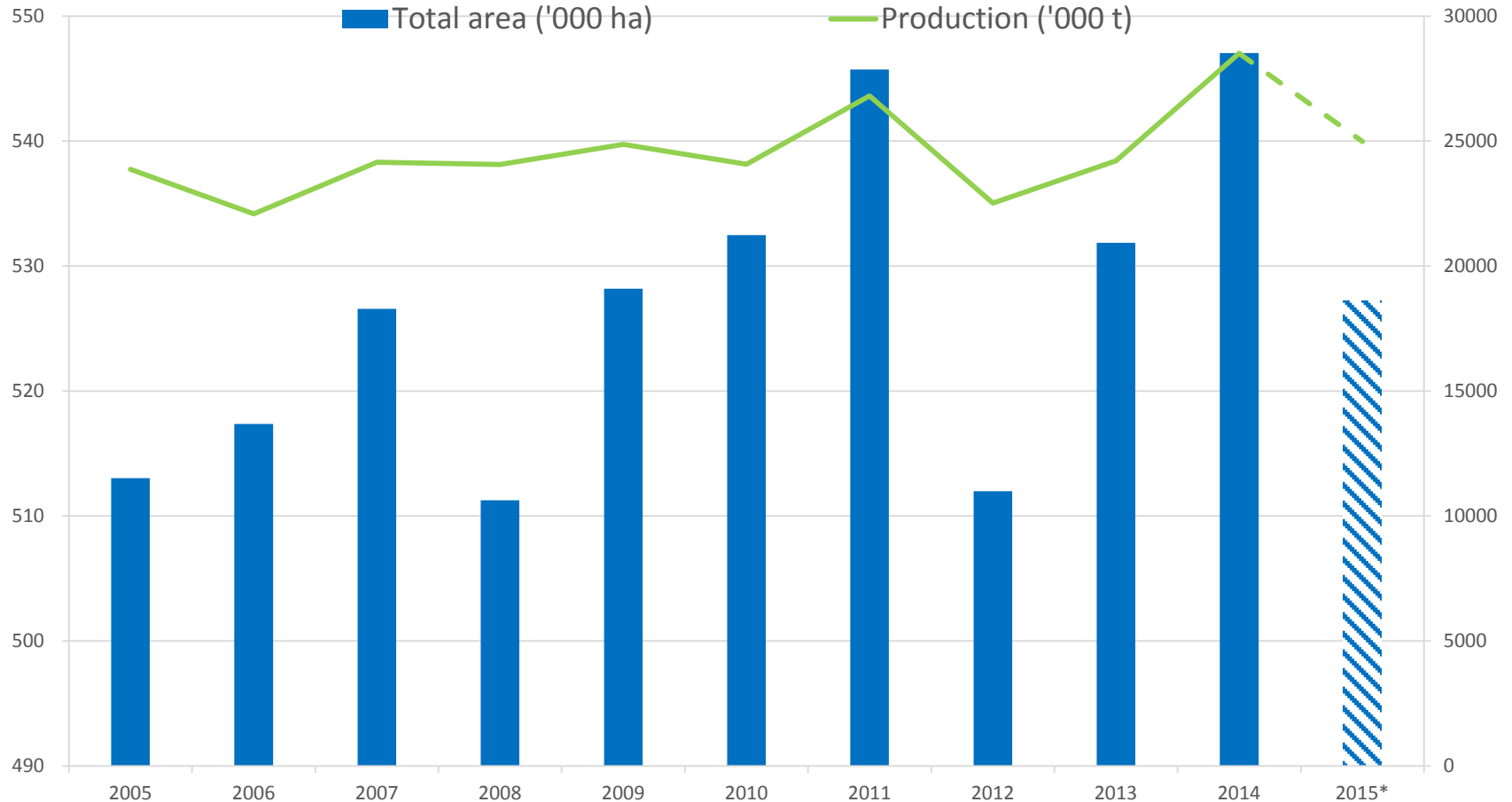
# Regional Crop Progress



Source: Met Office

# North West Europe Area Estimate

(excl. seed & starch)



\*provisional - indication of production based on latest area estimate and 5-year

Source: NEPG/AHDB

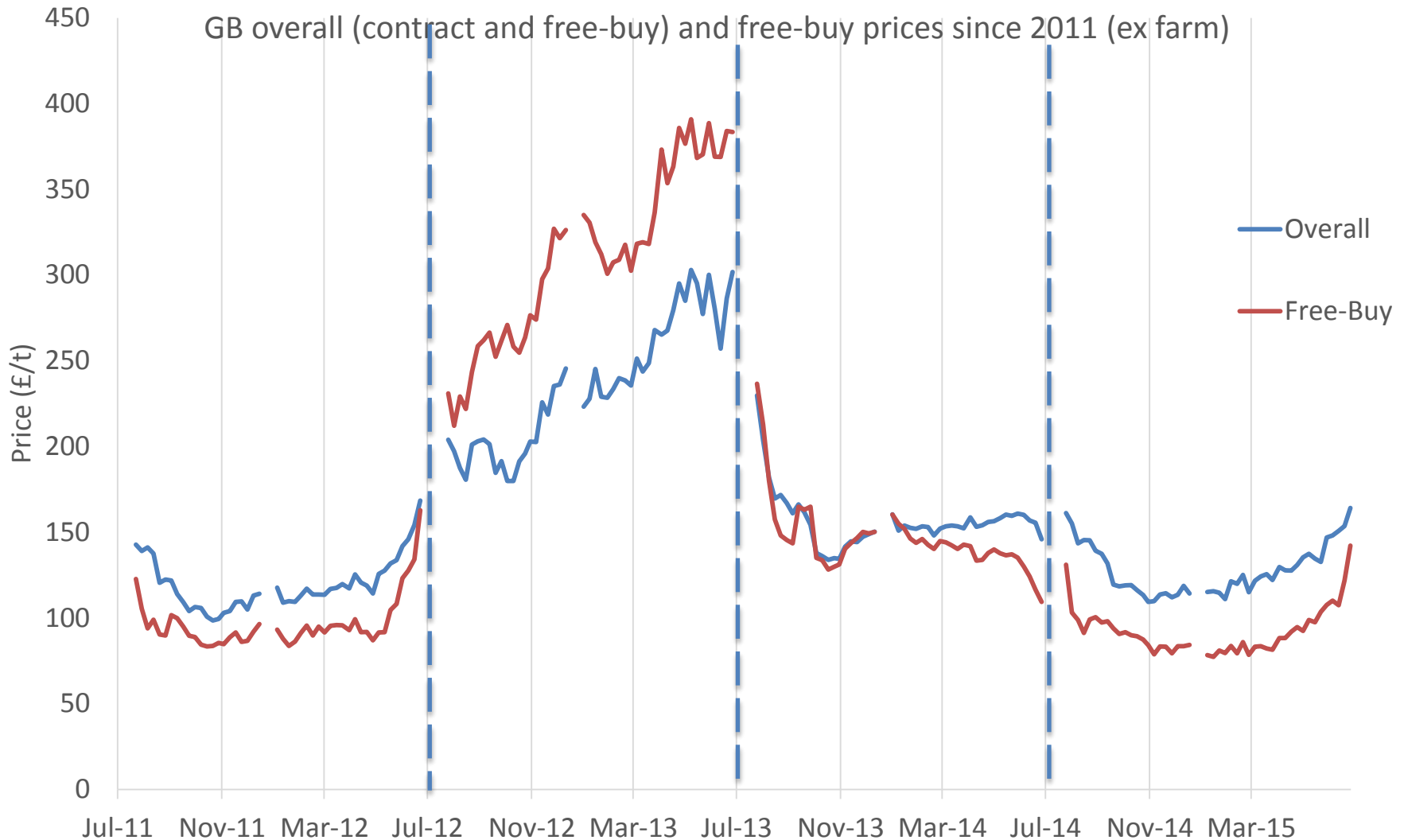


# UK Seed Trade (tonnes)



Source: HMRC

# GB seasonal price trends



Source: AHDB

# Things to look out for in the next month...

- Updated area estimate including area by variety (end-Aug)
- Consumer Category Report (Aug)
- Euro Potato (September)
- NEPG area update (September)

# Thank you



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