

Futuristic tech exemplifies Potatoes SA's strive towards the perfect potato

By Phindiwe Nkosi, communication and marketing analyst, Potatoes SA

From futuristic virtual reality headsets welcoming conference attendees to simulated potato fields, to the adoption of an international conference app – Potatoes SA has disrupted the business-as-usual approach. It has shown how tech and innovation can open up a whole new world in respect of the cultivation of the perfect potato and preparing for #Potatoes2050.

In a bid to encourage interaction and dynamic communication, as well as to cultivate new ideas, Potatoes SA has incorporated new media, including technological advancements such as Whova, an interactive event and conference management platform application, tailor-made for Potatoes SA's Symposium, Congress, and Forum. The app was particularly well received, as was evident from its uptake by and robust interactions among attendees.

Dynamic event interaction

Proactive methods were used to foster an atmosphere of dynamic interaction, where leading minds and businesspeople could network in person or on social media and other digital platforms such as the Whova app.



Conference attendees were able to visit simulated potato fields using virtual reality headsets.

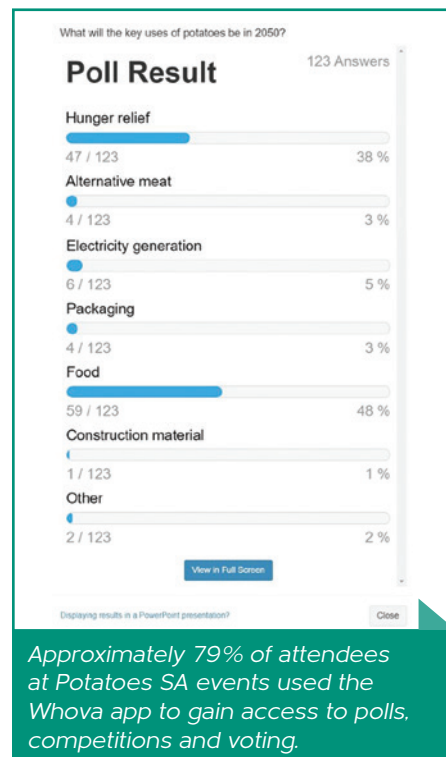
It is worth mentioning that on average, at least 79% of attendees at the symposium, congress and forum downloaded the app. The app welcomed attendees to a digital world of engagement, which included, but was not limited to, polls, competitions, word clouds, voting and more – all propelled by a highly contended spot on the leadership board for the most engaging participant.

These are just a few of the invaluable virtual interactions that were captured and which added value to the in-person event sessions. Whova allowed for an unprecedented level of depth and strengthening of connections, not only with Potatoes SA, but also among event attendees who were able to share job opportunities, announcements, professional profiles, and message one another at the touch of a button from the mobile app and desktop platform, which were available 24/7.

In addition to the plethora of networking opportunities created for event attendees, 1 422 private and community messages were shared on Whova. Technology empowered Potatoes SA event attendees to go all out in expressing their views and opinions about several top-of-mind topics. To this end, around 85 community board topic posts were created (the average at Whova events is 14), and over 615 photos were taken via the app, garnering over 824 photo likes.

Artificial intelligence

Potatoes SA also bridged the geographical and digital divide by showcasing the latest futuristic agricultural technologies. This included artificial intelligence (AI) headsets that 'transported' conference attendees from the boardroom to educational potato fields at the flick of a switch.



State-of-the-art irrigation advancements and projections showcased the future of agriculture, and how to prepare for and effectively navigate the future.

Potatoes SA strives to present its invaluable 500 plus potato producers with opportunities to obtain the latest updates from scientists, researchers, industry stakeholders and more, by hosting collaborative events. Events such as these empower growers from the 16 production regions in South Africa to pursue the cultivation of the perfect sustainable and profitable potato. 🌱

Read more about the Potatoes SA Forum and Congress elsewhere in this edition of CHIPS. For further enquiries, email phindi@potatoes.co.za.

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OF ANDER OORSAKE:
OORSIG VAN AARTAPPELKRAKE**

**SANDVELD KULTIVARPROEF
ONDER BESPROEING
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Improving diversity
in potato plantings

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Acidity is no longer visible

Reviewed and updated
ARC irrigation manual