

New Zealand expects good volumes

In the 2022/23 season, New Zealand's potato production reached 419 200 tonnes, marking an 8.1% decrease from the previous year and a 20.5% decline from the 2018/19 figures, according to Potatoes New Zealand. The country had 176 commercial potato growers who cultivated 8 424 ha, with the production's total value estimated at NZ\$931.3 million. This production encompasses 234 194 tonnes for processing, 168 855 tonnes for table consumption, and the remainder for seeding purposes.

Despite the decline in production volume, New Zealand achieved the highest potato yields globally in 2022, with an average of 50.9 t/ha, surpassing the United States and Denmark, according to the Food and Agriculture Organization of the United Nations.

However, the 2023/24 season's production figures remain undisclosed, though there is an indication of increased potato volume due to reported lower prices this season. – *Fresh Plaza*

Frozen potato market expanding

ResearchAndMarkets.com has announced the publication of its latest comprehensive report on the global frozen potato market. According to the report, the market, valued at US\$67.27 billion in 2023, is anticipated to reach US\$89.51 billion by 2029, growing at a compound annual growth rate of approximately 5% during the forecast period. The global frozen potato market is set for significant growth, driven by several factors.

Expansion of the food service industry: The ongoing expansion of the food service industry, including restaurants, cafes, and catering services, is a major driver. The trend towards the westernisation of diets in developing countries is also supporting market growth, as potatoes are a staple in many Western dishes.

Marketing and promotional activities: Increased investments in marketing and promotional activities by major players in the industry are likely to enhance product visibility and consumer engagement, driving sales.

E-commerce and online grocery shopping: The rise of e-commerce and online grocery shopping is making it easier for consumers to purchase frozen potato products, further boosting market growth. – *Potato News Today*

Rising prices across South America

The countries of South America are in the enviable position to typically be fully self-sufficient in terms of potato supply. This, however, also makes them extremely susceptible to price fluctuations, and recently, prices have tended to rise. This year, the Pacific Ocean currents reversed their dynamics, and the El Niño phenomenon became the prevailing force in the southern continent.

In Brazil, for example, the rains in Rio Grande do Sul caused the most terrible floods the country has ever seen, resulting in dozens of deaths, thousands of displaced people, and millions in structural and agricultural damage. The rains, both in the south where they were devastating and in the more central regions, had a considerable impact on the availability and prices of potatoes, which remained above US\$20 per 25 kg bag throughout almost the entire year.

In Argentina, the incidence of one of the coldest winters in the last 60 years had a similar effect on crops and, by extension, prices. Severe and unexpected frost damaged much of the fields in the southeast of Buenos Aires, a key productive region, leading to an exponential increase in prices since the beginning of the year.

Uruguay was no exception and suffered both – living up to its middle ground between Argentina and Brazil – with abundant rains and terrible frosts. As a result, harvests were delayed and affected, and combined with the low availability of seed, prices soared, reaching highs of US\$46 per 25 kg bag in the central market. – *Potato Pro*

Nigeria launches new potato strategy

The National Potato Strategy for Nigeria was recently launched to usher in a new era for Nigeria's potato industry capable of delivering sustainable food and nutrition security, fostering trade surplus, and boosting incomes.

At its core, the strategy recognises that the potato value chain in Nigeria faces a complex of challenges. To overcome these hurdles and unlock the sector's full potential, the strategy combines key players, harmonises their efforts, and harnesses their collective strengths. At the launch event, distinguished speakers amplified the call for action.

The National Potato Strategy is poised to drive deliberate change, incentivise stakeholders, and foster innovation in a commercially oriented potato sector. – *International Potato Centre*

Strong demand for Irish potatoes

The latest potato market report issued by the Irish Farmers' Association, highlights a positive demand at both consumer and retail levels. As new season varieties become more available, they are aiding supply amid tightening stocks.

The main season crops are progressing well, thanks to the higher temperatures experienced. However, the recent weather conditions have also been conducive to blight, raising concerns among farmers about potential impacts on crop health.

Reports from Scotland indicate a slight increase in the planted acreage of seed potatoes this year. The area entered for planting this year stands at 10 256ha, compared to 10 066ha last year. This increase of 190ha, or 2%, reflects a positive trend in seed potato production.

In the United Kingdom, the demand for old season crops remains strong, mirroring the situation in Ireland. However, stocks of these old season crops are nearly depleted. Salad crops are being lifted as they become ready, with very little or no free buy available. This tight supply situation is a significant factor in the market.

Regarding new maincrop potatoes, the Marfona variety has been burnt off in the East, but skin set has been slow. If growth rates do not improve, continuity of supply could become an issue, potentially affecting market stability.
– *Potato News Today*

Uptick in European Union potato production

In 2023, 48.3 million tonnes of potatoes were harvested in the European Union (EU), a slight increase compared with 2022 when 47.5 million tonnes were harvested. However, there has been a long-term decline in the harvested production of potatoes; the level of production in 2023 was 27.9 million tonnes less than in 2000, equivalent to a fall of 36.7%.

This information comes from a detailed *Statistics Explained* article published by Eurostat, which looks at those EU farms producing potatoes, the production of and prices for potatoes, as well as trade-in potatoes.

At the country level, Germany was the largest producer of potatoes in the EU in 2023 (11.6 million tonnes, 24% of the EU total), followed by France (17.9%) and the Netherlands (13.4%). Together, these three EU countries accounted for a majority (55.4%) of the harvested production of potatoes in the EU in 2023. – *Euroreporter*

Yara to provide green fertilisers

PepsiCo has agreed to use hydrogen-derived fertilisers supplied by Yara to grow potatoes at around 1 000 farms across Europe. Under the agreement, Yara will deliver 165 000 tonnes of fertilisers per year to PepsiCo, which is expected to cover around 25% of their crop fertiliser needs in the continent by 2030.

The delivery will include fertilisers produced from either renewable ammonia in Herøya, Norway, or low-carbon ammonia via carbon capture and storage from its site currently under construction in Yara Sluiskil, anticipated for 2025/26.

By 2030, the aim is for all of the 165 000 tonnes to be Yara Climate Choice fertilisers. Initially, the supply will also include Yara's standard premium nitrate-based mineral fertilisers produced using natural gas, which the Norwegian company has said is "around 50% lower than most non EU-fertilisers."

Fertilisers currently make up most of PepsiCo's carbon footprint, but the company targets a 40% reduction in emissions by 2030. PepsiCo's product portfolio includes Doritos, Walkers, Ruffles and Lay's. – *H2 View*

PepsiCo's US\$160 million green factory

PepsiCo has announced a US\$160 million investment to open a new green snack factory with sustainable principles and locally sourced ingredients for environmental, social, and governance (ESG) goals. PepsiCo products are consumed over a billion times a day, and crop production for human food makes up 21% of global food production emissions.

Overall, food production accounts for more than a quarter of global greenhouse gas emissions through agriculture, processing, packaging, and transportation. The company has been making strides towards sustainability with its PepsiCo Positive (pep+) ESG strategy, aiming to reach net zero emissions by 2040.

The new snacks manufacturing facility, set to open in 2026, will adhere to 'sustainable operations from start' principles. The plant is set to become the largest of its kind in Central Asia, producing 21 000 tonnes of salty snacks in 2027, including Lay's potato chips. – *Sustainability Magazine* [C](#)

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