

Mondstuk van die Suid-Afrikaanse aartappelbedryf • Mouthpiece of the South African potato industry

CHIPS

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**MANAGING CRISES THROUGH
PUBLIC RELATIONS:
LAPSE IN ANTI-DUMPING DUTIES**

Empangeni farmers get
the know-how

Span weerdata in vir
besproeiingskedulering

**SANDVELD-KULTIVARPROEF
ONDER BESPROEING OP
AURORA IN 2020/2021**

Kultivars wat op
varsproduktemarkte presteer

Humility amid greatness

Ever wonder why the potato is often referred to as 'humble'? The words 'humble' and 'potato' are almost always associated with each other or used together. In some contexts, these words even have other meanings which have nothing to do with food, e.g., a humble potato can refer to an unattractive girl who is looking for a boyfriend.

Perhaps 'humble' refers to the look of the potato – not as attractive as many other colourful vegetables. Perhaps it does not look as glamorous on a plate as many other foods. Or perhaps the potato is more of an 'unassuming' food, which does not need dressing up and taking to the limelight.

A majestic food in the least

The fact is potatoes are anything but humble. In fact, the potato is a majestic food crop. When it comes to cooking and consumption, it is versatile, nutritious and affordable. In terms of production, potato producers admire its hardiness, yield and ability to withstand many of nature's challenges. It is tuber royalty and has

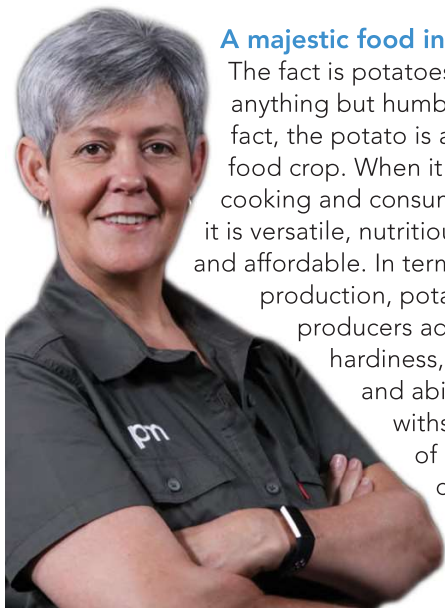
been feeding the world for hundreds of years, being lauded for its potential to address and alleviate food crises across the world.

This issue of *CHIPS* carries a clear message across its content: the potato is a hero. In South Africa, it is a well-researched crop that offers cultivation solutions where many others can't. It is endorsed by the Heart and Stroke Foundation of South Africa for its nutritious properties and is found in many forms in almost every household across South Africa, fresh or processed. A fresh potato can be as attractive and classy as any other food product.

Potato production is increasing across the world. This, of course, includes South Africa where especially developing farmers are being equipped with the tools to produce this amazing crop. Potato is a highly competitive crop and fresh produce markets are testament to the varieties of potatoes and the demand for it.

All of these aspects and many more are addressed in this latest issue of *CHIPS*. Be sure to read and digest every page, and by the end of it you will be as convinced as I am that the majestic potato is the go-to food of our time. Perhaps humble in its appearance, but magnificent in its impact on the world we live in.

*Lynette Louw, editor
lynette@plaasmedia.co.za*



Bydraers in hierdie uitgawe:

Aartappels SA: Willie Jacobs, dr Fienie Niederwieser, Immaculate Zinde, Janó Bezuidenhout, FP Coetzee, Chantel du Raan, Louis Pretorius, Enrike Verster, Herman Haak, Nomvula Xaba en Masabatha Motsoeneng.

Ander bydraers: Prof Marin Steyn, die Universiteit van Pretoria, prof Hannalene du Plessis, Noordwes-Universiteit, dr Gerhard Verdoorn, Roleen la Grange en Desireé van Heerden, CropLife SA, Piet Brink, Sandveld-werkgroep, Albert de Villiers en Johan Odendal, produsente, Hannes Latsky, LWO Werkgewersorganisasie, Hans-Jurie Moolman, Moolman & Pienaar Ingelyf, en Elmarie Helberg, Plaas Media.

EDITORIAL COMMITTEE

Executive editor

Hanrie Greebe
076 116 7206
hanrie@potatoes.co.za

Editor

Lynette Louw
084 580 5120
lynette@plaasmedia.co.za

Publisher

Plaas Media (Pty) Ltd
217 Clifton Ave, Lyttelton, Centurion
Private Bag X2010, Lyttelton, 0140
Tel: 012 664 4793
www.plaasmedia.com

Deputy editor

Jayne du Plooy
jayne@plaasmedia.co.za

Sub-editors

May Nel
may@plaasmedia.co.za

Lize du Toit
lize@plaasmedia.co.za

Layout & design

Annemie Visser
annemie@plaasmedia.co.za

Sales manager & accounts

Marné Anderson
072 639 1805
marne@plaasmedia.co.za

Advertising

Karin Changuion-Duffy
082 376 6396
karin@plaasmedia.co.za

Susan Steyn
082 657 1262
susan@plaasmedia.co.za

Esmarie Moodie
076 330 0745
esmarie@plaasmedia.co.za

Rowena Simmons
079 568 6025
rowena@plaasmedia.co.za

Juan de Villiers
060 508 3188
juan@plaasmedia.co.za

Subscriptions

Beauty Mthombeni
064 890 6941
beauty@plaasmedia.co.za

Printed and bound by

Typo • +27 11 402 0571

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Potatoes SA
012 349 1906
6 De Havilland Crescent,
Persequor Techno Park,
Persequor Park, Pretoria
www.potatoes.co.za