



2025

The British Potato Industry Awards 2025

Winners, Highly Commended and Finalists

The Majestic, Harrogate



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“The British Potato Industry Awards are all about bringing the industry together, supporting each other, and rewarding those who've stood out, so it's an honour to come on board as a sponsor.”

Adam Johnson, GRIMME UK

“A British Potato Industry award can garner trust and confidence in the award holder. We were therefore delighted to join the awards scheme as a sponsor.”

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Foreword

THE 2025 British Potato Industry Awards attracted some strong entries, particularly in the marketing, machinery, agtech and environmental categories.

There were also some solid entries for the British Potato Industry Award categories, making it a real challenge for the judges to pick an overall winner.

The judging panel met in October to look at the entries and decide on the final shortlist, as well as taking a tour of the printworks at Warners Group Publications which owns the awards, *British Potato Review* and the *British Potato Event*. The 2025 judging panel incorporated people from all sectors of the British potato supply chain, with varying skill sets, with each judging designated categories to ensure a fair and informed choice of winners.

This year's judging panel was chaired by Warners Publisher Juliet Loiselle, and included Adrian Cunningham (storage expert), myself Stephanie Cornwall (British Potato Review Editor), Alex Godfrey (grower and GB Potato Chairman), Mark Taylor (fresh potato and supply chain specialist), Antonia Walker (agronomist/technical specialist) and David Nelson (agronomy director – fresh potatoes). We're extremely grateful to all of them for devoting their time to do this.

It was a pleasure to read through this year's entry forms and learn about their activities and achievements over the past two years.

Encouraging new talent into the potato industry is imperative for its future success, so it was good to read about some of the young apprentices and employees put forward for the Young Achiever Awards. We'd like to encourage everyone in the potato supply chain to consider putting people forward for this category going forwards. It helps to show how much they are appreciated and supported,

while celebrating some of their achievements. We know there are a lot of young people out there who deserve to be nominated and we're genuinely interested to hear about the next generation of people who are helping to shape different areas of the potato industry.

Presentations for the British Potato Industry Awards took place on the first night of the British Potato Show.

Potato field machinery manufacturer GRIMME and Rovensanext, a company providing plant nutrition products for potatoes and other crops, were sponsors of the 2025 awards and their support has been invaluable. GRIMME has been a long-term supporter of the awards, and a keen collaborator on forward-thinking potato practices, while it was great to welcome Rovensanext on board. Rovensanext develops, manufactures and distributes its products in more than 70 countries and it's wonderful that they're showing their support for our British potato industry in this way.

Adam Johnson, Global Marketing Manager for GRIMME UK, added: "GRIMME is a firm believer in any industry collaboration or support service that can help those operating in the British potato industry, whether that's through new products, practices or more personal support such as that provided by RABI. The British Potato Industry Awards are all about bringing the industry together, supporting each other, and rewarding those who've stood out, so it's an honour to come on board as a sponsor."

Bruce Morton, Country Manager of RovensaNext, owner of the Rovensanext brand, said: "Rovensanext's professional and personalised technical advice is based on the close relationship of trust we have with our clients. In the same way, a British Potato Industry award can garner trust and confidence in the award holder. We were therefore delighted to join the awards scheme as a sponsor."

"The British Potato Industry Awards are all about bringing the industry together, supporting each other, and rewarding those who've stood out, so it's an honour to come on board as a sponsor."



Stephanie Cornwall, British Potato Review Editor and awards co-organiser.



Juliet Loiselle, Warners Group Publications Publisher and awards co-organiser.



Adam Johnson, Global Marketing Manager for GRIMME UK who sponsored the awards.



Bruce Morton, Country Manager of RovensaNext, who sponsored the awards.

- P2** Sponsors
- P7** Judges
- P9** BPI Award Winner
- P11** Young Achiever Award
- P13** Consultant/Advisor Award
- P16** Agtech/App Award
- P17** Hescott Meredith Award
- P18** Marketing B2C Award

'Get in touch – there will always be something new to share'

IN the seven years I've been the Editor of *British Potato Review* and worked on its affiliated awards, I've met some truly inspiring people and been caught up in the enthusiasm and openness to knowledge-sharing that seems to exist within every sector of the British potato industry.

The decision to launch the *British Potato Industry Awards* in 2019 was largely driven by this. There's so much good work going on out there, with so many people trying their best to help others' businesses to succeed, that we wanted to do something to celebrate - not just the achievements themselves, but the efforts being put into them, their ongoing visions, and the cross-sector collaborations.

It's not about who makes the most money, whose business is the largest, or even who's been around the longest - it's about wanting to celebrate the people and projects that are bringing benefits to the industry, the collaborations and product launches that participants can be proud of, and the good practices that others can learn from.

Highlighting the hard work that's dedicated to improving processes in the field, during preparation, in grading/sorting, in storage and in any of the associated practices like marketing, selling and researching is what *British Potato Review* and its associated digital platforms and newsletters is all about.

I'd like to commend all those who took the time to fill out entry forms for these awards. It's been a real pleasure preparing this winners' supplement with details of everything they've done.

At the same time, I'd like to encourage everyone in the British potato industry to get in touch with me if you've got something you'd like to share details about – not just at awards time, but all year round. We know it's not always easy to fill in forms or write something, so if you have something to say but aren't sure how to say it, just drop me a line at stephanie.cornwall@warnersgroup.co.uk or leave a message on my voicemail - 07841 037 065.

Stephanie Cornwall

Editor

- P20** Marketing B2B Award
- P23** Storage Innovation Award
- P24** Machinery Award
- P26** Gallery





Comedian hosts awards evening

Everton FC's corporate hospitality MC entertained those who attended the presentation and dinner event at this year's new venue.

COMEDIAN Jamie Sutherland was the host at this year's *British Potato Industry Awards*, which took place at a new venue this year – the Majestic, Ripon Road, Harrogate.

Hailing from Liverpool, Jamie is a headline act on the comedy circuit, working for some of the country's finest clubs and being the corporate hospitality MC at Everton FC for all home games for more than 10 seasons. He has also provided pre-match entertainment for clubs like Stoke City and Wigan Athletic.

Jamie has supported some of the biggest names in comedy and gained a reputation as one of the rising stars of comedy with sell-out crowds. Jamie has also taken his show into Europe and as far as Sydney, Australia.

Organisers of the *British Potato Industry Awards* welcomed him on stage to announce each of the 10 awards. He kept those who attended the awards presentation amused with gags, tales, and stories prior to handing out certificates to this year's winners and Highly Commended.

Just before making his appearance at the *British Potato Industry Awards*, those living or working in the Greater Manchester region had a chance to see Jamie Sutherland when he headlined at a new 10-day comedy festival in Rochdale held across 12 venues, with Jamie performing what the organisers were describing as 'high energy hilarity' at the Masonic Ballroom.

He also teamed up with footballer turned TV personality, Neil Ruddock, at Buxton for a fund-raising event at Blythe House Hospice.

Jamie is well known for his observational wit and storytelling style but some may be surprised to learn that he held a very different role before joining the comedy circuit. He worked for 14 years in the banking industry (Abbey/Santander), rising to the position of bank manager before pursuing his current career.

The judges

Adrian Cunningham

ADRIAN runs a storage consultancy business, Potato Storage Insight Ltd and was previously the national potato storage specialist and retiring head of AHDB's Sutton Bridge Crop Storage Research Centre, a position he held for more than 30 years until the site's closure in 2021.

He has been involved in a wide range of activity, from R&D to training and on-farm troubleshooting. He has co-ordinated, facilitated and advised stakeholders and other key organisations on aspects of storage such as CIPC stewardship, DEFRA Countryside Productivity Schemes and EAMU clearance for post-harvest chemistry.



David Nelson

FOR the past 35 years, David has served as Agronomy Director for Branston Ltd, one of the UK's largest potato suppliers. Fondly known by some as 'Dr Potato', his skill set includes potato physiology, potato diseases and their control, breeding and variety development, agronomy in UK and warm climates, integrated crop management and more.



David's career in the potato industry has spanned 35 years. During that time, he has also been involved in supporting potato grower training and been part of many collaborative projects.

Alex Godfrey

ALEX is a Lincolnshire potato grower who holds the role of Director with the family business, RJ & AE Godfrey, which encompasses pre-pack, crisping and seed. One of the founding members of GB Potatoes, he subsequently took on the role of its Chairman at the end of last year (2024).

He is also a former chairman of the NFU's Potato Forum.



Stephanie Cornwall

STEPHANIE has been Editor of *British Potato Review* since joining its parent company, Warners Group Publications, in 2018. She has been instrumental in building up the magazine's content, introducing regular features, resources, and doubling its size. She also played a key role in launching its website and regular news bulletins and communications.



Stephanie has spent more than 30 years working in publishing, PR and marketing communications. She co-launched the *British Potato Industry Awards* in 2019 and has a strong working knowledge of fast-moving consumer goods, food supply chains, packaging and agricultural machinery.

Antonia Walker

ANTONIA has a strong agronomic background with a wealth of experience gained as a BASIS-trained agronomist working with distributors and as an independent advisor.

She helped to get the Fight Against Blight (FAB) project off the ground, is a member of the potato Treater Group and spent more than two years with the Plant Clinic at FERA. Hailing from a South Yorkshire farming family, she previously worked at UPL and recently joined FMC as Commercial Technical Manager for the North and Scotland and Technical Lead for potatoes and field veg.



Chair: Juliet Loiselle

JULIET is Publisher of the Group Publications division within Warners Group Publications, which owns the British Potato brand. She was instrumental in launching the *British Potato Industry Awards* and has been on its organising team since the first event was held in 2019. As a regular exhibitor at the British Potato Industry Event (formerly the BP show), she helped facilitate Warners' new ownership of the show when its previous owner, Steve Wellbeloved, retired in 2023.



Mark Taylor

MARK is a Director with his wife Jo in Agrimark Consulting Ltd based in South Lincolnshire. Previously he was Director at Fenmarc Produce Ltd supplying fresh potatoes and root veg for 28 years. He is a well-known figure in the potato industry for his roles on the governing body of GB Potatoes, chairing Nene Potatoes Ltd and the Fresh Potato Suppliers Association, NED Caledonia Potatoes Ltd and Board member with British Growers.





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WINNER:

David Nelson

Recognising outstanding contribution to the potato sector, this award was inaugurated in 1997 and is awarded biennially.

DAVID Nelson, who committed to a career in potatoes at the age of 16, received multiple nominations for this year's award.

Having previously worked overseas, and for a grower group in southern England, David joined Branston in 1990. He has been instrumental in its variety development programme, focusing on better drought tolerance, PCN resistance and a lower propensity for bruising as well as quicker-cooking varieties. He has led a potato breeding programme at the James Hutton Institute in Scotland, managed collaborations with breeders across Europe and is a member of the FPSA steering group and British Potato judging panel.

After nearly 50 years in potatoes, David retired at the end of 2025.

"From renting a field at the age of 16 to grow potatoes, and completing an extended internship at the International Potato Centre in Peru, to working with growers and research bodies, David has combined a quest for scientific discovery with a practical perspective, and he's still very much hands-on out in the trial fields today," said one of his nominators, adding: "David's career demonstrates an enduring love of the potato-producing world and that outlook persists today. He is constantly researching and investigating, continuing to learn and share his knowledge with colleagues and the wider industry."

Another went on to say: "David has been a leading light for many years in helping UK potato growers and retailers understand how to achieve yield and quality in potato production," adding: "Most recently he has supported the next generation of potato specialists by passing on his knowledge, including playing key roles in the development



of Agritech products and Innovate UK projects into low carbon farming and precision breeding."

David has lent his potato knowledge to collaborations with B-hive innovations on projects aimed at addressing some of the industry's big issues including wireworm, crop health and carbon reduction, worked with seed houses to develop the use of cover crops and natural biofumigant crops and been involved with many potato research projects ranging from reducing bruising, water management and nutrition, PCN, blight and potato storage.

He spent several years as a member of the research and knowledge exchange advisory board for the AHDB, while his understanding of the optimum conditions for storing potatoes was key in the transition from the use of CIPC in cold stores and led to Branston being one of the early adopters of mint oil as a sprout suppressant, which is now standard across the industry.

David is continuing to work on a range of projects with the overarching aim of improving potatoes from growing right through to storage.

THE British Potato Industry Award was originally administered by the British Potato Council and subsequently by the potato sector of AHDB, before being incorporated within the National Potato Industry Awards run by *British Potato Review*.

As part of the British Potato magazine, awards, and show rebranding, this award is now given biennially instead of annually, recognising achievements and actions over the past two years, while taking into account the nominees' contributions to the sector over the course of their career.

GET YOUR THINKING CAPS ON!!

British Potato Review seeks to keep those in the potato industry up to date with everything happening in the potato supply chain – from the labs, to the fields, to the store houses and shop shelves.



If you're involved in a project, new product launch, or marketing campaign between now and November 2027, let our editorial team know about it, and it could also be in the running for a 2027 award category!

- Projects
- Products
- Machinery
- Technology

- Marketing
- Case studies
- Standout individuals

So don't miss your chance to shine – contact Editor Stephanie Cornwall at your earliest opportunity.

You never know – it could be a winner at the next awards!

Email: stephanie.cornwall@warnersgroup.co.uk

Best Young Achiever

Apprentices, interns, students or any other young person working in the industry who was felt to be making a significant contribution or displaying positive qualities was eligible to be entered for this award.

WINNER

Tom Eyles

THIS award seeks to recognise the best and brightest young people within the potato industry, be that within growing, engineering, scientific, research or other sectors.

Entries detailed the contributions they made to a company, organisation, or the potato industry overall, over the past two years.

Tom Eyles joined the Produce Solutions team as a Trainee Potato Agronomist in August 2022, after gaining a 1st Class Honours degree from Harper Adams and spending his placement with UPL assisting its trials unit.

He works in the West Midlands, and is involved in supporting more than 20 local potato growers.

Tom now manages the team of agronomy assistants who help out in the summer, providing growers with detailed assessments of their crops' yield and quality, and is an advocate for potato crop modelling. He provides growers with benchmarks for their crops' performance, and forecasts for the dates of optimum yield and size distribution.



His nomination stated that he is completely dedicated to the potato crop, and the needs of growers. He often works incredibly long days and, in the spring and summer especially, can be found walking potato fields in the early hours. On weekends, he is also often found driving tractors, grading, and moving irrigation equipment.

"The support he provides isn't limited to pure potato agronomy advice, he also assists a number of local growers who are involved in industry-funded projects, completing their

financial claims and guiding them through the administrative processes involved," his nominator stated.

Having spent a couple of seasons supporting his colleagues, he is now taking on new growers himself and successfully developing his own client base.

Tom has gained both his BASIS and FACTS awards over the past 18 months. He presented at a workshop at the CUPGRA Annual Conference and also won a bursary to attend the Oxford Farming Conference.

FINALISTS

Lucinda Maltas

Lucinda became one of the youngest members of the British Potato Trade Association (BPTA) in 2024.

In the past 2 years, Lucinda has increased the volume of seed sold by Greenvale by 20%, and increased its customer base by 22%, as well as signing up the first Yorkshire-based ware growers to the team, supplying more than 10,000 tonnes into fresh packing sites.



Hannah Bradshaw

As Processing Manager for Greenvale, Hannah has sole charge of approximately 100,000 tonnes of processing volume for two large customers. She manages supply contracts, delivery schedules, crop monitoring and customer relations and is described as having "in-depth knowledge and a deep-rooted passion for the sector".

She has achieved budgeted targets for her main customers for the past two years.



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Consultant/advisor

Agronomy companies, companies offering advice on farming practices and storage consultants were invited to enter this award, stating what contributions had been made to good practices and outcomes, or how their overall actions brought positive impacts to the industry.

WINNER:

Andrew Goodinson

ANDREW Goodinson is a senior agronomist and the Western Area Manager for Hutchinsons.

His knowledge and expertise has been amassed over a 35-year career and he now acts as a trainer and mentor to others, offering agronomy and strategic advice.

He is an active member of numerous strategy groups and has supported trainee agronomists through the Hutchinsons Foundation programme.

Andrew focuses on potato crops grown for crisping, chipping, pre-pack and seed.

His advice over the past couple of years has evolved to help growers optimise nutrition in the soil, helping them to reduce their N application rates and contribute to a lower carbon footprint.

Over the past few years, Andrew has been involved in trials evaluating biological products applied in the furrow at planting, such as bacillus, which have showed interesting results. These are being interpreted by Andrew and he is giving the appropriate advice from the

observations and lessons learned in these tests.

He has translated scientific and topical subjects on potato growing into an easily-understandable form for growers, according to those who nominated him.

“Andrew takes his time devising effective design, forecasting and strategies for growers on a field by field level. These encompass choice of field, topography, soil type, ensuring the relevant analyses (such as soil and PCN) are properly done, followed by strategies for tillage and planting, nutrition, weed control, blight and pest prevention, desiccation, harvesting and storage.”

Andrew has been involved in collaborations with other industry projects, such as an initiative with KP to explore the reduction of the carbon footprint of growing potato crops while increasing yield, advising how the ‘Gold Soil’ test can contribute to lowering the carbon footprint, and the Helix Project, which is focused on the future of farm technologies, as well as being involved with new product innovations from manufacturers

“Because of his knowledge and understanding of growing potatoes, Andrew makes a long-term difference to the customers’ carbon footprint while ensuring crop quality, efficiency and business performance,” his nomination form stated.

In addition, he has been working with packers and processors to encourage growers to plant buffer strips and over-winter cover crops prior to planting and given storage advice on how to best manage energy efficiency.

One third generation grower said: “Andrew Goodinson goes beyond the call of duty to assist his customers, combining technical knowledge with moral support to reassure you that you aren’t alone, often lifting your spirits when the chips are down.

“He is always there to answer queries or bounce ideas off, whatever time of day I phone. In addition to his vast knowledge of all aspects of agronomy he has a thorough understanding of environmental issues and is well placed to assist in reducing one’s carbon footprint.”



HIGHLY COMMENDED:

Keith Chappel

KEITH is Greenvale’s Potato Agronomy Adviser to Birdseye and in the last two years has been pivotal to the delivery of new varieties suited to the unique Birdseye factory process.

He provides samples for the Fight Against Blight campaign and has submitted samples for CIPC testing as well as collaborating on trialling and variety development.

He has worked with many large scale potato farming enterprises, giving what his nominator described as “unbiased, cost-effective advice on potato agronomy”.



Best Environmental/ Sustainability Initiative

Any company or organisation operating in the potato sector was eligible for this award, including suppliers and agronomy businesses who have introduced a practice or product that has made a notable impact on environmental performance, or those contributing to one or more industry collaboration.

WINNER:

Puffin Produce

FOUNDED in Pembrokeshire as a farming co-operative, Puffin Produce packs potatoes, Welsh PGI (Protected Geographical Identifier) Pembrokeshire Early Potatoes and other products to supply major retailers across the UK.

The business has built many brands and supply chains focused on long-term sustainability and quality. The 'Sustainable Spuds' grower scheme framework was launched in Winter 2024, a sector-leading scheme to incentivise environmental outcomes associated with reducing emissions, nutrient optimisation, energy efficiency, and soil health alongside enhancing biodiversity

and the farmed environment. Through its social media accounts for Blas-y-tir and Root Zero, it informs customers what is happening on farm and how they can contribute to a better environment.

It is a founding organisation and the managing facilitator of the West Wales Landscape Enterprise Network (LENs) which enables collaborative funding and implementation of nature-based solutions to enhance water quality, biodiversity, and climate resilience.

Puffin is also a Leading Food Partner for FareShare Cymru, recently reaching the milestone of donating produce to create

two million meals through its 'Surplus with Purpose' redistribution scheme.

It has been completing annual carbon assessments since 2019, which has allowed for the identification and reduction of Greenhouse Gases through targeted investment, optimisation of management systems, and an integrated 'cradle to grave' approach for sustainability. Emission reduction is central to its business ethos, setting SBTi targets in 2021 to reduce its Scope 1, 2 and 3 emissions by at least 90% by 2040 alongside a 46% reduction in operational emissions by 2030, a target it is en route to exceeding.



Highly Commended

IPM Platform (BASF)

AS part of a long-term project to promote innovative IPM adoption in the UK, BASF has been working with a network of growers, agronomists, and experts including representatives from Scottish Agronomy, BBRO and PGRO to discuss integrated pest management (IPM) techniques, identify knowledge gaps, and develop a long-term project to promote IPM adoption.

A significant aspect of this work was the design and execution of the large-scale IPM platform on a working farm. The platform aimed to assess aphid populations and virus control, while also promoting IPM techniques.

The platform, and the associated initiative, has made significant contributions to the development and implementation of innovative integrated pest management in the UK.

Over the past two years, BASF has worked closely with VCS, growers, and experts on its design and execution, ensuring that the platform reflects on-farm practices.

FINALISTS:

- Crop Systems Ltd
- Crop.Zone
- Fairfields Farm
- Fielder Ltd
- Greenvale
- TRIP Project



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Agtech and App Innovation

Agri-tech and apps that have helped to improve yield, profits and/or day-to-day practices were eligible for this award.

WINNER: DIG Trade Platform

DIG, (Data Intelligence for Growers), was developed with the help of potato merchants, growers, agronomists, and other industry insiders to help streamline data processes for merchants, traders, and processors.

Crops are tracked from planting, through harvest, and on to the sales, dressing, delivery, and invoicing stages while its forecasting tools enable users to better plan crop multiplication by providing key insights into required level of PB stocks prior to multiplication.

Since winning the BP2023 Best Innovation Award, DIG has been further developed



to cater for a new set of challenges and requirements presented by customers.

The new DIG Trade Platform supports stock control, contract management and scheduling tools across the supply chain, with one merchant reporting time savings of two to three hours per day for a single trader. Loading schedules are automated for the merchant.

An additional new feature added to DIG for the 2024-25 season is Box Tracking, a new suite of functions for tracking and communication of box transfers which reduces the common 10% box loss across the supply chain, and another newly-introduced feature is the Ware Contract Planning and Logistics Management System, used by merchants.

HIGHLY COMMENDED:

UltraStorTM

CROP Systems' UltraStorTM control system represents a major step towards achieving carbon-neutral potato storage.

The company worked with Branston Potatoes, Beehive Innovations and the University of Lincoln in an Innovate UK project to develop the system which harnesses a range of technologies to optimise use of the farm's solar energy in a new format.

The first system is installed in a Crop Systems SmartStor and has reduced energy usage by 45%. Minimal weight loss has been noted during the storage period with potatoes looking the same at load out as they did at load in.

Key features include a plenum wall and large fans running at slow speed to achieve efficient air movement throughout the crop, greater use of ambient air, heating and cooling to improve conditioning on store fill and immediate packing, and a heat exchanger to manage CO2 without causing temperature fluctuations. An external sealed chiller unit cuts the pipework required by 90% over a conventional design.

FINALISTS:

- Agri Audit Ltd
- HarvestEye Ltd
- Potato Diary
- QUANTIS™ Heat Stress Forecast App (Syngenta)
- Vivent BioSignals



Hescott-Meredith Science Award

The Hescott-Meredith Science Award is presented to the candidate who is felt to have made a standout scientific contribution to the industry over the past two years.

WINNER:

dRenSeq

THE winning entry, dRenSeq, is a collaboration between The James Hutton Institute, University of Dundee, Greenvale and McCain Foods.

dRenSeq is a diagnostic application of the broader resistance gene enrichment sequencing technology, RenSeq. A valuable tool in modern potato growing and breeding programs, it helps breeders select parental lines and progeny that contain desired combinations (stacks) of effective resistance genes, thereby accelerating the development



of more durable, disease-resistant potato varieties which are better able to withstand late blight, nematodes and viruses.

This award is a memorial to *British Potato Review*'s founding member, Bob Meredith, and his daughter Hazel Hescott after whom it is named.

Companies and organisations whose lab work or field trials had helped aid pest control, environmental tolerance, variety stamina, soil health or any other aspect of potato production, were encouraged to enter this category.

FINALISTS:

PCN Action Scotland - plant health protection project

THIS project has produced evidence-based guidance on PCN management through annual field trials and public open days have been hosted at trial sites.

It has invested into understanding of alternative methods of PCN control such as cover crops, the development of new molecular markers, a library of breeding material (dihaploids), research into understanding PCN tolerance in host plants, and building of spot sprayers powered by machine learning algorithms for the detection of potato rogues. Working with stakeholders has allowed dissemination of key information.



Phytoform

Phytoform is a UK-based ag-tech company using **AI and genome editing** to create more sustainable, climate-resilient crops. Its entry was a project involving the development of five bruising-resistant potato lines, two of which were trialled in the field in the UK last year. These have shown around 90% less bruising than their original counterparts.



Best Marketing Campaign B2C

This award aims to reward the most effective marketing strategies and campaigns initiated by those in the British potato industry over the past two years. Any company, co-operative, agency, charity or local government initiative operating within the potato industry was able to enter.

**WINNER: Albert Bartlett**

The Minecraft Movie campaign

In early 2025, Albert Bartlett announced an exclusive collaboration with Warner Bros to celebrate the release of 'A Minecraft Movie'.

The company launched a multi-channel on-pack promotion across fresh and chilled potato ranges, featuring Minecraft characters and film stills. The campaign aimed to position Albert Bartlett as not just a potato producer but a family-friendly brand.

Original Rooster, Butter Gold, and Parmentier Potatoes featured the Minecraft

Movie branding and QR codes for easy, contactless entry to weekly prize draws and a grand finale competition. Prizes included a UK family adventure holiday for four, as well as Minecraft-themed plushies, caps and Xbox consoles. The campaign was featured across TV, digital, social, in-store, and out-of-home channels.

Senior Brand Manager Thomas McInally said: "By collaborating with Warner Bros. and the Minecraft universe, we're inspiring

new and existing families to get creative in their kitchens and in their play, with Albert Bartlett front and centre as their go-to brand for potatoes."

The creativity for this campaign extended to an April Fools' stunt where Albert Bartlett announced a "pixelated potato" available as a limited-edition block tuber.

The partnership delivered exceptional results for both commercial objectives and audience engagement.

HIGHLY COMMENDED: Chorley Group/SpudBros

A mash made in heaven

BAKED potato sellers SpudBros teamed up with Isuzu dealer, Chorley Group, for a social media awareness-raising campaign for their potato business and part of a joint marketing campaign for the car dealership.

The 'brothers', Jacob and Harley Nelson, have built up a huge social media following and helped raise awareness of British potatoes and this collaboration with Chorley Group amassed over 1.2 million views on TikTok when the campaign was originally announced.

The storyline used an Isuzu D-Max to tow Spud Bros' 'tater tram' across various events and festivals. 'Earthy spuds meet rugged pick-up

prowess' was the message conveyed in the amusing campaign's 'spud-fuelled' adventures.

The TikTok video featured a couple of members of Chorley Group staff who are in desperate need of 300 SpudBros spuds to feed their team, the only caveat being that both customers forgot their wallets, leading to an extraordinary turn of events culminating in the exchange of a brand-new, top-of-the-range Isuzu D-Max V-Cross for the 300 loaded spuds. The final reveal shows the excited SpudBros team receiving the keys to the pick-up, finished with bespoke SpudBros branding.



FINALISTS:

- Golden Kings (Greenvale)



Best Marketing Campaign B2B

This category is aimed at anyone operating in the potato sector that has initiated a marketing campaign geared at other businesses. Any kind of company was eligible to enter and there were some strong contenders.



WINNER: Agrico UK

Project Fish & Chips – #JointheBabylonEmpire

TARGETED marketing within specific budget constraints was undertaken to launch Agrico's Babylon variety.

The idea behind the campaign was to launch a new variety with the idea of connecting directly with the end user to create demand for the variety. The campaign helped create early demand across the supply chain, encouraging ware growers and processors to trial Babylon.

As a result of the campaign, Babylon has been seen across fish and chip shops

X, Instagram and Facebook channels over 100,000 times in the past two years.

Demand from the end customer (chips shops) has significantly increased and the variety is requested over other chipping varieties. Babylon has been seen by over 8,000 fish and chip shop owners and managers and tried by over 2,000.

All of the above was achieved with a modest £15k annual marketing investment in the Babylon campaign.

The campaign kicked off with a meeting in Stilton where more than 100 growers, fish and chip shop owners and trade members were briefed on the coming of Babylon. Fish and chip shop owners presented to growers on what it is they looked for in a perfect chip and why Babylon was looking so strong. This was backed up by a field day for 50-plus growers.

The #JointheBabylonEmpire campaign blended product promotion, grower outreach, technical backing, and supply-chain engagement.



It teamed up with Chippy Chat magazine to target award-winning chip shop owners, and attended and showcased Babylon to more than 2,000 fish and chip shops at the Q Partnership shows of VA Whitley, Friars Pride and Henry Colbeck. The Q Partnership fried the Babylon variety at its Bolton FC Arena show and various chip shops also trialled

Babylon at shows. The variety was served to more than 100 fish and chip shop owners at two farm open days.

On National Fish & Chip Day, Agrico teamed up with fish supplier Smales and local mobile units to give away more than 800 portions of Babylon and fish. Backed by suppliers of batter mixes, sauces, fish

etc, the Babylon team also targeted sales reps who visit shops all over the UK. To commemorate D-Day, it also gave fish and chips to ex-servicemen and women who were there on the day. Having part-sponsored a National Fish & Chip Award, it awarded a ton of Babylon to the 2024 winner as part of their prize.

HIGHLY COMMENDED: IPM Potato Group

Buster: PCN KNOCKOUT!!!

IPM Potato Group's 'Buster' marketing campaign focused on promoting the Buster potato variety, highlighting its exceptional resistance to PCN (Potato Cyst Nematode) and other valuable traits.

The campaign showcased its strength as a robust, innovative variety to growers, processors, and distributors.

Using social media platforms Instagram, Facebook and X, IPM shared updates and industry news that celebrated milestones to reinforce the brand and product.

IPM wanted to advertise Buster in an exciting and original way that would appeal to a global market, and chose to use a PCN Buster boxing glove campaign - PCN KNOCKOUT!!!

It used the boxing glove in animations where the Buster boxing glove 'knocks out' the PCN, in social media photos, as an icon on variety literature to highlight dual PCN resistance and as a striking main wall visual on its stands at the British Potato and Potato Europe exhibitions.



FINALISTS:

- Perfecting Potatoes Together (BASF)
- 'The Washer' (Polar Systems/ This Is Fuller)

VARITRON 470 XL

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Driven by a Mercedes-Benz (MTU) engine with 340 kW / 460 hp, the VARITRON 470 XL combines strength with sophistication. The new X11 cab offers exceptional comfort:

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Storage Innovation Award

Companies and organisations that had come up with something new, or refined an existing product, service, app or piece of technology over the past two years were invited to enter this category and demonstrate how their entry was having a positive impact on potato storage.



WINNER:

Restrain Accumulator

RESTRAIN announced its partnership with Washington State University to introduce the Accumulator seed treatment in April 2024.

It is a system that uses a combination of ethylene and elevated temperature to optimise potato seed efficiency.

Typically, with seed in cold storage, only one

or two dominant stems form from the apical eye, blocking lateral bud development which influences limited stem numbers per seed piece, resulting in inefficient seed production owing to fewer stems produced per seed piece.

The Restrain Accumulator reverses the narrative by introducing ethylene early in the storage process. Ethylene blocks apical dominance, releasing lateral buds from inhibition.

Elevated temperature during treatment encourages released lateral buds to develop and increase physiological age of the seed tuber.

Marketable yield from Accumulator-treated seed is increased and, following trials, the system has been adopted by McCain's. More than 200 varieties have seen good results after being treated with Accumulator which was demonstrated at Potatoes In Practice.

FINALISTS:

Crop Systems Limited – UltraStor TM

THIS control system represents a major step towards achieving carbon-neutral potato storage. It harnesses a range of technologies, like SmartSola, to optimise use of a farm's solar energy in a new format. The company worked with Branston Potatoes, Beehive Innovations and the University of Lincoln in an Innovate UK project to develop the system.



Potato Diary

POTATO Diary is an app initially designed to help improve the process around recording visits to potato stores such as store visit observations, and crop quality notes, increasing transparency and collaboration between various parties involved in the supply chain. It had been used commercially over the past season, enabling store operators/managers to make informed decisions about potato storage and ensure that their potatoes are stored at optimal conditions.



Machinery Innovation

Machinery that has simplified or improved any kind of application within the potato industry over the past 18 months was eligible to be entered for this award, be that within field operations, handling, grading, transportation/conveying or packing.



Winner:

Crop.Zone GMBH

CROP.Zone officially announced the launch of advanced potato desiccation applicators for the 2024 growing season and went on to partner with companies like Nufarm (marketing the solution as NUCROP in some regions) and John Deere to distribute and develop the technology across global markets including the UK.

Crop.Zone's electro-desiccation technology is a chemical-free method of crop and weed management that uses a combination of a

conductive liquid and high-voltage electricity to dry out and kill plants. The system operates in a single pass using a tractor with two main components: A front-mounted sprayer and a rear-mounted electrical application unit.

It offers 9m and 12m options to give growers the output they need to justify their investment, while offering growers the route to more accurate crop management and improved yields by controlling the onset of the senescing period.

The crop.zone machine provides an automatic variable application rate between



1,600 and 5,500 volts, reducing emissions and fuel consumption. Electricity is applied into the foliage (canopy) and not into the base of the plant or touching the soil so animals and beneficial bacteria/fauna remain untouched, while 5G telematics provide real time machine and productivity information every two seconds to grower, dealer and manufacturer, enabling maximum uptime and efficiency.

Crop.Zone electro-desiccation was felt to have revolutionised the electro-desiccation sector.

Highly Commended

GRIMME GL 660 six-row cup planter

THE GRIMME GL 660 six-row cup planter was a 2025 upgrade of the existing six-row cup planter aimed at easing the transport process and improving precision planting.

The new 2025 update featured several enhancements including a quick-fold drawbar feature that streamlines the shift from road transport to planting mode, automatic depth control per bed, section control to reduce seed wastage and eliminate overlaps and improvements to the hopper capacity and tuber handling.

The updated GL 660 has made significant contributions to the customers in the potato industry, generating a lot of positive feedback at the Royal Highland Show and being praised for its enhanced transportation features.

The new model is now available to a wider range of growers, enabling them to cover larger areas while ensuring uniform crop emergence.



FINALISTS:

- Agropack Solutions - grading and packing line
- Guardian Box Loader with Hydraulic Chute System (HCS) - Larrington Trailers
- T2XS two-row trailede harvester upgrade - Standen Engineering Ltd



GALLERY





GALLERY







Join us in 2027!

Booking a table or seats at the *British Potato Industry Awards* is a great way to reward your team and thank your customers and partners.

We would love you to join us for what will always be a special date on the industry calendar.



To book your place at the next event, held at The Majestic Hotel & Spa, Harrogate on November 17th, 2027, please contact Victoria Liddington (victoria.liddington@warnersgroup.co.uk) to register your interest and you will receive a confirmation email.

Table of 10 £1,250.00 + vat Individual Place £135.00 + vat

Please include your name, email address, company name, phone number and number of people attending



**Thank you to everyone that attended,
sponsored and took part in
the British Potato Industry Awards 2025.**

**We'll be back in November 2027 – visit
www.britishpotato.co.uk/british-potato-awards
if you're interested in becoming a sponsor
or registering early interest for a table.**

We look forward to seeing you in 2025!

