



WESTERN POTATOES

Big Changes for the W.A. Potato Industry

Significant changes have occurred within Western Australia's potato industry. In 2004 the Western Australian Minister for Agriculture, the Honorable Kim Chance, approved changes to the industry which have seen the creation of two separate entities.

The Potato Marketing Corporation, formally trading as Western Potatoes, remains responsible for the administration of the Marketing of Potatoes Act, which is Western Australian State Legislation. The Potato Marketing Corporation is funded by licensed potato growers and is charged with the responsibility of managing the supply of fresh potatoes to ensure Western Australian consumers receive locally grown, delicious, nutritious and fresh potatoes all year round.

A separate grower-owned entity, Western Potatoes Limited, has been established to promote fresh potatoes on behalf of Western Australian potato growers as well as manage export of quality Western Australian seed, table and processing potatoes to overseas partners and manage horticultural supply chain programs.

Western Potatoes Limited will continue to provide Western Australian's with up to date information on variety availability as well as delicious potato meal ideas and Western Potatoes merchandise. Visit www.westernpotatoes.com.au for more.