

**DELTA PRINCE EDWARD HOTEL  
CHARLOTTETOWN, PRINCE EDWARD ISLAND, CANADA  
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## **How NOT to lose money.**

### **Examples of Bad Practice in the potato industry.**

By: David Hollier, Consultant, UK



For three decades I have been privileged to visit potato processing operations in all five continents.

I have been fortunate to see some superb examples of how a modern potato processing facility can operate effectively and highly efficiently. But also, I have seen some things that would amaze and appal those that care about the industry. Things that not only could be dangerous to people, but also could be very dangerous to the possibilities of success and wealth of that company.

In this presentation I will show examples of what some will describe as bad practise, with an emphasis on those things that could, quite plainly, damage finances.

This presentation is intended as both a light-hearted and not so light-hearted look at situations that should be avoided.

David Hollier has a wealth of experience of the industry worldwide, experience he applies to his consultancy, David Hollier Ltd.

A trained and qualified engineer, David was the founder and ex Managing Director of Kiremko UK Ltd. In both this role and as a consultant today, he has been active in virtually all potato countries of the world and has a broad knowledge of matching agronomy with equipment with markets with commercial viability and provides practical advice for anyone planning on going into potato processing, whatever their size.

Especially, David has an extensive knowledge of processing machinery. What is the most suitable, where it can be obtained, limitations and advantages (and what is the right price to pay).

He has supervised a great many installations and projects, often advising the principal of where grant funding is possible and arranging that funding.

He currently advises a number of well known companies on matters relating to Agronomy, Snack products (dried and frozen), pasteurised products, potato flakes and, of course, French fries. In many cases the advisory role covers all aspects from seed to product sale.