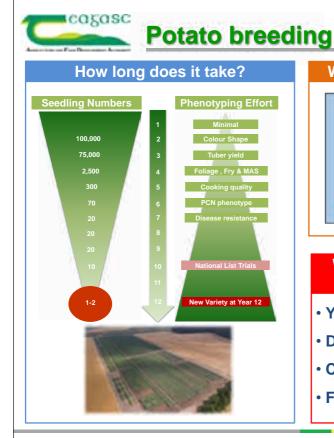


| Notes: | | | |
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Where do we trial?



What traits are we improving?

- Yield & Adaptation
- Disease resistance
- Cooking quality
- Fry colour



| Notes: | | | |
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Rooster Why it's the nations favourite

For Producers



- Suited to Irish Conditions
- High yield for growers
- Excellent all year storage
- · Good disease resistance

For Consumers

- Distinctive red skin
- Excellent taste and texture
- Superb versatility, boil, mash, roast, wedges, chips
- Shallow eyes and uniform shape
- Unique and recognisable name

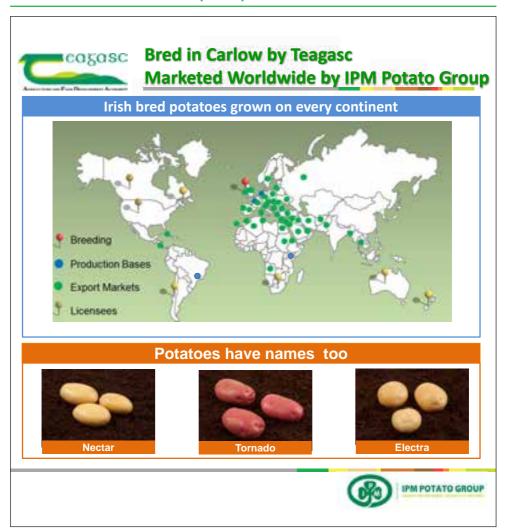


Where did Rooster get its name?

"The story goes that a grower once gave a woman some red skin potatoes left over from a trial. She came back for more and asked what their name was. He hesitated, looked out the window and saw a rooster and just said the first thing that came into his mind. The name stuck!" Harry Kehoe, Potato Breeder



| Notes: | | |
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How do you like your spuds?

Crisps and chips

- · Irish consumer likes a light yellow colour
- that will provide this after many months in



Waxy or Floury?

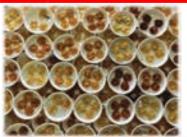
We evaluate

- Taste
- Structure
- Colour
- Blackening
- Mealiness
- Dry Matter



What determines crisp and chip colour?

- Storage at low temperature causes starch to break down into sugar
- High sugar levels => dark fry colour
- Resistance to "low temperature sweetening" is an important trait





| Notes: | | | |
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