ePOTATO
An electronic product description of certified seed potato

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NORTHERN SEED POTATO PROJECT

- MTT Agrifood Research Finland, Biotechnology and Food Research, Seed Potato Biotechnology Team Pohjoisen Kantaperuna Ltd
- Three working groups; Biotechnology, Traceability and Quality label
- The project is a part of X-Branches programme governed by the Council of Oulu Region. The purpose of the programme is to introduce a new perspective on innovative actions by developing cooperation between different sectors and regions.

NORTHERN SEED POTATO PROJECT

- The project combines expertise of agro, bio and information and communication technologies bringing them to the seed potato sector.

Picture Eero Pisilä
ePOTATO - THE CHALLENGE

• The amount of information accumulating from the production chain of the seed potato is huge.

• Data is dispersed, how to collect it more efficiently?
  • Paper documents
  • Plant production software
  • Databases

• How to utilise this information comprehensively?
  • Customers
  • Research and product development
  • Traceability

ePOTATO – DATA ACQUISITION

• The data accumulating during the cultivation of the seed potato is comprehensively collected
  • Information about the basic seed used by Kantaperuna farmers
  • Cultivation data from plant production software
  • Meteorological data from a-Weather stations
  • Kantaperuna’s quality analysis
  • Quality analysis made by MTT Ruukki
  • Certification inspections made by The Finnish Food Safety Authority, Evira
  • Billing information

• The data is collected to the background systems database and transfer to the database of the Internet service.
ePOTATO - USER INTERFACE

- The contents of product description was defined by a customer survey
  - Farmer and municipality
  - Potato variety, seed class, size class (a range in millimetres) and the average tuber weight.
  - Pesticides used
  - The results of the official certification inspections made by Evira
- User interface must be as user-friendly as possible
- User is able to see only the trade lots one has bought
- User id and password are delivered with invoice
**DATA FOR RESEARCH**

- Only a small part of the collected data is presented in the product description
- Variety specific analysis brings additional information about the growth behaviour of the variety
- Helps to focus the production instructions
- The analysis gives also information about production condition and it’s relation to plant diseases
- The objective of the study is developing of the quality and production of the seed potato and the improvement of the profitability
Thank you!