

REPORT on a MEETING of the PUBLIC RELATIONS
COMMITTEE of the SCOTTISH POTATO TRADE
ASSOCIATION held in the STATION HOTEL, PERTH
at 5.00 p.m. on FRIDAY, 26th NOVEMBER, 1982.

PRESENT: Messrs. J.G.H. Fenton, B. Fulton, K.A. McKenzie and
G. Smillie, with R. David Hunter (Secretary) and
D. Blackmore (Assistant) in attendance.

DISCUSSION: The Committee accepted that without a Press Agent
Agent following his death, direct contact with the
principal Scottish publications would require to be
established by the Association as a first priority. It
was also agreed meantime to confine Press Releases
following each Council Meeting to non-controversial
items and to aim for brevity, a review of these points
being undertaken in the light of experience gained.

From Council's discussions earlier to-day the
Committee selected four points for inclusion in an
immediate Press Release as follows:-

- Delay in publication of the 1982 Crop Register.
- Implementation of severe frost arrangements for seed.
- Invitation received from the Food from Britain
campaign.
- Opening of a Potato Futures Market in Lille in May,
1983.

Mr. McKenzie undertook to compose a suitably worded
announcement incorporating these items. It was agreed
this should be released to the Dundee Courier, Glasgow
Herald, Scotsman and the Scottish Farmer for publication
as soon as possible.

The meeting was thereupon concluded.