



Annual Report 2024-25

ppauk.org

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The Potato Processors' Association UK (PPA UK) is the trade association for UK manufacturers of frozen and chilled chips and potato products, dehydrated potatoes, and savoury snacks, including potato crisps, and potato-based snack products.

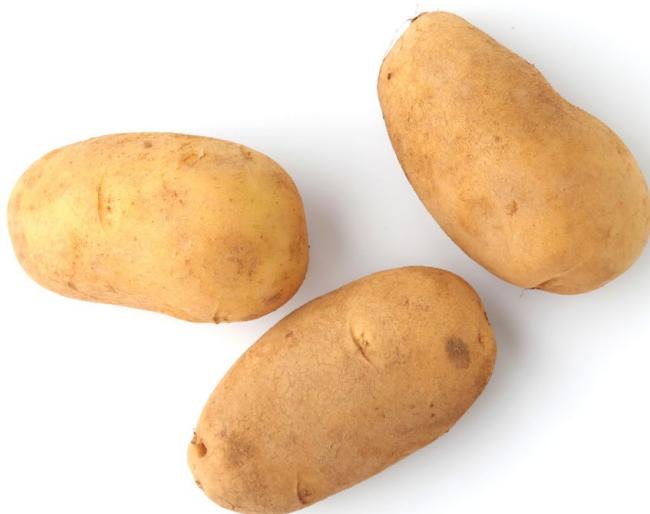
Our membership includes the leading UK manufacturers in these sectors.

Many of our members also produce non-potato-based snacks and nuts, and through our trading alias, the 'Snack, Nut, and Crisp Manufacturers' Association' (SNACMA), we also represent these products and our members' interests in these areas.



Chair's message

Uncertainty and change: the new norm for the UK potato sector



If there's one thing everyone in the UK potato industry can agree on, it's that nothing stays the same for long. Change has become a constant – and the past twelve months have certainly delivered their share of it.

The sector has faced significant challenges, including a shortage of seed potatoes, record-breaking rainfall, rising input costs (particularly in machinery), and new restrictions on advertising which will impact many of our products. On top of this, ongoing political shifts in Downing Street, the European Union, and the United States have added to the climate of uncertainty.

In recent years, we've also seen a steady decline in both the number of UK potato growers and the total planted area. New inheritance tax rules and underfunding of the Sustainable Farming Incentive have only intensified the pressure on growers and deepened the challenges facing the sector.

In this context, collaborative organisations like the PPA are more vital than ever. By uniting the UK potato supply chain, pooling resources, and working collectively, we can strengthen the industry's resilience and safeguard its future.

Over the past year, the PPA has undergone a strategic rebrand aimed at elevating its profile and reinforcing the authority of the secretariat to represent the sector effectively. As part of this effort, a new website has been launched, along with updated fact sheets and email addresses. The secretariat is also proactively engaging with potential partners in government and the third sector to ensure that both the industry's achievements and its challenges are fully recognised.

The PPA exists to support its members and to help the sector not only survive but thrive. To that end, it is crucial that we stay aligned on key issues – within the bounds of competition law – to ensure continued access to high-quality home-grown potatoes and their use in the wide range of products that UK consumers expect.

The year ahead will undoubtedly bring fresh challenges. But by working together, we can overcome them and continue to grow a strong and sustainable UK food supply chain.



John Sedgwick
Chair of PPA UK
May 2025

Year in review

2024-25 was an eventful twelve months for the food industry, marked by significant political and regulatory shifts.

An earlier than expected UK general election disrupted progress on several key health and sustainability policies, including Extended Producer Responsibility (EPR) and the Food Data Transparency Partnership (FDTP). Political uncertainty, changes in government, and resource constraints within departments have also delayed reformulation programmes, the National Diet and Nutrition Survey (NDNS), and various policy guidance documents – such as the UK's restrictions on advertising of 'less healthy foods' (LHF).

As the new government settles in, we are beginning to see renewed momentum on some of these policies (e.g. EPR), alongside potential new initiatives, such as a revised Food Strategy and a future 'Health Mission.' Interest in Ultra-Processed Foods (UPFs) is also growing, with further work expected from the Scientific Advisory Committee on Nutrition (SACN) and a new government-funded study exploring public perceptions of UPFs.

With the UK and EU looking to reset their relationship, discussions on a future SPS agreement are expected to open new opportunities but could also roll back some of the post-Brexit progress - making the year ahead potentially turbulent. The SPS agreement is expected, amongst other things, to reopen EU access for UK seed potatoes and eventually end the confusion on 'Not for EU' labelling.

Other major developments in the next twelve months include the voluntary introduction of LHF advertising restrictions in October (ahead of mandatory enforcement in January), as well as ongoing work on EPR, chemical recycling and mass balance approaches.



Key milestones

2024 / 2025



June

SNACKEX 2024

PPA teamed up with the ESA team at SNACKEX 2024, the leading trade fair for the savoury snacks and nuts industry, in Stockholm, Sweden. Our presence at this key industry event allowed us to engage with leading stakeholders and stay ahead of emerging trends and innovations shaping the sector.

July

FDF Parliamentary Event

Following the UK general election, PPA participated in the FDF's annual Parliamentary Event, engaging with key government officials and industry leaders.

Meeting with Defra – not for EU labelling

PPA held a productive meeting with Defra's trade team to discuss labelling requirements for processed potato products and snacks under the Windsor Framework.

August

Chlorpropham Residues Management Group (CRMG) report submitted to HSE

Working with partners across the UK supply chain, the CRMG submitted its first annual report to HSE on the monitoring of chlorpropham residues in potatoes from stores which have previously been treated with the active substance. PPA helped fund the group and has provided the secretariat support for the ongoing work.

September

Launch of updated PPA website and email addresses

PPA undertook a strategic rebrand aimed at elevating its profile. A new website was launched, along with updated fact sheets and email addresses.

Welsh Government consultation on the food environment

PPA responded to the WG consultation on proposals to make the food environment healthier, which included proposed restrictions on the promotion of HFSS products in Wales.

ACRYRED Conference 4-5 September 2024

Representing ESA, PPA delivered an update on the sectors ongoing efforts to mitigate acrylamide formation in foods.

October

PPA presentation at ESA Savoury Snacks course

PPA delivered a presentation on Nutrition and Health Claims legislation in Valencia, Spain, as part of the ESA Savoury Snacks product course.

Publication of PPA members salt/sugar analysis 2023-2024

PPA released its 2023-2024 salt monitoring report, highlighting strong progress towards the 2024 reduction targets.

Engagement with Defra labelling research team

PPA actively participated in research conducted by consultancy firm ADAS, on behalf of Defra, exploring the costs and challenges surrounding food labelling.

PPA meets new Defra labelling team leader

PPA invited Davon Singh, the new Team Leader of the Defra labelling team, to an introductory meeting. This was an opportunity to discuss key priorities for the sector and explore effective ways of collaboration.

November

In-person FLC meeting

On 14 November, the FLC Committee gathered at the UK Flour Millers headquarters in London, for an in-person meeting. We had the opportunity to meet with FSA officials from the Regulated Products team, as well as our partner association in the EU, EUPPA. The meeting also featured an insightful presentation from GS1 on the transition to GS1 QR codes. We invited the FDF to join the discussions with GS1, helping to raise awareness of the project and its impact on the wider food industry.

PPA Board meeting

PPA held its final Board meeting of 2024 in Peterborough, reviewing operations, finances, and committee activities.

December

IGD Industry Nutrition Network

In December, PPA actively participated in the IGD Industry Nutrition Network, engaging in key discussions on UPF, HFSS legislation, and the journey toward Net Zero.

EA Drought management consultation

Working with partners at GB Potatoes, PPA responded to the EA's consultation on drought management in England and its proposed updated response framework.

Key milestones

2024 / 2025



January

PPA participation in BExG Food Composition & Labelling

PPA participated in the Business Expert Group (BExG) Food Composition & Labelling meeting, actively engaging with officials from the FSA, Defra, DHSC, and enforcement bodies.

PPA meeting with Action on Salt

PPA met with Action on Salt to review upcoming activities. To ensure accuracy, we worked with them on their report focusing on salt levels in savoury snacks.

PPA joins the FILG

PPA joined the Food Industry Liaison Group (FILG) as a new member, alongside key trade associations such as FDF and BRC. Led by the FSA and FSS, the group focuses on addressing emerging risks within the food industry.

February

PPA joins Defra discussions on the Bread and Flour Regulations

PPA joined Defra and other trade associations to actively discuss and finalise the implementation guidance for the revised Bread and Flour Regulations.

Snacks Magazine contribution

An article on the impact of HFSS policy on the snack sector was published in Snacks Magazine, featuring insights and comments from PPA.

Food Manufacture Business Leaders' Forum

The Food Manufacture Business Leaders' Forum is an annual event that brings together food business leaders from across the sector to address common challenges and explore opportunities. PPA actively participated in the February event for the first time, contributing to insightful discussions and strengthening our connections within the industry.

March

PPA met with Red Tractor to discuss the future of the Safe Haven Scheme

Developed with industry to control disease risk in potato seed, the RT standard remains valued by growers and supply chain alike. The standards content is still relevant, but we agreed with RT that there are some opportunities to streamline assessment delivery.

Updates from Water for Food Group (WfFG)

PPA met with representatives of the WfFG, the Broadlands Area Water Abstractor group (BAWAG) and the East Suffolk Water Abstractors Group (ESWAG), looking to support the establishment of "WAGs" throughout the country.

April

Site visits for Defra staff

In conjunction with the most recent Board meeting, PPA facilitated a visit for senior Defra staff to box and bulk potato stores at a supplier near York, primarily supplying the UK crisping trade.

PPA response to Consultation on Land Use in England

PPA submitted a formal response to the Defra consultation on land use in England, part of a wider discussion which will inform the proposed Land Use Framework.

Presentation on additives to the European Institute of Food Law

PPA presented as part of an event organised by the Dutch Association of Food Law (NVLR) on the topic "Additives, Alternatives and Grey areas".

May

Launch of the annual salt / sugar data collection from chipping and snacking members 2024-2025

Year 11 of the annual salt / sugar data collection carried out by PPA, which incorporates crisps and savoury snacks, popcorn, flavoured nuts and processed potato products.

Working groups



FLC

Food Law and Consumer Committee

The FLC focuses on production and post-production related topics, such as food safety and contaminants, labelling, ingredient compliance, diet and nutrition, trade and other regulatory and policy developments relevant to the sector.

FLC keeps a close eye on all relevant UK and EU developments, and assesses their likely impact upon R&D, supply chain, marketing operations and compliance, including divergence between UK and EU law, and issues with devolved administrations within the UK.



Working groups



PPTC

Primary Production Technical Committee

The PPTC works to identify the priorities for research and innovation in all aspects of potato growing, handling, storage and processing, with the aim of optimising marketable yields of raw material for the potato processing industry. Improved efficiency in the supply chain and reduced inputs and costs, must be allied with an emphasis on the current high level of health and safety of the products.