



Why join us?

PPA is the trade association for UK manufacturers of processed potato products.

This includes frozen and chilled chips and fries, hash browns, waffles, baked potatoes, mashed potatoes, dehydrated potatoes, 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 snack nuts. Through our trading alias, the 'Snack, Nut, and Crisp Manufacturers' Association' (SNACMA), we also represent these products and our members' interests in these areas.

THE STRENGTH OF OUR MEMBERSHIP ALLOWS US TO SPEAK AND TO BE RECOGNISED AS THE VOICE OF THE PROCESSED POTATO INDUSTRY WITHIN THE UK



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Benefits of PPA membership

Preserving and enhancing the reputation of potato and savoury snack products

- PPA exists to promote and protect the interests, values and concerns of its members. We represent the sector's views to government and relevant stakeholders throughout the UK and the EU.
- Through regular targeted stakeholder engagements and information mail outs, PPA provides a positive industry voice to media, government and opinion formers.
- PPA also acts to safeguard the reputation of the sector's products from misrepresentation in the media and other forums.

Regulatory and scientific affairs

- PPA members are kept up to date on relevant legislative developments, voluntary Codes of Practice, scientific developments and other issues affecting the sector, both at a UK and EU level.
- PPA operates as a horizon scanner, and provides a platform for members to present their views and concerns back to government and key stakeholders.
- PPA works closely with colleagues in a number of EU and GB trade associations, including the Food and Drink Federation (FDF), European Snacks Association (ESA), the European Potato Processors' Association (EUPPA), the European Potato Trade Association (Europatat), FoodDrinkEurope (FDE), GB Potatoes and the British Potato Trade Association (BPTA).
- Through these links, we represent the sector's views to national and devolved governments, as well as European institutions.
- We have strong relationships with groups such as Red Tractor, NFU, Defra, Cabinet Office, the Food Standards Agency, Food Standards Scotland, Trading Standards, DHSC, the Advertising Association, and BRC, and we are active participants in the Business Expert Group on Food Standards & Labelling.

We also work closely with various companies and research bodies that provide inputs into UK agriculture and policy developments, such as the James Hutton Institute, CUPGRA and the John Innes Centre.



Keeping members informed

Defending the sectors' products

We identify important processed potato and savoury snack-related issues originating from Government and the wider public arena. Where our products are misrepresented, PPA acts to provide interested parties with the relevant facts and provides a rebuttal service where necessary. PPA also engages with members through regular circulars, a monthly members-only newsletter, and through two main working groups:

The Food Law and Consumer Committee (FLC)

- Reviews UK and EU legislation and assesses its likely impact on R&D, supply chain and marketing operations of savoury snack products and processed potato products;
- Provides input into relevant government consultations, industry norms and Codes of Practice, and maintains close links with all relevant UK government departments.
- The FLC also meets to discuss and agree appropriate actions in relevant technical and legislative matters including, but not exclusively:
 - Diet & health policy, including promotion, advertising and reformulation;
 - Food labelling and standards;
 - Food hypersensitivity;
 - Food additives, flavourings and processing aids;
 - Contaminants, including process contaminants;
 - Sustainability issues, including packaging, packaging waste and recycling;
 - Food safety and process requirements;
 - UK-EU trade policy and regulatory divergence.

PPA Primary Production Technical Committee (PPTC)

- Identifies priorities for policy reform, research, and innovation across potato growing, handling, storage, and processing to improve marketable yields and enhance efficiency across the supply chain
- Focuses on reducing inputs and costs while promoting environmentally responsible production and ensuring the safety of processed potato products.
- PPTC also meets to discuss and agree appropriate actions in technical and legislative matters including, but not exclusively:
 - The impact of increasingly restrictive regulatory controls on the use of plant protection products;
 - Land policy (e.g. Domestic agriculture policy, SFI);
 - Water policy and access (impact of the Water Framework Directive and Abstraction reform);
 - Potato storage efficiency and sprout control;
 - Soil health and management;
 - Farm assurance;
 - Potential loss of land to the production of biofuels, greenbelt reviews and urban development.

Through your PPA membership you will have an opportunity to participate in both of the Technical Committees and also to have Director level representation on the PPA Board, which guides the PPA's work programme.

For more information about joining PPA contact

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