



## BORDERS PREMIUM POTATOES Fact Sheet

Established in 1995, Borders Premium Potatoes (BPP) has 18 members spread across the Lothian and Borders area.

BPP markets about 33,000 tonnes of its members' potatoes each year, with a value of £5 million in 2009.

BPP works with the East Lothian Potato Growers co-op and retains and services a diverse customer base. In many cases potato growers grow for a specific customer. The diversity of markets provided by the co-operative offers alternatives which mean that produce not suitable for one customer can find a home with another.

Specific benefits include:

- time saving as the co-op undertakes selling and marketing activity on behalf of members

- better prices through expertise and market knowledge
- access to a diverse range of markets including packing, processing, seed and wholesale maximising returns.

### What does co-operation mean to BPP?

*“Co-operation means pooling our potato tonnage to enable us to employ a dedicated marketing expert to find and service customers, and to act in our best interests.”*

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