

Potato Roadmap

01 Decision

At this crucial stage it is important for retailers, processors and farmers to decide together on what crops should be grown.

02 Growing

Collaboration between processors, retailers and farmers helps alleviate many environmental and social challenges inherent to the growing stage, such as farm succession.

03 Processing

Fresh potatoes - if washed, polished and packaged - can have a comparable environmental impact as potatoes processed into chips and crisps!

04 Distribution

In Australia, emissions intensive chilled trucks are the most widely used method of transport for food products, in addition to ships.

05 Retail / Consumption

A better understanding of sustainability impacts across the supply chain is necessary for more informed purchasing decisions.

06 Post-Consumption

Recycling of both organic and packaging waste has the potential to substantially decrease a food's environmental footprint.

Sustainability considerations:

- Varieties' water intensity
- Fertiliser need
- Processing capacity
- Organic options

Sustainability considerations:

- Water efficiency
- Fertiliser optimisation
- Fuel emissions
- Energy use
- Eutrophication
- Acidification
- Land-use
- Organic options
- Biodiversity effects
- Labour issues
- Environmental audit requirements

Sustainability considerations:

- Non-optimised energy use and related emissions
- Water recycling and reuse
- Waste disposal
- Recycle organic waste
- Optimised packaging design
- Recyclability of packaging

Sustainability considerations:

- Optimise distribution
- Avoid empty runs
- Consider expanding national railway system to allow for a more sustainable transportation

Sustainability considerations:

- Packaging and organic waste
- Worm farm or compost in your backyard
- Encourage council to facilitate recycling where not in place yet
- (Retailers) consider social food programs for non-perished items

Sustainability considerations:

- Emissions from cooled storage
- Wasteful packaging
- Excessive energy consumption
- Avoid food waste

