



When the chips are up

David Jones finds potato crisp making is a fast growing business in Herefordshire

Above: Will Chase, left, and production manager Ian Parkinson check potato quality before harvest

In the 21 months since the launch of Tyrrells Hand Made Potato Chips, founder Will Chase has arrived at the conclusion that what he used to do – grow 300 tonnes of potatoes a year – was a good deal riskier than his decision to embark on a journey up the food chain. “There’s no goodwill in potatoes; goodwill only builds up if you’re adding value and making something over which you’ve got price control,” he says.

“Potatoes are a commodity and the market for them involves a vast amount of product and very few buyers. The price most growers receive for their potatoes is dictated by the supermarkets, but their buying structure has changed again, so the grower is