

THE DEALER

INSIDE IRISH FARMING

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Ray Coyle's latest stunt

ONE has to admire Ray Coyle, the entrepreneur behind Largo Foods.

Last year he had Mr Tayto's election campaign, and now he is running a massive campaign to modernise his Tayto brand by finding love for Mr Tayto.

Coyle and Mr Tayto's entourage paid a visit to last week's National Potato conference, in Dublin's Green Isle hotel. Taking advantage of Valentine's Day, he presented flowers to IPA's Elaine Farrell and nutritionist Paula Mee.

The Dealer hears that this was something of a last minute change in strategy — Mr Tayto had expected to meet Minister for Agriculture, Mary Coughlan, and he couldn't very well present the roses to the man on duty, Minister for State, Trevor Sargent.

The "Looking for Love in 2008" campaign involves a total investment of close to €1 million.

Mr Tayto has his own Bebo page, Facebook profile and YouTube channel, and the

campaign also appears on television, in print, on billboards, on bus shelters and on internet sites.

There is also a nationwide tour in his Love Bus, a converted red double-decker accompanied by his wingman, actor Simon Delaney from RTE's Bachelors Walk.

The aim of the campaign is to modernise the brand.

MRS TAYTO?

Mr Tayto told the Dealer that he is looking for a "solid, beef to the heel type of girl".

He added: "she'd have to be one that enjoys the finer things in life, like a rainy afternoon knee deep in mud at the ploughing championships eating crisp sandwiches".

"Looks aren't everything — she'd want some brains too," he added. "She'd definitely have to know the business end of a heifer."

Meanwhile, the Dealer heard that there were some grunts and groans when lunch at the Potato conference included Beef Stroganoff and rice!



Mr Tayto paid a visit to the National Potato Conference in the Green Isle Hotel, Dublin on Valentine's day, February 14. Mr Tayto is on a campaign to find Mrs Tayto, so what better place to look. Pictured is Paula Mee, Nutritionist, and Mr Tayto.

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