

POTATOEUROPE 2016

Villers-Saint-Christophe, France

PRESS PACK

CONTENTS

- **Press release:** Dynamic demonstrations, innovations and international business meetings p.2
- **Original demonstrations:** 23 dynamic demonstrations over 23 hectares p.3
- **Dynamic agronomy research for a modern, efficient and durable industry** p.4
 - **"Agronomy" section:** *many new innovations!*
 - **"Genetic resources and varietal innovations" section:** *44 innovations in 4 years*
 - **"Protecting cultivations" section:** *advances in bio-control*
 - **"Storage/Conservation" section:** *controlling germination and energy*
- **Potato business:** a worldwide gathering P.6
- **Meetings and events** P.8
- **Useful information** P.9

APPENDICES

- ◆ Layout of PotatoEurope 2016
- ◆ PotatoEurope 2016 flyer
- ◆ Introduction to PotatoEurope 2016 partners
- ◆ EAPR flyer

Images from PotatoEurope 2012 – Villers-Saint-Christophe - France



Dynamic demonstrations, innovations and international business meetings

The 11th edition of PotatoEurope will be held on 14 and 15 September 2016 at Villers-Saint-Christophe in France, halfway between Lille and Paris. This open-field exhibition – organised by the ARVALIS - Institut du Végétal agricultural research institution with the support of the entire French potato industry – has become a world-class business gathering. Dynamic equipment demonstrations, the Commercial Village and an introduction to technical innovations in potato production are the highlights of this event, which draws visitors from every continent.

An international business meeting

France is a major player in Western European potato production. As the leading exporters of storage potatoes, and highly active in the exportation of plants to Europe, North Africa and the Middle East, the French exhibitors represented in the "commercial village" will demonstrate their skills at PotatoEurope – an event which, year after year, reinforces its credentials as an unmissable destination for discussions and business between international operators. And who knows... maybe 2016 will be the year when international visitors will outnumber French visitors for the first time?

44 hectares of dynamic demonstrations, conference and exhibition areas

Since its creation, PotatoEurope's reputation has been built on the **dynamic demonstrations** of potato harvesting and reception. This year's French edition will also stand out with its world-leading dynamic optical sorting demonstrations. A total of no fewer than 23 dynamic demonstrations, processing more than a thousand tonnes of tubers, will show off manufacturers' latest innovations in a live environment. **ARVALIS is also making plans to include 4 technical areas that will present R&D advances:** genetic resources and varietal innovations, agronomy, diagnostics and in-built protection, and storage and conservation. **Conferences** will be organised (sensors in agriculture, export markets). Covering an area of 44 hectares, the exhibition includes many experts and over **280 exhibitors** who will show off their innovations, share their results and discuss their experiences with visitors.

Over 10,000 visitors expected

"All these demonstrations and innovations - the fruits of a sustained R&D effort - reveal French potato production as among the most efficient in Europe. This is the image we're promoting for the 2016 edition of PotatoEurope, giving a sense of pride to the producers and a point of focus for 10,000 expected visitors", says Didier Lombart, President of the ARVALIS - Institut du Végétal's Professional Potato Committee.

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Original demonstrations

23 dynamic demonstrations over 23 hectares

PotatoEurope - Europe's largest open-field event devoted to the potato - will cover an area of 44 hectares this year, 23 of which will feature dynamic demonstrations. The 3 optical potato sorting demonstrations are the only demonstrations of their kind at a public event anywhere in the world. They will be joined by 15 harvesting demonstrations and 5 grading lines.

Experience the actual processing quality of equipment under real-life conditions

Dynamic demonstrations are the cornerstone of PotatoEurope... and are set to play an even more significant role this year. They will now be conducted on 23 irrigated hectares of the Magnum variety, with three main sections: harvesting, reception/storage and optical sorting. A total of 23 demonstrations have now been confirmed: 15 harvesters (AVR, Dewulf, Grimme, Pouchain, Ploeger and Ropa), 3 optical sorting areas for washed potatoes (Dewulf-Miedena, Tomra and Visar Sorting) and 5 receiving areas (Downs- AVS, Eurodirect-Dewaele Briche, Dewulf-Miedena, Grimme and AVR).

Increasing the area made available for harvesting naturally maximises visitors' options for observing and appreciating the demonstrations, giving them more time to make comparisons and allowing them to choose their future investments.

The harvesting demonstrations will be arranged in three groups, letting visitors focus their attention on their own particular area of interest. **Group 1** will feature self-propelled three and four-row harvesters. **Group 2** is devoted to two-row towed and self-propelled harvesters. Lastly, **Group 3** will feature only towed one or two-row combined models. We have taken the decision for groups to visit the demonstrations one at a time, allowing visitors to schedule their visit and see as much different equipment at work as possible. Final schedules will be posted on the www.potatoeurope.com website.

Unique in the world!

The optical potato sorting demonstrations are the only demonstrations of their kind at a public event anywhere in the world. They have been a speciality of the French edition of PotatoEurope since 2008. They are the best way for visitors to assess the various advantages of the different equipment and obtain a clearer idea of how well it meets their specific needs. The receiving and optical sorting demonstrations will run from 10am to 12pm and from 2pm to 5pm.



***The optical potato sorting demonstrations
are the only ones of their kind in the world at a public event***

Dynamic agronomy research for a modern, efficient and durable industry

A characteristic of the French model is that potato producers and their industries have formed research and development institutes. The innovations introduced by ARVALIS – Institut du végétal and its technical partners will be shown off in 4 themed sections: agronomy, genetic resources and varietal innovations, protecting cultivations, and storage and conservation.

"Agronomy" section: many new innovations!

With 3 fertilisation-related innovations, the new "Plant cover selection" decision-making tool, the use of the energy diagnosis tool for irrigation installations and new compaction benchmarks, the agronomy section certainly has its fair share of innovations.

The fertilisation workshop will promote three innovations. Firstly, using a currently very fashionable technology, there will be a report on the results of the first work on the use of drones to adjust nitrogen levels. ARVALIS experts will also show performance data for modified urea accumulated from several years of testing. Lastly, they will provide an in-depth update on fertiliser positioning during planting.

The workshop on cover crops will introduce the new "Plant cover selection" decision-making assistant. This service takes into account the agronomic situation (crop systems, sowing period, etc.), the anticipated crop management (sowing, destruction, etc.) and the farmer's expectations (economic primary objective, catch crops, slug protection, etc.). This free-access decision-making tool will be put online in May 2016 at www.arvalis-infos.fr.

The irrigation workshop will demonstrate how it is possible to save up to 20% of energy using the irrigation installation diagnosis tool. Another point of interest is the new Irré-LIS® smartphone app developed in 2016 to offer simple parcel-based irrigation management.

The compaction workshop will present the latest deep compaction benchmarks with a precise diagnosis of deep structural conditions. After all, compaction inevitably leads to sowing problems - and consequently to issues in achieving the fertilisation potential of the soil through cultivation.

"Genetic resources and varietal innovations" section: 44 innovations in 4 years

The varietal showcase will present a number of market-leading varieties, including the 44 which have been in the French catalogue since 2012, the date of the previous French edition of PotatoEurope. Market adaptation and improvement in tolerance to disease are remarkable.

All market segments have featured new additions to the national catalogue over the last four years: domestic and export fresh produce markets (including firm-fleshed varieties), processing for human consumption (crisps, chips, flakes, etc.), plants for export to EU and non-EU countries, etc. They will all be presented, along with their main applications and requirements for use, in the plant showcase.

Genetic progress in resistance to bio-aggressors

In addition to remaining responsive to market requirements, selection works hard on improving resistance to pests, largely via relatively recent developments in improved equipment construction methods that are beginning to bear fruit. The co-operation between INRA and French breeders is producing strong results, as shown by the number of new varieties with good foliage mildew resistance levels scoring 7 or 8: Cephora in 2013, Passion in 2014, Tentation and Maïwen in 2015, Kelly, Rackam and Zen in 2016, and indeed Stronga in 2014, offering resistance to both *Globodera rostochiensis* and *G. pallida* potato cyst nematodes.

"Protecting cultivations" section: advances in bio-control

With a bio-control product approved for haulm killing and others which have been subjected to anti-pest testing, protection options for potato crops are growing. However, regardless of their origin, control products are not enough. Prophylactic strategies remain a priority.

A visit to this section should start at the "identification" workshop for a practical introduction to identification tests for mildew, alternaria, black dot, silver scurf, etc., as farmers and technicians are regularly confronted with damage whose source is difficult to ascertain. This will then help them to understand how the two laboratory technologies of microbiology and molecular biology produce reliable diagnoses, and subsequently defence strategies.

A first bio-control solution

A few months ago, a bio-control product was authorised for potato haulm killing. The active substance of this natural preparation, derived from rapeseed oil and non-selective with regard to cultivated plants, is a fatty acid: nonanoic acid. Other biocontrol products are also being tested against soil-borne pests, wireworms and nematodes. In 2016, two new herbicides joined the roster of products available to fight against weeds in potato crops: metobromuron and a new speciality combining aclonifen and clomazone.

Integrated pest management remains the fundamental strategy. It can sometimes halve the use of treatment products against diseases by means of an accurate diagnosis, the development of plant resistance and the use of decision-making assistance tools such as Mileos® for selecting appropriate treatment dates and products. PotatoEurope offers a good opportunity to come and seek advice.

"Storage/Conservation" section: controlling germination and energy

No germination inhibitor residues or seeds: conserving potatoes for the fresh market is becoming more complex. This calls for a combination of a range of strategies, requiring increasingly specialised expertise. Here, too, PotatoEurope can provide answers.

Successful conservation is crucial to ensure high-quality potatoes that can be stored for twice the length of their vegetation period, relying on good management of antigerminative protection. With conventional (chlorpropham, maleic hydrazide) or alternative (mint oil, ethylene) protection methods, the key goal is high efficiency, guaranteeing quality, combined with low levels of residues of inhibiting products in the tubers. The latest benchmarks comparing these strategies and combining these various techniques will be presented.

Global warming is starting to take effect

The second component of the storage/conservation section relates to energy savings. Over the last few years, the use of artificial refrigeration has been growing in the fresh market. It is therefore important to control energy consumption, especially with per-kilowatt electricity prices spiralling upwards. Early-morning picking for early harvesting strategies, building diagnosis tools (using thermal cameras or drones), insulation, cooling control: every measure counts. This is work requiring the services of a consultant... which is where the advice from ARVALIS' experts can really help.

Potato business A worldwide gathering

Over the last 11 years, PotatoEurope's reputation has gone from strength to strength. Crowds have grown irrespective of hosting country (Germany, Belgium, France, Netherlands), and visitors have poured in from all five continents. Even in 2012, nearly 40% of the visitors welcomed in France came from overseas - representing more than 50 countries!

40 traders in the "Commercial Village"

France is Western Europe's second largest potato producer. It is also Europe's No.1 exporter of potatoes for storage in terms of value. In the plant sector, export sales are growing steadily and now exceed 150,000 tonnes (nearly a third of production, of which about 45% is exported to Europe, followed mainly by North Africa and the Middle East). These indicators illustrate the vitality of the French industry and the energy it is expending in marketing its products.

At PotatoEurope, most attending traders can be found in the "Commercial Village" under the FEDEPOM banner, creating the perfect location for discussions and business.



*A glimpse of the "Commercial Village" at
PotatoEurope 2012 – Villers-Saint-Christophe - France*



280 exhibitors already, with 30% from abroad

As of 30 March, 280 exhibitors - representing nearly 1/3 of the various countries of Europe, but also from the USA and Canada - had already booked their stands. This figure represents a rise of nearly 12% over the 2012 edition. As well as being a sign of the dynamism of suppliers in the potato industry, it also demonstrates that PotatoEurope really is "**The place to be**": all attending operators, from upstream to downstream, are there to learn about innovations, hold discussions with other specialists, negotiate and buy tools, services and equipment to enable them to be ever more efficient.

List of confirmed exhibitors as of 30 March 2016

A2D, AARDAPPELWERELD MAGAZINE, AB AGRI TRANSPORT, ACTION PIN, ACTISOL, ACTIWORK, ACOLYANCE, ADCON TELEMETRY, AGRI – INTERIM, AGRIDYNE, AGRIJUTE – DUMARCHE, AGRO 3D SAS, AGRO CONSEIL - CONSEIL INDEPENDANT, AGRO – SOLUTIONS, AGROCHANGE & PEO, AGROMAR France, AGROMEX SAS, AGRONOMIC, AGROPLANT HOLLAND BV, AGROTRONIX, AGROVENT BV, AGTIV - PREMIER TECH AGRICULTURE, AHDB POTATOES, ALL VEGETABLE SOLUTIONS SAS, ALLIANCE, ALLROUND, ALOSTERY EMBALLAGES, AMAZONE, ANGIBAUD DEROME ET SPECIALITES, ARLAND, ARTEC PULVERISATION, ARVALIS - INSTITUT DU VEGETAL, AUREA, AVIKO, AVR, BAOBAG, BARBARIE, BASF, BAYARD DISTRIBUTION, BAYER, BELCHIM CROP PROTECTION, BERNARD, BERTHOUD, BEYNE SA PULVERISATEURS, BIG PAL SARL, BIJLSMA HERCULES, BIO3G, BONNEL, BOREALIS L.A.T France, BRIAND - Simon Group, C.I.S, CAP SEINE, CARUELLE, CASA AGRIPRO, CATERPILAR, CAULIER, CDER / BAUDELOCQUE, CERTIS EUROPE, CHALLENGER, CHEVEUX STMM, CHIPEX, CLAAS, CLISSON SAS – DENNIEL, CNIPT, COMYN, COMYN DISTRIBUTION, CONDILYS, CONSEIL DEPARTEMENTAL DE L' AISNE, CREDIT AGRICOLE, CREDIT MUTUEL NORD EUROPE, CULTIVAR, DANESPO A/S, DANGREVILLE SYNERGY, DAVID, DE SANGOSSE, DELAPLACE, DELVANO, DEMBLON, DEPREZ CONSTRUCT, DESMAZIERES, DEUTZ-FAHR, DEWULF, DEZEURE NV, DFI-ELEC, DIRECTAGRI, DOUBLE L, DOWNS Groupe DUBRULLE, DURAPLAS, EDITIONS ARVALIS, ELORN PLANTS, ETA MAG / WIKIAGRI, ETS POUCHAIN, ERC MACHINERY, EUROCELP, EUROCHEM AGRO FRANCE SAS, EUROFRESH DISTRIBUTION, EURO-DIRECT - DEWAELE – AUGER, EUROPLANT France, EXPANDIS, FAV – POMAGRO, FEDEPOM, FENDT, FERME DE LA MOTTE, FILPACK, FLAUW SAS, FLEVO TRADE, FN3PT, FRANCE OBTENTION, GARFORD, GAUGELE GmbH, GERMICOPA, GIPT, GNIS, GODEFROY EQUIPEMENT, GOPEX DISTRIBUTION, GOWAN France, GREENVALE AP, GRIMME France, GROUPAMA NORD-EST, GROUPE CARRE, GROUPE JEAN CLAUDE COISON, GROUPE WEEXSTEEN, HARDI – EVRARD, HEXA-PAC, HERBERT ENGINEERING, HLB/DE GROENE Vlieg, HORSCH FRANCE, HUCHETTE CAP GRIS NEZ, IMANTS BV, INNOV.GPS, IPM POTATO GROUP, ISAGRI, JAULENT, JCB, JEAN CHESNEAU IRRIGATION, JOHN DEERE, JONGEJANS, K+S KALI, KUHN, KLIM'TOP CONTROLS, KLIM'TOP CONTROLS POLSKA Sp 200, KREGLINGER EUROPE, KUBOTA, KWS France, LA CAMPAGNE, LA FERME DE VAULERAND, LA POMME DE TERRE FRANCAISE, LC PACKAGING, LECHLER, LEFEVRE MANUTENTION, LEMKEN, LENORMANT MANUTENTION, LUC SOCKEEL EMBALLAGES, LUCAS LEMAIRE, LUNOR, MAHIEU CONSTRUCTION METALLIQUE, MANITOU, MANTER, MANULAND, MANUPAL, MARECHALLE PESAGE, MARTIN LISHMAN LTD, MASSEY-FERGUSON, MATROT EQUIPEMENTS, McCAIN ALIMENTAIRE SAS, MEIJER FOR SURE, MICHALAK, MIEDEMA, MOHR POTATOES, MOOIJ AGRO, MSA DE PICARDIE, NAO NEDERLANDSE AARDAPPEL ORGANISATIE, NEGONOR, NEO-FOG SAS, NEW HOLLAND, NOBLE, NORD PULVE, NORIAP, NORIKA France, NOVAXI, OMNIVENT, ORENGE, P.H. PETERSEN, PARMENTINE, PERSPECTIVES AGRICOLES, PHILAGRO, PLOEGER MACHINES BV, PLUIMERS, POM'ALLIANCE, POMLIBERTY, POM D'AGRI, POMUNI, POOLING PARTNERS, POTATO BUSINESS SCHOOL EMMELOORD, POTATO PLANET, POTATO STORAGE INTERNATIONAL - TMS SRL, POTATOEUROPE 2017, PRIM'TERROIRS, QUAD NATURE 59, RAES CONSTRUCT, RECTICEL INSULATION, REGION HAUTS-DE-FRANCE, RELIGIEUX FRERES, RESTRAIN, REUSSIR, RIVULIS, ROCHA, ROPA – FRANCE, ROQUETTE, ROVASAC – ROVA, SAATEN UNION, SAPEC AGRO France, SARL DESPIERRES IRRIGATION, SARL MAISON DEBARGE, SCANSTONE, SCHAAP HOLLAND, SCHOUTEN SORTING EQUIPMENT, SCIERIE DE LA SELLE, SDEC France, SDP, SECO, SEGUIP, SEMAGRI, SEMENTIS, SEVA, SIMON, SKEA ORGANICS, SOBAC, SOFRAPAR, SOLANA, SOUCY TRACK, SPIESSEN CONSTRUCTIE, STET, STRUIK WIERINGERMEER BV, SULKY BUREL, SYNGENTA, TEAM 3 SERVICES, TEAM 3 SPECIALITES, TECNOMA, TEREOS, TERRABIOTEC SA, TERRE DE France, TERRE – NET, TERRIER CONSTRUCTEUR, TESSENDERLO GROUP, TIMAC AGRO, TMCE, TOLLSMA – GRISNICH, TOMRA SORTING, TONG ENGINEERING, TOSCA, TRADECORP, TRISKALIA SEED POTATOES, TROCME - VALLART EMBALLAGE, UNPT, UPL France, VALAGRO, VANDOORNE AGRO, VAN DER GRAAF BV, VAN RIJN FRANCE, VERHAEGHE IRRIGATION, VERPOM, VISAR SORTING, YARA.

Meetings and events
Anticipated schedule as of 5 April 2016

Monday 14 September

- ◆ **From 9am** Welcome for foreign delegations

- ◆ **10:30am** **Official tour in** French/English
 - Reception
 - Site visit - French innovations and ambitions
 - Cocktail

◆ **From 10am to 12pm** Dynamic harvesting, reception and optical sorting demonstrations

- ◆ **2:30pm** Conference: "French industry export growth"

◆ **From 2pm to 5pm** Dynamic harvesting, reception and optical sorting demonstrations

Thursday 15 September

- ◆ **From 8:30am** Welcome for foreign delegations

- ◆ **9:30am** Conference: "Sensors in agriculture"

◆ **From 10am to 12pm** Dynamic harvesting, reception and optical sorting demonstrations

- ◆ **2:30pm** Programme to be finalised - *Conference area*

◆ **From 2pm to 5pm** Dynamic harvesting, reception and optical sorting demonstrations

Practical information

Information at www.potatoeurope.com

A website in 4 languages:

German – English – French – Dutch



Teaser <https://www.youtube.com/watch?v=XI6ASacW0n8>



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A community of more than 5,000 people

POTATO EUROPE
14-15 septembre 2016
Villers-St-Christophe (Aisne, France)

PotatoEurope
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PotatoEurope 😄 amusé.
27 mars, 10:36 · 🌐

Joyeuses Pâques!!



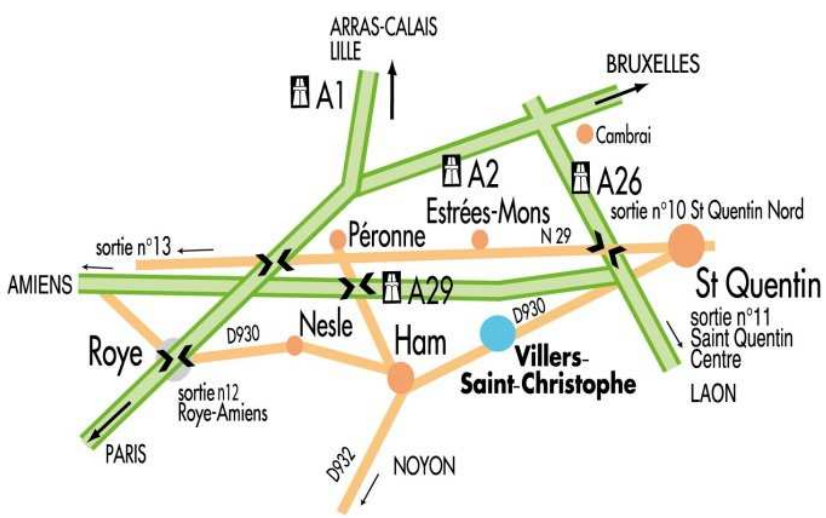
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POTATO EUROPE
14-15 septembre 2016
Villers-St-Christophe (Aisne, France)

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Abonné

Getting to PotatoEurope



Order your entry badge online
<http://www.potatoeurope.fr/inscriptions/web/>

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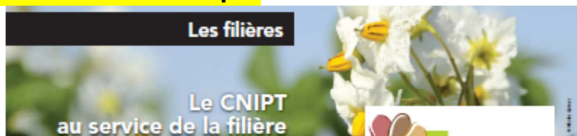
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APPENDICES



Comité National Interprofessionnel de la Pomme de Terre

Print double sided CNIPT .pdf



Le Comité National Interprofessionnel de la Pomme de Terre, est l'organisme interprofessionnel reconnu par les Pouvoirs Publics dans le secteur de la pomme de terre de consommation vendue sur le marché du frais. Ses missions concernent notamment la connaissance de l'offre et de la demande, la qualité des produits et l'établissement de normes techniques, le financement de programmes de recherche appliquée réalisés par ARVALIS, la promotion de la pomme de terre Française en France et à l'étranger et l'information relative aux filières et aux produits.

Les différentes fédérations professionnelles adhérentes au CNIPT représentent l'ensemble des opérateurs de la filière pomme de terre de consommation (conservation et primeur). Elles fixent et réalisent les objectifs interprofessionnels.



Démarches qualité

Le CNIPT contribue à l'organisation de la maîtrise de la qualité aux différents stades de la filière et accompagne les opérateurs dans ce sens. En complément de la réglementation en vigueur, notamment l'arrêté de commercialisation du 03 mars 1997, l'interprofession a mis en place des plans de surveillance, rédigé des règles spécifiques à la filière et créé plusieurs outils pour les opérateurs.

Afin de veiller au bon respect des règles qualité définies, le CNIPT procède à différents plans de surveillance, notamment de la qualité des lots en points de vente, accompagné de trois autres plans de surveillance variétale, sanitaire et culinaire. Les agents qualité du CNIPT réalisent environ 6 000 points de vente chaque année et évaluent l'intégrité des lots présents dans chaque magasin visité. Ils réalisent aussi des prélèvements afin de rechercher d'éventuels contaminants, vérifier la véracité des allégations culinaires présentes sur les emballages et lever parfois le doute entre la variété étiquetée et celle mentionnée sur l'étiquette du produit.



Recherche et développement

Le CNIPT participe à l'élaboration et au financement des actions de recherche appliquée sur la pomme de terre réalisées par ARVALIS - Institut du végétal. Les résultats font l'objet de publications et de réunions. Ils sont notamment relayés via Pomme de terre Hebdo et crypt.fr.

Les règles et les outils qualité	
Les règles	Les outils
Norme Aenor NF V 25 111 (bonnes pratiques de production et étiquetage)	Fiches pédagogiques pour la grande distribution
Norme Aenor NF V 25-112 (bonnes pratiques d'évaluation des caractéristiques d'un lot de pomme de terre)	Etudes
Règlement des bonnes pratiques de conditionnement conçu avec l'ICEPDM	Modules de formation destinés aux différents acteurs de la filière (producteurs, centres de conditionnement et distribution) accompagnant les opérateurs dans la maîtrise de la qualité des produits.
Accord Interprofessionnel sur le calibre maximum	
Charte de réglementation culinaire	

Communication et promotion

Le CNIPT définit et met en œuvre une communication générique collective. Objectif : créer un contexte favorable à la consommation de pommes de terre fraîches. Début 2015, une nouvelle campagne a été lancée pour 3 ans. Signée « Chaque pomme de terre s'exprime à sa manière », elle met en avant la réglementation culinaire par les usages, et fait un lien direct avec l'offre proposée en rayon.



La communication pomme de terre est largement déclinée sur Internet et les réseaux sociaux. Le site www.recette-pomme-de-terre.com a été conçu pour permettre à l'internaute de trouver une recette selon le type de pomme de terre acheté. Sur Facebook, le fanpage (www.facebook.com/fecetpommedeterre) est animé à l'année, avec une communauté forte de 117 000 fans. Des activations régulières complètent le dispositif. La dernière, « Recettes Déesse », organisée en février et mars 2016, a été annoncée en rayon par des stickers et des bandes face B sur les packs des opérateurs volontaires.

Le Salon de l'Agriculture a aussi été un temps fort et un vif succès, pour la 3^{ème} année consécutive avec 18 000 participants aux animations sur le stand des Pommes de terre.



2015-2017 : fruits et légumes + pommes de terre, l'union fait la force

Le programme commun d'interfilé et du CNIPT, soutenu par l'Union européenne et d'une durée de 3 ans, répond à une stratégie de plaisir de consommer et de facilité de préparation, complétée par des messages spécifiques à chaque filière : saisonnalité pour les fruits et légumes, réglementation culinaire pour les pommes de terre. Le programme comporte des actions en points de vente : dispositif événementiel avec démonstrations culinaires au sein du rayon fruits et légumes, et kits PLV à destination des GMS et des détaillants.

Cette relations presse, des outils spécifiques sont diffusés tout au long des trois années, et des événements sont organisés pour sensibiliser les journalistes et les blogueurs : ateliers culinaires, déjeuners et voyages de presse.

Cap sur la fraîcheur pour les pommes de terre primeurs !

Pour le saison primeur 2016, le CNIPT a renouvelé un dispositif de communication générique spécifique. La stratégie a été redéfinie, pour annoncer l'arrivée du produit via du sponsoring TV tout en maintenant un message de fraîcheur du produit.



Logo Pommes de terre de France

Créé en octobre 2015, le logo « Pommes de terre de France » a pour vocation d'apporter aux consommateurs une meilleure identification des produits, en l'occurrence les pommes de terre à destination du marché du frais, produites et conditionnées en France. Le logotype et les éléments associés sont désormais disponibles en téléchargement sur le site crypt.fr, après inscription via un formulaire et validation du règlement technique d'usage.



Information et études à votre disposition

Le CNIPT recueille différentes données économiques (plantations et récoltes, achats des ménages, vente sur les marchés étrangers, suivi du commerce extérieur...) et réalise des études consommation, économiques...

Les études réalisées en 2014-2015

Economie	Consommation
Etude Ubrifrance : 13 pays à potentiel de marché au grand export pour la pomme de terre	Les consommateurs réguliers de fruits et légumes bio (habitat par INTERFILÉ, CNIPT, ARVALIS et STRA)
Pratiques de contractualisation et d'approvisionnement dans la filière pomme de terre bio	La pomme de terre primeur
	Les fruits mélangés
	Le culon au micro-onde

Pour vous informer sur l'actualité de votre interprofession, rendez-vous sur le site crypt.fr. Vous pouvez également vous abonner au Journal hebdomadaire « Pomme de terre hebdo » en vous inscrivant dans la rubrique « newsletter ».





"THE COMMERCIAL VILLAGE: A MEETING PLACE FOR BUSINESS"

The "who's who" of the trade is waiting for you in the Commercial Village: whether for the fresh produce, processing or plants market, everyone who matters is there!

The Commercial Village will host around forty traders and co-operatives. It will be the centre for trade involving fresh produce, processing and plants. Booths and international pavilions centred around the village will help visitors cement contacts with operators and suppliers from every continent: Dutch, Belgian, German, English, Spanish, Italian and, this year, even American, New Zealand and Chinese.

The village is the brainchild of FEDEPOM – the French potato, garlic, onion and shallot traders' federation – and is sure to be one of the liveliest meeting areas at PotatoEurope 2016.

It will represent all the activities of its 70 members across all potato-related areas: sowing (raising plants), packaging, exporting, delivery to processing, brokerage, etc.

"We see our stand as being a meeting point at the heart of the commercial village. It will allow us to show that the activities of our members involved in potato marketing are valuable and represent a wider reality," explains Christophe Mallet, director of FEDEPOM, who is also organising a social event to be held at the federation's stand.

This area will be devoted to promoting the FEDEPOM message, with the aim of raising the profile of its members. "The traders are the ones with the real understanding of the market. They have a unique 360° perspective, covering supply (in terms of both quality and varieties) and demand alike. They're the market's experts! In any case, it's important to remember the international dimension to PotatoEurope. Between 1.7 million and 2 million tonnes of French production of potatoes for consumption (around 40% of the total) are exported. This puts our members in the ideal position to welcome potato importers to the commercial village."

A certain number of co-operative members of FELCOOP will also be promoting their specialist potato activities: products supplied to the industry, new potatoes, plants, pre-packed processed ranges and, to a lesser extent, potatoes for storage. "

Find out more about FEDEPOM: <http://www.fedepom.fr/>



Certified potato plants: backed by strong collective expertise

Certified potato plants are the result of an unprecedented level of industry co-ordination and superlative levels of control, with constant improvements via the contributions of research conducted by professionals with the support of the parent trade organisation.

With 850 specialist farmer-producers and 56 central collection bodies, France now produces 550,000 tonnes of certified plants. This figure is a sharp increase compared to the 360,000 tonnes produced just 10 years ago. The explanation for this strong rise is the growth in the share of French plants in the use of certified plants in France, and the increase in exports: more than 160,000 tonnes in 2014-2015 compared to 90,000 tonnes in 2004.

This rise is a clear testament to the quality of French certified plants, as well as to the skills and efficiency of French producers.

R&D: an additional guarantee of plant quality

This R&D initiative in the plant industry is of fundamental importance. In particular, it underlines the health and technological advantages from using certified potato plants, and promotes good plant health among farms and production regions. It enables the selection of new potato varieties which suit different market sectors and meet the needs of customers and new environmental standards.

This important plant industry research and development resource is focused on "finalised" research programs conducted in partnership with public research, and with the INRA in particular, as part of UMT InnoPlant – programs for the creation of new varieties being run by research facilities. The results of this research are then passed on to the industry's producers and operators via a network of technicians and laboratories.

A number of these programmes are conducted with the support of GNIS, including in particular activities relating to plant certification (detection tools, identification of pathogens, bio-monitoring, etc.)

Potato plant certification: a major asset for potato producers

To ensure high quality levels, industry professionals have implemented a very strict production and certification system and regime. France has thus subjected itself to even stricter official controls than those required by European directives.

Around-the-clock official health quality monitoring

Health quality is officially monitored by the SOC from the earliest in-vitro propagation of generations, via each multiplication step in the greenhouse, then the field, right through to the production of certified plants. For example, this is the process by which each multiplication field undergoes tests to check including lack of cyst nematodes (*Globodera pallida* and *G.rostochiensis*) – devastating quarantine pests which can be transmitted via tubers.

A carefully monitored varietal identity incorporating all the advantages of selection

If producers are to benefit fully from the improvements offered by varietal selection, it is essential for varietal identity to be carefully maintained throughout the multiplication process. From the earliest in vitro multiplications, the genetic variety footprint is verified through molecular analysis. Next, for field multiplication, plants are monitored through rigorous crop inspections, setting up an annual young origins compliance range and laboratory tests.

Upon completion of the checks conducted under the authority of the French *Service Officiel de Contrôles et de Certification* (SOC) monitoring body, the potato plant certification process ends with the issue of the SOC's official blue certificate. The title of *Passeport Phytosanitaire Européen* ("EC plant health passport") shown on the SOC certificate also attests to the official monitoring of the plants' health quality, and allows plants to be circulated throughout Europe.

In addition to plant quality, all of these industry controls provide a very high level of traceability for the plants and their production processes. This will reassure buyers (especially foreign) who know that if necessary, they can mobilise French expertise and quickly call up the production history for any given batch of plants.



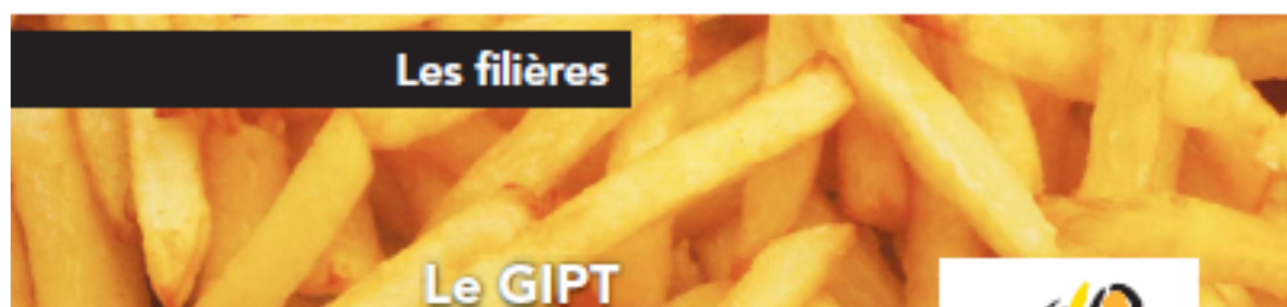
Expertise and rigorous controls ensure faultless quality



French expertise is recognised worldwide

[Find out more about the FN3PT:](http://plantdepommedeterre.org/) <http://plantdepommedeterre.org/>

[Find out more about the GNIS:](http://www.gnis.fr/) <http://www.gnis.fr/>



Le GIPT est l'interprofession reconnue par les pouvoirs publics pour la pomme de terre destinée à l'industrie (Méculerie et industrie alimentaire). En sont membres les organisations nationales représentant les producteurs et les industriels. Le GIPT a pour principales missions l'élaboration d'accords interprofessionnels, la participation active à une politique de recherche et développement, le suivi d'indicateurs économiques et la défense des intérêts de la filière auprès des pouvoirs publics.

Une demande en croissance !

La consommation française de produits transformés continue de croître, en volume et en valeur. Les français apprécient le côté pratique mais aussi l'aspect plaisir de l'ensemble de la gamme des produits transformés à base de pommes de terre : frites surgelées, purée, chips, pommes de terre sous vide, frites fraîches... A la maison comme en restauration hors domicile, la pomme de terre transformée continue de séduire. La croissance est d'autant plus forte que le secteur est capable de proposer des innovations, par une gamme de saveurs élargie pour les chips ou par le développement de nouveaux produits comme la frite fraîche au rayon frais. La consommation de produits transformés en France s'élève aujourd'hui à plus de 30 kg/en en équivalent pommes de terre.

En féculé, le marché a été perturbé ces dernières années par la libéralisation complète de l'organisation commune de marché mise en place dans les années 60. La fin des quotas, des prix minimums, des aides ont obligés les industriels à recentrer leur activité et à développer de nouveaux débouchés à plus forte valeur ajoutée pour maintenir l'intérêt des producteurs de pommes de terre. Ainsi, les marchés historiques dominés par le papier-carton sont petit à petit substitués par des marchés à dominante alimentaire, pour des produits capables de mieux valoriser les caractéristiques intrinsèques de la féculé de pomme de terre : blancheur, neutralité du goût, viscosité, température de cuisson.



Une organisation pour répondre à cette demande !

Aujourd'hui, la production française de produits transformés à base de pommes de terre est assurée par une dizaine d'usines sur le territoire français. Elles sont généralement alimentées par des producteurs organisés en coopératives ou en groupements, très majoritairement sous forme de contractualisation avant plantation. Cet approvisionnement des usines est organisé par l'application de deux accords interprofessionnels discutés au GIPT.

L'engagement renouvelé du GIPT pour la R&D

Dans un monde toujours plus ouvert, avec des échanges commerciaux qui progressent, où l'impact du changement climatique et des défis environnementaux se fait plus pressant, le GIPT, participe pleinement à trouver des solutions pour la filière à travers sa participation à Arvalis. Le programme « DéfiPom 2020 » permettra à l'ensemble des acteurs de progresser et de répondre au mieux aux attentes des consommateurs et des marchés.

La filière «pommes de terre transformées» en 2015

Secteur Mécule :

- 2 Mécularies : Roquette (dans la Somme) et Tereos (dans la Marne)
- 1 million de tonnes de pommes de terre pour une production de 200 000 tonnes de féculé
- Plus de 1000 producteurs sous contrat pour 20000 ha plantés.

Secteur industrie :

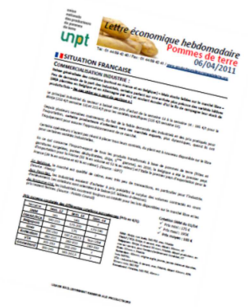
- Plus de 10 entreprises produisant des produits surgelés, des chips, de la purée et des produits de 3^{ème} gamme
- 1,2 million de tonnes transformées pour 550 000 tonnes de produits finis.
- Plus de 750 000 tonnes (en équivalent pommes de terre) exportées.

Serving all French potato producers

Since 2002, the *Union Nationale des producteurs de Pommes de Terre* (UNPT) has been representing all potato producers (new potatoes, fresh produce, processing, starch) defending their interests, and representing them at industry level. It forms the collective production body for three joint-trade organisations.

- GIPT, for the industrial sector
- CNIPT, for the fresh produce sector
- GNIS, for plants (as users)

The UNPT improves **market knowledge** (surveys to evaluate monthly surface areas, production and inventories, business intelligence, an economic briefing sent to 3,500 producers every week, parcel sampling to estimate the year's current potential, monitoring of indicators, etc.), and contributes to development by such means as supporting industry policies.

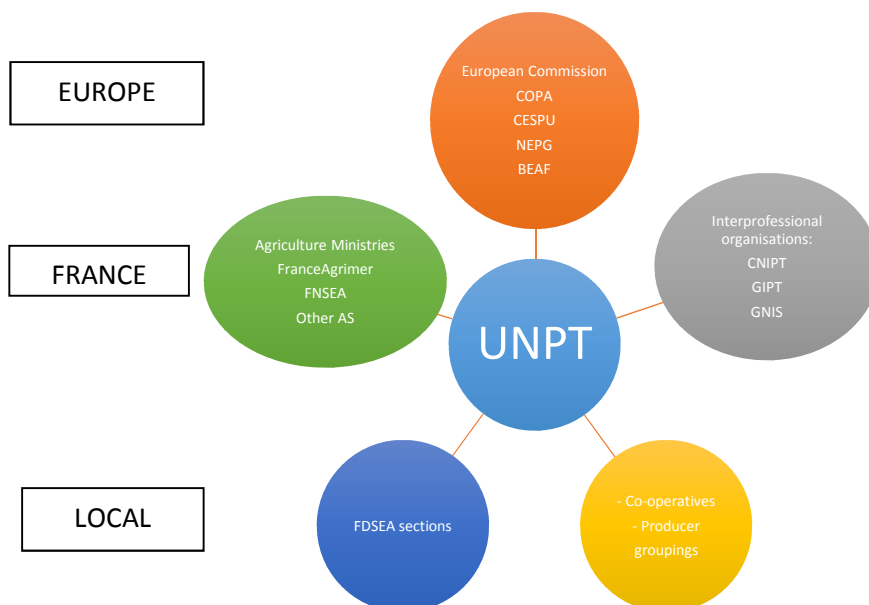


It contributes to **the improvement of product quality and the competitiveness of agricultural operations**, particularly through the applied research work carried out by **ARVALIS - Institut du végétal**.

It also works to maintain **land health quality**, manage surface area declarations (in conjunction with the FMSE), and advise producers and the authorities regarding pest management issues.

The UNPT regularly organises meetings and events to **meet producers** in order to answer their questions and explain the work it is doing. It **serves farmers and their local organisations** (negotiation training, regional assistance work, etc.).

The UNPT is also active at **European** level, representing French producers before official bodies or in market information exchange groups.



Source: UNPT

To **communicate its message** to producers, institutions, journalists and the industry as a whole, the UNPT uses a variety of media: web and extranet sites, the PROfil newsletter, press releases, the *La Pomme de Terre Française* newsletter, an annual gathering (St Quentin in 2015, Arras in 2016), a weekly economic newsletter, local regional work, involvement in trade shows, etc.



Main UNPT actions with a direct or indirect impact on producer revenues (excluding joint trade work)

- Creation of economic data – Statistical monitoring – Economic studies – Econometric studies
- Regular dialogue – Market monitoring – International outreach
- R&D focus – Partnership with Arvalis
- Participation in industry strategies, acknowledgement of public bodies: joint trade organisations, FranceAgrimer
- Implementation of single farm payments/ha/yr for potato producers (excluding starch)
- Incorporation of all decoupled starch subsidies into single farm payments for starch producers
- Recoupling of starch subsidies
- Continuation of use of efficient protective products, campaigns against distortions of competition: Basta, Amistar, etc.
- Storage building subsidies
- Maintaining production equilibriums between sectors
- Market transparency – arguments for contract prices – Negotiation training
- Discussion then Agreement on farm plants
- Health: *Maladies de 40aine* (quarantine diseases) convention, then creation of potato section of FMSE

Find out more about the UNPT: www.producteursdepommesdeterre.org

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