

12,000 PARTICIPANTS AT POTATOEUROPE 2016

French sector players demonstrate their dynamism



PotatoEurope 2016 broke its own record by welcoming nearly 12,000 visitors on 14 and 15 September in Villers-Saint Christophe in the department of Aisne, 20% more than at the last French edition in 2012. The French potato sector demonstrated its immense vitality, modernity and expertise. The large number of international visitors didn't make a mistake: PotatoEurope is become an annual event that should not be missed.

Technological innovations that minimise inputs and preserve quality

One of the reasons for this success was the great appeal of the 23 working sites covering harvesting, grading, loading and optical sorting of tubers. This dynamic showcase for technological innovations, which are always aimed at increasing efficiency and preserving tuber quality, enables producers to form an opinion and choose the best future investment for themselves. Visitors were able to talk with experts from ARVALIS, the French Vegetable Institute, and its partners, concerning innovations in the fields of genetics (varieties increasingly suited to segmented markets, disease-resistance, drought stress tolerance), agronomy (new sensors that gauge the condition of plants), integrated crop protection (new biological control-products, decision-making tools, etc.) and energy-saving storage practices. ARVALIS is continuing to develop decision-support systems (DSS) that improve practical efficiency. Miléos®, a late blight DSS, won first prize at the Profils d'Or competition organised by the UNPT (National Union of Potato Producers), as it can reduce the number of treatments required in 60% of the potato-growing land area in France. All these presentations were also useful to several hundred secondary school students and agriculture students.



An international trade fair not to be missed



The 300 exhibitors present (25% more than in 2008) were able to meet with their customers, making PotatoEurope a key business event. The tremendous dynamism of the various sectors - from seed production till trade of consumption tubers (France being the leading European exporter) but also the processing industries - attracted a wide international audience. **Almost 40% of participants were foreign visitors, many of them from the Benelux, Germany and the United Kingdom, as well as from over 70 other countries, and came to take part in the fair.** The French potato sector confirmed its vitality, the relevance of its research and the quality of its output.

Sector bodies and networks

PotatoEurope 2016 was organised by ARVALIS, the French Vegetable Institute, with the support of CNIPT (the French National Interprofessional Committee for the Potato), the Hauts de France region, the Aisne department and the water agency Artois Picardie, and with the help of all the sector networks: FEDEPOM (French Federation of Potato, Onion and Garlic Traders), FN3PT (National Federation of Seed Potato Producers), GIPT (Interprofessional Group for Potato Processing), GNIS (National Interprofessional Seed and Plant Group), UNPT (National Union of Potato Producers).

The organisers would like to thank exhibitors and visitors for having made PotatoEurope 2016 an outstanding event!

PotatoEurope 2017 will take place on 13 and 14 September 2017 at Emmeloord in the Netherlands

Organisé par : **ARVALIS**
Institut du végétal

Avec le concours de : **fede pom**, **FN3PT**
Fédération nationale des producteurs de plants de pomme de terre

GIPT

gnis
Groupe national interprofessionnel des semenciers de légumes

unpt
Union nationale des producteurs de pommes de terre

Soutenu par :

cnipt
Comité National Interprofessionnel de la Pomme de Terre

Hauts-de-France

L'AISNE

AGENCE DE L'EAU
Artois Picardie



Partenaire média : **LA POMME DE TERRE**
FRANCAISE

Xavier GAUTIER
Port. +00(33)6 80 31 31 53
Tél. +00(33)1 44 31 10 20
presse@arvalisinstitutduvegetal.fr