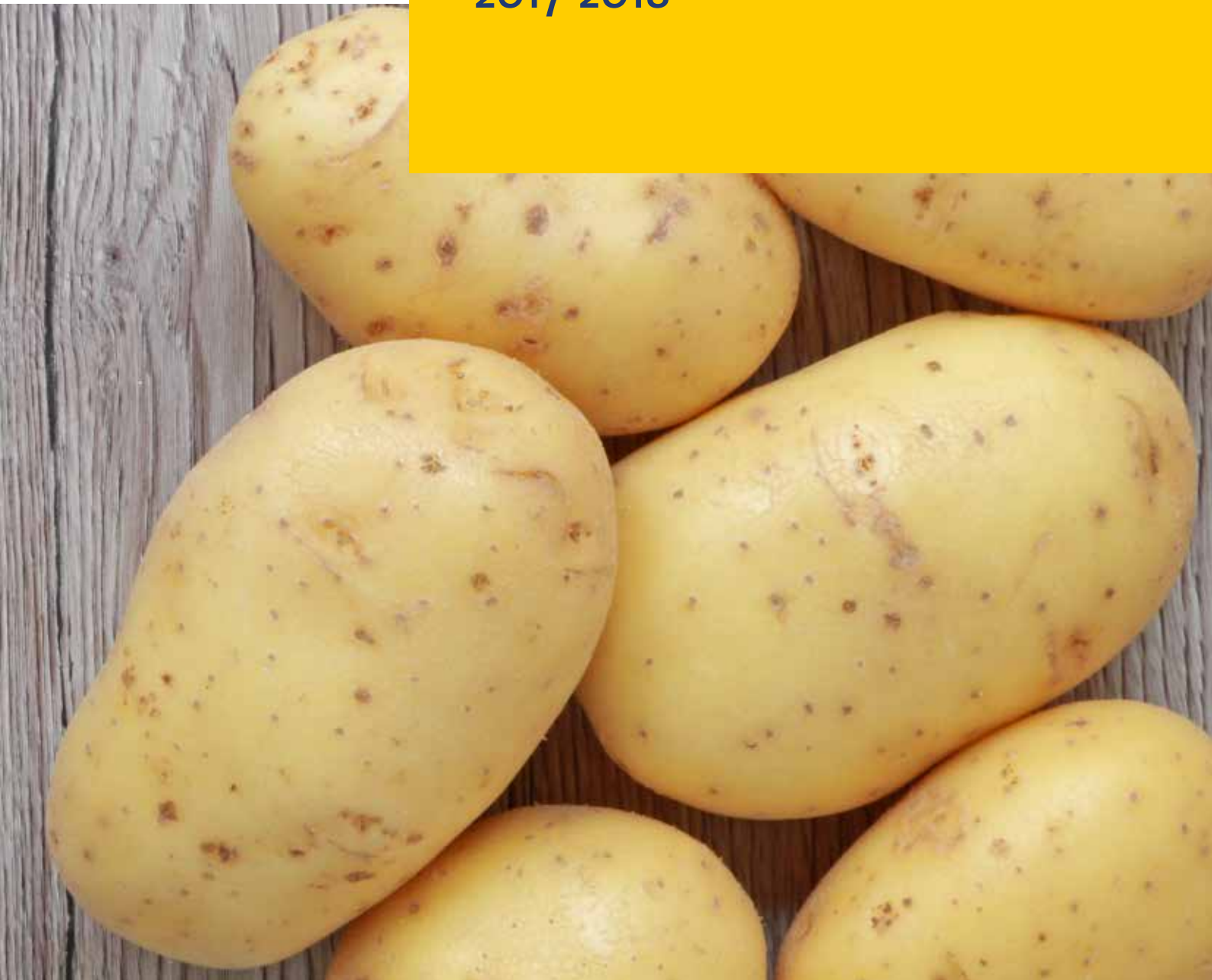


Europatat

ACTIVITY REPORT
2017-2018



This Activity Report provides an overview of Europatat's work since the previous Europatat AGM in 2017, which took place on 15 June 2017 in Antwerp, Belgium.

This work will not have been possible without the leadership of the Europatat Board, and the active support of all associations and company members throughout the year.



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PRESIDENT'S FOREWORD

This Activity Report is released on the occasion of the 2018 Annual General Assembly of Europatat (3 May 2018, Brussels). This year marks the 70th Annual General Assembly of the association and the start of a new decade which will come no doubt with its own set of challenges and opportunities for the potato family.

In the past few years, together with the other Board members, the Advisory Committee and the support of all members, we have strived to strengthen further the association, its outreach and influence in the European arena, so that the interests of the potato trade remain at the centre of all relevant technical and policy dossiers. The ultimate aim has been to provide the best service to all our valued members. Europatat does not work in isolation and strives to highlight the positive role that trade plays in the full supply chain. Through the years, Europatat has built an important network of institutional contacts and stakeholders which is becoming more solid and active, given the general benefits of finding synergies with like-minded partners. At the same time, the active participation of Europatat members, both national federations and private companies, which can provide technical expertise and relevant information for the work of the secretariat will be further promoted.

Now, as my term as president comes to an end, I want to thank Europatat, and by extension, the potato community, for allowing me to guide you over the past several years. I would also like to thank the Europatat staff for their hard work and continued efforts to expand their knowledge and capabilities, and my fellow Board members for their time, and their continuous support.

As we look forward to the next year of operation (2018/2019), I eagerly await the confirmation by the membership and implementation of the new Strategic Plan 2018-2020 that will take us beyond 2018. I would also like to encourage all members to continue to stay involved in the work of the association, so that all activities are implemented successfully for the benefit of the sector.

Jos Muyshondt

President of Europatat

THE ASSOCIATION



ABOUT

Europatat, the European Potato Trade Association, is an international non-profit association according to Belgian law that gathers national associations and companies involved in the trade of seed potatoes and ware potatoes from all over Europe.

Initially set up in 1952 by national associations to protect the interests of the wholesale potato merchants, since 2010 its membership is also open to individual companies active in the trade of seed, ware and early potatoes within Europe and beyond.

MISSION

Europatat is a member-driven association, undertaking multiple representation and coordination of tasks for the overall benefit of the potato trade. The association is located in Brussels and in its day-to-day work the association keeps regular contact with the services of the European Commission as well as the European Parliament.

Besides this, Europatat has received since its establishment the encouragement and support of various official organisations such as the UN-ECE, the FAO or the OECD. To collaborate on horizontal matters, Europatat works in close collaboration with other agri-produce trade associations

During 2017/2018 Europatat has been working with the Board, Advisory Committee and members at large to develop a new strategy for the association for the period 2018-2020. This will be presented to all members for approval during the Assembly General Meeting of 3 May 2018.

Europatat's objectives are:

- to improve the commercial and international activities of the potato trade;
- to protect the professional interests and the commercial function on a European and International level;
- to represent the profession in and at all official and international organisations.



Say growth, say Agrico.



Do you want to grow with us?

Growth is the power to develop. The potato continues to re-invent itself, as climate and geographical changes, political instabilities and population developments influence our organization and how we look to the future. The changing needs of the consumer and culinary developments also direct our actions. We see it as a challenge to expand our boundaries through innovation. Working sustainably and with a smart breeding programme, Agrico ensures that our organisation is ready for this future and that our potato varieties continue to meet these challenges. And so the potato develops with us, in the field and in the kitchen.

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www.agrico.nl

Say
potato,
say



STRUCTURE

Europatat is structured around a General Assembly, a Board and six commissions. This organisation enables, in spite of occasional conflicting opinions and interests, to define with an open mind a common policy defending the profession.

Board members are elected for a mandate period of four years, with some adjustments and transitional periods. The current Board took function on the occasion of the General Assembly on 1 June 2016 in Brussels, Belgium



Jos Muyshondt
President



Domenico Citterio
Vice-President



Gilles Fontaine
Treasurer



Tigran Richter
*Chairman Seed Potato
Commission*



José Pelaez
*Chairman Early Potato
Commission*



Francisco Moya
*Chairman Ware Potato
Commission*



Peter Van Steenkiste
Chairman Packers Commission



Thomas Herkenrath
Chairman RUCIP Commission



Jan van Hoogen
*Chairman Technical and Regulatory
Issues Commission*



The Secretariat: the daily work of Europatat is conducted by Raquel Izquierdo de Santiago, *Secretary General*, and Berta Redondo, *Communication and Policy Advisor*.

The secretariat is based in Brussels.

MEMBERSHIP & BENEFITS

Europatat presently incorporates the national associations of the biggest potato trade partners in the EU as well as individual companies active in the potato trade. The association counts 18 national associations, 29 companies and 1 associated member among its members. At present 19 countries are represented within Europatat, the complete list of members is to be found at the end of this report.

The membership of Europatat is balanced between its various membership categories and members' focus. This guarantees a good balance of interest and a wide diversity of expertise available to the association. In the future, Europatat seeks to reinforce even further its cooperation with companies and associations based in other European countries in order to better reflect the reality of the potato trade in the EU.



18 National Associations

29 Private Companies

1 Associated Member

Besides granting to the association the strengths of their support and their professional input, members of Europatat benefit from a wide range of services and advantages enabling them to get a grip on the many challenges the potato sector faces today: trade barriers, increasing concerns over food safety and environment, quality, etc.

Among these services or advantages are:

- Having the ability to influence the European decision-making process and strengthen the position of the potato trade sector on the international trade scene;
- Having the ability to exchange views and develop common positions with colleagues engaged in similar activities;
- Enjoying the networking opportunities offered by an association with an international dimension;
- A regular Newsletter including the latest information on crucial developments in the potato trade and on European legislation affecting the potato supply chain;
- Services of a multilingual Brussels-based Secretariat for fast answers to key questions relating to the potato sector.

Not yet a member of Europatat? Please contact us at secretariat@europatat.eu

Europatat's resources are exclusively resulting from membership fees. A strong organisation can only be built by gaining the support of all the stakeholders in the potato trade.
Europatat thanks its members for their support!

KEY FIELDS OF ACTION:

Interest representation



Agricultural Policy

Potatoes are an important component of the agriculture sector for the different goals of the European Commission in regard to jobs and growth, sustainability and health. Europatat is playing an active role at the EU agricultural discussions in order to assure the best position of the potato traders regarding dossiers as the CAP Reform, the Organic regulation or the Unfair Trading Practices initiatives.

Promotion, consumption and marketing

The science-based knowledge that potatoes should be part of a healthy and balanced diet needs to be supported, as potatoes can play an important role by offering not only many health and nutritional benefits to the diet compared to other carbohydrates, but also versatility, convenience, taste and, not less importantly, a sustainable choice for consumers.



Plant Safety

European plant health policy is one of the major policy dossiers for Europatat. The association is supporting the free trade of seed and ware potatoes with respect of the plant health legislation, which intends to prevent or eradicate the presence of a number of harmful organisms such as *Ralstonia*, *Clavibacter*, *Synchytrium*, *Globodera*, Colorado beetle and others.



Food Safety

Food safety remains highly on the agenda of Europatat. The policy of the European Commission and the member states to reduce the usage of pesticides where possible is taken serious by the potato sector. The central goal of the European Commission's Food Safety policy is to ensure a high level of protection of human health regarding the food industry. The Commission's guiding principle - primarily set out in its White Paper on Food Safety - is to apply an integrated approach from farm to fork covering all sectors of the food chain.

Trade

Globalisation is having year after year a more important impact on trade, and the European potato trade should position itself to keep pace of worldwide evolving consumer demands and to open up new markets. In the modern global economy trade is essential for growth, jobs and competitiveness.



Sustainability, Research & Innovation

The potato sector is continuously investing in research and innovation along the complete chain. The potato sector is always exploring ways to produce crops efficiently and economically, driven by customer needs and innovation with the aim of meeting consumer requirements for affordable and convenient potatoes, and exploiting export markets with a range of potato varieties and improvements.

Agricultural policy

Potatoes are one of the few agricultural products for which there is no Common Market Organisation. The potato sector has often been referred to as a symbol for autoregulation of agri-food schemes by national and international specialists. Since 2008, as a part of simplification rules of the CAP, all the potato areas in the EU can be potentially eligible to receive direct payments. Other legal aspects relevant to the potato sector concern phytosanitary and plant health issues, external trade, CAP promotion policy and a CAP quality policy.

On 29 November 2017, the European Commission presented a Communication outlining ideas on the future of food and farming. The communication came after a consultation on the future of the common agricultural policy (CAP), to which Europatat contributed, and which results were presented in a Conference on 7 July 2017 in Brussels.

The communication proposes a number of changes to the CAP, focusing primarily on making it simpler and ensuring the best value-for-money. It also proposes a more flexible approach to implementing the policy in order to guarantee more effective results.

- Tackling climate change and preserving the environment is the number one challenge facing the EU, and the CAP must play an enhanced role in this battle – not only to protect farmers from the impact of climate change but also to ensure that farming does not contribute to making the problem worse.
- Support for farmers will continue through the system of direct payments, but the communication acknowledges that the way in which these payments are currently distributed needs to be revisited.

Full legislative proposals on how concretely to meet the goals outlined in the communication are expected before end of June 2018.





Organic Legislation

On 20 November 2017, Member States endorsed the deal on the overhaul of existing rules on organic production and labelling of organic products, for which a provisional agreement with the European Parliament was reached on 28 June 2017. The new EU rules set more modern and uniform rules across the EU with the aim of encouraging the sustainable development of organic production in the EU. They also aim to guarantee fair competition for farmers and operators, prevent fraud and unfair practices and improve consumer confidence in organic products.

The new regulation will apply from 1 January 2021.

Unfair Trading Practices

Following indications that the added value in the food supply chain is not adequately distributed across all levels of the chain, in 2017 the Commission launched a consultation, to which Europatat contributed, drawing on the work of the Agricultural Markets Task Force (AMTF). In April 2018, the Commission published a proposal for a Directive on Unfair Trading Practices (UTPs) in business-to-business relationships in the food supply chain. Rather than providing a EU framework, the objective of this Directive is to introduce a minimum common standard of protection across the EU including a list of specific prohibited UTPs, a minimum enforcement requirements, and a coordination mechanism between enforcement authorities.

Potato traders have a pivotal position in the sector's value chain as they connect producers to consumers, through distribution capacities and services. Traders

improve the functioning of the market by constantly adjusting supply and demand imbalances in various markets, hence reducing inefficiencies and securing value for all participants in the supply chain. Traders contribute to the good functioning of the chain and add value along the transaction, from providing expertise on specific varieties to tailored services such as logistical services, trade operators make the delivery of potatoes efficient, affordable and secure to consumers worldwide. Traders also play a vital role in provision of the infrastructure investment required to meet the growing production in and demand from the market (product information, quality, storage, presentation and preparation, packaging, logistics...).





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www.cropscience.bayer.co.uk

Promotion, Consumption and marketing

Europatat played an important role in opening the European promotion budget for agricultural products to the potato sector. This evolution allows national or multinational generic promotion campaigns in and outside the EU to increase the consumption of potatoes to be supported by the European Union. Promotion measures deserve continuation both in the internal and international markets. The visibility of the origin, as well as a guarantee of a maximum flexibility for the priorities of the actions, should be a key objective for securing the best efficiency of the programmes and the best return on investment.

EU Promotion of Agricultural products

The EU promotion policy legislative framework has now been in force since 1 December 2015. The budget provided by this policy will reach its maximum potential of €200 million per year in 2019. The level of co-financing varies according to the type of programme (70% for simple programmes, 80% for multi country programmes, and 85% in case of crisis).

Given the competition, programmes must be ambitious and based on a very solid market analysis, which requires a significant investment in terms of time and resources. In order to ensure a common visual identity with the EU's own promotion campaigns, beneficiaries of EU promotion funding have to use the signature "Enjoy! It's from Europe".



A key element of the new promotion policy is the establishment of an annual work programme, which sets out the strategic priorities for promotion measures in terms of products, schemes and markets to be targeted, and the corresponding allocated budgets. The objective is to have a dynamic and proactive policy, adapted each year to emerging market opportunities and the needs of the sector. To secure that the priorities for the calls reflect the particularities of the potato sector, Europatat contributes regularly to the drafting of the annual work programmes that the European Commission prepares.

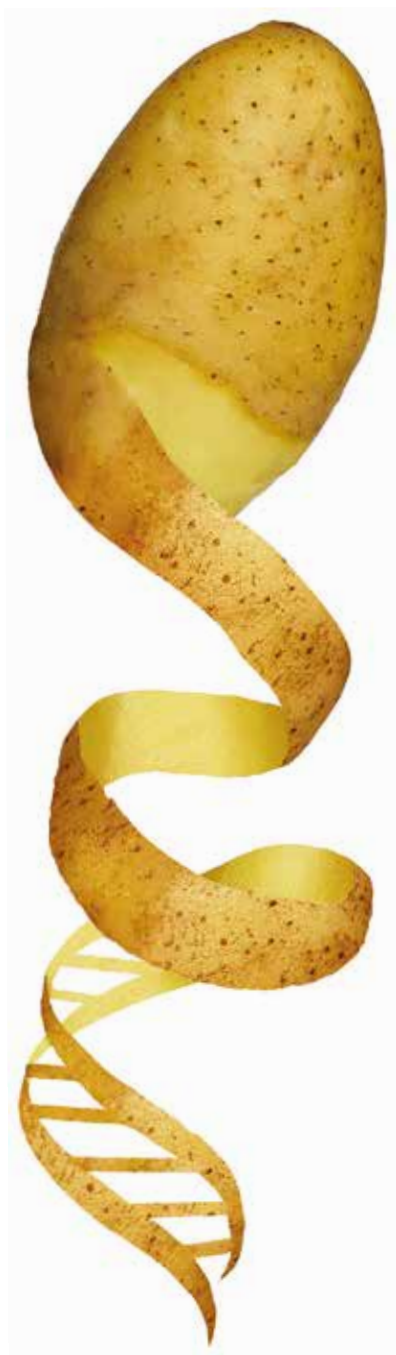
The latest Europatat position to input on the upcoming 2019 annual work programme provided input for both the priorities for the internal and international markets. The association is also currently investigating with its members the possibility of developing a common action among several members to stimulate consumption in Europe.



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Consumption, nutrition & health policy

Potatoes are one of the most common and important food sources on the planet, and they contain a wealth of health benefits that make them all the more essential as a staple dietary item for much of the world's population. Potatoes are on almost every major continental diet in some form and they can be prepared in dozens of ways, including baked, fried, sliced, mashed, and many more. It's difficult to imagine a diet without potatoes!

And yet, potato per-capita consumption in Europe has been decreasing since a few years among the different age groups. Particularly younger consumers (children – and their families, but also students and young professionals) are eating less potatoes than older generations did at the various life stages. This is due mostly to potatoes having a poor image and the perception that they are unhealthful. Potatoes are often regarded as being dull, too traditional and old-fashioned; not relevant in modern lifestyles; not convenient enough. Consumer surveys also show that many consumers have a negative perception of the health impact / nutritional value of potatoes: perception that they are fattening, influenced by “self-declared” food experts that advice the reduction / elimination of carbohydrates in the diet.

Finally, and parallel to this, potato production in Europe has also been in gentle decline for several years, but at a slower rate of decline than the consumption.



Europatat follows the work of the European Commission in all aspects related to promoting healthier nutrition, and helping to reduce the problem of obesity and malnutrition.

- DG SANTE: Nutrition and Physical activity actions
- DG SANTE: Nutrition and Health claims legislation
- DG AGRI: Promotion of Agricultural Products
- DG AGRI: School fruit and vegetable scheme

The background of the poster is a vibrant, close-up photograph of various citrus fruits and small white flowers. A large, sliced lime is prominent in the upper left, showing its internal segments. Below it, a slice of orange is visible. The overall color palette is warm, dominated by yellows, oranges, and greens.

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Plant Safety

European plant health policy is one of the major policy dossiers for Europatat. The association is supporting the free trade of seed and ware potatoes with respect of the plant health legislation, which intends to prevent or eradicate the presence of a number of harmful organisms such as *Ralstonia*, *Clavibacter*, *Synchytrium*, *Globodera*, Colorado beetle and others.



Plant health reform

Regulation 2016/2031/EU on protective measures against pests of plants will come into force on 14 December 2019. In the meantime, many Implementing and Delegates acts will have to be adopted to provide the practical details of the new rules. In parallel, and given the increased attention given by the European Commission on plant health matters, the annexes of Directive 2000/29 are also under scrutiny, to reinforce some of the existing criteria, as well as incorporate new quarantine organisms in the legislation.

The European Commission has already adopted the harmonised format specifications of plant passports for introduction and movement within protected zone (Implementing Regulation (EU) 2017/2313). The date of application is 14 December 2019.



Official controls

Regulation 2017/625/EU on official controls and other official activities performed to ensure the application of food and feed law, rules on animal health and welfare, plant health and plant protection products, was published in the Official Journal of the European Union on 7 April 2017 and entered into force 20 days after its publication, on 27 April 2017. The rules will be gradually phased in, to give EU countries and industry the time to adapt. For the majority of the rules the application date is 14 December 2019. A number of implementing and delegated acts will have to be adopted.

Europatat is following the changes introduced by the new legislation, and, with the technical support of members, actively contributes to providing input to the European Commission. A close follow of the implementing acts on plant health certificate and on high risk products, official controls, as well as the search for better reciprocity with third country partners are some of the key priorities and actions for Europatat in the coming months.

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Food Safety

Food safety schemes including good agricultural and/or hygienic practices, traceability from the field to the fork, sampling schemes etc. have been installed on national or company level. Europatat aims for full compliance with the European legislation, while also minimising the use of plant protection products (PPPs) and moving towards better agricultural practices. The high level rate of MRL compliance confirms the commitment undertaken by the sector towards the common goal.

Active substances and MRL legislation

The availability of pesticides to grow and store potatoes is of the highest importance to present a quality product to the consumer and to assure the trade position of the European potato sector. To this end Europatat continuously monitors developments regarding the withdrawal and authorisation of plant protection products and corresponding Maximum Residue Levels (MRL). All the matters related to food safety and quality are discussed together with the membership of Europatat. In recent months the potential ban on use of certain pesticides (neonicotinoids, diquat, chlorpropham, pymetrozine) are being closely followed to assess the impact for the potato supply chain. Europatat is also actively involved in the activities of the “Agri-Food Chain Round Table for Plant Protection”.

Contaminants

Commission Regulation (EU) 2017/2158 establishing mitigation measures and benchmark levels (but not maximum permitted levels) for the reduction of acrylamide in food was formally adopted and published in the Official Journal on 20 November 2017. The regulation, coming into effect from 11 April 2018, sets out in detail the required mitigation measures for the different food categories (5 in total), including for “French fries, crisps and other potato products.”

All food business operators (FBOs) supplying the EU market will be expected to put in place practical steps to manage acrylamide within their food safety management systems. In order to check the compliance with the benchmark levels, the effectiveness of mitigation measures should be verified through sampling and analysis. For products based on raw potatoes, “FBOs shall identify and use the potato varieties



that are suitable for the product type and where the content of acrylamide precursors, such as reducing sugars (fructose and glucose) and asparagine is the lowest for the regional conditions”. Benchmark levels of 500 µg/kg have been set, for example, for ready-to-eat French fries and of 750 µg/kg for potato crisps from fresh potatoes and from potato dough, potato-based crackers, and other potato products from potato dough.

The Commission plans to regularly review the benchmark levels with the aim to set lower levels, reflecting the continuous reduction of the presence of acrylamide in food.

Trade

A favourable trade environment should be built on the basis of fair and reciprocal trade opportunities both for import and export. Potatoes are traded mainly on the EU internal market, however the sector shows also a competitive edge in international markets, especially in the sub-sectors of seed potatoes and processed products. As long as a global trade agreement by the World Trade Organisation is not achieved, bilateral trade relations between the EU and certain regions or third countries are of high importance.

Free Trade Agreements (FTAs)

The European Commission priority is to deliver on the Trade for All Strategy: The EU has reached a political agreement with Japan, and is about to make the EU-Canada agreement effective.

The Commission continues negotiating with many partners, notably Mexico and the Mercosur countries (Argentina, Brazil, Paraguay and Uruguay); and is advancing negotiations with Australia and New Zealand once the Council will have approved the mandates recommended by the Commission. Also delivering on the Global Strategy: Including an EU strategy on connecting Europe and Asia; a renewed partnership with Latin America and the Caribbean; and new frameworks for engagement with India, Iran and Iraq.

Europatat welcomes the European Commission's initiatives to promote free trade through the establishment of a network of bilateral and regional free trade agreements.

Russia

Since March 2014, the EU and Russia have progressively imposed restrictive measures. With regards to potato exports to Russia, the numerous efforts to harmonise at the EU level the modalities for exports to take place after the embargo have so far been unsuccessful.

This lack of progress, together with the fact that the import ban is seen as mostly political in nature, has led to continue talks on a

bilateral level between the various Member States and Rosselkhoznadzor (the Russian Federal Service for Veterinary and Phytosanitary Surveillance).

EU seed potato exports are currently taking place under a somewhat unpredictable and burdensome system. While prospects for ware potato exports to Russia remain bleak.



Regular participation in DG TRADE's Civil Society Dialogue meetings allows Europatat to put forward the views of potato trade in ongoing trade negotiations. With regard to market access opportunities, the Europatat secretariat regularly takes part in DG Trade's Sanitary and Phytosanitary working groups. While exports of seed and ware potatoes are subject to bilateral agreements between the individual EU member states and third countries, Europatat tries to facilitate coordination at EU-level where appropriate.



Digitalisation of procedures and certifications

European exporters and importers are responsible for 22% of world trade. Simple, modern and harmonised customs-procedures are crucial to making international trade as efficient as possible. There is an ongoing pilot from the European Commission on phytosanitary certificates, and in addition, an Integrated Management System for Official Controls (IMSOC) will integrate all existing (and future) computer systems, e.g. TRACES, RASFF and Europhyt to ensure optimal use of data, reduce burdens on businesses and national enforcers and accelerate the exchange of information between Member States.

Europatat is a member of the ePhyto Industry Advisory Group (IAG) directly involved in the development of the International Plant Protection Convention (IPPC) ePhyto (electronic phytosanitary certification) Solution. The IAG has been established to provide practical guidance and advice to the IPPC Secretariat on the design, development and deployment of an ePhyto Solution which consists of a global hub and generic national system to facilitate the international exchange of electronic phytosanitary information by developing countries.

The IAG will also advise the IPPC Secretariat on the feasibility of the project and its ability to facilitate efficient and effective trade flows. The IAG meets twice per year or by electronic communication.

Brexit

Together with its members, Europatat is following closely all trade related matters linked to Brexit. The association acknowledges the complex challenges in the next months for the upcoming negotiations which will focus first on the withdrawal and then on the future relationship, including transitional measures. It is of outmost importance for our sector that the negotiations achieve the smoothest possible transition into the new agreements, and that it results in securing the most stable situation as possible on what refers to volumes and values currently traded.



Whatever the outcome of the negotiations may be, by 29 March 2019, it is crucial that:

- the EU-27 operators do not lose competitiveness in the UK and international markets
- proper, speedy and clear communication from national authorities to control & local authorities is put in place so that there are not unnecessary uncertainty of procedures that could put a temporary barrier to trade with the UK

Of particular concern are the outcome of the future relationship on:

- Swift customs procedures (including duties and tariffs)
- Plant passports and future phytosanitary certificates requirements need to be clarified
- Official controls as potato trade is dependent on a quick conduct of customs operations
- Regulatory aspects on pesticide usage and MRL's, plant health requirements; innovation and development of new varieties; general food law and food hygiene
- As the closest Member State to the UK, Ireland has a special interest in future relationships with our nearest neighbours, and avoiding a 'hard' border between Ireland and Northern Ireland is a major concern.

Europatat has been in direct contact with the members of the Task Force on Art. 50 and will continue to work to ensure the most positive outcome for the potato trade possible.

Sustainability, Research & Innovation

As a result of the continuous investment of the potato sector in research and innovation along the complete chain we can see that the EU has become a global motor in the innovative potato chain as is illustrated by the development of new potato varieties, equipment and services. Innovation is one of the key drivers to enhance competitiveness in the agricultural sector. It is also an important factor in generational renewal. Sustainability and circular economy driven projects on sector or company level are numerous.

Food waste

Potatoes have been the cornerstone in the development of the EU industrialisation, and have proven to become the major staple food in many diets around the world. Given their versatility and potential diversity of culinary preparations, potatoes play a key role and are a crucial product for feeding the growing world's population. Besides, the potato is a stable crop, which can be grown in many different climates and conditions, and become an important element in the rotation of arable crops, crucial for plant health and biodiversity. This is also one of the reasons why potatoes are used worldwide as a key, nutritious element in dietary traditions. Furthermore, its sustainable character by definition (highly efficient on land and water use) has led to discovery of the possibilities of this commodity in developing countries, traditionally focused on cereals and rice.

The EU and Member States have committed to meet the Sustainable Development Goals (SDG), adopted in September 2015, including a target to halve per capita food waste at the retail and consumer level by 2030, and reduce food losses along the food production and supply chains. In December 2015 the European Commission published a collective set of legislative measures on sustainability, called the 'Circular Economy Package', including measures on food waste. Particularly, the 'Circular Economy' calls on the Commission to establish a Platform dedicated to food waste prevention. The EU Platform on Food Losses and Food Waste (FLW) has since been created, aiming to support stakeholders in defining measures needed to prevent food waste; sharing best practice; and evaluating progress made over time.





Europatat is a member of the EU Platform on Food Losses and Food Waste and its subgroup on food waste measurement. During the last year, this subgroup has met several times in order to participate in the work of the European Commission and to be informed on the state of play of the Waste Framework Directive. At the time of printing, the provisional waste package was to be voted by the European Parliament on 18 April 2018 and to include the working document “Monitoring of food waste – outline to methodology”, in which preparation Europatat has participated.

This paper contains the agreed definition on food waste, the exclusion of some food destinations as waste (mainly pre-harvest losses, agri-biomass, by-products and animal by-products), the decision of not setting a separate quantification of edible and inedible parts of foods as an obligation in the legislation practice; and an evaluating progress made over time.

The potato sector is already moving forward to try and reduce waste in as much as possible, thereby being more sustainable for the future of this planet. Potato growing, and agriculture as a whole, is a highly innovative sector. Operators are continuously looking for the most optimal way of growing potatoes, including many innovative technology to determine the most efficient and sustainable growing methods, to optimise quality during growth and harvesting, to reduce waste and less use of energy during storage, and to reduce waste and enhance quality optimisation for preparation and sale.





The Irish Potato Federation
is pleased to support the
2018 Europatat Congress.

IPF MEMBERS

WEB

TELEPHONE

Castlecor Potatoes	www.castlecorpotatoes.ie	+353 22 48228
Country Crest	www.countrycrest.ie	+353 1 8437061
Gold City Produce	www.totalproduce.com	+353 1 8872600
IPM	www.ipmpotato.com	+353 1 2135410
K&K Produce	www.kkproduce.ie	+353 1 8437586
Meade Potato Co	www.meadepotato.com	+353 46 9053198
O'Shea Farms	www.osheafarms.com	+353 51 643152
Peter Keogh & Sons	www.keoghs.ie	+353 1 8433175
Sam Dennigan & Co UC	www.samdennigan.ie	+353 1 8010500
Seed Potato Co	www.seedpotato.ie	+353 1 8425055

Research programmes

Over the last years, the European Commission spent increasingly more attention to Research and Innovation, via its flagship initiative 'Horizon 2020', running from 2014 to 2020. The programme foresees in €80 billion for funding of Research and Innovation projects, with some projects focussing on research excellence, and others on innovation with special emphasis on the involvement of SMEs. In order to avoid that research outcomes gather dust on the shelves, the Commission created different European Innovation Partnerships (EIPs) which connects researchers, advisors, and end users of the new technologies. Also for agriculture an EIP was created (EIP-Agri). In 2018, a new cycle is expected to start for the adoption of the ninth framework programme for research and innovation (FP9) to be effective by 2020.



The European Union should continue to stimulate research and innovation under a continuation of the Horizon 2020 scheme and in the European Innovation Partnerships. While focusing on priorities to improve the quality and competitiveness of EU agriculture products, the research and innovation strategy should be geared towards a supply chain approach, with priorities also considering aspects relating to packing, storage and distribution, cold chain efficiency, sustainability and nutrition, involving all the partners of the supply chain in research and innovation projects. With the technical input provided by the members, Europatat aims at becoming a leader in setting of priorities and being directly involved in relevant research projects lead by universities or research institutes to collaborate in the dissemination of project results relevant for the sector. It is important for the sector that problems on the effect of certain diseases on potatoes and the lack of pesticides is addressed in these projects.

New plant breeding techniques (NPBTs)

Potatoes are the most important vegetable crop and the fourth most important food crop in the world. The potato is an important food for the fresh market and it is also the raw material for many processing industries. New varieties are central to the health and growth of the European potato industry and for feeding the world's growing population. Research on the genetic improvement of this crop is therefore important.

Breeding techniques are used by the sector to address market and production limiting traits. Indeed, potato breeders aim to produce new cultivars better adapted than existing ones to conditions in which they are

going to be grown and stored, and the ways in which they are going to be used.

In the European Union there is an ongoing debate on whether the resulting plants and the products of new plant breeding techniques fall within the definition of GMO in scientific and legal terms. Europatat position is for the protection of a high-performing, innovative and diversified European plant breeding industry and supports a reasonable approach towards new breeding techniques in line with the recommendations of Member States' Experts and the vast majority of scientists.

Key fields of action: Public affairs and Networking

Connecting the sector

Europatat Congress 2017

In 2017 the annual Europatat Congress was co-organised by Belgapom (the recognised association for the Belgian potato trade and processing industry) in Antwerp (Belgium) on 15-17 June 2017. Under the provocative slogan “Make the European Potato Trade Great Again! (it’s gonna be huge, it’s gonna be great, it’s true)”, the Congress reviewed the effects of the new legislation on plant health and official controls in the potato sector, as well as trade challenges for both seed and ware potatoes.



Europatat Congress 2018

Under the title “Potatoes: a healthy, sustainable and responsible sector”, the congress will focus on the assets of the potato sector in the, both politically and technical key areas of health, sustainability and responsibility of the business.

Key speakers from both the business and the EU decision-makers will share with the audience their insights on these important topics.

Europatat Commissions

The six Europatat Commissions allow Europatat to be continuously updated on trade issues and to respond to all legal developments on the EU level in a quick and efficient way and thus carry out the main activities of the association.

The commissions are composed of representatives of national associations and individual companies and meet at regular intervals.



Representing the sector

In order to voice the professional views of the sector, Europatat regularly cooperates with the EU institutions as the European representative organisation for the potato trade.

Key events and meetings organised by the EU institutions

The Europatat secretariat and members participate on a regular basis in EU Advisory Groups whose work touches upon the potato trade. Committees of DG AGRI include Civil Dialogue Groups on the Common Agricultural Policy, Environment & Climate Change, International Aspects of Agriculture, Organic Farming, Quality and Promotion.



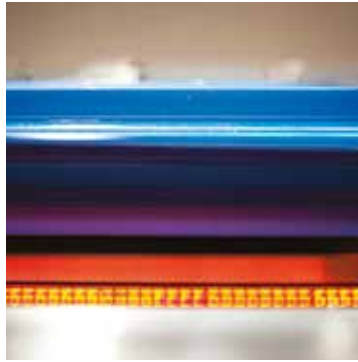
In 2016-2017 Europatat has taken responsibility of chairing the CDG on Promotion and Quality. Europatat is also represented in the work of DG SANTÉ in particular in the Advisory Group on the Food Chain and Animal and Plant Health and specific ad-hoc working groups. In regard to DG TRADE, Europatat regularly attends the Civil Society Dialogue meetings on trade issues and the Market Access Working Group on Sanitary and Phytosanitary Issues.



Meetings with industry stakeholders

Where relevant, Europatat seeks to cooperate with other EU trade associations in order to maximise synergies and raise awareness on common concerns. In this light, the association is member of CELCAA (European sectoral trade associations) and regularly engages with the European Seed Association (ESA), the European Potato Processors Association (EUPPA), the European Snacks Association (ESA), the European Starch industry (Starch Europe), the European Fruit and Vegetable Processors Association (PRO-FEL) as well as the major roof organisations in the food supply chain (COPA-COGECA, CEJA, FoodDrinkEurope, EUROCOMMERCE, BEUC).

More importantly, Europatat enjoys the day-to-day synergies of a shared office with other EU associations involved in the agri-produce trade: FRESHFEL (fresh fruit & vegetables), Growing Media Europe (growing media and soil), FRUCOM (dried fruits and nuts) and UNION FLEURS (flowers).



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Events on the Spotlight



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Key fields of action: Communication

Information flow is a key for building policy positions, for networking and for accountability. Europatat has therefore developed several tools to communicate on a regular basis with its members and the outside world in the most efficient manner.

Communicating to the members

Europatat aims at giving its members access to information on European legislative developments as early as possible. The main activities that Europatat undertakes towards accomplishing its mission are:

- **Alerts emails**
- **Europatat Circulars** disseminated to members on a regular basis includes the latest information on crucial legislation and important developments within the potato trade. It also informs members on actions undertaken by the Association
- **Europatat press releases and position papers** on a variety of topics to raise awareness for matters of interest to the potato sector
- **Europatat Extranet** containing documents such as position papers, presentations and minutes from meetings or newsletters and exclusive for members.



Follow us!



Improving Europatat's visibility

In order to increase the Association's visibility, Europatat Secretariat is continuously updating the official website www.europatat.eu and being active on Twitter and LinkedIn with one main goal: to stay in touch with stakeholders, policy and decision makers and, more generally, to connect with people interested in the sector and the work Europatat is doing.



6|7|8 FEBRUARY 2019, BERLIN

In addition, Europatat once again had a booth at this year's 2018 Fruit Logistica fresh produce trade show to present the work of the association and multiply contacts with the sector. The stand was well visited over the three days of the exhibition, and the experience will be repeated in 2019.



RUCIP

RULES & PRACTICES OF THE INTER-EUROPEAN TRADE IN POTATOES

RUCIP has been since 1956 the reference for national and international potato trade. In case of complain and/or dispute on the quality of a delivery, it provides the tool of a professional expertise by a trained and approved expert. Once a clear reference of RUCIP has been mentioned on the contract signed by the concerned parties the RUCIP rules apply.

RUCIP can be used in all potato contracts between professionals in the potato chain (producers, traders, processors) as it offers a chapter on rules (the contract, the potatoes, cost and risks of transport, delivery and payment, complaints and disputes) and as well the possibility of expertise as arbitration much quicker than court proceedings.

A RUCIP expertise can be asked for as well by the seller as the buyer at the national RUCIP secretariat in the country where the goods are available. Then, the competent RUCIP secretariat will appoint an expert who will inform all concern parties on his conclusions. If one of the parties doesn't agree, he can ask for a counter expertise or send a request for an arbitration.

Advantages

- Faster procedures
- Professionals involved
- Confidentiality
- Precise, practical and reliable



Since the RUCIP foundation by Europatat in 1956, it has been modified several times, which resulted in a RUCIP adapted to the demands of the trade and the technical evolution within the potato sector. The most recent version is effective since 1 January 2017. On the same date, the RUCIP European Committee and secretariat moved to the Europatat office in Brussels.

Without cancelling any national rules, which is in any case not within their power, the three professional organisations:

- EUROPATAT (Rue de Trèves 49-51 box 8, B-1040 BRUSSELS)
- INTERCOOP EUROPE (p/a AVEVE NV Tiensevest 132, B-3000 LEUVEN)
- EUPPA (Boulevard Saint-Michel 77-79, B-1040 BRUSSELS)

who make up the RUCIP European Committee, recommend all their members to use the current Rules and Practices, and the Rules governing expert assessments and arbitration for their national, as well as their European transactions. The code name of these rules and practices – under which they have been tried and tested – remains RUCIP.

A RUCIP Working Group has been created including several key countries to revise and modernise the RUCIP rules. Several meetings took place during the last year.



National RUCIP secretariats are located in Czech Republic, France, Germany, Ireland, Italy, the Netherlands, Spain, Switzerland and the UK.

Portugal is also currently joining as a National secretariat.



EUROPEAN RUCIP COMMITTEE

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Potato sector data

Europatat data collection project

Europatat has recently started a project with the aim of collecting data for both production (for ware and early potatoes) and storage (for ware potatoes).

The objectives behind this project are mainly:

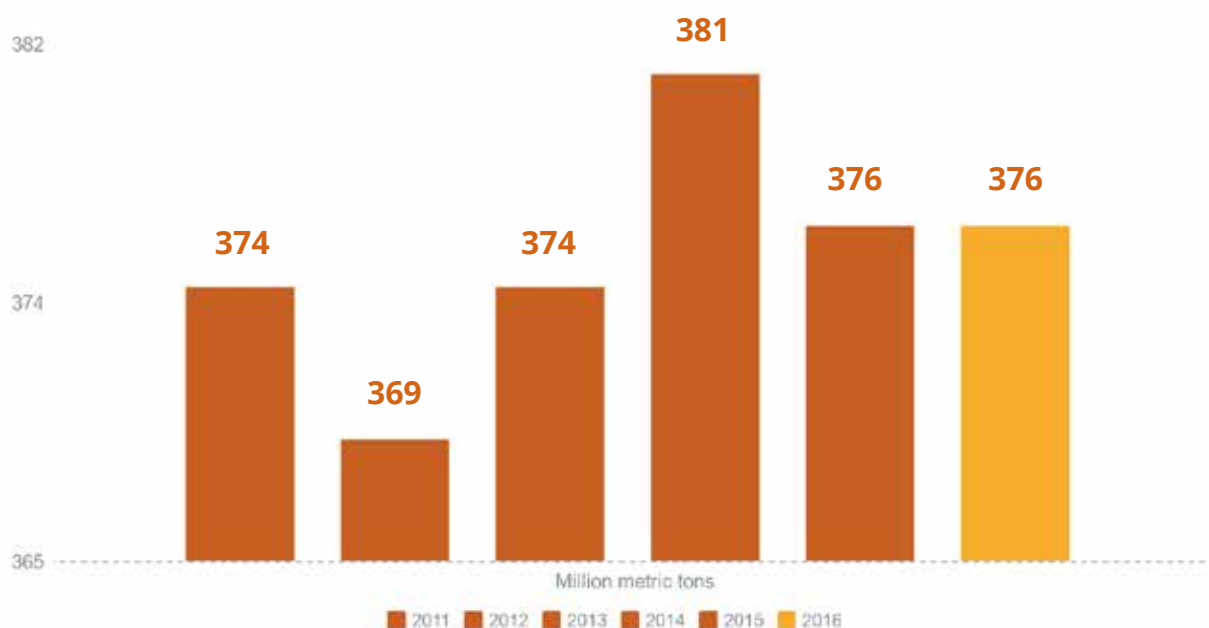
- **'Information and market transparency':** importance for the sector to contribute in monitoring and forecasting production and storage, for the better functioning of the chain and building capability to analyse and predict the market both in the short-term (particularly taking into account the effect of weather conditions) and long-term (considering all economic developments).
- **"Global to regional forecasting capacity":** impact of data information from a regional to a global perspective. Comparability of European data with other important geographical areas to create a global picture and influence commercial and trade debates.
- **"Future challenges and opportunities":** maintain relevance and potentially increase the sector's importance (particularly considering how emerging new technologies that can contribute to improved systems).



Potato sector data

World production

Potato is the most important tuber crop in the world and is grown in over 100 countries. Potatoes are an important food for the fresh market and as raw material for a globally expanding processing industry. Although many countries across the globe are boosting their potato production, China and India are emerging as the clear world leaders, with Russia following closer.



The global potato production has grown steadily from 267 million T in 1990 to 376.83 million metric tons in 2016

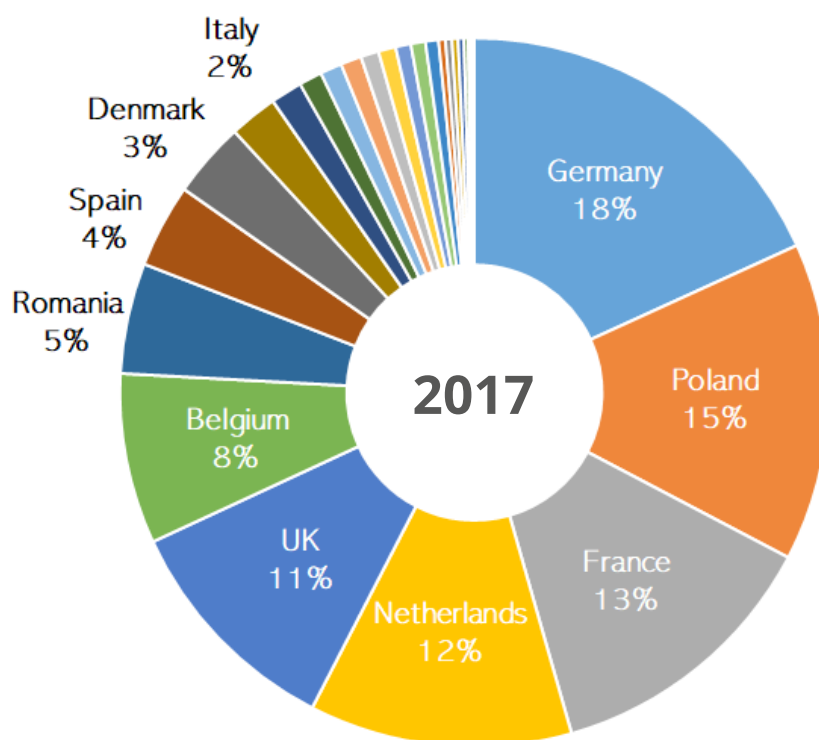
Top 5 of world potato producers



European Data (production and trade)

Potatoes belong to the most competitive segments of EU agriculture. In 2017, 62 million tonnes of potatoes were harvested in the EU, up by 12.4% compared to the average of the 5 previous years, and 10.9% compared to 2016.

This can be partially explained by the fact that the consumption potato surface and average yield is increasing in key Member States, and those with a large processing industry, driven by exports of its products to third countries.



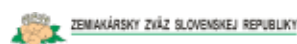
Potatoes are traded mainly on the EU internal market; however, the sector shows also a competitive edge in international markets, especially in the sub-sectors of seed potatoes and processed products.

Indeed, the EU is a net exporter of potatoes: in 2017, it shipped 1.2 million tonnes for a value of around EUR 500 million. These were mainly seed potatoes (70% in value and 55% in volume) and some crop potatoes (30% in value and 45% in volume).

The EU is also a net exporter of processed potatoes.

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