



POTATOPOLAND

XXVIII Polish Potato Days

20-22 August, 2021

Lets meet at the largest national fair for the potato industry,
which will be held in Lębork, a region famous for potato production
for processing
in Charbrowo (10 km from Łeba at the Baltic Sea coast)



Polish Investment
& Trade Agency
PFR Group



Polish Potato Federation

Polish Potato Federation

Polish Potato Federation is proud to organize the next annual edition of Potato Poland event, which will be held on **20-22 of August 2021**.

Polish Potato Federation is established to integrate Polish potato industry, as well as represent it both locally and globally.

We are constantly working on increasing the quality and efficiency of local potato production. Federation is an active a member of Europatat and the founder of **RUCIP National Secretariat** in Poland.

Potato Poland 2021 and **XXVIII Polish Potato Days** are co-organized by the **Ministry of Agriculture** and Rural Development and the **IHAR** - Plant Breeding and Acclimatization Institute - National Research Institute. This year's final event is located in the Lęborski powiat, in Charbrowo (10 km from Łeba at the Baltic Sea coast). Thus, Poland's largest event for potato industry will take place in a region famous for specialized production for processing, retail chains and exports.

Partners

Potato Poland 2021 partners



Potato Poland 2021

Potato Poland 2021 event's motto is
FIVE star POTATO



SELF-EDUCATION

Agri Education - digital assistant in potato production education, i.e. promoting and supporting agricultural education using modern solutions.

Diagnostics and consulting - the research will provide new knowledge and algorithms for the prediction of fertilization needs, hydration optimization and protection, in light of complete analysis of stress factors affecting condition of plants and, consequently, the level and quality of crops.



CULINARY EDUCATION

Regeneration after sport - fries, potato pancakes and starch will regenerate muscles more effectively than so called fit snacks.

Online culinary shows - consumer education, highlighting the role of vegetables and fruit in daily diet, popularization of tasty and healthy nutrition.



POTATO BUSINESS

Free access for Polish potatoes to export markets - obtaining professional potato production free from CMS bacteria and increasing export of valuable crops.

Return to world markets - RUCIP, Three Seas Initiative of Potato Growers, Active export e-program of PAIH - Polish Investment and Trade Agency.



CYBERAGROTECHNICS

Passporting of Polish food - electronic potato passport

Modern solutions in retail - a response to the needs of modern consumers via modern solutions: RFID communication, blockchain technology, shortening supply chains through dedicated production.



CLIMATIC NEUTRALITY OF AGRICULTURE

Photovoltaic / Solar Panel Technology - 1000 ha for the Sun.

Main farming practices optimization - innovative decision support system to optimize core farming practices in plant production, in particular adapting cultivation, fertilization and protection methods to the current water deficit and microclimate, which will make it possible to adapt production to the changing climate and droughts that occur more and more frequently.

TECHNOLOGY



TECHNOLOGY OF POTATO POLAND 2021

Demonstration plots will be monitored by FarmCloud system supporting agricultural production and food passporting, based on sensory data.

Virtual 3D stands in Matterport mapping technology - upgrade your company and presentation to the full 3D world of Virtual Fair.

Hybrid solutions - the entire fair will be reported live from two independent TV studios linked with on-site reporters collecting participants' reports.

Molecular cuisine demonstrations and lectures on modern and innovative techniques for processing fruit and vegetables.

Technological Partner

| IT PLATINIUM





POTATOPOLAND

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