

Europe's Place in a Changing Potato World

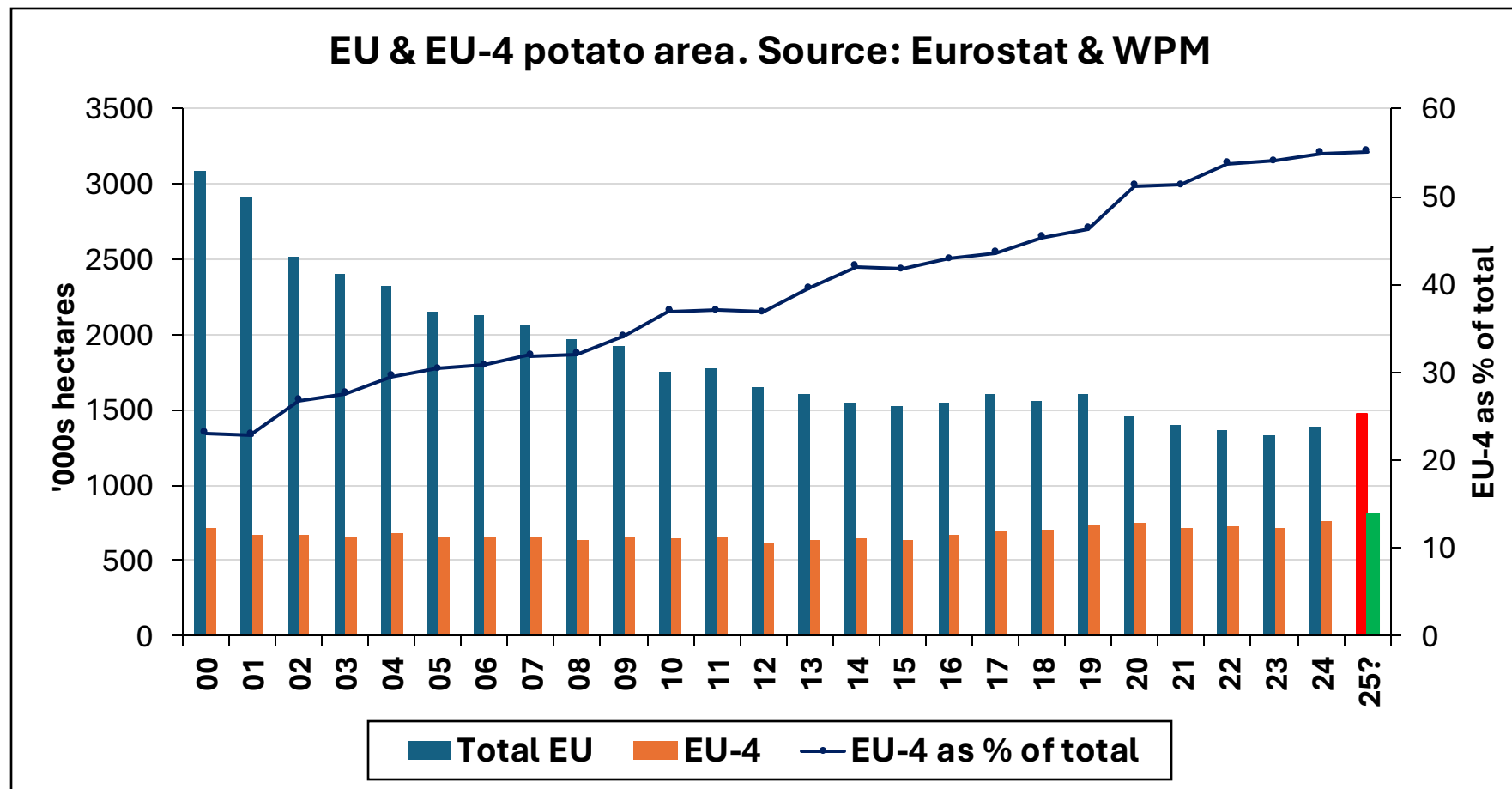
A market and business-focused conference brought to you by
PotatoEurope, Europatat and World Potato Markets



Part One: How can European potatoes remain competitive?

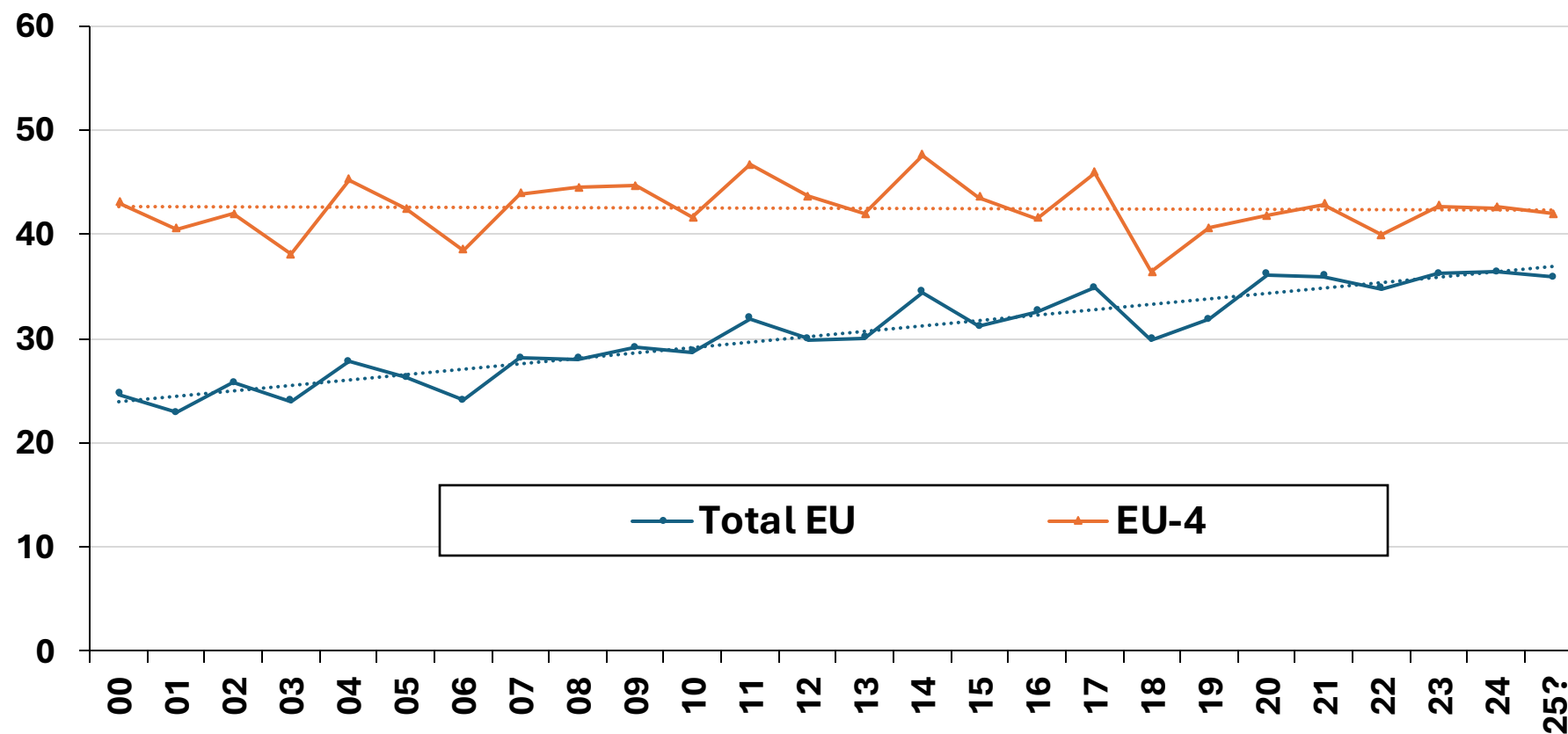
The challenges and opportunities for the European potato industry in a changing market

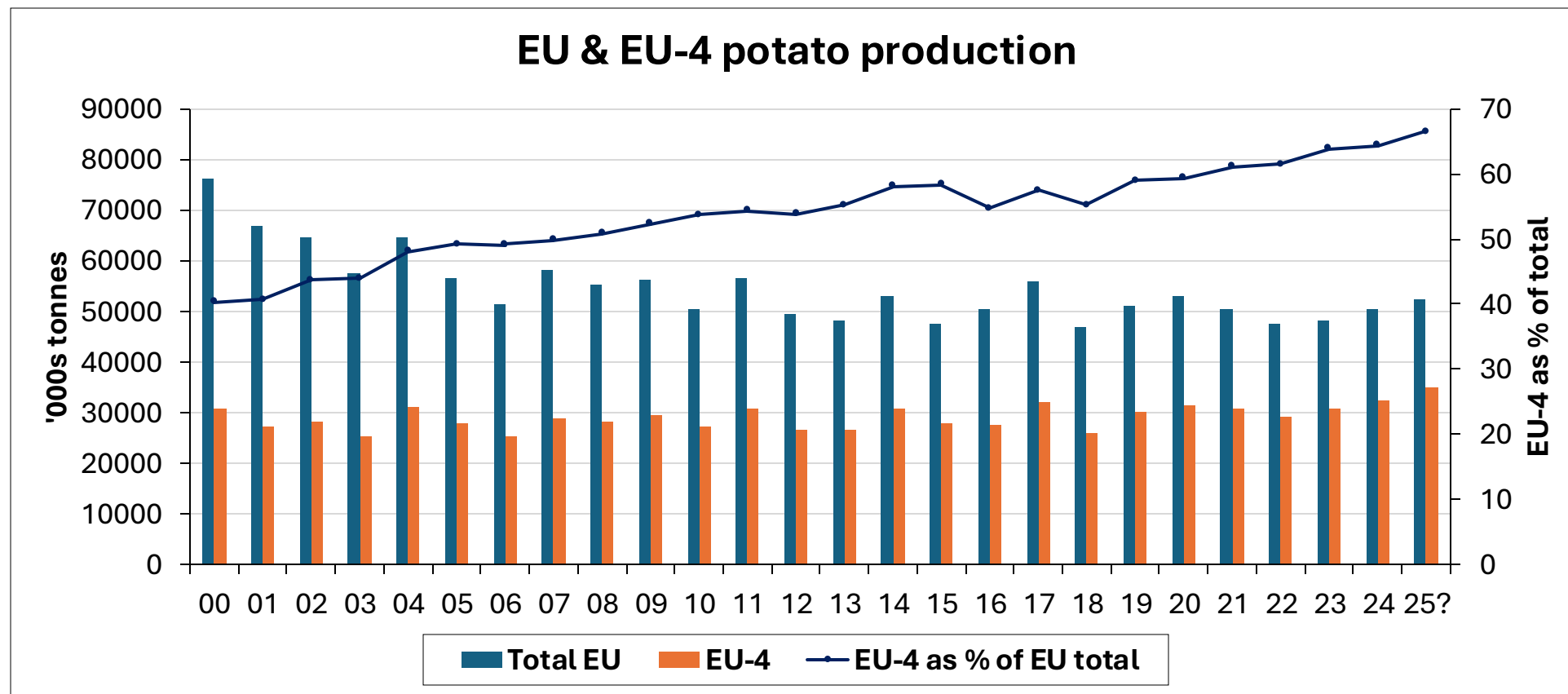




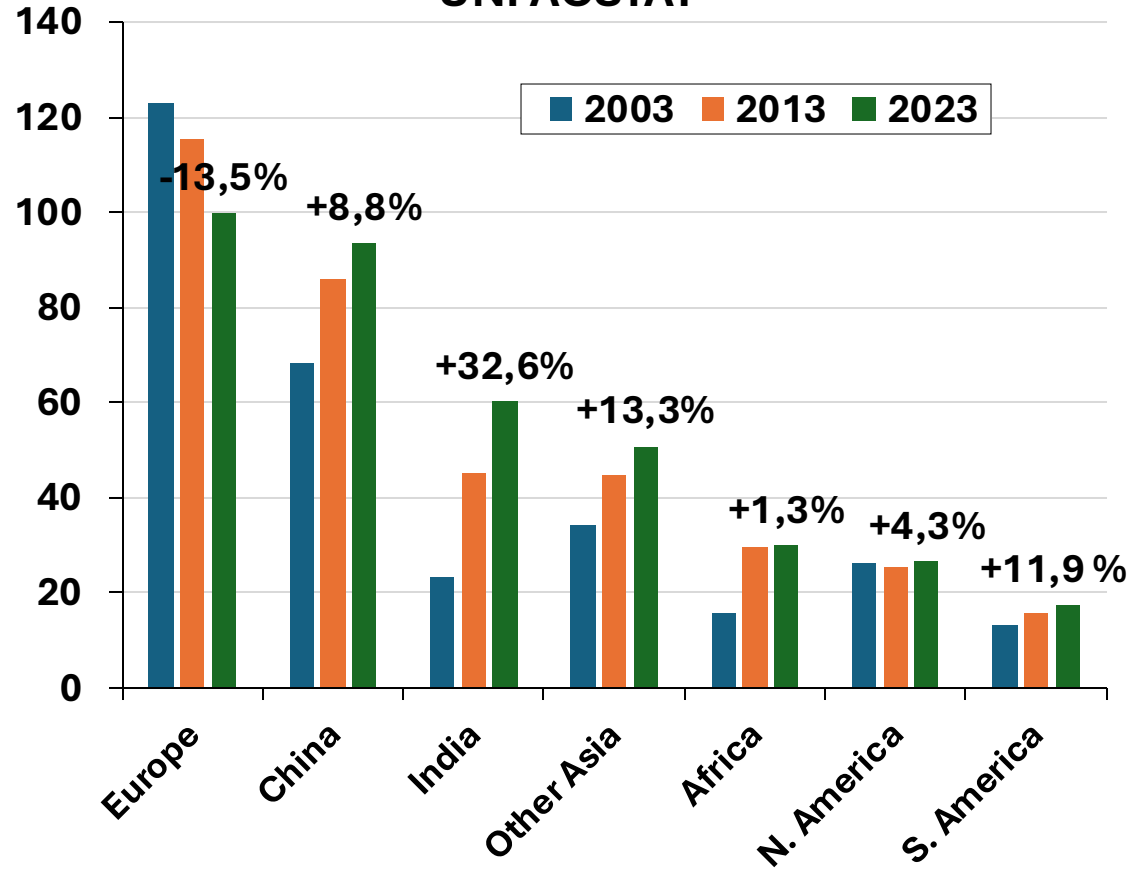
since 1952

EU & EU-4 average yields in tonnes/hectare

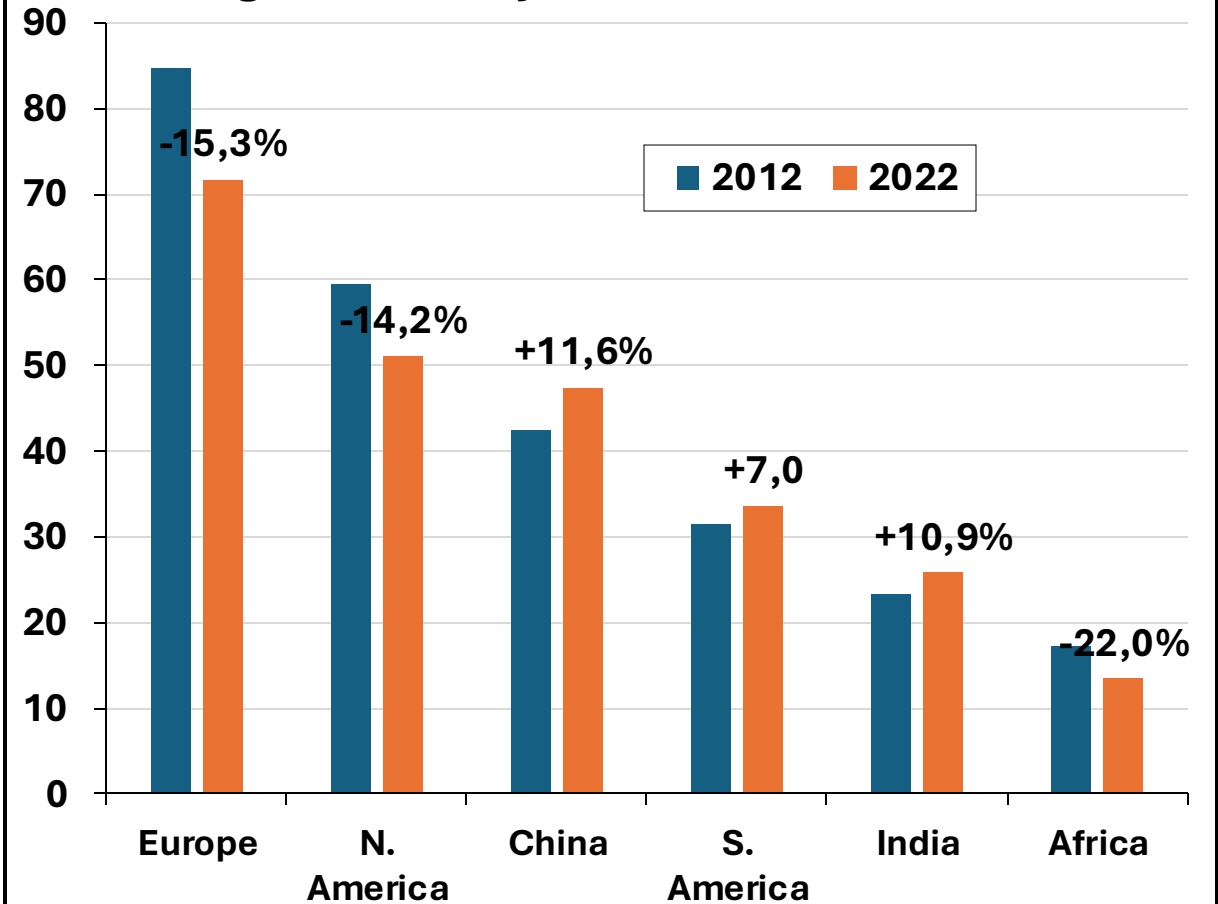




Potato production in million tonnes
(World at 383m t in 2023). Source:
UNFAOSTAT



Potato supply/consumption in kilograms/head/year. Source: **UNFAOSTAT**



Part One: How can European potatoes remain competitive?

The challenges and opportunities for the European potato industry in a changing market

Moderator: Berta Redondo, Europatat Secretary General

Bianca de Winter, Seed Potato Grower, The Netherlands

Francisco Moya, Managing Director Group, France

Christophe Vermeulen, CEO, Belgapom, Belgium

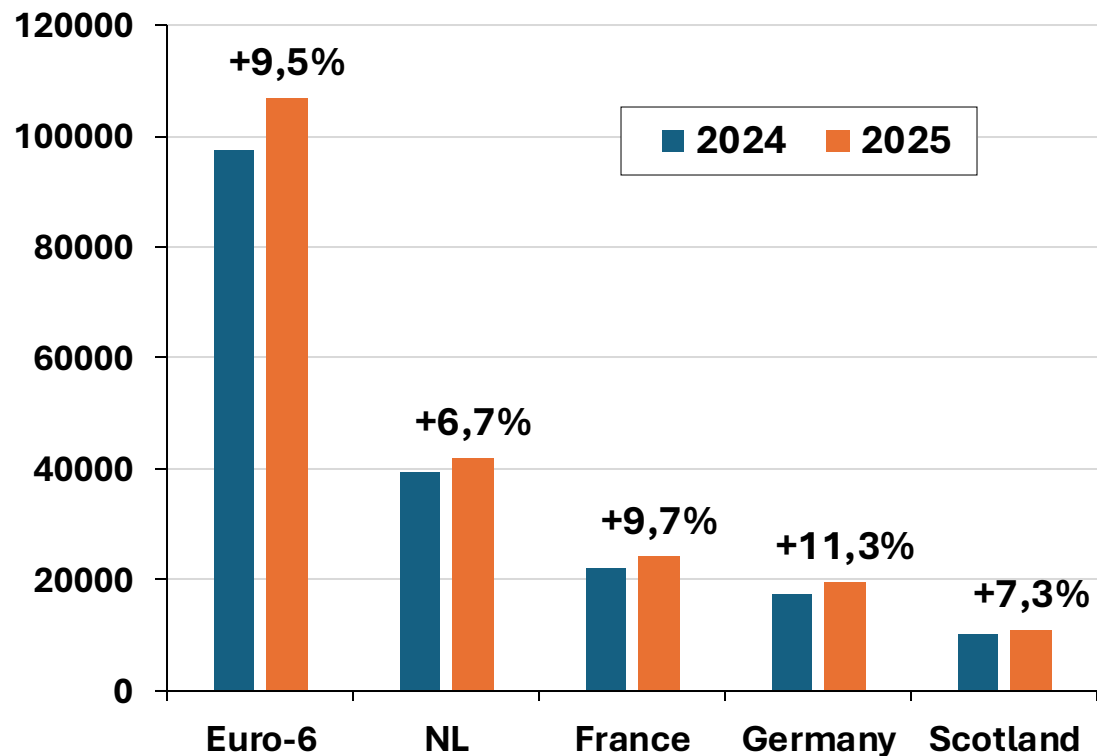


Part Two: How can European potatoes remain competitive?

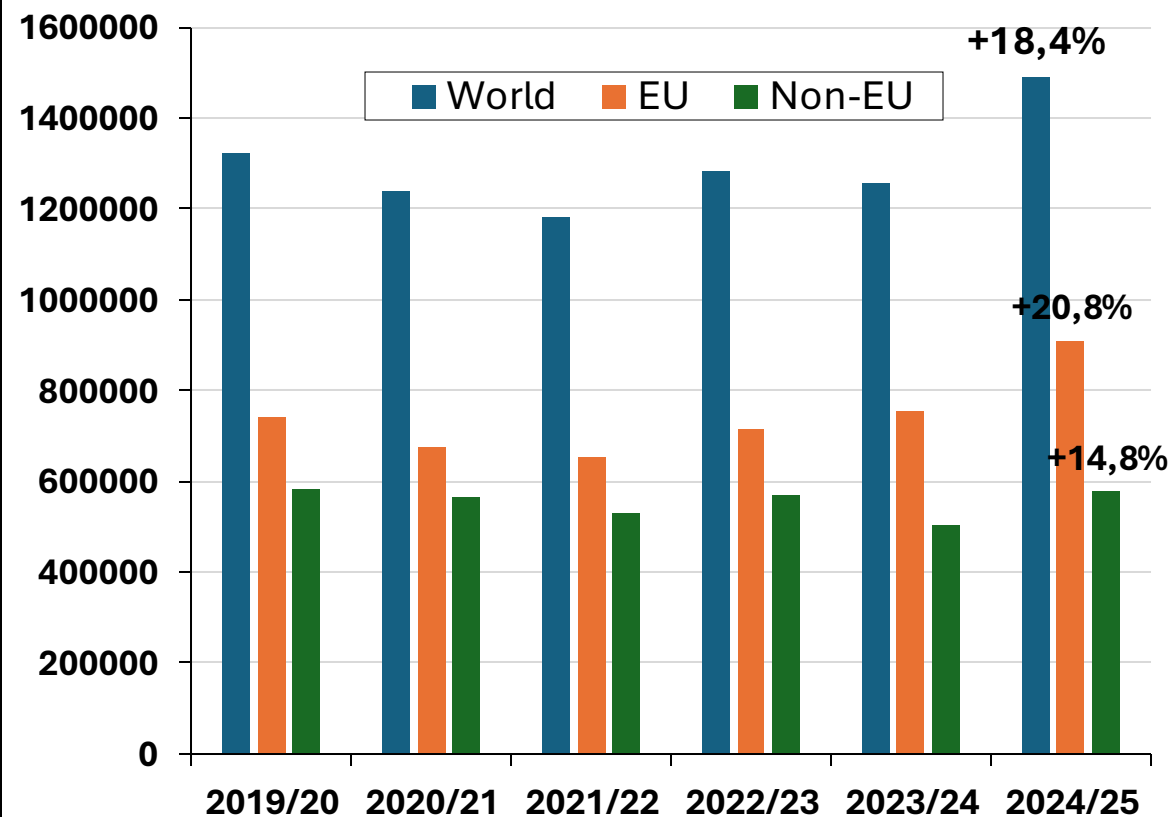
The challenges and opportunities for the European potato industry in a changing market



Seed potato area in hectares. Euro-6 = NL, France, Germany, Scotland, Denmark & Belgium. Source: FN3PT



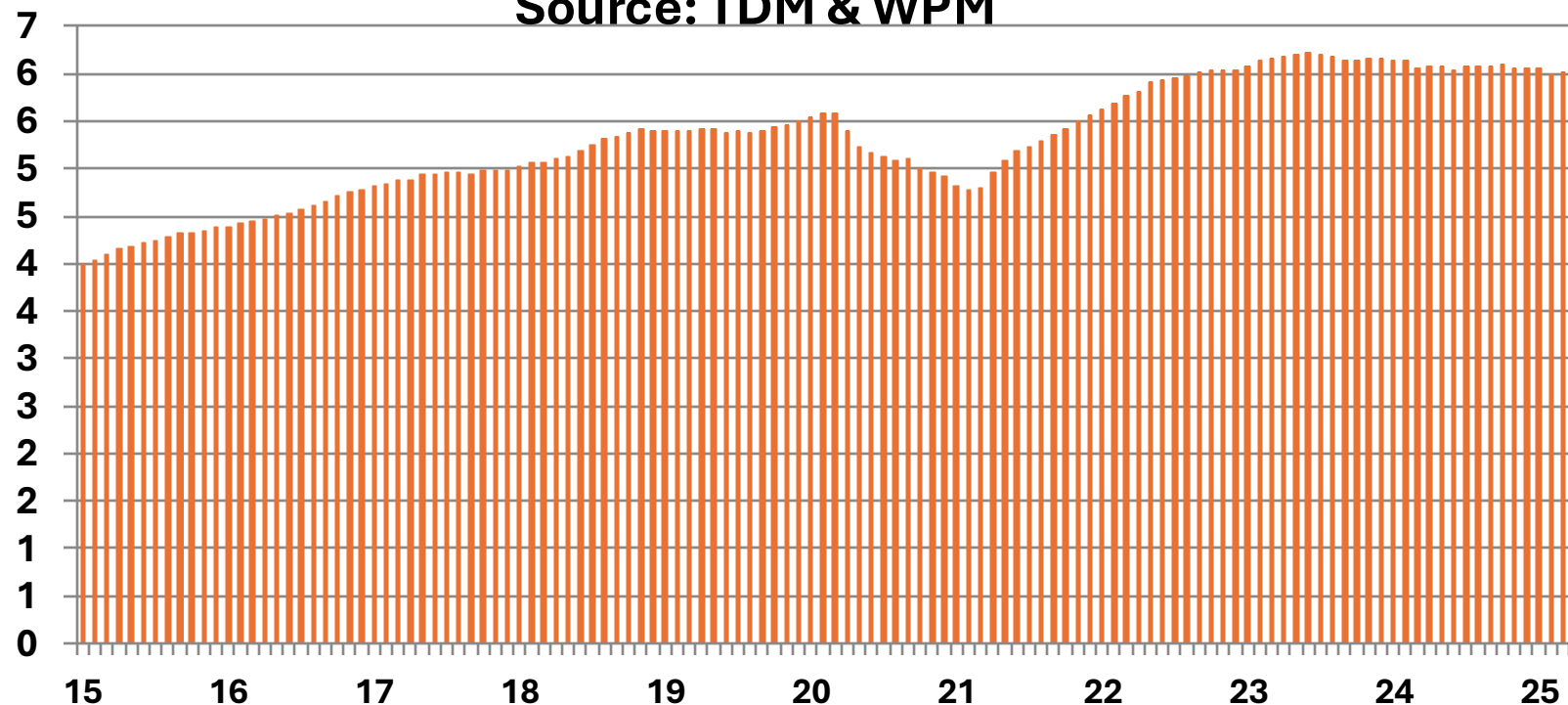
Seed potato imports in tonnes. Source: Trade Data Monitor LLC & WPM



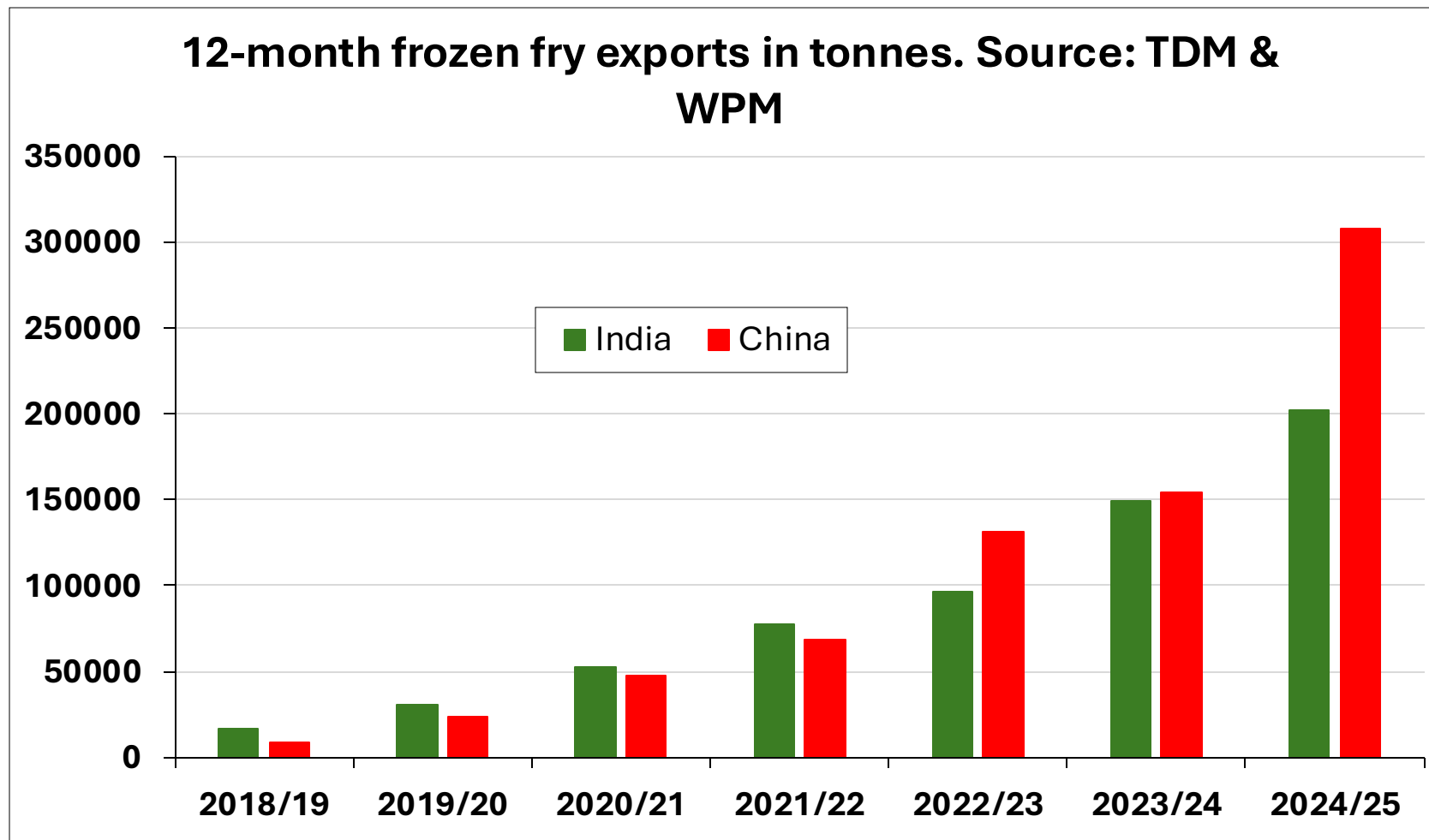
The EU & UK accounted for 91% of world seed potato exports in 2024/25 with the Netherlands at 52%

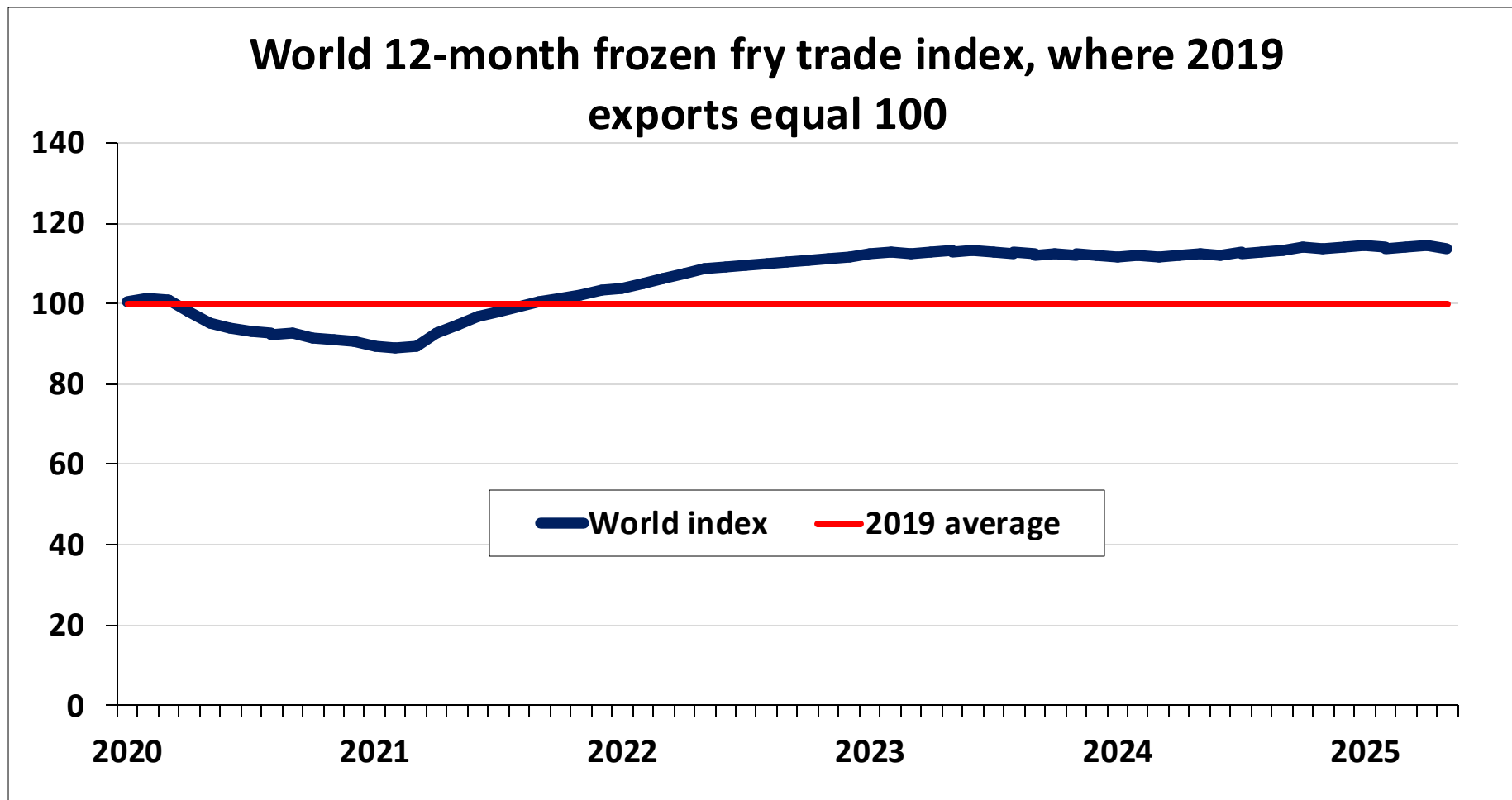
EU-5 fry exports (12-month periods (million tonnes)

Source: TDM & WPM



The EU-5 (Belgium, Netherlands, France, Germany & Poland) account for 65% of world frozen fry trade. Belgium & Netherlands 50%. Belgian exports are down 6.2% in last year, Dutch down 7.6% and French up 43.9%





Part Two: Global Potato Trade: New Players and Markets

Rise of newer players such as China and India, trade barriers, and opportunities

Moderator: Berta Redondo, Europatat Secretary General

Erika den Daas, Managing Director, Meijer Potato, The Netherlands

Soundararadjane S., CEO, HyFun, India

Kristof Wallays, Chief Global Expansion, Innovation and Sustainability, Agristo, Belgium



Thank you

