

INTERPOM PRIMEURS

AN INTERNATIONAL POTATO TRADE FAIR

The 17th biannual exhibition took place in Kortrijk, Belgium from Sunday 23rd to Tuesday 25th November.

All exhibition space was sold out well in advance, with 278 exhibitors from 15 countries attending. They were rewarded with almost 20,000 visitors, an increase of over 10% on the previous event, in what is claimed to be Europe's largest indoor potato and vegetable trade exhibition.

The Pommies team exhibited over the three days and were very pleased with the visitor numbers to the stand, particularly the numbers of growers.

Manager, Dany Devinck, commented "we have had a very busy three days and will certainly be exhibiting in the future".

The theme for this year was "together for sustainable growth" and many growers wanted to discuss contracts for 2015/16 in the light of the very low free prices and lack of movement off the farm.



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Pommies are able to offer both crisp and chip contracts for 2015/16 having developed an international group of customers who demand quality, year round supply.

They are also building an export ware business throughout Europe and the Middle East which requires top produce to meet tight specifications of size and quality.

Once again our crisping variety, Olympus, was at the forefront of many discussions. Although bred in Scotland, it was nurtured in France and is now an accepted variety by all the major processors. As well as out-yielding many of its rivals, it is a very stable long-term storer which produces very low levels of acrylamide when manufactured into crisps.



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