

## POTATO EUROPE 2013

This year, the show was held in Holland near to Emmeloord in the heart of the Dutch potato growing region.

Held over 2 days in September, the event is always very well

attended with growers and trade visitors from across the world meeting the 250 exhibitors.

### *Wellingtons Only*



### *Final preparations before the rush*



As usual the weather wrecked havoc with the outside demonstrations where, following very heavy rain, Wellingtons or supermarket

plastic bags were essential footwear. Pommies Ltd, our trading business based in France, took a stand, fortunately in the indoor exhibition marquee and was manned by staff from our offices in France, England and Scotland over the 2 days.

A difficult growing season in continental Europe, particularly Germany, created a lot of discussions on future prospects for the rest of the year. An interesting twist was whether we would be exporting to the rest of Europe following a season of very high volumes imported into the UK.

We met many growers and customers, new and old and were able to conduct, if not conclude, a lot of business, in all areas of seed, processing and fresh. In particular, we had very productive discussions with several processors in Germany and further east.

***another deal done***



Next year the show will move to

Germany in early September where, I am sure, the Bockwurst, Sauerkraut and Kartoffel will be plentiful in supply.

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***and that's on the way***

