

Potato Europe 2012

This event held each year, in either Holland, Germany or France, is considered the main potato exhibition and field event of the season. It regularly draws over 10,000 visitors to view a mixture of exhibits, grading sites and harvesting machines.

Over 250 exhibitors arrived on the 13 September at Villers-Saint-Christophe, deep in the French countryside, to conduct business and discuss the state of the industry.



As usual, the French had reserved the best areas for themselves and Pommies, being a French company was allowed to pitch its' tent in the middle of all the action.



The 2 days were extremely busy. There was a massive UK presence, reflecting our poor harvest and yield forecast with everyone looking to buy potatoes for import. Prices were increasing by the hour!!

We had a very good company representation with staff from each office ; Seed, Norfolk, Finningley and Pommies of course. Being French, we couldn't just stick to tea, coffee and biscuits but were forced to consume champagne at ridiculously early times each morning.

We had a number of new varieties on show including Sarafina, an export table variety, showing great promise in trials in Egypt where it has recently topped their yield table.

Pommies are expecting to have a very busy year trading from their main markets of France, Belgium and Holland throughout Europe particularly back to the UK.



The circus moves to Emmeloord, Holland in 2013, where we hope an improved growing season will produce a less exciting event.



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