



Higgins
GROUP



purely potatoes

purely pommies

purely potatoes

purely european

The expansion of international trade has been one of the most significant contribution to the success of The Higgins Group in the early years of the 21st century, and this potential for growth continues. The multi-lingual sales team at Pommies, the Group's trading company in France, is creating exciting new trading opportunities in the pursuit of ambitious targets.

Based in Lille, Pommies provides a springboard for marketing potatoes grown in France and other continental countries, to supermarkets, to packers and to major processors across Europe. The company's growing international reputation has enabled the sales team to develop a network of over 100 customers across mainland Europe. As trade within Europe continues to strengthen, Pommies is also playing a vital role in moving potatoes into the UK as seasonal demands dictate, making a significant contribution to the success of Higgins' supply chain.

Eastern Europe and Russia represent new markets for The Higgins Group. Currently, the company is working closely with its network of European growers to guarantee quality and continuity of supply into these markets. The Group is actively seeking partners across Eastern Europe with whom it can provide integrated solutions to potato supply. Substantial growing trial has been undertaken in Russia.

Pommies are able to offer their customers a complete service and selection of potatoes, washed or brushed, bulk or packed in bags, nets and boxes, all sizes from babies to bakers.

