



## 10,000 PROFESSIONALS OF THE POTATO SECTOR AT VILLERS-SAINT-CHRISTOPHE'S 5<sup>TH</sup> INTERNATIONAL POTATO WORKSHOP

With 10,000 participants, including 3,500 foreign visitors, Villers-Saint-Christophe's 5<sup>th</sup> International Potato Workshop registered hosted 15% more visitors than its 2004 predecessor, demonstrating the French industry's great energy. The dynamic demonstrations, the sorting lines, as well as the exhibitors' and trade village, were the hits of this event, which will henceforth be part of the PotatoEurope label.

### 22 DYNAMIC DEMONSTRATIONS

The major attractions at Villers-Saint-Christophe featured 12 potato-lifting fields, 6 reception yards, and – a world premiere for this type of tradeshow – 4 tuber optic-sorting stations: there is nothing like this to help potato producers and professionals form their own opinion regarding the new materials. Some of the advances featured in the Innovation Victory Profiles Contest organised by the UNPT<sup>1</sup> included a GPS-based automated management system of sprayer sections and a solution to the fight against soil erosion. The technical areas of ARVALIS – *Institut du végétal* and its partners also offered a showcase of innovations in genetics, agronomy, systems durability and crop protection. In this field, for example, the *Office National de la Protection des Végétaux* (“National Board for the Protection of Plants”) and ARVALIS – *Institut du végétal* launched their new tool, MILEOS®, available through the Internet, which helps protect against mildew risks and provides plot-specific advice.

### A MAJOR TECHNICAL AND COMMERCIAL RENDEZVOUS

The 200 exhibitors who were present (20% more than in 2004) greeted their customers, converting PotatoEurope into an important business rendezvous. The seed-industry's high energy levels, matched only by those of the potato consumer trade sector (France is Europe's leading exporter) and the transformation industries, attracted foreign visitors. 3,500 foreigners, representing over 40 nationalities, came from the four corners of the world, proof positive of the vitality and fame of France's potato industry, particularly in this year, which the FAO has named the “International Year of the Potato”!

### A TRUE *ESPRIT DE CORPS* WITHIN THE SECTOR

This 5<sup>th</sup> International Potato Workshop were organised by ARVALIS – *Institut du végétal*, with the assistance of CNIPT<sup>2</sup> and the participation of the entire industry: the FNPPPT<sup>3</sup>, GNIS<sup>4</sup>, UNPT, FELCOOP<sup>5</sup>, GIPT<sup>6</sup>, and FEDEPOM<sup>7</sup>, as well as GROUPEAMA, the *Crédit Agricole*, *Deutz Fahr*, the Department of the Aisne and the region of Picardie. In future, these workshops will be held under the PotatoEurope label, created at the initiative of Belgium, France, Germany and the Netherlands, the purpose of which is to coordinate European full-field potato happenings. “PotatoEurope 2008”, a roving event, will be followed by the Dutch edition, to be held in Emmeloord on 08-10 September 2009.

Relive the event through videos, available as of 16 September 2008 at [www.pommedeterre2008.com](http://www.pommedeterre2008.com)

<sup>1</sup> The “*Union Nationale des producteurs de Pomme de Terre*”, or “National Union of Potato Producers”

<sup>2</sup> The “*Comité National Interprofessionnel de la Pomme de Terre*”, or “National Interprofessional Committee on Potatoes”

<sup>3</sup> The “*Fédération Nationale des Producteurs de Plants de Pomme de Terre*”, or “National Federation of Potato Producers”

<sup>4</sup> The “*Groupement National Interprofessionnel des Semences et plants*”, or “National Interprofessional Seeds and Seedlings Organisation”

<sup>5</sup> The “*Fédération Française de la Coopération fruitière légumière et horticole*”, or “French Federation for Fruit, Vegetable and Horticultural Cooperation”

<sup>6</sup> The “*Groupement Interprofessionnel pour la valorisation de la Pomme de Terre*”, or “Interprofessional Organisation for the Promotion of Potatoes”

<sup>7</sup> The *Fédération Française des Syndicats de Négociants en Pomme de Terre et Légumes en Gros*, or “French Federation of Associations of Potato and Vegetable Wholesalers”

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