

# DIRECT MARKETER

## SHOPPING EXPERIENCE AT THE FARM STORE

### Variety characteristics

- firm cooking, mainly firm cooking, floury cooking
- light yellow to deep yellow flesh color
- large selection of different delicious flavors
- the right variety for each maturity group
- varieties suitable for long-term storage without germination inhibitor
- good portfolio of resistant varieties (nematodes, wart disease, virus)
- extensive assortment with heat and/or drought stress tolerance
- special varieties for low input production with a high nutrient uptake capacity

### Usage

- boiled, salad, jacket or mashed potatoes
- grilled potatoes and baby potatoes
- loose in the box or packed in the bag



Example

### Cultivation

- conventional and organic cultivation
- sustainable and regional cultivation
- reduced use of plant treatment products due to the use of resistant varieties

### Availability

- varieties available all year

## VARIETIES, COMPETENCE, SERVICE



### Highlights

- ✓ characterful potatoes
- ✓ simply delicious!
- ✓ varieties available all year round
- ✓ conventional and BIO quality