

Press release FRUIT LOGISTICA

EUROPLANT at FRUIT LOGISTICA 2020:

Focus on slow-germinating and very early varieties

Lüneburg, February 2020. As the world's leading trade fair for the global fruit and vegetable sector, FRUIT LOGISTICA, which took place from 5 to 7 February 2020 at the Berlin Exhibition Grounds, is a meeting place for experts and companies in the branch. With a record number of 3,300 exhibitors from 93 countries and visitors from over 130 countries, this year's fair was once again a great success. Sustainability was a particular focus of the fair.

EUROPLANT Pflanzenzucht GmbH presented itself again this year at FRUIT LOGISTICA. In Hall 20, Stand A-16, trade visitors, customers and interested parties were able to see for themselves the high quality standards of the seed potato breeder and supplier based in Lüneburg/Lower Saxony.



Managing Director Jörg Eggers with the presidents of the associations at the EUROPLANT stand / Photo: © BVEO e.V.

The focus of the company's presence at the fair was on the variety and high quality of its products. Besides seed potato availability, storage was one of the main topics at the EUROPLANT stand. As the

European Commission decided last year not to extend the approval for the active ingredient CIPC, the demand for (very) germination-resistant varieties is increasing. "We can offer real heavyweights with BELANA, REGINA and other varieties that are particularly characterised by an extremely strong dormancy," replies Managing Director Jörg Eggers and adds that very early processing varieties also benefit from these changes, as long-term storage without germination inhibition is problematic.

Irrespective of this fact, there was also strong demand from Central and Eastern Europe for good ware potato varieties. This year EUROPLANT is supplying larger quantities to the actual "surplus country" Poland for the first time. MADEIRA, MILVA, REGINA and BELANA enjoy particular popularity there.

Besides exhibiting its own products, the exhibition offers many opportunities for the industry to exchange news and views every year. "FRUIT LOGISTICA is a valuable platform to find out about the current market situation and new trends," according to Managing Director Jörg Renatus.



Variety presentation / Photo: © EUROPLANT Pflanzenzucht GmbH

EUROPLANT stands for first-class seed potatoes and for high quality in consultation. The Lüneburg-based company offers customers valuable assistance with all questions relating to potato cultivation and breeding. With 12 subsidiaries and associated companies, the company is represented in the most important European potato farming regions. EUROPLANT has a high-end network of partners and representation offices worldwide to meet the requirements of the individual market.

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