

Press release

Innovation in German food retail trade:

EUROPLANT launches the Lower Carb Potato

Lueneburg, February 2021 | Potato is one of the most popular foods. For many consumers, however, it contains too many carbohydrates. EUROPLANT adapts to the low carb nutrition trend and is now offering two potato varieties with fewer carbohydrates: the mild, mainly firm-cooking *Coronada*, which is branded as *Linella*, and the tasty, firm-cooking *Montana*.

"The demand is overwhelming. People who value a low-carbohydrate diet now have an alternative," says Joerg Renatus, Managing Director of EUROPLANT Pflanzenzucht GmbH.

The innovative varieties *Coronada* and *Montana* were developed through selective breeding. The average relative energy content is at least 30 % reduced in relation to fixed standards.

Both varieties are grown by specially selected, qualified farmers who are certified by German QS standards.

Before grading and packing every single lot is checked for its ingredients by neutral experts. Only if all legal requirements are met a lot can become part of our "lower carb" program.

Coronada



Montana





EUROPLANT Pflanzenzucht GmbH | Varieties, competence & service

Worldwide distribution of premium-quality seed potatoes

EUROPLANT is an innovative, internationally operating trading firm for seed potatoes. The EUROPLANT Group is active in more than 70 countries and has a worldwide distribution network comprising 13 subsidiaries and other contractors. The EUROPLANT Group distributes worldwide a total of about 250,000 tonnes of seed potatoes, therefore 125,000 tonnes on the German market. Besides the worldwide exclusive distribution of protected varieties, EUROPLANT offers their customers an extensive portfolio of customer and advisory services, and supports the customer needs in the different sales markets. With a team of more than 250 well-qualified employees, EUROPLANT has the necessary human resources to meet the high international quality standards.

The managing directors of the company are Joerg Eggers and Joerg Renatus. "A long-term, trust-based and fair cooperation with our customers is our top priority," says Eggers. "We are constantly working to develop new varieties which meet the high quality standards of the retail food industry and to support our trade partners in successfully marketing their products."

The Lower Saxony company with its head office in Lueneburg was founded in 1992 as a distributor of the long-standing breeding company Kartoffelzucht Böhm GmbH & Co. KG and its partners Vereinigte Saatzuchten eG, Raiffeisen Centralheide eG and RAISA eG. After its foundation, EUROPLANT became responsible for marketing the potato varieties of its shareholders in East Germany and for different export markets. In 2002, EUROPLANT acquired the worldwide distribution rights.

For more information

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