

Press release

BNA becomes EUROPLANT Innovation

The EUROPLANT corporate group grows together

Lüneburg, 14th November 2024 | Böhm-Nordkartoffel Agrarproduktion GmbH & Co. OHG (BNA) is now operating under the name EUROPLANT Innovation GmbH & Co. KG.

With this renaming, all individual activities within the corporate group are united under the common umbrella brand EUROPLANT. This includes the entire value chain - from basic research, breeding and cultivation to sales and export. The aim is to create a unified and strong corporate entity. This consolidation not only establishes clear structures but also strengthens the brand image and facilitates communication with policymakers, customers, and partners.

The management team is also being expanded: In addition to Dr. Justus Böhm, Jörg Eggers and Jörg Renatus will now also join the leadership of EUROPLANT Innovation. At the same time, Dr. Justus Böhm will strengthen the management of EUROPLANT Pflanzenzucht GmbH.

EUROPLANT Innovation will continue to focus on its core competences. In addition to comprehensive basic research, the company remains centred on breeding new potato varieties and producing pre-basic and basic seed potatoes. Production takes place on the company's own farms, which guarantees high quality and control of the entire production chain. The company is thus continuing a tradition of over 100 years and further expanding its expertise in this area.

'What has often been a reality is now also clearly recognisable in the name: We are a unified company; a team that acts and grows together,' explains Dr Justus Böhm, Managing Partner of EUROPLANT Innovation.

With this renaming, the corporate group takes a decisive step towards the future and creating the basis for sustainable growth and efficiency.



Dr. Justus Böhm
Managing Partner of EUROPLANT Innovation



Varieties. Competence. Service.

EUROPLANT

EUROPLANT is a leading international company that breeds, multiplies and distributes high-quality potato varieties. The combination of resistance, resilience and efficiency of these innovative varieties enables agriculture to meet the challenges of the future.

With a portfolio of more than 100 state-of-the-art and high-performance table, processing and starch varieties, EUROPLANT provides solutions for all cultivation conditions, markets and directions of use.

Through integrated production, the company covers the entire value chain from research and breeding to multiplication and worldwide exclusive distribution of protected potato varieties. EUROPLANT supports its national and international partners with comprehensive services and consultancy.

EUROPLANT operates in over 70 countries and has a global breeding and distribution network consisting of 14 subsidiaries, associated companies and contractual partners. The company, headquartered in Lüneburg/Lower Saxony with more than 400 employees, generates an annual turnover of approx. 550,000 tonnes.

For more information:

EUROPLANT

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