



Press release

Potato Seed Solution is now EUROPLANT America

Idaho Falls, December 2024 | We are excited to announce that in conjunction with the reorganization of EUROPLANT Europe to incorporate their breeding and farming structure under the EUROPLANT brand, Potato Seed Solutions is now EUROPLANT America.

EUROPLANT America will operate independently to market our current and future varieties resulting from our US and Europe based breeding structures. We will improve and streamline our important work of bringing the modern varieties to the seed potato industry that are needed to answer the broad challenges our industry is facing. Our varieties are bringing the resistance, resilience and efficiency the market needs today and tomorrow.

SUNRAIN will concentrate its activities in other areas of our business and withdraw its presence from the market.

Our experienced and dedicated team will continue to serve you with full enthusiasm.



Logo of EUROPLANT America



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

Wulf-Werum-Str. 1 · 21337 Lüneburg, GERMANY

Tel. +49 4131 748005 · marketing@europlant.biz

EUROPLANT America

5466 West 49th South, Idaho Falls, ID 83402, USA

Tel. +1 208 552 3096