

Press release

EUROPLANT strengthens its presence in the British potato market

New subsidiary EUROPLANT Potatoes UK Ltd consolidates market activities – James Paice takes over as Managing Director

Lüneburg, October 2026 | EUROPLANT is further expanding its presence in the British market. With the newly established EUROPLANT Potatoes UK Ltd, the company is strengthening its local market activities, further developing its existing business and expanding the direct marketing of new potato varieties. James Paice takes over as Managing Director.

New structure for an important market

The establishment of EUROPLANT Potatoes UK Ltd underlines the EUROPLANT Group's long-term commitment to the British potato industry. The new company aims to strengthen cooperation with growers, packers, licensees and other industry partners. The focus is on introducing new potato varieties, expanding the licensing business and providing even more targeted support to local customers.

"The United Kingdom is an important market for EUROPLANT with considerable potential. By establishing this new company, we are creating a clear local structure that will enable us to support our customers and partners for all market segments more effectively," explains Christian Krahn, Sales Manager Export at EUROPLANT. "Our core strengths remain unchanged: high-performing varieties, consistent quality and reliable service."

James Paice takes over as Managing Director

James Paice will lead the new company as Managing Director. An experienced executive, he has held various senior positions in the British fresh produce and potato industries. His industry expertise and understanding of the requirements of the British market will support the further development of EUROPLANT's activities in the country.

"EUROPLANT combines decades of experience in potato breeding with an extensive international network and a diverse portfolio of varieties. I look forward to building on this expertise for the British market together with our partners, strengthening existing business relationships and exploring new market opportunities," says Paice.

Networking at upcoming industry events

One of the next opportunities for face-to-face networking will be the annual EUROPLANT OPEN DAYS, taking place from 4 to 6 November 2026 at the Ten Brinke site in the Netherlands. The company will showcase established varieties as well as promising new varieties. These include INA and FILIPA.

The table potato variety INA combines broad nematode resistance with high yield, good taste, attractive tuber grading and robustness. "This year, INA has achieved good results across a wide range of growing regions, particularly in light of the extreme weather conditions experienced around the world," says Hans-Georg Trumpf, Product Manager at the EUROPLANT Group.



FILIPA is a new key variety in the very early table potato segment. It combines excellent taste, marketable yield and quality – important characteristics for early potato production across a range of growing regions worldwide.

EUROPLANT will also be represented at the British Potato Conference on 18 and 19 November 2026 at the Lincolnshire Showground. Customers and industry partners will have the opportunity to meet James Paice and the EUROPLANT team to discuss varieties, current developments and future opportunities for cooperation.

With EUROPLANT Potatoes UK Ltd, the company is laying the foundations for tailoring its expertise in potato varieties, high-quality seed potatoes and customer service even more closely to the needs of the British potato industry.



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 15 subsidiaries, associated companies and contractual partners. The company, headquartered in Lüneburg/Lower Saxony with around 600 employees, generates an annual turnover of approx. 710,000 tonnes.

For more information:

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