

3 SEPTEMBER

Opening and Innovation Award Ceremony

09.00 - 09.25	Welcoming guests
09.25 - 09.30	Welcome speech DLG
09.30 - 09.40	Opening speech by Arjen Gerritsen, The King's Commissioner in Flevoland
09.40 - 09.45	Welcome speech by Janine Luten, Managing Director, Dutch Potato Organisation (NAO)
09.45 - 09.50	Welcome speech by Prof. Richard Harrison, Managing Director, Plant Science Group, Wageningen University & Research (WUR)
09.50 - 09.55	Official opening PotatoEurope 2025
09.55 - 10.05	Introduction Innovation Award by Roger de Groot, Mayor Noordoostpolder
10.05 - 10.15	Handing out of the PotatoEurope Innovation Awards
10.15	Conclusion of the opening and Innovation Award Ceremony, followed by a visit to the exhibition

International Conference “Integrated Crop Management (ICM) - The Future of Potato Farming”

Organized by Wageningen University & Research, this conference will feature the latest advancements and share insights on how Integrated Crop Management (ICM) can shape the future of potato farming.



10.30 - 10.40	Opening of the conference Richard Harrison, Managing Director, WUR Plant Sciences Group, The Netherlands	
Morning Theme: Crop Management		
10.40 - 11.25	Keynote Speaker: Guido Van den Ackerveken, Scientific Director at CropXR & Professor of Translational Plant Biology, Utrecht University, The Netherlands	The Potato Crop in a Changing World: From Environmental Stress Resilience to Beneficial Soil Microbes
11.25 - 11.50	Timo Sprangers, Researcher Crop Health, Wageningen University & Research, The Netherlands	Integrated Crop Management in Potatoes: A Contradiction or the Only Way Forward?
11.50 - 12.15	Barbara Doyle Prestwich, Senior Lecturer/Assoc.Prof and Vice-Head of the School of Biological Earth and Environmental Sciences, University College Cork, Ireland	Innovative Pathways to Sustainable and Resilient Potato Production
12.15 - 12.40	Paul Ravensbergen, Post-Doc, Wageningen University & Research, The Netherlands	Rethinking Nitrogen Management in Potato Production
Afternoon Theme: International Trends		
14.00 - 14.45	Keynote Speaker: Guy G. Hareau, Principal Scientist, Social and Nutritional Sciences Division, International Potato Center (CIP), Peru	Long Term Trends and Projections of World Potato Production: A Changing Landscape
14.45 - 15.10	Robert Graveland, R&D Director, HZPC, The Netherlands	Holland Innovation Potato Builds Extreme Potato Crop Resilience
15.10 - 15.35	Curtis Frederick, PhD, Senior Agronomist, Aviko, The Netherlands	Bridging Science and Practice from the Eye of the Processor: Advancing Integrated Crop Management through International Collaboration
15.35 - 16.00	Peter Gildemacher, Managing Director, Sepia Foundation, The Netherlands	Potato Farming in Sub-Sahara Africa: How to Realise the Economic and Food Security Potential
16.00 - 16.25	Geert Kessel, PhD, Wageningen Research, Field Crops Lelystad, The Netherlands	Saving the Humble European Spud: Tackling the Current Late Blight Crisis
16.25 - 16.50	Soundararadjane S., CEO, HyFarm, India	The India Potato Story

Machinery Demonstrations

Harvesting Demo ①		Haulm Pulling Demo ①		Loading Lines Demo ②		Box Filling Demo ③		Optical Sorting Demo ④		
	DEMO TIMES		DEMO TIMES	DEMO TIME		SESSION 1		SESSION 1 10.00 - 11.00	SESSION 2 12.30 - 13.30	
Group 1	10.15 - 10.55	Vegniek	13.00 - 13.30		VHM	10.30 - 10.55				
Group 2	11.00 - 11.40	Kloppenburg	13.30 - 14.00		Wevano Machinery	11.00 - 11.25	Visar Sorting	10.00 - 10.10	13.10 - 13.20	
Group 3	11.45 - 12.25	Andela	14.00 - 14.30		AVR	11.30 - 11.55	Wevano Machinery	10.10 - 10.20	13.20 - 13.30	
Group 2	14.15 - 14.55				Mechatec	12.15 - 12.40	Flikweert Vision	10.20 - 10.30	12.30 - 12.40	
Group 1	15.00 - 15.40				Grimme	12.45 - 13.10	Tomra Food	10.30 - 10.40	12.40 - 12.50	
Group 3	15.45 - 16.25				Dewulf	13.15 - 13.40	TechNature	10.40 - 10.50	12.50 - 13.00	
							Mec Sistem	10.50 - 11.00	13.00 - 13.10	
GROUP 1				Companies:						
• Grimme Varitron 470				AVR						
• Ropa Keiler Double Select				Bijlsma Hercules		SESSION 2		SESSION 3 15.30 - 16.30	SEE LAST PAGE FOR DEMO LOCATION MAP	
• Dewulf R3060				Dewulf	Grimme	13.45 - 14.10	Visar Sorting	15.50 - 16.00		
• AVR Lynx				Grimme	Dewulf	14.15 - 14.40	Wevano Machinery	16.00 - 16.10		
				Spinnekop	Mechatec	14.45 - 15.10	Flikweert Vision	16.10 - 16.20		
				Visser	Wevano Machinery	15.30 - 15.55	Tomra Food	16.20 - 16.30		
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GROUP 2										
• AVR Spirit 9200										
• Dewulf Kwatro										
• Grimme Evo 280										
• R3060 (Agri Poppe System)										
GROUP 3										
• Grimme Varitron 270										
• AVR Puma										
• Ropa Keiler 2										
• Dewulf Enduro										

4 SEPTEMBER

Europe’s Place in a Changing Potato World

A market and business-focused conference brought to you by PotatoEurope, Europatat and World Potato Markets.
Moderator: Berta Redondo, Europatat Secretary General
Scene setting: Cedric Porter, World Potato Markets



14.30 - 15.00	How Can European Potatoes Remain Competitive? Panellists: Bianca de Winter, Seed Potato Grower, The Netherlands Francisco Moya, Managing Director, Vitalis Group, France Christophe Vermeulen, CEO, Belgapom, Belgium
15.00 - 15.30	Global Potato Trade: New Players and Markets Panellists: Erika den Daas, Managing Director, Meijer Potato, The Netherlands Soundararadjane S., CEO, HyFarm, India Kristof Wallays, Chief Global Expansion, Innovation and Sustainability, Agristo NV, Belgium
15.30	Networking Drinks

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