

Press release

05-09-2025

Record-Breaking Edition of PotatoEurope Netherlands 2025: The International Potato World Gathers in Lelystad!

With no fewer than **17,268 visitors from 107 countries**, PotatoEurope 2025, which was held on 3 and 4 September, in Lelystad exceeded all expectations. For two days, the grounds of Wageningen University & Research (WUR), Field Crops in Lelystad, were the vibrant center of the global potato chain. Never before had **potato professionals from more than a hundred countries gathered in such large numbers** to meet, exchange knowledge, and experience the latest techniques and innovations live. The intensive and well-organized trade fair once again proved its value as the international meeting point for networking, connections, and knowledge exchange. *“We were delighted to welcome a record number of visitors and to see the entire chain come together,” says organizer **Kuno Jacobs**, Managing Director of DLG Benelux. “It is unique that so many professionals from so many countries gather in one place. PotatoEurope 2025 clearly showed that the potato world knows how to connect, despite the challenges. The atmosphere was optimistic, and interest in new technologies and innovations was greater than ever.”*

Perfect Harvest and Crowded Demo Fields

Harvested under perfect conditions by leading manufacturers and then stored and sorted with the most modern techniques, the 25-hectare harvest field with the Alegria variety demonstrated how technology and practice go hand in hand. Demonstrations – from harvesting to box filling and optical sorting – attracted thousands of visitors. A new highlight was the live demo of optical sorting technology, which drew considerable interest. The trial fields were also in the spotlight, showcasing innovations in varieties, fertilization, and crop protection. These demos once again raised the standard and set the bar at a new level.



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Innovation Award: Cromptal Takes the Top Prize

A highlight was the presentation of the Innovation Award, which took place immediately after the official opening of the exhibition by the Kings Commissioner in Flevoland Arjen Gerritsen, Janine Luten (NAO), and Richard Harrison (WUR).

The first prize was awarded to Cromptal for the development of the Cromptiscan 9000. This selection robot, equipped with advanced cameras and artificial intelligence, detects diseases such as Y virus, leafroll, and bacterial infections directly in the field and helps remove infected plants with great precision. According to the jury, this is an innovation the sector has been waiting for: practical, immediately applicable, and with a major impact on sustainability and efficiency. Cromptal expects to deliver the first machines in 2026 and is already seeing international interest.

Second prize went to BioScout, which, together with WUR, developed a smart spore trap to detect phytophthora spores in real time. Third prize was awarded to Maxstim Ltd. for introducing Maxstim Furrow Treatment, a biostimulant applied during planting.

Conferences and International Networking

In addition to the demo fields, the international conferences organized by WUR and other chain partners formed an important knowledge platform. During WUR's conference "Integrated Crop Management – The Future of Potato Farming", key themes such as crop diversity, variety selection, soil management, and targeted crop protection were discussed in depth. The market- and business-oriented conference on "Europe's Position in a Changing Potato World" also attracted significant interest. Both conferences offered space to meet, reconnect, and establish new collaborations – exactly what the sector needs right now.

The Global Potato Sector in Lelystad

PotatoEurope 2025 brought together the entire potato chain: from machinery manufacturers and growers to breeders, buyers, and policymakers. Case IH, as tractor sponsor, provided transport during the live demonstrations, symbolizing the power of collaboration across the chain. In an optimistic atmosphere, it became clear that despite challenges, the sector is ready for the future.



Innovative, bustling, and intensive – PotatoEurope 2025 proved that the international potato world knows how to come together and work towards change. “With so many countries and companies gathered in one place, PotatoEurope 2025 demonstrated that the future of the potato is being shaped worldwide – innovative, sustainable, and connected,” emphasizes organizer Kuno Jacobs.

The next edition of PotatoEurope will take place on [9 and 10 September 2026](#) in Germany.

Press contact information – not for publication

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