

Press release
For direct publication

POTATO EUROPE

NETHERLANDS 2021

PotatoEurope Netherlands outdoor exhibition 1-2 September 2021 to be cancelled

Due to the current developments in regard to the coronavirus pandemic in the Netherlands and the associated lack of official approval from Dutch authorities to hold the event, PotatoEurope 2021, an outdoor exhibition on 25 hectares, scheduled for 1-2 September 2021 in Flevoland, Netherlands, has been cancelled. The decision to cancel the event, which takes place in the Netherlands every four years, was made following in-depth discussions between the organizer DLG Benelux and exhibitors.

“We very much regret that PotatoEurope Netherlands 2021 cannot take place as planned, despite thorough professional preparation as well as strong support on the part of the industry. In view of the ongoing uncertainty in the Netherlands surrounding the overall situation of the pandemic and the resulting lack of official approval, the required conditions for holding PotatoEurope 2021 have, unfortunately, not been met. As a consequence, we have made the decision, in close coordination with our exhibitors, that PotatoEurope Netherlands will not take place on 1-2 September 2021 as planned,” said Kuno Jacobs, Managing Director, DLG Benelux.

“Last month in June, several positive signals indicated that the situation in the Netherlands seemed to be progressing well, which resulted in the lifting of various restrictions associated with the pandemic. Unfortunately, it did not turn out as hoped,” added Jacobs.

Organised by DLG Benelux, PotatoEurope Netherlands was scheduled to take place at the location of Wageningen University & Research (WUR), Field crops in Lelystad. Field work constitutes a major part of the outdoor exhibition, which also includes trial plots and outdoor exhibition tents.

The next edition of PotatoEurope will take place on 7 & 8 September 2022 in Bockerode, Germany.

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