

PotatoEurope 2021 scientific symposium program announced

**The PotatoEurope organisation proudly announces the program of the scientific symposium that will take place during the opening day of potato trade fair PotatoEurope. An important role is set aside for the keynote speaker, Royal Agrifirm Group CEO Dick Hordijk.**

On September 1, the symposium "The potato in a changing world" will take place at the location of Wageningen University & Research (WUR) Field Crops in Lelystad, the Netherlands. This high-quality scientific symposium, with a focus on knowledge intensification, will take place from 13h45 to 16h30 and is organised by Wageningen University & Research (WUR). Pre-registration is required to attend the symposium.

After the PotatoEurope 2021 Innovation Award Ceremony and a welcome speech by moderator Ernst van den Ende, Director Plant Sciences Group at WUR, keynote speaker Dick Hordijk, CEO of Royal Agrifirm Group since 2016, has the floor. Working at Agrifirm, a well-known Dutch agricultural cooperative with a global reach and a clear vision with regards to sustainability, during the symposium Hordijk will shed light on the future position of the potato crop with his keynote speech entitled "A sustainable income for a sustainable change". As the sustainability of potatoes is inextricably linked to the sustainability of rotations and other crops, his vision from an agricultural business level perspective is relevant for the entire sector's road to sustainability.

After the keynote speech, the centre of the stage is reserved for WUR experts Chris de Visser, Corné Kempenaar, Marleen Riemens and Raymond Jongschaap, who will share their knowledge and insights with the audience in short presentations of 10 to 15 minutes each. They will discuss "The farm of the future", "Smart, data-driven potato production in 2040", "An integrated crop management approach for pest, disease and weed management in potatoes" and "Circular production systems for potato in relation to plant breeding". In their presentations, these speakers discuss sustainability, the developments that are taking place in this field and the role the potato crop plays.

*"With its focus on the potato in a changing world, the scientific symposium will make an important contribution to answering the last question of the PotatoEurope 2021 exhibition theme 'What's New, What's Now, What's the Future'. Anyone who registers for the symposium and attends the various presentations will undoubtedly get an insight into what potato cultivation will look like in the future,"* says Kuno Jacobs of PotatoEurope organiser DLG Benelux.

PotatoEurope is an international event exclusively dedicated to the entire potato industry chain. The event takes place each year, in one of the event's four partner countries: Germany, Belgium, France, the Netherlands. The next edition will be held on September 1 and 2 at the location of Wageningen University & Research (WUR), Field crops in Lelystad, the Netherlands.

For the full program and speaker bios, click here: <https://potatoeurope.nl/conference-program/>

Arrange your pre-registration here: <https://potatoeurope.nl/wur-symposium-registration-form/>

08-07-2021



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