

Record-breaking attendance at PotatoEurope 2024

A new record has been set. More than 18,000 participants attended the 2024 edition of the PotatoEurope agricultural trade show, organized in Villers-Saint-Christophe (02) by ARVALIS and its partners. The success of the event illustrates the dynamism of the potato industry and the excellence of its research, attracting visitors from all over the world.

On September 11 and 12, 2024, the PotatoEurope 2024 agricultural trade show was held in Villers-Saint-Christophe in the Hauts-de-France region. The event dedicated to the potato, from cultivation to storage and harvesting, brought together over 18,000 professionals. “After an eight-year absence, this 2024 edition is an unprecedented success. The 50-hectare show features an exceptional 20 hectares dedicated to harvesting demonstrations, offering a unique opportunity for passionate growers to see the most innovative machines in action,” enthuses Didier Lombart, farmer and Chairman of the Potato Professional Committee at ARVALIS. “PotatoEurope is also an exchange platform for research and innovation, as well as a business hub with the trade village and its 400 exhibitors. This complementarity of activities contributes to the international scope of the show, with 80 nationalities represented, he adds.

ARVALIS' scientific and technical expertise was at the heart of PotatoEurope 2024, with over 40 experts present in the technical area. Various workshops presented solutions to production challenges, particularly those related to climate change, such as crop protection - addressing risks like mildew - water management and tuber storage. “PotatoEurope is an opportunity to share with farmers the latest advances in applied research conducted by ARVALIS,” says Jean-Marc Schwartz, farmer and President of ARVALIS. “Potato storage is an excellent example, with the launch of the free tool OptiGERM during these two days. This innovation proves to us that the work carried out by the institute produces results that are useful to growers. Furthermore, the skill and enthusiasm of our teams in organizing a trade show on this scale demonstrates ARVALIS' unfailing support for the agricultural sectors it serves,” concludes the institute's president.

OptiGERM is a free decision-support tool (DST) for managing the risk of sprouting in potatoes during storage.. www.optigerm.arvalis.fr

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PotatoEurope 2025 will take place on September 3 and 4, 2025 in Lelystad, the Netherlands.

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