



# POTATO NEWS

# 22



## POTATOES from Flanders

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## Meet the Belgian potato sector at **FRUIT LOGISTICA**

This year, the Belgian potato sector will once again be present at the Fruit Logistica international trade fair in Berlin. With the 90,000 m<sup>2</sup> fair complex fully booked and almost 2,300 exhibitors from 80 countries, this fair is the ideal platform for the potato dealers to maintain trade relations and make new contacts.

In this newsletter you can already get to know the 7 potato exporters whom you can meet in Berlin. Six of them can be found with their colleagues from the fruit and vegetable sector at the VLAM group stand in hall 6.2, at stand A – 04. Like in 2009, Fruit Logistica 2010 will be held from Wednesday to Friday.

For more information: [www.fruitlogistica.com](http://www.fruitlogistica.com)



**Fruit Logistica Berlin: 3 - 5 February 2010**  
Hal 6.2, stand A – 04

### INNO POTATO AWARD



During Interpom / Primeurs 2010, the Inno Potato Award will be presented for the first time. With this initiative, the Belgian potato sector wants to shine the spotlight on innovation applied in Belgian potato cultivation.

By means of a competition in Flanders and Wallonia, the Inno Potato Award wants to give potato growers the opportunity to present innovation that has recently been applied in their company. This can be innovation in the area of 'cultivation and commercialisation' or 'mechanisation and storage'. The winners will be elected by fellow potato growers and will be announced on the last day of Interpom / Primeurs.

More info in the next newsletter and on [www.innopotato.be](http://www.innopotato.be)

## Belgian potato sector looks back with satisfaction at Potato Europe and World Food Moscow



Potato Europe was held in Emmeloord at the beginning of September. It is the world's biggest international potato event. The Belgian potato world was also represented by 4 exporters (Bart's Potato Company, Binst Breeding & Selection, Owel-Ghijs and Potato Masters). With 10,000 visitors from over 50 countries, the 2-day fair was a real hit.

In addition, for the first time the Belgian potato sector was also present at World Food Moscow, with 6 companies (Bart's Potato Company, Caliesa, Dauchy, Muyschondt, Potato Masters and Warnez). The fair was the ideal opportunity to get to know the Russian market.



## REMO-FRESH

Wim Lannoey,  
Manager

Remo has been specialised in the production of fresh raw chips for 20 years. Over the years the range has been expanded with precooked potato products. Potato products with a longer shelf life opened the doors to Europe. Remo-Fresh uses different potato varieties in function of the end product and organic products are also possible. The growth of this family business is partly due to the company's approach, namely care for the customer, attention to quality and willingness to invest in new developments and production methods.

*"We always try to keep the time between receiving orders and delivering the product as short as possible," explains Wim Lannoey. "We are able to guarantee this thanks to our own fleet of lorries and a network of distributors in Belgium, the Netherlands and France."*

"This is the first time we are participating in Fruit Logistica. In Berlin we want to meet our existing customers and present our product range to the visitors of this international fair."

### MORE INFORMATION

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## BART'S POTATO COMPANY

Bart Lamaire, Export Manager

Left to right: Jurgen Duthoo, Bram Lamaire and Bart Lamaire

Since 1966 the Lamaire family has been active in the potato trade and export and since that time has developed into a household name. Bart's Potato Company exports worldwide and also has foreign branches in the shape of Bart's France and Maison Gillet in France and Europea de Comercio Agricola in Spain.

Bart's Potato Company trades in seed potatoes and in potato varieties for both industrial processing and for consumption. The potatoes are offered in bags of 2.5 kg via bulk to big bag packaging. A great deal of the transport is carried out by their own transport company, Bart's Logistics.

Bart's Potato Company focuses on further growth, seizing opportunities and also corporate social responsibility is a big priority. The scion of the family, Bram Lamaire, also believes in the family's values and in 2009 he joined his father and brother.

*"For us Fruit Logistica is the ideal meeting place to get to know new customers," says Bart Lamaire. "What's more, the fair is also the place where we can meet our current partners face to face and exchange ideas with them. With our slogan 'We look forward to serving you', we indicate what we think it is really all about."*

### MORE INFORMATION

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## DAUCHY

Rudi Callens, Export Manager

*Dauchy has its roots in West Flanders, located centrally between its suppliers in Belgium and France. "Thanks to years of experience, we have developed in-depth know-how and expertise and we can be very flexible," explains Rudi Callens. "For example we always deliver the desired packaging and quantities: from 5, 10, 20 or 25 kg to bulk. And we also guarantee the best quality."*

Dauchy exports all over Europe and has been active on the Eastern European market for many years. In addition to potatoes they also trade in onions and carrots. During this fair they expect to meet their existing customers and make a number of interesting new contacts.

### MORE INFORMATION

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## POTATO MASTERS

Joost Blanckaert, Commercial Manager

Potato masters is part of the RURIS group and for over 20 years has had both feet planted firmly in potato cultivation. During that time, the group has developed expertise in selecting, cultivating,

washing and packaging potatoes. In the meantime, the company has developed into a leading European player with branches in Belgium, France and Spain. Excellent customer-oriented service forms the leading motif of the company's philosophy.

*"Fruit Logistica is the place to meet new customers and trade partners," says Joost Blanckaert. "In addition, the fair is also an ideal opportunity to meet existing customers and expand our clientele."*

"To meet consumers' demand for top-quality potatoes, Potato Masters looks for exclusive potato varieties with an excellent flavour. We can only achieve this thanks to top growers who always deliver the best quality. Furthermore we have our own programme that does research into tasty new varieties and agricultural technicians who help our trade partners to develop our new varieties. At Fruit Logistica we are therefore pleased to present the result of these efforts, our new varieties: Miss Blush, Miss Mignonne and Miss Andes."

You will find Potato Masters in Hall 6.2, at stand B-11.

### MORE INFORMATION

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## MUYSHONDT

Jos Muyshondt, Manager

For 80 years already Muyshondt has been active as a potato wholesaler and it is specialising increasingly in small packaging of 1 kg, 2.5 kg and 5 kg.

*"Our aces are quality, service, flexibility and corporate social responsibility, both with regard to the range of products and to doing business," Jos Muyshondt explains. "The added value we can offer is our years of experience in striving for the best quality. What's more, we can see an increasing demand for high-quality products that are offered in luxury packaging."*

Muyshondt's activities are not limited to packaging potatoes. "We actively think along in the entire process, from cultivation support to working out new and renewed packaging."

At present Muyshondt has important export contacts in Eastern Europe and England. "Our contact policy is not limited to a particular region. In this way we can react quickly to new market trends thus guaranteeing flexibility and quality." Fruit Logistica is very important for Muyshondt because all important contacts from the potato sector will be there. The fair serves as the place to meet both existing relations and new contacts.

### MORE INFORMATION

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## WARNEZ

Peter Van Steenkiste, Quality and Sales Manager

Warnez nv will celebrate its 60th anniversary soon and from the beginning has been very active in exporting potatoes. "During the past 20 years we have above all focussed on small packaging, whereby we enter into strong partnerships with the customer," Peter Van Steenkiste explains.

*"In the meantime we have really specialised in packaging fresh potatoes for wholesale distribution and cafés, hotels and restaurants. Our years of experience with flavour tests and in the meantime additional cultivation research has led to the brands Pomtaste and Pomvit and the next logical step was to offer more convenience products and other innovative projects. Thus we recently started to offer Pomfresh, a brand for peeled products."*

Partly thanks to this know-how in the area of varieties and their culinary properties, the diversity of their packaging, combined with an efficient and extremely modern fleet of machinery, Warnez continues to prove it is a strong all-round player in the world of fresh potatoes. Year after year, participating in a trade fair such as Fruit Logistica provides them with new insights and international contacts.

### MORE INFORMATION

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## BINST BREEDING & SELECTION

**Didier Binst, Manager**

For four generations already the family business Binst Breeding & Selection has been active in the potato trade. "Today we are the market leader in Belgian seed potatoes," says Didier Binst. "This position motivates us to keep doing even better. That is why we attach such importance to correct agreements, reliable quality and a personal relationship with our customers. Our motto is 'Passion for seed potatoes'."

*"Our key markets are above all the Mediterranean region, the Middle East and the new EU member states in Eastern Europe. Our logistical support reflects this international dimension. We deliver by lorry, container or ship, anywhere in the world."*

At Fruit Logistica Binst Breeding & Selection is putting the spotlight on Tebina, a variety in which they have invested a lot of effort recently. Tebina shines thanks to its very high yield (up to 100 ton/ha), its great underwater weight and it does not have abnormal formation of shoots and tubers or malformations.

Didier Binst sees increasing demand for new and stronger potato varieties with a higher quality. So the company is reacting to these new evolutions. "For over 10 years our company has been developing organic seed potatoes under the name of Bioterra. An idea that germinated long before organic developed into a lifestyle."

### MORE INFORMATION

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## Interpom / Primeurs 28 - 30 November 2010

Jot down Sunday 28 to Tuesday 30 November in your diary because that is when Interpom / Primeurs will once again be held in Kortrijk XPO, the biennial, international potato trade fair. Just like in previous editions, you can meet suppliers at the VLAM stand, as well as representatives of the ABS (Algemeen Boerensyndicaat – General Farmers' Union), Belgapom, Boerenbond and VWP (Vlaams Verbond van Pootgoedtelers – Flemish Association of Seed Potato Growers).

More info in the following newsletter and on [www.interpom-primeurs.be](http://www.interpom-primeurs.be)



## VLAM export site

An overview of all the Flemish potato and seed potato dealers can be found on the VLAM export site:  
[www.vlam.be/export](http://www.vlam.be/export).

## Digital POTATO NEWS

Do you want to receive Potato news from Flanders by e-mail only in the future? Then send an e-mail with your coordinates to [flemish.potatoes@vlam.be](mailto:flemish.potatoes@vlam.be).



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