

A decorative graphic on the left side of the slide consisting of three horizontal lines (red, green, and dark blue) with circular nodes at the intersections, connected by vertical and horizontal segments of the same colors.

The Belgian potato sector

- *Facts & figures – together for sustainable growth*
- *The potato in Belgium, the land of fries*
- *James Bint, with a license to fry*

The Belgian potato sector

- **Program :**

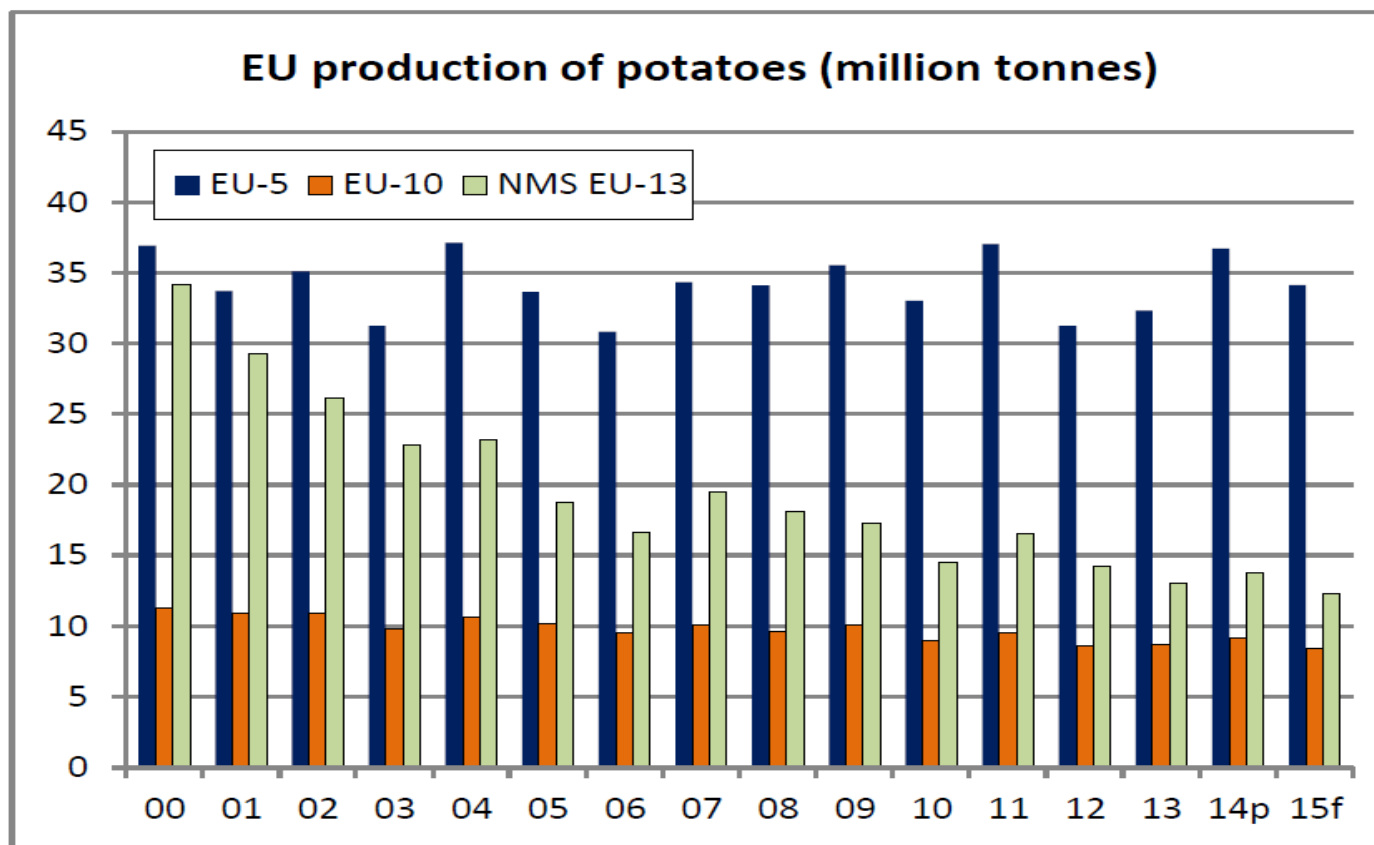
- Facts & figures – Together for sustainable growth : *Romain Cools, secretary general Belgapom*
- The potato in Belgium, the land of fries – *Jos Verniest, Canalazzo*
- My name is Bint, James Bint ... – *Joris Verhoeven, Ikon*
- Questions
- Let's taste them !

Facts & figures

- **Potato production**
 - Belgium in the centre of the EU potato production zone (BE/FR/DU/NL/UK)
 - Increase in planted area and yields (2014 : + 80.000 ha)
 - Belgian potato sector dominated by a processing industry (decline in fresh consumption & exports)
 - Importing potatoes from FR/NL/GE

Facts & figures

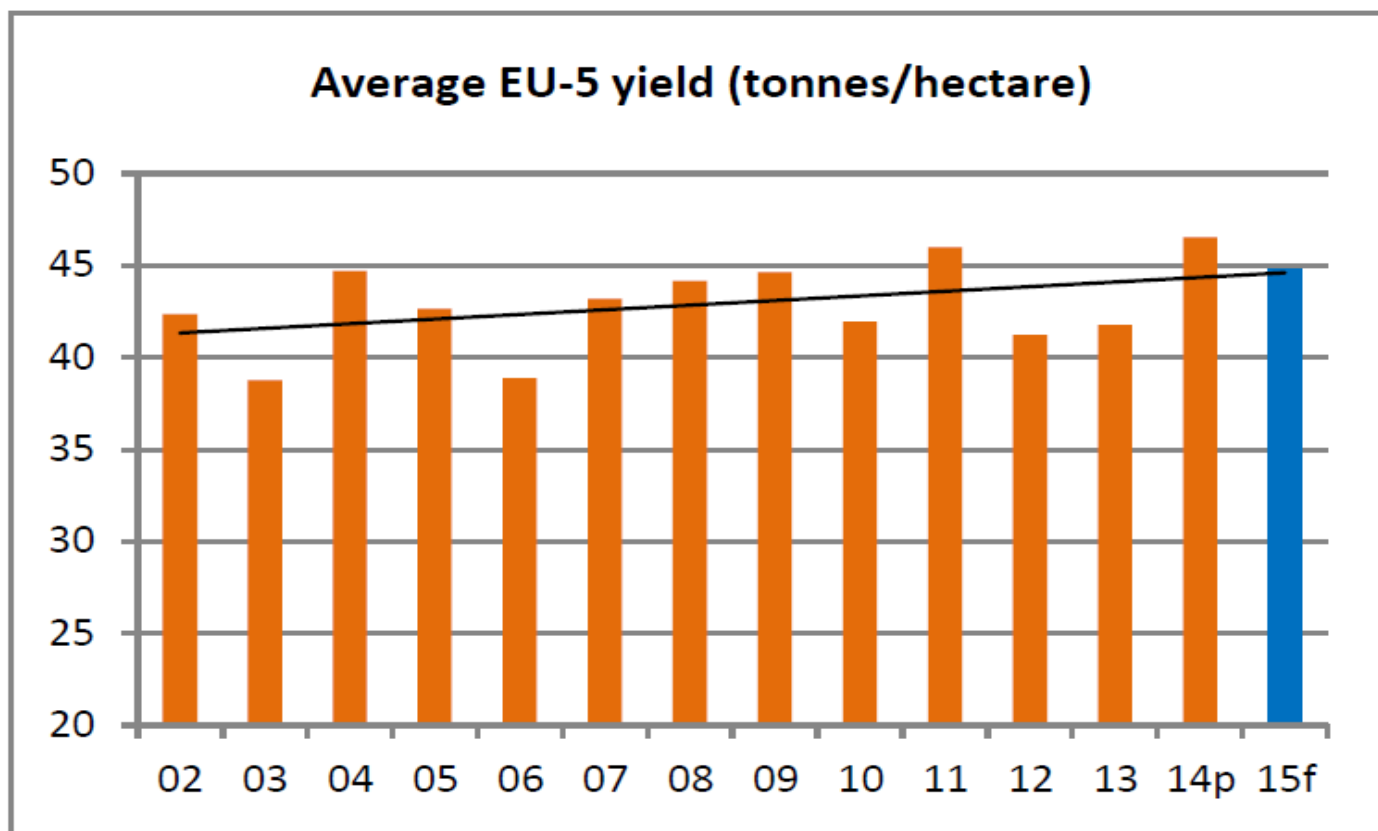
- Potato production



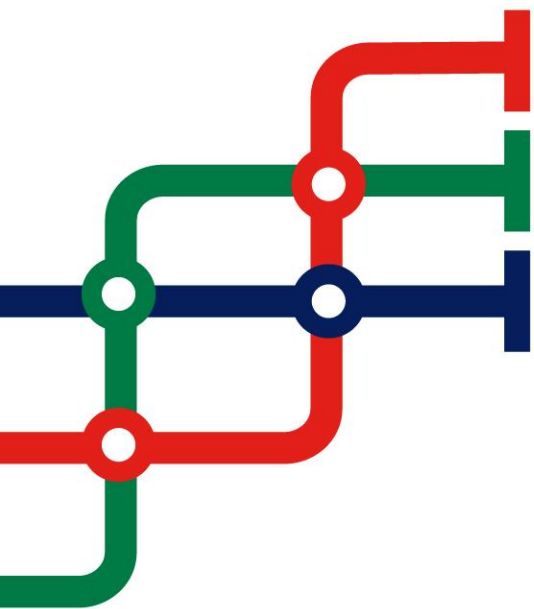
Source : world potato markets

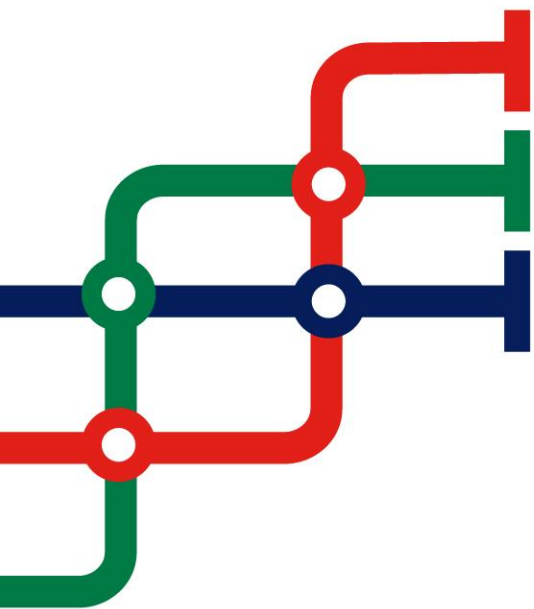
Facts & figures

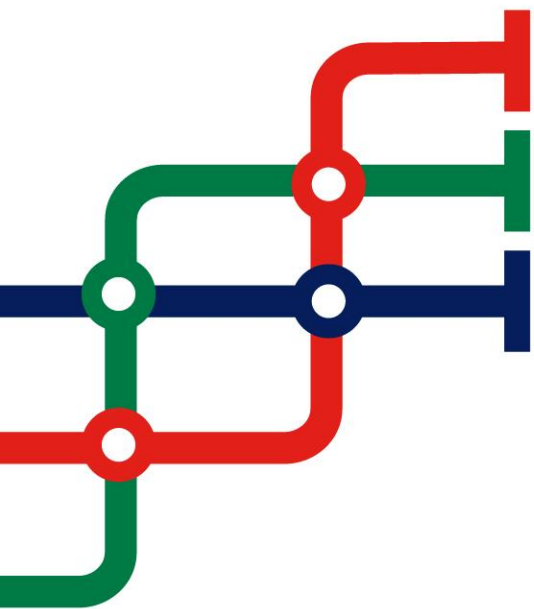
- Potato production



Source : world potato markets

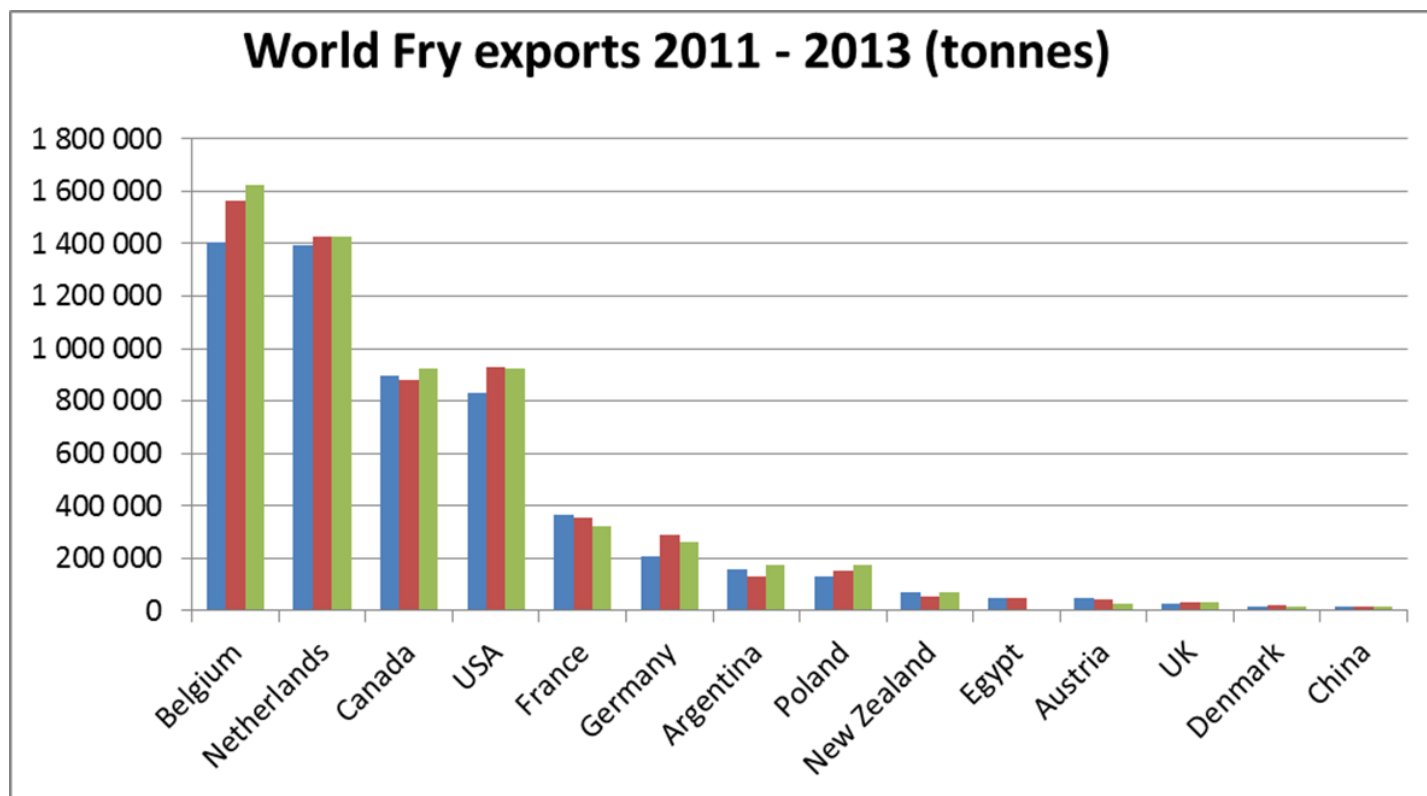


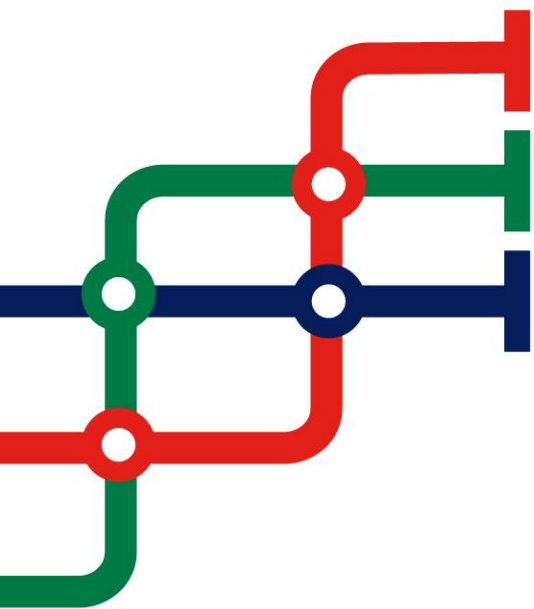




Facts & figures

- The Belgian potato processing industry





Together for sustainable growth

- UN IYP 2008 – potatoes to feed the world
- Increasing demand
- The peculiarity of the Belgian potato sector
- Opportunities
- Challenges
 - Potatoes
 - Trade & processing

Food.be
Small country. Great food.



Together for sustainable growth

- **UN International year of the potato 2008**
 - Potatoes to contribute to the Millennium goals : feeding the world – less land & water needed than cereals & rice
 - Increase in the potato production in developing countries / decrease in the developed countries
 - Investments in potatoes in China (world potato congress 2015 in Beijing) and India
 - Economical growth : more choices, convenience & food service



Together for sustainable growth

- **The Belgian potato chain**
 - Personal contacts : (family run businesses in primary production, trade & processing)
 - The next generation arrives ...
 - A potato chain approach

Together for sustainable growth

- Opportunities : tradition



Together for sustainable growth

- **Challenges :**

- Raw material : potatoes

- Rotation with other arable crops
 - Diseases & pests
 - Increase production in a sustainable way (yields, less pesticides) : potato research projects Ipot, Reskia, Bintje plus
 - Research : 2014 EAPR congress in Brussels
 - Food & plant safety, sustainability and IPM : Vegaplan
 - Contract framework for contractual relationship with farmers (supply chain initiative)



Together for sustainable growth

- **Challenges :**

- Trade & processing industry :

- Social relations :ORBA based function classification scheme & wage policy
 - SME's : personal contacts
 - Food safety guideline & sampling scheme (FAVV/AFSCA validated)
 - CSR : Since 2008 i.c.w. NGO Trias support of Conpapa (Chimborazo potato cooperative in Ecuador Andes) + company efforts



Potato processing plants in Belgium





Belgium: #1 in potato export

OUR POTATOES
KNOW
NO BORDERS



The potato in Belgium, the land of fries

Jos Verniest (Canalazzo)

