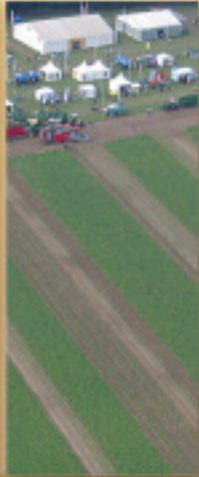


English

POTATO EUROPE

Discussions • Demonstrations • Innovations



3 - 4 September 2014
Bockerode near Hanover

www.facebook.com/potatoeurope

www.potatoeurope.com





POTATOEUROPE 2014 – DISCOVER THE WORLD OF POTATO

The open-air exhibition, the international forum, the innovations platform – many good reasons for visiting PotatoEurope:

- This is where you will find all the machinery and equipment, know-how and innovations the market offers for successful potato production - over 200 exhibitors from all over the world are expected.
- Discover the diversity of potato plants here - over 30 varieties will be on show in the trial fields alone.
- Experience Europe's largest live machinery demonstration in the potato sector in 2014 here – planting, lifting and loading on almost 30 ha.

Key topics are explained with practical examples here – the focus will be on crate handling, storage logistics and risk management in marketing.

- Meet up with professional colleagues from home and abroad at the exhibition. Visitors from over 46 countries came to the venue in 2010.

Don't miss this opportunity – visit PotatoEurope 2014!



TOPICS AT THE EXHIBITION

- Optimal quality in potato production
- Innovative potato breeding
- Quality requirements in production, storage and trading
- Machinery and equipment for
 - potato planting
 - crop management
 - harvesting
 - storage and conditioning
- Cleaning and packaging methods
- Use of electronics, from planting right up to marketing

TECHNICAL PROGRAMME

- Information Centre for storage logistics and crate handling
- Machinery demonstrations on planting, lifting and loading
- Lecture event “Marketing under control – Risk management in practice”
- Practice-driven professional information from exhibitors and DLG



INFORMATION CENTRE FOR STORAGE LOGISTICS AND CRATE HANDLING

What can be done to optimize labour and business management operations in potato storage? What practicable and forward-looking solutions are there to the question of traceability? This Information Centre will provide answers to these and many other questions. In addition technically innovative ideas for improving process management will be presented:

- from goods intake,
- crate filling and storage,
- to logistic systems, warehouse management systems
- and retrieval from storage.

There will be live demonstrations every day on an over 600 m² track. Exact times will be available as of July 2014 at www.potatoeurope.com

MACHINERY DEMONSTRATIONS OF PLANTING, LIFTING AND LOADING

Daily demonstrations:
10:00 - 12:00 h and
14:00 - 16:00 h

Europe's largest live machinery demonstration in the potato sector in 2014 is ready for you here! The demonstration area has almost doubled by comparison with 2010.

On an arena of almost 30 ha you can experience:

- the diversity of modern potato planting machinery and equipment: 9 planting machines in practical operation
- focus on gentle tuber treatment and lifting performance: 14 single, double and four-row potato harvesters, both self-propelled and trailed
- fast, clean and gentle – loading lines from various manufacturers in a live comparison

MARKETING UNDER CONTROL – RISK MANAGEMENT IN PRACTICE

3 September 2014
16:00 – 17:30 h

This lecture event with prominent speakers from the industry will provide information about:

- global trends in potato production
- initial forecast of market developments in Germany in 2014
- possible ways of risk management and securing revenues

Attendance is free of charge for you as a visitor to Potato-Europe 2014. Details of the speakers and the programme will be available as of July at www.potatoeurope.com.



A detailed list of exhibitors can be found at www.potatoeurope.com as of August 2014.



IMPORTANT INFORMATION FOR YOUR PLANNING

Opening hours: daily from 9:00h to 18:00h.

Admission prices

Day ticket	EUR 20
Pupils, students, senior citizens	EUR 10
DLG Members	admission free
Children under the age of 13 accompanied by an adult	admission free

The official PotatoEurope catalogue and a parking space are included in the price of a day ticket.

Dogs and other animals are not allowed on the event site.

Ticket booking at

Telephone: +49 69 24788-160

E-Mail: Vorverkauf@DLG.org

Home-Ticketing **New**

From the beginning of June 2014, you can order a **day ticket for € 17** simply and comfortably on the internet.

For more information go to www.potatoeurope.com

Accommodation

Hanno-Fair Incoming, Ms Anette S. Burgdorf

Tel: +49 5321 352020, Fax: +49 5321 352021

info@hanno-fair.com, www.pe.hanno-fair.com

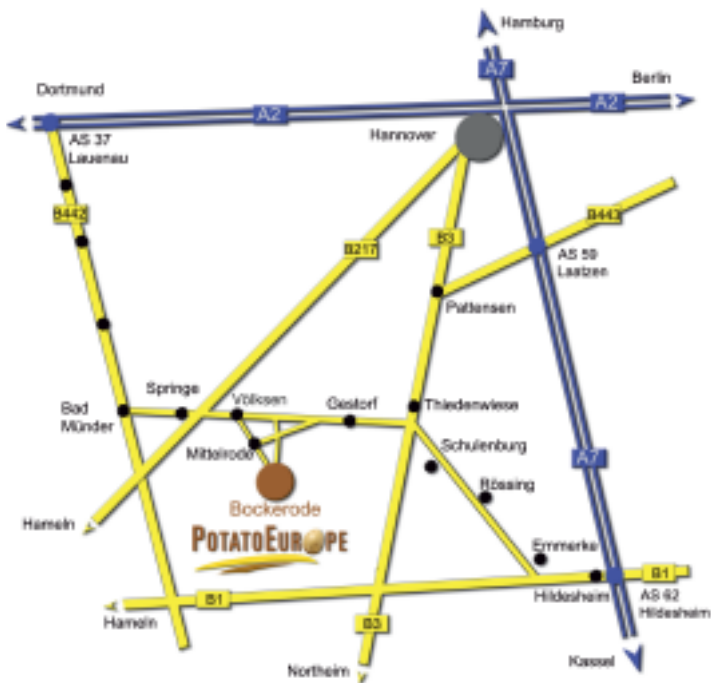
Keep track of the latest PotatoEurope developments:

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www.twitter.com/PotatoEurope

HOW TO GET TO THE RITTERGUT BOCKERODE ESTATE

Tips for your journey using public transport can be found at our website,
www.potatoeurope.com



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