



# ACTIVITY REPORT 2025-2026

This Activity Report provides an overview of Europatat's work since the previous General Assembly in 2025, which took place in Lille (France) on 13 June in the frame of the Europatat Congress.

We warmly thank Europatat's Board, Advisory Committee and all associations and company members for their active support throughout the past year. Europatat's work would not have been possible without you!

The Europatat Secretariat

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# PRESIDENT'S FOREWORD



Dear Members,

In my remarks at our last Congress in France, I referred to the many uncertainties, both present and emerging, facing the potato trade. Over the past season, the impact of these uncertainties has proven to be profound, affecting virtually every aspect of our business.

At a major joint event in late summer, one of our members coined the phrase: *"The potato industry will need a reset."* At the time, few could have anticipated how rapidly and fundamentally this reset would unfold, nor the scale of its consequences for our sector.

Global competition continues to intensify. Protectionist measures, geopolitical tensions, and ongoing international crises are increasingly shaping our operating environment and leaving a tangible mark on our industry.

At the same time, challenges within our European markets remain significant. Issues such as glycoalkaloids, wireworms, stolbur, virus pressure, and late blight control, combined with an evolving and often complex European regulatory framework, require constant vigilance and sustained engagement.

Responding constructively to change at such pace is no easy task. A return to "business as usual" is unlikely. Instead, this new reality calls for renewed entrepreneurial spirit, innovation, and strong commitment across the sector.

In this context, Europatat continues to strengthen its role. The association is actively contributing to addressing sector challenges and exploring new opportunities, not only within our membership, but across the entire potato value chain and in our engagement with European institutions. The joint celebration of the International Day of Potato in Brussels stands out as a particularly successful initiative, receiving very positive feedback.

Our six-year promotional campaign, *"Potatoes, prepare to be surprised"* has now successfully concluded. Looking ahead, Europatat will remain actively involved in promotion and research projects, recognising their strategic importance—not least as they also contribute to the financial sustainability of our association.

The creation of a Working Group of National Associations reflects their growing importance in shaping European discussions and will become even more relevant in the years to come.

Furthermore, after several years of dedicated work, we have successfully delivered an updated version of the RUCIP trading conditions, aligned with current market realities.

We are also pleased to have welcomed new members and to have strengthened our cooperation with the World Potato Congress. In this context, I am proud that our Director General has been appointed as an International Advisor.

Yes, we are facing major challenges and a significant workload. But equally, Europatat brings together an exceptional level of expertise and knowledge. Strengthening cooperation across all Commissions and Working Groups, implementing agreed strategies, and ensuring the active participation of all members will be key to securing the future success of our sector.

As my term as President comes to an end, I would like to take this opportunity to sincerely thank everyone who has contributed to Europatat's work over the past years. I encourage all of you to continue working together to safeguard and shape the framework conditions necessary for a strong and resilient potato trade.

**Tigran Richter**  
President of Europatat

# THE ASSOCIATION

## More than 70 years representing European potato traders



The "European Union for the Wholesale Trade in Potatoes" was established on 12 January 1952 in Paris, including members from Belgium, Denmark, France, Germany, Italy, the Netherlands and Switzerland. More than seventy years later, Europatat has become a well recognised international non-profit association that today counts 71 members in more than 20 countries in the EU and beyond and is more active than ever.



Currently, the association comprises both national organisations and individual companies involved in the trade of seed, ware and early potatoes throughout Europe. Europatat's members include a wide range of traders (including breeders, distributors, storers, packers, importers and exporters) delivering seed potatoes to farmers, as well as raw material to the food industry, packed potatoes to the retailers and food service sector.

## Our Mission

*To connect, represent and coordinate a common voice for all actors in the European seed and ware potato trade chain towards European and international decision makers and other stakeholders.*

## Our Vision

*Europatat wants to be recognised as a proactive representative body that actively engages with its network.*



# Structure

## Board and Advisory Committee

Europatat is structured around a General Assembly, a Board and five commissions. This organisation enables, in spite of occasional conflicting opinions and interests, to define with an open mind a common position defending the profession.

In June 2025, Heero Gramsma stepped down as Treasurer, and Francisco Moya was elected as the association’s new Treasurer.



## The Secretariat

The daily work of Europatat is carried out by the Association’s Secretariat, which is based in Brussels and operates in several European languages.

Europatat’s team is composed of Berta Redondo Benito, who served as Secretary General until January 2026 and was appointed Director General thereafter, and Romans Vorss, Technical Affairs Director.

Together, they lead the proactive work of the Secretariat on key issues affecting the potato trade, ensuring effective representation of the sector at European level and supporting the implementation of Europatat’s strategic priorities.



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## MEMBERSHIP & BENEFITS

Europatat presently incorporates the national associations of the biggest potato trade partners in Europe as well as individual companies active in the potato trade.

In total, the Association currently has 71 members that represent more than 20 countries in the EU and beyond. More precisely, Europatat's membership is composed by 19 national associations, 44 companies and 8 associated members. The complete list of members can be found at the end of this report.

The membership of Europatat is balanced between the different types of members and their focus. This guarantees a good balance of interests and a wide diversity of expertise is available to the association.

**In the past year, Europatat has welcomed new members from across Europe, further strengthening its representativeness. The Association is particularly pleased to now include a member from Romania, expanding Europatat's geographical reach and reinforcing its position as the European voice of the potato trade.**

Besides granting to the association the strengths of their support and their professional input, members of Europatat benefit from a wide range of services and advantages including:

- Having the ability to influence the European decision-making process and strengthen the position of the potato trade sector on the international trade scene;
- Having the ability to exchange views and develop common positions with colleagues engaged in similar activities;
- Enjoying the networking opportunities offered by an association with an international dimension;
- Two regular newsletters including the latest information on crucial developments in the potato trade and European legislation affecting the potato supply chain, as well as on the actions undertaken by the Europatat's Secretariat;
- Services of a multilingual Brussels-based Secretariat for fast answers to key questions relating to the potato sector.



## Agricultural policy

Potatoes remain a cornerstone of European agriculture due to their versatility, high nutritional value and strong integration in EU and global markets. The record production levels reached in 2025 once again confirmed the scale and strategic relevance of the crop within the EU agri-food economy, as well as the sector's significant contribution to rural employment, added value and food security across Europe.

### The EU Vision for Agriculture and Food – One year on

On 19 February 2025, the European Commission presented its 'Vision for Agriculture & Food', a roadmap to make EU farming more attractive, competitive, resilient and future-proof. One year on, several key measures have been delivered in line with this strategy.

The Vision places strong emphasis on fair and stable remuneration for farmers, reinforcing rules against unfair trading practices and requesting greater transparency in the food supply chain. In this context, the Commission's proposal to revise the Common Market Organisation (CMO) Regulation introduced mandatory written contracts and revision clauses that can directly affect the potato sector. Throughout 2025, Europatat, in close cooperation with EUPPA (the European Potato Processing Association), monitored the negotiations, coordinated with National Associations and engaged with EU institutions to safeguard the specific contractual practices of the potato value chain. Particular attention was paid to ensuring sufficient flexibility for Member States and safeguarding existing contractual frameworks and rules such as RUCIP.

The Vision also promotes innovation, new genomic techniques, digitalisation and research investment, as well as measures to accelerate access to biopesticides and strengthen climate adaptation, soil health and water resilience.

Europatat will continue to closely follow both the implementation of the Vision and the interinstitutional negotiations on related legislative proposals to ensure that the specific realities of the potato sector (including market volatility, trade exposure, contractual practices and plant health challenges) are fully taken into account, and that regulations remain proportionate and do not disrupt the well-functioning organisation of the European potato market.



## Progress on EU Regulation for New Genomic Techniques (NGTs)

In 2025, the European Union made significant progress towards adopting a new regulatory framework for New Genomic Techniques (NGTs), a key legislative file with implications for plant breeding, innovation, and the agri-food sector. Following intensive trilogue negotiations, the European Parliament and the Council reached a provisional agreement in December 2025, marking an important milestone in shaping future EU rules in this area.

The agreed text introduces a two-tier system for NGT plants. Category 1 (NGT-1) covers plants considered equivalent to those obtained through conventional breeding. These will not be subject to GMO legislation and, notably, will not require labelling for final products, although seeds and other plant reproductive material will remain labelled. Category 2 (NGT-2) includes plants with more complex genetic modifications and will remain subject to existing GMO rules, including mandatory labelling and the possibility for Member States to restrict cultivation on their territory.

In April 2026, the Council formally adopted its position, completing its part of the legislative process. The final step now lies with the European Parliament, with votes expected in the Environment Committee (ENVI) in early June and in plenary shortly thereafter.

Throughout this process, Europatat has actively monitored developments and ensured that the perspective of the potato trade is reflected in broader agri-food discussions. In particular, Europatat engaged with partners across the value chain to support a balanced and workable regulatory framework that promotes innovation while ensuring legal clarity and market predictability. As part of these efforts, Europatat contributed to several joint statements & position papers, expressing support for the compromise text reached during trilogue negotiations.

Looking ahead, Europatat will continue to follow the final stages of the adoption process closely and remain engaged with EU institutions and partners in the Potato Value Chain to ensure that the implementation of the Regulation supports a competitive, innovative, and sustainable European potato sector.



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# Promotion and consumption

## Record budget for 2026

In December 2025, the European Commission adopted the 2026 Annual Work Programme for EU agri-food promotion policy, allocating a record €160 million to support campaigns in both the internal market and third countries. Part of the total €205 million budget dedicated to promotion will be used for Commission-led initiatives, including high-level trade missions and participation in major international trade fairs and a new “Buy European Food” campaign as announced by Commission President von der Leyen in her State of the Union address in 2025.

This reinforced envelope represents an increase of €73 million (+55.3%) compared to 2025 and marks the highest annual budget since the reform of the EU promotion policy. It underlines the strategic importance of promotion programmes in enhancing competitiveness, raising consumer awareness and strengthening export opportunities for European agricultural products, including potatoes.



## Alignment with Europatat's advocacy

The strengthened 2026 budget follows sustained advocacy by Europatat and other agri-food stakeholders calling for a robust, fair and balanced promotion framework. In its official input to the European Commission in 2025, Europatat advocated for a strong and predictable promotion budget, adequate support for multi-programmes and generic campaigns highlighting EU production methods and product characteristics, as well as a balanced allocation of funding across agricultural sectors.

The 2026 Work Programme reflects several of these priorities. Europatat will continue to closely monitor its implementation and engage with EU institutions to ensure a stable, transparent and well-balanced framework that fully recognises the contribution and specific needs of the potato sector.



## Wrapping up a remarkable journey: 6 years of potato promotion!

In December 2025, Europatat officially concluded its EU co-funded promotion campaign *"Potatoes, prepare to be surprised – Europe's favourite since 1536"*, marking the successful completion of six years of joint activity with partners from Ireland, Belgium and France.

Since its launch in 2020, the campaign aimed to encourage fresh potato consumption by positioning potatoes as a modern, healthy and sustainable food choice, particularly targeting young consumers (millennials).

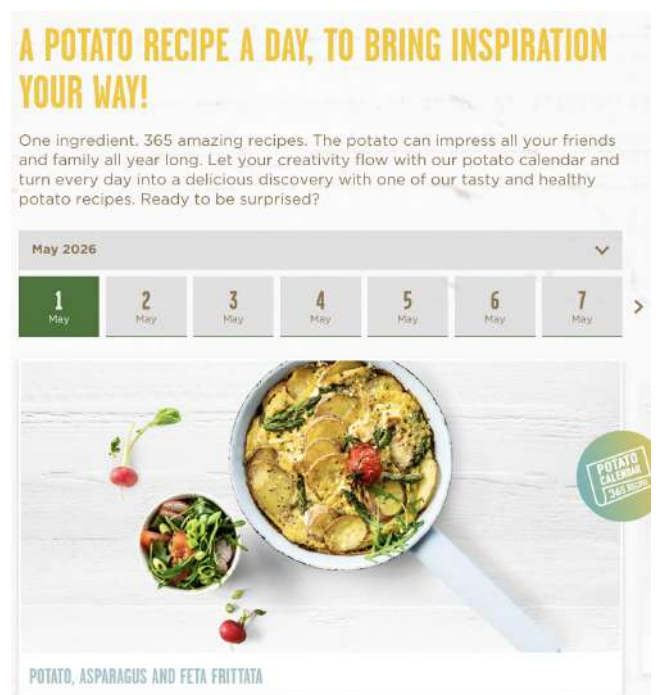


Throughout the campaign, a wide range of materials was developed to inspire and inform consumers. These included:

- 365 potato-based recipes brought together in the interactive Potato Calendar
- 11 *"Did you know"* videos highlighting key nutritional and environmental facts
- 10 *"Tips & Tricks"* animations supporting healthy and practical potato preparation
- 2 versatility videos showing how potatoes fit every meal, season and occasion.

All materials were produced in seven EU languages and remain freely available to Europatat members. Importantly, the campaign website will remain online beyond the end of the programme, ensuring continued access to recipes, videos and promotional content for consumers and professionals alike.

The campaign has helped reinforce the image of potatoes as a versatile, healthy and sustainable choice for European consumers. While this chapter closes, promotion will remain a key priority for Europatat. Work will continue to explore future opportunities to support and strengthen potato promotion initiatives at EU level. Stay tuned!





Potatoes  
**PREPARE  
TO BE  
SURPRISED**  
Europe's favourite  
SINCE 1536

ENJOY  
IT'S FROM  
EUROPE

# Plant Health

## Strengthening plant health policy and in the EU potato sector

EU plant health policy remains a cornerstone of a resilient and competitive agri-food system. The current framework, Plant Health Regulation 2016/2031, aims to prevent the introduction and spread of pests, safeguard agricultural production, and facilitate safe trade within and beyond the European Union. As climate change accelerates the emergence and spread of plant health threats, these objectives have become increasingly critical for the potato sector.

A key priority for Europatat is monitoring emerging pests and diseases and supporting coordinated responses at European level. Climate-driven changes are already altering pest dynamics, creating new challenges for growers and traders alike. In this context, Europatat has intensified its technical and advocacy work in several areas:

On **wireworms**, Europatat is an active member of the European Wireworm Research Network (EWRN), contributing to efforts to better understand pest behaviour and develop effective control strategies. This collaboration helps align research priorities and supports knowledge exchange across various countries.

**Late blight** continues to pose a major threat to potato production, with increasingly aggressive strains and weather conditions favouring its spread. Europatat works closely with the EuroBlight network and leading research institutes to monitor developments and relay up-to-date information to its members, while advocating for a sufficient and effective plant protection toolbox.

**Stolbur** (caused by *Candidatus Phytoplasma solanCandidatus Phytoplasma solani*) has emerged as a growing concern in several European regions. Building on earlier technical work and stakeholder exchanges, Europatat has intensified its engagement on this issue, combining awareness-raising, data collection and policy outreach. Following a dedicated webinar with scientific experts and a member survey, the organisation developed targeted communication materials to support better recognition and management of the disease.

A key highlight in 2025 was Europatat's proactive outreach to policymakers on the spread of the planthopper *Pentastiridius leporinus*, a major vector of Stolbur. Together with CIBE (International Confederation of European Beet Growers), EUPPA (European Potato Processors' Association) and the German Association of Hessian-Palatinate Sugar Beet Growers (VHPZ), Europatat co-hosted a policy event at the European Parliament. The event brought together Members of the European Parliament, representatives of the European Commission, national authorities and stakeholders to raise awareness of the increasing risks posed by this pest.



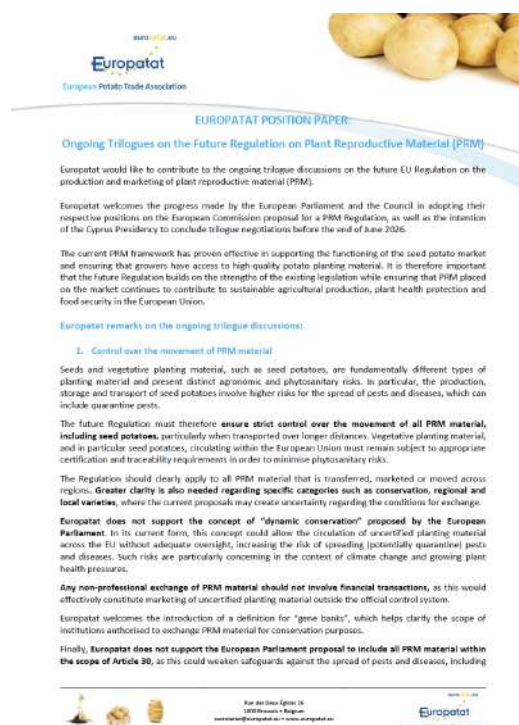
# Advancing the reform of the EU PRM Regulation

In 2026, discussions on the future EU Regulation on Plant Reproductive Material (PRM) continued at pace, with the European Parliament, the Council and the European Commission engaged in intensive trilogue negotiations. The reform aims to modernise the EU framework governing the production and marketing of seeds and other plant reproductive material, including seed potatoes, with significant implications for the functioning of the internal market.

Throughout the process, Europatat has actively followed developments and engaged with EU institutions to ensure that the specificities of the potato sector are fully taken into account. In March 2026, Europatat held an exchange with the Council Presidency, which confirmed steady progress in the negotiations, with around one quarter of the legislative text already provisionally agreed. At the same time, discussions remain complex, with key political and technical issues still open.

To ensure that potato sector's considerations are reflected in the legislative process, Europatat prepared a dedicated position statement, developed in close consultation with its members. The statement calls for maintaining robust certification and control systems while supporting innovation and diversity within a clear and enforceable regulatory framework. This input was shared with EU institutions as part of the ongoing trilogue discussions.

Europatat also remained in close contact with the European Commission and the co-legislators, monitoring the evolution of negotiations and providing timely feedback from the sector. As is typical in trilogue processes, discussions continue under the principle that no provision is agreed until the entire text is finalised.



# Food Safety

## Food safety and sustainable crop protection

Food safety remains a central pillar of EU agri-food policy and a key priority for Europatat. As the regulatory landscape evolves, the association has continued to engage actively in discussions on pesticide legislation, contaminants, and best practices across the potato value chain, ensuring that policies remain both science-based and operational for the sector.

### Plant protection products

A major development in 2025 was the publication of the European Commission's "Omnibus" package, which includes proposed amendments to EU pesticide legislation. The initiative aims to simplify authorisation procedures, accelerate the uptake of biocontrol solutions, and improve the overall functioning of the regulatory system. Europatat has been closely involved in these discussions, emphasising that improving access to effective and safe plant protection tools is essential for maintaining crop health, productivity, and food safety.



In this context, Europatat joined forces with a broad range of agri-food stakeholders to support several joint position papers calling for a stronger focus on internal EU challenges.

Europatat has consistently underlined that, while reducing reliance only on conventional pesticides remains an important objective, this must be matched by faster and more efficient approval pathways for both biological and conventional plant protection products. Ensuring a balanced and effective "toolbox" is critical for managing increasing plant health pressures in the potato sector.

May 2026

**JOINT STATEMENT**  
**Refocusing competitiveness on EU realities: the role of plant protection products in balancing EU production, imports, and exports**

The debate on competitiveness in the European Union's agri-food sector is too often framed narrowly in terms of external pressures, particularly competition from imports produced under different regulatory standards. These differences often stem from distinct phytosanitary challenges as well as divergent environmental and climate-related constraints across producing regions.

However, this single-sided view does not capture the full picture. Such framing risks overlooking an even more important factor: the EU's internal legal policy, which fundamentally shapes the sector's resilience, productivity, long-term competitiveness and profitability, as well as its capacity to ensure food security.

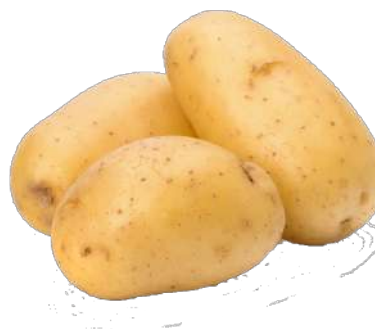
Competitiveness must first and foremost be addressed within the European Union itself, by ensuring that regulatory frameworks, particularly those related to plant protection products, are coherent, science-based, and workable for producers across the EU, while also enabling them to adapt to the growing challenges posed by climate change. Climate change is increasing the frequency and intensity of certain agronomic pressures, making effective and adaptable crop protection tools even more essential to maintain consistent production and quality standards across the EU. Moreover, a narrow focus on third country imports and third country PPP use risks overlooking structural challenges within the EU itself that directly affect the viability and resilience of its agricultural sector.

European growers face two big challenges at the same time. First, they operate within the EU single market, where they compete with one another under a shared, but not always consistently implemented, regulatory framework. Divergences in interpretation, enforcement, and access to plant protection products create distortions that directly impact competitiveness of the European producers.

Pesticide regulation is a key element of agricultural productivity and food security, as it underpins both the availability and the suitability of crops needed to ensure a stable supply of high-quality food products in the EU. The EU has one of the most stringent regulatory systems in the world, which reflects its environmental and health objectives. However, the cumulative impact of restrictions and withdrawals, combined with the slow pace of innovation and approval of effective alternatives, is increasingly limiting European growers' ability to manage pests, as well as plant and soil-borne diseases, effectively. These limitations

## Food contaminants

Alongside its policy work on plant protection, Europatat has also strengthened its activities on food safety risks related to natural contaminants. Glycoalkaloids are naturally occurring compounds in potatoes remain an important focus area following the adoption of Commission Recommendation 2022/561. This Recommendation encourages Member States and operators to monitor glycoalkaloid levels and investigate cases where indicative thresholds are exceeded.



To support practical implementation and raise awareness, Europatat developed two dedicated guidance leaflets: one targeting consumers and another aimed at business operators. The consumer leaflet provides clear advice on how to store and handle potatoes safely, while the industry-focused guide outlines measures to prevent excessive formation of glycoalkaloids along the supply chain. These materials were widely disseminated through press outreach, social media, and direct engagement with stakeholders across Europe.

This information is used to demonstrate to the European Commission the sector's proactive efforts in promoting good practices and ensuring compliance with EU food safety expectations.



**THINK GREEN IS ALWAYS GOOD? NOT FOR POTATOES!**

**TO ENSURE POTATOES ARE SUITABLE FOR CONSUMPTION CONSUMERS SHOULD FOLLOW THESE SIMPLE GUIDELINES:**

- 1. Discard old, shrivelled, sprouted, damaged potatoes or those with large green areas on the skin.**
- 2. Store potatoes in a cool, dark, and dry place to prevent greening and sprouting. Avoid direct sunlight or fluctuation in temperatures. Smaller quantities can be stored in the refrigerator's vegetable compartment.**
- 3. Remove green patches and the "eyes" (small sprouts) from the potatoes.**
- 4. When slightly damaged or sprouted, cut out any damaged areas and sprouts before cooking.**
- 5. If eating potatoes with skins on, make sure the skin is free of any green spots or sprouting.**
- 6. Do not reuse the cooking water from unpeeled potatoes.**
- 7. When preparing home fried potato products, change the frying oil regularly.**

PREPARED BY  
**EUROPEAN POTATO TRADE ASSOCIATION**



# Smart Potatoes

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**Resid™ MG**

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**Zorvec Entecta™**

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# Trade and Market access

The European Union remains one of the leaders and net exporter of seed potatoes, with trade policy and market access continuing to be a core priority for Europatat. In 2025–2026, the organisation intensified its engagement with key export destinations to address operational challenges, safeguard trade flows, and ensure that EU exporters can continue to compete in increasingly complex market conditions.

## Egypt

This country continues to be one of the most important destinations for EU seed potato exports. While the overall trade relationship remains strong, recent feedback from Europatat members highlights a more nuanced picture. Exporters reported generally low levels of rejection, with most companies indicating no major phytosanitary issues. However, the main challenges have been operational and market-related rather than purely technical.

Europatat has maintained close dialogue with national authorities, the European Commission, and partners on the ground to ensure that trade conditions remain predictable and workable. Continued engagement with Egyptian counterparts remains essential to address administrative bottlenecks and support a stable trading environment.



## Türkiye

This country is another strategically important market for EU seed potatoes, but trade conditions remain more volatile. Feedback from members indicates a mixed but somewhat improved situation compared to the previous year, particularly in terms of a reduced number of rejections. Nevertheless, phytosanitary pressure continues to be a major concern. While some exporters reported no rejections, others experienced multiple incidents, highlighting an inconsistent and unpredictable enforcement environment.

Trade volumes also varied significantly between companies. While some reported stable or even increased exports, others indicated substantial declines up to 60% in certain cases.

In response, Europatat has continued to work closely with EU institutions and Member States to address these issues and improve the predictability of export conditions. Ensuring that import requirements are applied consistently and proportionately remains a key priority to avoid unnecessary disruptions to trade.





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## EU-UK trade in seed potatoes: Future SPS Agreement

Since 1 January 2021, imports of seed potatoes from Great Britain into the European Union have been prohibited following the UK's withdrawal from the EU. This restriction continues to have a lasting impact on the European potato sector, particularly for operators who previously relied on well-established supply chains between the EU and the UK.

Against this backdrop, the potential resumption of trade has become closely linked to the ongoing negotiations between the EU and the UK on a future Sanitary and Phytosanitary (SPS) Agreement. This agreement is expected to cover key areas such as plant health, plant reproductive material, and general food law, and could provide the framework necessary to reopen trade in seed potatoes.

Throughout 2025 and 2026, negotiations have progressed as part of a broader package of EU-UK discussions, following the commitments made at the May 2025 EU-UK Summit. The UK Government has indicated its ambition for the future SPS Agreement to enter into force by mid-2027. It has also launched outreach to businesses to assess the type of support needed to adapt to the new framework and is considering possible transitional arrangements.



Europatat has remained actively engaged on this file, maintaining regular contacts with the European Commission, EU Member States, and industry stakeholders.



We continue to emphasise the importance of finding a practical and timely solution that would allow the safe resumption of seed potato trade between the EU and Great Britain. Europatat has also consistently underlined the sector's strong interest in restoring these flows, given their importance for supply chains, market stability, and the competitiveness of European potato production.

Europatat will continue to follow the negotiations closely and advocate for an SPS framework that ensures high plant health standards while enabling the re-establishment of this strategically important trade relationship.

# Sustainability

The concern regarding sustainability along the food supply chain has been increasing both in the political agenda and at company level in the past decade. At business' level, more and more companies have embarked or are starting a journey to assess and monitor their sustainability impact. The basis of the current corporate social responsibility is a strategy that seeks a balance between the social, environmental and economic aspects. These three aspects provide the basis for the 3 Ps: People, Planet & Profit.

## Europatat Sustainability Indicators: first deliverable

To support this transition and respond to evolving regulatory, market and societal expectations, Europatat established its Sustainability Commission in 2022 as a platform for exchange of best practices among members. A dedicated Working Group on potato sustainability indicators has since been meeting regularly to explore how companies can measure their impact in line with the United Nations Sustainable Development Goals (SDGs).

This work resulted in the development of the *"Sustainability Indicators - An inspirational checklist for Europatat members"*, a guiding document providing practical indicators and targets tailored to the potato supply chain. The checklist supports members in structuring their sustainability efforts and identifying areas for improvement.

Building on this work, Europatat launched its first annual sustainability survey in 2025, covering the period from summer to autumn. The results show that companies are actively engaging in a wide range of sustainability actions, including communication on nutritional benefits, employee well-being initiatives, circular use of potato by-products, and the introduction of more sustainable packaging solutions

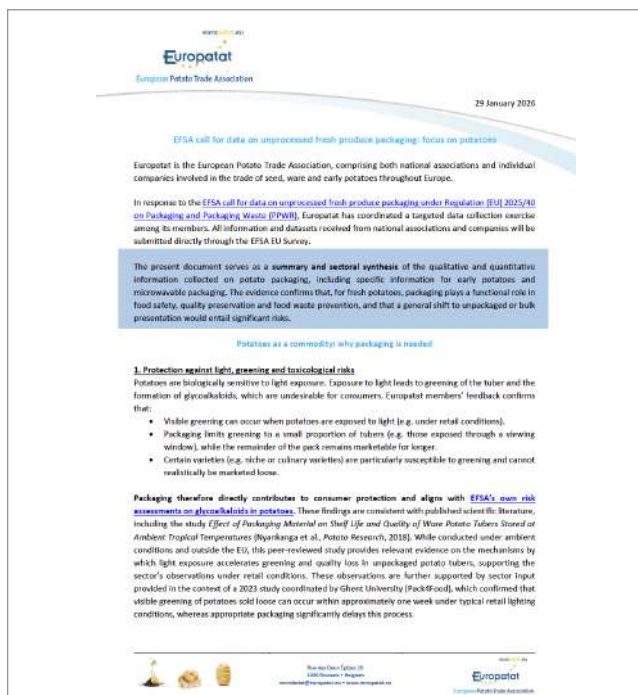
The survey exercise will be repeated annually to progressively build a clearer picture of sustainability practices across the European potato sector, support benchmarking among members and showcase continuous improvements over time. Europatat will continue to use these insights to guide its work and support members in advancing their sustainability journey.



## New EU packaging rules

Following the entry into force of the Packaging and Packaging Waste Regulation in February 2025, with application from August 2026, work has focused on its practical implementation and interpretation. Of particular relevance to the potato sector is the restriction on single-use plastic packaging for pre-packed fresh fruit and vegetables below 1.5 kg, as set out in Article 25 and Annex V.

In December 2025-January 2026, Europatat actively contributed to the implementation phase by coordinating a sector-wide response to the European Food Safety Authority (EFSA) call for data on fresh produce packaging. This input, supported by several National Associations, will feed into the European Commission's future guidelines, expected by beginning of 2027, which will clarify the scope of the restriction and possible exemptions. As these guidelines will be non-binding, Member States will retain flexibility in their application. Europatat will continue to monitor developments and encourage engagement at national level to ensure that the specificities of the potato sector are duly considered.



## Sustainability Reporting & Due Diligence

Recent EU reforms under the Omnibus simplification package have significantly streamlined sustainability reporting and due diligence requirements under the CSRD and CS3D. The revised rules now apply only to the largest companies (above 1,000 employees for CSRD and 5,000 for CS3D), meaning that most Europatat members will not fall under these obligations.

At the same time, sustainability remains a key business topic. To support members, Europatat has organised dedicated webinars and exchanges to improve understanding of voluntary reporting tools and practices, helping companies anticipate market expectations and respond to increasing data requests across the supply chain.

Europatat will continue to monitor the implementation of the new framework and support members in navigating both regulatory developments and voluntary sustainability initiatives.



Berlin 3|4|5 Feb 2027

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## WASTELESS: Delivering results for Food Loss and Waste reduction



# wasteless

The Horizon Europe project WASTELESS, launched in 2023, is approaching its conclusion in May 2026, marking an important milestone in efforts to improve the measurement and reduction of food loss and waste across the EU food supply chain. Europatat is part of the consortium of 17 partners from 14 countries, supporting communication and dissemination activities.

Over the past year, the project has made significant progress in developing and validating innovative methodologies to quantify food loss and waste across different sectors, including fresh fruit and vegetables.

A key outcome is the Decision Support Toolbox, bringing together digital tools, indicators and practical solutions to help stakeholders better assess and reduce losses along the supply chain.

In parallel, strong efforts have been made to engage stakeholders and promote uptake of results. More than 100 professionals were trained through dedicated workshops on the use of WASTELESS tools, while the *"Monthly Café Talks"* provided a platform for exchange with experts and practitioners across Europe.

**Join WASTELESS Community of Practice to collaborate, exchange ideas, and work towards innovative solutions to contribute to tackling FLW!**

### Europatat and WASTELESS project

Europatat took part in the 7th General Assembly of the WASTELESS consortium, held on 21–22 October 2025 in Logroño, Spain and hosted by CNTA. The meeting brought together over 30 partners for two days of discussions on project progress, including the development of digital tools, case studies, data management and strategies for reducing food loss and waste, as well as dissemination and stakeholder engagement activities.



The final results of the project were presented at the WASTELESS Final Conference on 23 April 2026 in Brussels, where key tools were showcased and future pathways towards reducing food loss and waste in line with EU objectives for 2030 were discussed.



# Research and Innovation

Europatat continues to be involved in research and innovation. This is driven by the need to respond to growing challenges such as climate change, plant health risks, and regulatory constraints. As part of its strengthened focus on evidence-based advocacy, Europatat has taken concrete steps to reinforce its role in research and knowledge generation.

A key milestone in 2025 was the launch of the Europatat Research Fund, introduced under the Association's Strategy 2025–2028. The objective of this initiative is to support targeted technical projects that can generate data and practical insights directly relevant to the potato sector. By doing so, Europatat aims to strengthen its policy positions, improve the quality of its technical input, and provide members with access to reliable, science-based information.

## PATAFEST: Fighting against potato emergency pests



# PATAFEST

Europatat is a consortium partner in the PataFEST project, funded under the EU's Horizon Europe programme. The project brings together 18 partners from across Europe, with additional international cooperation involving Ecuador. PataFEST aims to reduce:

- the risk of introducing and spreading emerging potato pests such as *Candidatus Liberibacter solanacearum* and its insect vectors that could endanger EU agriculture;
- the presence of soil-borne pathogens such as *Fusarium sambucinum*, *Colletotrichum coccodes*, and *Helminthosporium solani*, which lead to rot and skin defects in stored potatoes (post-harvest).

Europatat's involvement in PataFEST ensures that project results are effectively shared with its members and the wider potato sector. In particular, targeted communication activities will support better awareness and understanding of Zebra Chip and other key plant health threat

Europatat attended the two latest consortium meetings that took place in Bologna (Italy) in September 2025 and in Brussels in Cranfield (UK) in April 2025, providing an opportunity to review progress and coordinate next steps.



## POMATO: Innovative solutions for safeguarding potato & tomato



Europatat is part of another research project under the EU's Horizon Europe programme: POMATO. The project focuses on protecting potato and tomato crops while improving product quality across the value chain.

POMATO is built around four main objectives:

1. Identify and characterise key bacterial pathogens (*Clavibacter* and *Ralstonia*) and better understand resistance mechanisms in potatoes and tomatoes.
2. Develop early detection and monitoring tools, including AI-based models, field detection devices, and drone-supported surveillance.
3. Advance natural and biocontrol solutions for seed, plant, and soil protection, using plant-based substances and beneficial microorganisms.
4. Test these solutions in field conditions and develop an Integrated Pest Management (IPM) strategy aimed at reducing pest incidence by 40–60%.

The project brings together a broad consortium of academic institutions, industry partners, and international stakeholders, including farmers, to ensure that the proposed solutions are practical and widely adopted.

The project officially kicked off with a two-day meeting held on 13–14 May, 2025, hosted by the coordinating institution, Universidad de Burgos (UBU).

The event brought together the full POMATO consortium, including Europatat, to align on goals and launch collaborative activities.

Europatat's participation ensures that the perspective of the potato trade is fully integrated into the project and that results are effectively communicated to the sector. The organisation is particularly engaged given the importance of these pathogens for plant health, trade, and the overall sustainability of potato production.



# PUBLIC AFFAIRS & NETWORKING

## Connecting the sector

### Europatat annual Congress

In 2025, the Europatat Congress took place in Lille, France, under the title *"Potato leaders of the future: deciding under uncertainty"*. The event brought together Europatat members and key stakeholders from across the European potato sector to discuss current market developments and explore how industry leaders can navigate an increasingly complex political, environmental and economic landscape. All the information, including pictures, is available on the website [europatatcongress.com](http://europatatcongress.com)



The annual event of  
the European potato  
community

[www.europatatcongress.eu](http://www.europatatcongress.eu)



In 2026, the Europatat Congress will return to Brussels, Belgium, on 3–4 June. This edition will be organised in a more business-focused format, centred on Europatat's internal meetings and governance activities. The programme will include meetings of the five Commissions and the General Assembly, providing members with a dedicated space to review ongoing work, discuss sector priorities and strengthen collaboration.



### Europatat Commissions

Europatat Commissions allow Europatat to be continuously updated on key issues for the potato trade sector and to respond to all legal developments on the EU level in a quick and efficient way and thus carry out the main activities of the association.

To facilitate the participation of Europatat members to the meetings, and to reduce the carbon footprint of the associations' activities, the meetings of these Commissions are organised in a virtual format all along the year. In the past year, more than 20 virtual meetings and webinars were organised!

## Representing the sector

In order to voice the professional views of the sector, Europatat regularly cooperates with the EU Institutions and stakeholders as the European representative organisation for the potato trade.

### EU events and meetings

The Europatat secretariat and members participate on a regular basis in EU Advisory Groups whose work touches upon the potato trade. Committees of DG AGRI include the renewed Civil Dialogue Groups on International Aspects of Agriculture, Organic Farming and Quality and Promotion.

Europatat is also represented in the work of DG SANTE, particularly in the Advisory Group on Sustainability of Food Systems, in the EU Platform on Food Losses and Waste, and in other specific ad-hoc working groups. In regard to DG TRADE, Europatat regularly attends the Civil Society Dialogue meetings on trade issues and the Market Access Working Group on Sanitary and Phytosanitary Issues.

### Meetings with industry stakeholders

Europatat cooperates with other EU trade associations in order to maximise synergies and raise awareness on common concerns. In this light, the association engages with the European Seed Association (ESA), the European Potato Processors Association (EUPPA), the European Snacks Association (ESA), the European Starch industry (Starch Europe), the European Fresh produce Association (Freshfel), the European Fruit and Vegetable Processors Association (PROFEL) as well as other major roof organisations in the food supply chain (COPA-COGECA, FoodDrinkEurope, EUROCOMMERCE).

### Meetings with potato traders

Europatat team attends all trade shows and events related to the potato sector in order to present the work of the association and multiply contacts with members and stakeholders of the sector. With these objectives in mind, in 2025 and 2026 Europatat was present at Potato Europe in the Netherlands, Fruit Attraction in Spain, the Potato Variety Days in the Netherlands and Fruit Logistica in Berlin amongst other events. Europatat also organised several physical and virtual bilateral meetings with members throughout the past year!



# INTER POM'26

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# INTERNATIONAL DAY OF POTATO

Following the designation by the United Nations of **30 May as the International Day of Potato**, the sector marked in 2025 the second annual celebration of this global initiative, highlighting the key role of potatoes in food security, nutrition and sustainable agri-food systems. Europatat has been actively involved in the initiative from the very beginning, together with partners across Europe and beyond.

On 27 May 2025, Europatat hosted a high-level conference and interactive exhibition to mark the occasion, co-organised with together with EUPPA, ESA, Copa-Cogeca and Starch Europe. Held under the theme *"From seed to fork: ensuring a sustainable, competitive and resilient potato value chain"*, the event brought together over 100 stakeholders from across the potato supply chain, including policymakers, industry representatives and researchers. Discussions focused on the sector's contribution to food security, sustainability, innovation and competitiveness, as well as the importance of a supportive policy framework at EU level.

The conference featured keynote interventions from representatives of the FAO, the European Commission and Member States, alongside a high-level panel discussion addressing the future of the potato value chain in Europe. An exhibition area showcased concrete examples of innovation and sustainability initiatives across the sector, while the event also provided valuable networking opportunities and tastings of potato-based recipes and products. Pictures and a video from the event are available on Europatat's website.



Hosted by:



European  
Potato  
Association



Building on the success of this second edition, the International Day of Potato continues to offer a unique platform to promote the value of the crop and strengthen dialogue across the value chain, reaffirming the potato's role as a strategic and future-oriented food in Europe and beyond. Following the success of the 2025 event, the potato value chain is already preparing new actions for the 2026 edition. *Stay tuned!*



#InternationalDayofPOTATO



# We do potato!

Sometimes the  
right variety is just  
a click away.



# COMMUNICATION

Information flow is key for building policy positions, for networking and for accountability. Europatat has therefore developed several tools to communicate on a regular basis with its members and the outside world in the most efficient manner.

## Communicating to the members

The main internal communication tools that Europatat currently uses are:

- **Alerts emails.**
- **Europatat newsletters** (Circular - internal -, and Insights - internal and external -) include the latest information on crucial legislation and important developments within the potato trade. They also inform members on actions undertaken by the Association.
- **Europatat press releases and position papers** on a variety of topics to raise awareness for matters of interest to the potato sector.
- **The Europatat Extranet**, which is exclusive for members and contains documents such as position papers, presentations and minutes from meetings or newsletters. The Extranet also contains an exclusive digital directory of members, a forum and a browser notification system.

## Strengthening Europatat's visibility

In order to increase the Association's visibility and highlight the latest activities of the Secretariat, the newsletter "Europatat Insights" is circulated within all Europatat contacts (internal & external) once every two months. Nowadays, the Europatat Insights reaches more than 500 subscribers!

The Secretariat is also continuously updating the official website [www.europatat.eu](http://www.europatat.eu) and being active on Twitter, LinkedIn and its new Instagram profile with one main goal: to stay in touch with stakeholders, policy and decision makers and, more generally, to connect with people interested in the sector and the work that Europatat is doing.

FOLLOW US!





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THE BEST FROM EVERY HARVEST



# RUCIP

RULES & PRACTICES  
OF THE INTER-EUROPEAN  
TRADE IN POTATOES

Since 1956, RUCIP has served as the reference framework for potato trade at both national and international level. Widely used across the sector, it provides a comprehensive set of rules covering contracts, product specifications, transport, delivery, payments, complaints and dispute resolution. By offering expert assessment and arbitration mechanisms, **RUCIP enables faster, more efficient and cost-effective dispute settlement compared to traditional court procedures.** Once referenced in a contract, its rules apply directly to the parties involved.

To keep pace with market developments and evolving trade practices, RUCIP is regularly updated. **A fully revised edition of the Rules & Practices entered into force on 1 October 2025,** marking a major step forward in modernising the system. The new version introduces a clearer and more user-friendly structure, improved definitions, greater alignment with current EU legislation, and enhanced procedures, including the integration of digital tools and more efficient arbitration mechanisms.

To support the implementation of the 2025 Rules, several webinars were organised throughout the year, attracting a wide range of participants from across the European potato supply chain. These sessions provided practical insights into the updated system and confirmed RUCIP's continued role as a cornerstone for fair, transparent and efficient potato trade in Europe. The recordings are accessible on RUCIP's website.



Next steps will focus on dedicated training activities for experts and arbitrators, as well as the development of practical guidelines to support the consistent application of the new rules across the sector.

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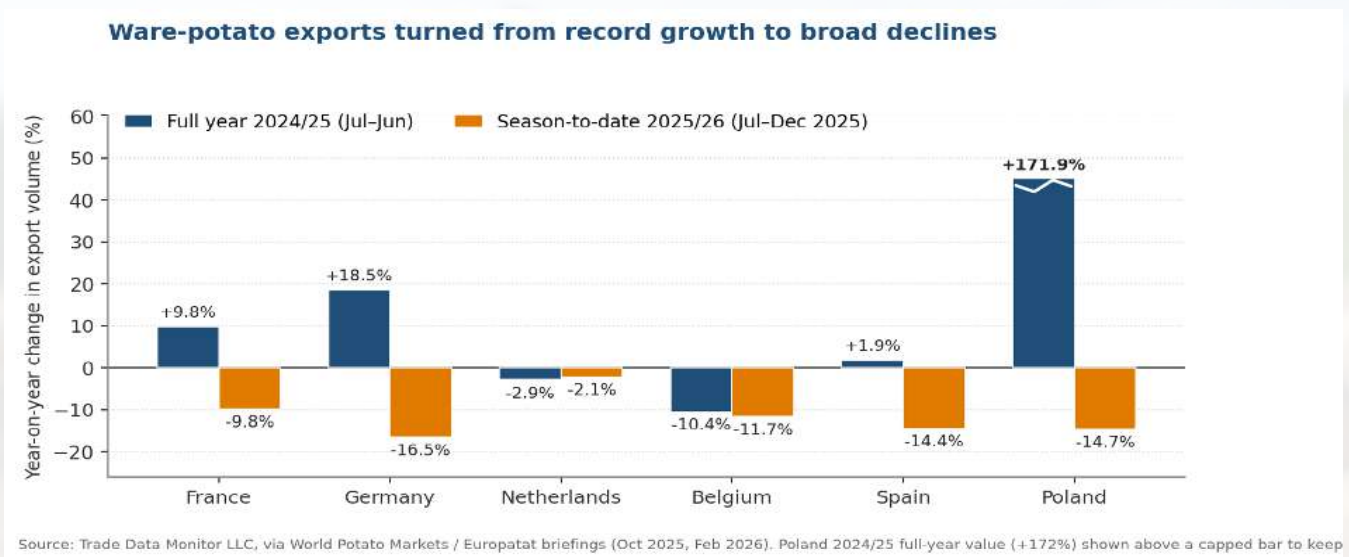
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# World potato trade report

The 2024/25 season was a record one for most of Europe's potato exporters. France lifted ware exports to a record 3.21 million tonnes (+9.8%), Germany set a new high at 2.76 Mt (+18.5%) and Poland nearly tripled its trade year on year (+172%). Dutch seed exports recovered to 980 000 t (+14.7%), French seed hit a record 285 600 t, and EU/UK seed shipments outside Europe jumped 18.2%, led by a near-third increase to Egypt. Belgium remained the world's largest potato importer at 3.71 Mt, supplying its processing industry.



The picture has reversed in 2025/26. A unique north-west-European harvest, 27.3 Mt across the EU-4, roughly 3 Mt more than the market can absorb, has pushed down free-buy prices. Season-to-date ware exports (July–December 2025) are down 9.8% in France, 16.5% in Germany and 11.7% in Belgium, with Polish, Belgian and UK export prices off by 25% or more. Seed trade has softened too.

The European processing industry is facing tougher competition abroad. EU-5 frozen-fry exports fell 2.0% over the 12 months to October 2025 to 5.99 Mt. Chinese frozen-fry exports more than doubled to 326 000 t and Indian exports rose 40% to 214 000 t, while the new 15% US tariff weighs on the EU's third-largest market.

**Outlook for 2026:** Contract processing prices are down around 20–30% for 2026/27 and seed remains abundant after a 9.5% expansion in the Euro-6 seed area. Industry voices expect a contraction in planted area, possibly up to 10-15% in the big potato producing countries, which would start to work off the oversupply.



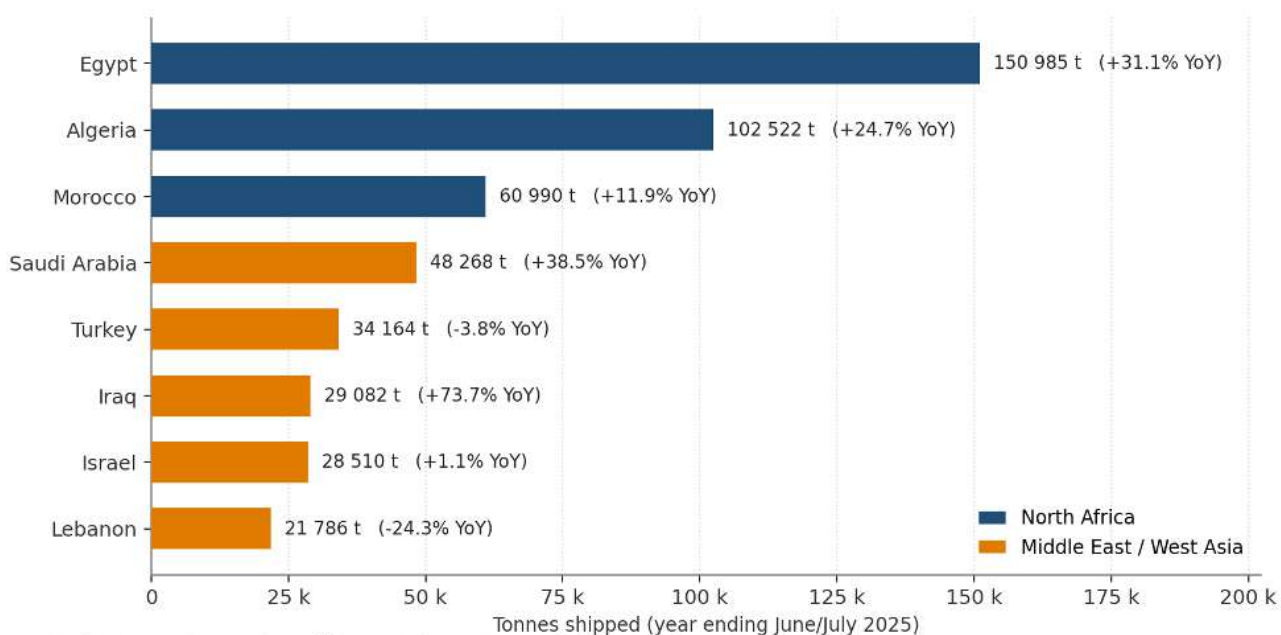
### Seed potatoes: North Africa & the Middle East drive external demand

Outside Europe, the EU and UK shipped a near-record 692 000 t of seed potatoes in 2024/25 (+18.2 % year on year).

Egypt alone took 22 % of those volumes, and four of the eight largest destinations posted double-digit growth, making the southern Mediterranean and Gulf the most strategically important external markets for European seed.

#### North Africa & the Middle East drive EU/UK seed-potato exports

Combined 2024/25 shipments outside Europe reached a near-record 692 000 t (+18.2% YoY); Egypt alone took 22% of the total.



Source: Trade Data Monitor LLC, via World Potato Markets / Europatat briefing, October 2025.

### Ware potatoes: Exports are concentrated in five countries

France, Germany, the Netherlands, Belgium and Spain together shipped 9.1 million tonnes of ware potatoes in the year to June/July 2025 — about 94 % of the top-ten total. Most exporters have grown markedly since 2019/20; Belgium, the UK and Denmark are the exceptions.





# National Associations



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