

Europatat



ACTIVITY REPORT 2020-2021

This Activity Report provides an overview of Europatat's work since the previous General Assembly in 2020, which due to the COVID-19 pandemic was not held in person but via a written procedure on Monday 29 June 2020.

We warmly thank Europatat's Board for its leadership through these difficult times and all associations and company members for their active support throughout the past year. Europatat's work would not have been possible without you!

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Grow with our Next Generation potatoes!



Carolus, Twinner, Twister and **Alouette** have recently become available from various points of sale. These varieties offer a naturally high resistance to the main threat (i.e. *Phytophthora infestans*) to potato crops. This gives farmers greater harvest security and consumers a natural, fresh and versatile product in the kitchen.

Each variety in this range offers slightly different traits. Choose Carolus for a mild flavour and a floury quality. Delicious fried or baked in the oven. Alouette makes a supremely tasty mash. And bright yellow skinned Twinner brings a lovely firm bite to your salads. Twister tastes simply fabulous served with fresh vegetables.

The **Next Generation** varieties from Agrico. Strong and sustainable. Providing good yield, with little to no input. Suitable for many new generations worldwide. Our farmers like to put innovative potato varieties on the consumer's plate. **How about you?**

PRESIDENT'S FOREWORD



Dear Members,

This Activity Report is released on the occasion of the 2021 annual General Assembly of Europatat (10 June 2021), which, for the first time in the history of the association, has been organised in a virtual format due to the measures taken all over the continent to contain the COVID-19 pandemic. The topic of this year's Congress "Stay connected – New strategies for the potato sector" was to focus on digitalisation, and what a better way to honour this theme than to hold this year GA in a virtual format!

The current report provides a snapshot of the "state of play" of the potato sector today and covers the key policy areas where Europatat has been involved in the last twelve months. Here it should be noted that 2020 was a year of important internal changes. Raquel Izquierdo de Santiago, Europatat's Secretary General for the previous six years, decided to give a new direction to her professional career and left the association in September. Raquel had led the association with an extraordinary professionalism, involvement and motivation, thanks to which Europatat is today a solid and well recognised association not only in Brussels but in all Europe. In the name of the Board and the whole membership of Europatat, I would like to warmly thank Raquel again for her excellent work during these years and wish her all the best in her future endeavors.

Moreover, to establish the right strategy to follow in order to ensure the best, smooth and solid transition for the association, the Board met several times. After serious deliberation and consideration of possible candidates, the Board unanimously decided to nominate Berta Redondo Benito as the new Secretary General of the association as of 1 September 2020. Berta is bringing to the position her experience after more than two years and a half in the association, where she knows all the members and is completely immersed in the culture of the association. I am glad to remark that this nomination has been a well-deserved promotion to her.

In the meantime, we also embarked in the process of selecting a senior Technical Affairs Director to complete the team and ensure that all topics are well covered and taken care of. In this sense, Romans Vorss joined Europatat by the end of October, and in a very short period of time he has managed to successfully immerse in the main dossiers and way of working of the association.

Less than one year after these changes, we can be really proud of the new Europatat team, who throughout these months have shown an exceptional professionalism, dedication, learning capacity and fellowship. It is a great opportunity for all of us to have such a team, as they are making sure that members are well assisted in all dossiers in a daily basis and that the concerns and challenges of the potato sector are heard and understood by the European institutions and a large number of stakeholders.

Finally, I would like to sincerely thank my colleagues in the Board and the Advisory Group (Commission chairmen) for their generosity, time and dedication; and by extension to all members, both national federations and private companies, for supporting the efforts of the association to implement successfully all the activities for the benefit of the sector.

Gilles Fontaine
President of Europatat

THE ASSOCIATION

ABOUT



Europatat, the European Potato Trade Association, is an international non-profit association according to Belgian law that gathers national associations and companies involved in the trade of seed potatoes and ware potatoes from all over Europe.

Initially set up in 1952 by national associations to protect the interests of the wholesale potato merchants, since 2010 its membership is also open to individual companies active in the trade of seed, ware and early potatoes within Europe and beyond.

OUR VISION

Bring potatoes to the table!

OUR MISSION

- **Represent** and **promote** the interest of the potato trade sector on a European and International level;
- **Protect** and **improve** the professional interests and the commercial function of the sector in Europe and beyond;
- Facilitate the **collection of data** and information;
- **Educate** consumers and decision-makers alike about the benefits of potatoes;
- **Connect** sector representatives and stakeholders through networking opportunities.



STRUCTURE

Board and Advisory Committee

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

Board		
Gilles Fontaine President	Domenico Citterio Vice-President	Heero Gramsma Treasurer
Advisory Committee		
Tigran Richter Chairman Seed Potatoes	José Peláez Chairman Early Potatoes	Francisco Moya Chairman Ware Potatoes
Ben Muyshondt Chairman Packers	Thomas Herkenrath Chairman RUCIP	Jan van Hoogen Chairman Technical & Regulatory Issues

The Secretariat

The daily work of Europatat is conducted by the Secretariat of the Association, who is based in Brussels and is competent in various European languages.

2020 was a year of changes: On the 1st of September, Berta Redondo Benito (former Communication and Policy Advisor) was appointed as the new Secretary General of the association succeeding Raquel Izquierdo de Santiago, who had successfully led the association for the previous six years.

Later on, in October 2020, Romans Vorss joined the Secretariat as Europatat's new Technical Affairs Director.





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Think sustainable –
use **VELUM[®] Prime!**

Your solution for safe and
effective nematode control

- Low application rates
- Unique safety profile for sustainable agriculture
- Gentle to soil and to beneficial organisms
- Flexible application techniques
- Reduced operational costs

*Consult country registration status, local registrations may differ.
Use plant protection products safely.
Always read the label and product information before use.*



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 62 members that represent 20 countries in the EU and beyond. More precisely, Europatat's membership is composed by **16 national associations, 40 companies and 6 associated members**. The complete list of members can be found at the end of this report.

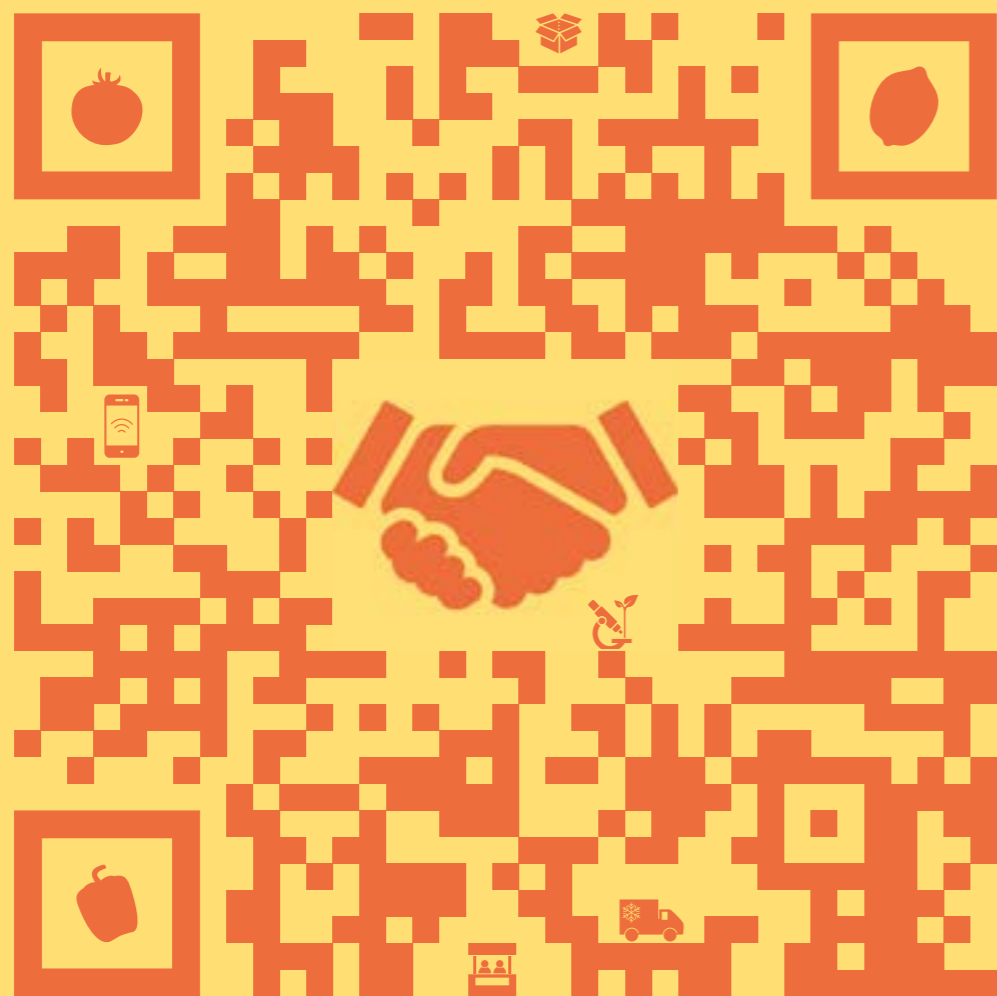
The membership of Europatat is balanced between the different types of members and their focus. This guarantees a good balance of interests and a wide diversity of expertise is available to the association. In the coming years, Europatat seeks to reinforce even further its cooperation with companies and associations based in Southern and Eastern Europe in order to better reflect the reality of the potato trade in Europe.

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.



Not yet a member of Europatat? Contact us at secretariat@europatat.eu



RECONNECTING
the World Fresh Produce Community

Access the largest professional social network for the fruit and vegetable sector

fruit attraction LIVE  **Connect**
CONNECT - KNOWLEDGE - EMPOWER - 365D

COINCIDING WITH



ORGANISED BY



ifema.es/en/fruit-attraction

POLICY DOSSIERS

Agricultural policy


Potatoes are an important component of the agriculture sector for the different goals of the European Commission in regard to jobs and growth, sustainability and health. Europatat is continuously monitoring the discussions regarding agricultural dossiers such as the reform of the Common Agricultural Policy (CAP), the Organic regulation or the new Farm to Fork Strategy.

Towards a final compromise on a greener CAP

On 1 June 2018, the European Commission published the three legislative proposals for the next CAP 2021-2027. Based on nine broad objectives, these proposals include a shift from compliance and rules towards results and performance (from one-size fits all concept to the development of national strategic plans). The Commission's proposals also include clear and higher ambitions on environmental and climate action, which are also reflected in the Green Deal and the Farm to Fork Strategy published in the first half of 2020.

The European Parliament and Council agreed on their negotiating positions on the reform of the CAP on 23 and 21 October 2020 respectively, enabling the start of the the inter-institutional (trilogue) negotiations on 10 November 2020. During the first half of 2021, the trilogue discussions on the CAP reform package continued following the plans of the Portuguese presidency of the Council to conclude the negotiations before the end of its term in June 2021. For this purpose, a final 'super trilogue' is expected to take place on 25-26 May 2021.

Given the fact that new CAP would not be finalised to enter into force as of the 1st of January 2021, the European Commission proposed a temporary package to ensure that payments to farmers and rural development beneficiaries could continue while the discussions about the future CAP were finalised. All along 2020, the approval of the transitional arrangements became a race against the clock. On 16 December 2020 the European Parliament approved the CAP transitional regulation, which finally applies for two years (2021-2022). The transitional regulation should also provide Member States with sufficient time to prepare their respective CAP strategic plans, which should be ready to enter into force once the transitional period ends.

In the past 12 months, Europatat has monitored the development of the discussions and informed its members accordingly through its Circular newsletter.

At this stage of the negotiations, Europatat will keep following this dossier to inform its members about the final outcome of the negotiations and the future shape of the CAP.



FRUIT LOGISTICA

SAVE THE DATE

9|10|11 FEBRUARY 2022

FRUITNET

Messe Berlin

Organic

New rules for organic farming

The adoption of the new Organic Regulation was one of the most complex and lengthy in recent years. It took a long time for EU policy makers to agree on the final text of the Regulation. One of the most critical points concerned rules on plant protection products. Finally, the new Regulation was adopted and the entry date was confirmed as 1 January 2021. However, it was evident that there will be not enough time to adopt all the necessary secondary legislation which is required by the new Regulation and the delay was also necessary due to the COVID-19 pandemic which had an impact on all discussions with Member States.

The new rules on organic farming are thus scheduled to apply from 1 January 2022. The new Regulation is expected to bring simplified production rules, to strengthen the control system, simplified certification for small farmers through group certification, etc. The secondary legislation which is mostly adopted or in final adoption stages will cover areas such as production rules, international trade and controls.

EU Organic Action plan

On 21 April 2021, the EU Commission released an action plan for organic production in the EU. It includes 23 specific actions and its objectives are: to stimulate demand and ensure consumer trust; stimulate conversion and reinforce the entire value chain; and improve the contribution of organic farming to environmental sustainability. The latest data show the demand for organic products has increased in the last 10 years.

The Commission would like to continue building up on the progress made to increase awareness of the EU organic logo and promote the use of organic products in canteens, schools' schemes, etc.

Finally, as part of the action plan, the Commission has set a target to increase the percentage of EU's farmland dedicated to organic farming from the current level of 8% to 25%.



Europatat closely follows discussions at the EU level regarding organic policy. Members have been informed on the progress of the adoption of the new organic Regulation and they were given an opportunity to comment on various drafts issued by the Commission for consultation.



At the end of 2020, Europatat responded to the consultation on the future organic action plan. In the response, it was stressed that consumer awareness of EU organic logo should be increased and movement of organic ware and seed potatoes should be subject to the same plant health requirements as for conventional.

In autumn 2021, Europatat will organise a discussion with members to discuss what is the current situation regarding production of organic seed and ware potatoes, and what support members require from Europatat.

Promotion and consumption

Europatat promotes fresh potatoes among European millennials!

With the aim of slowing down a long-term decrease in the potato consumption among Europeans between 18 and 34 years old (the so-called millennials), Europatat, together with the French, Irish and Flemish promotion bodies CNIPT, Bord Bia and VLAM, is running the promotion campaign "Potatoes, prepare to be surprised – Europe's favourite since 1536".

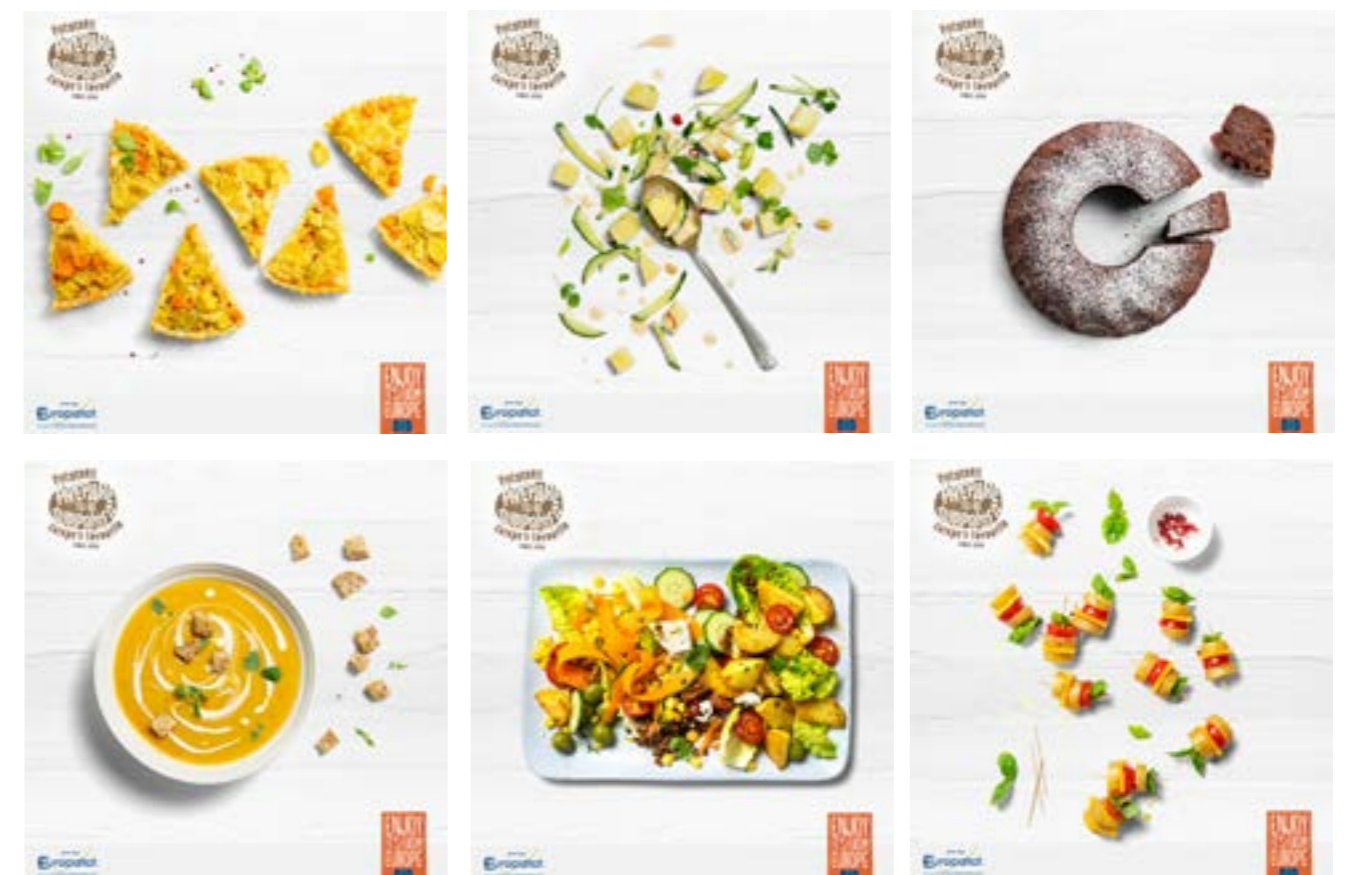
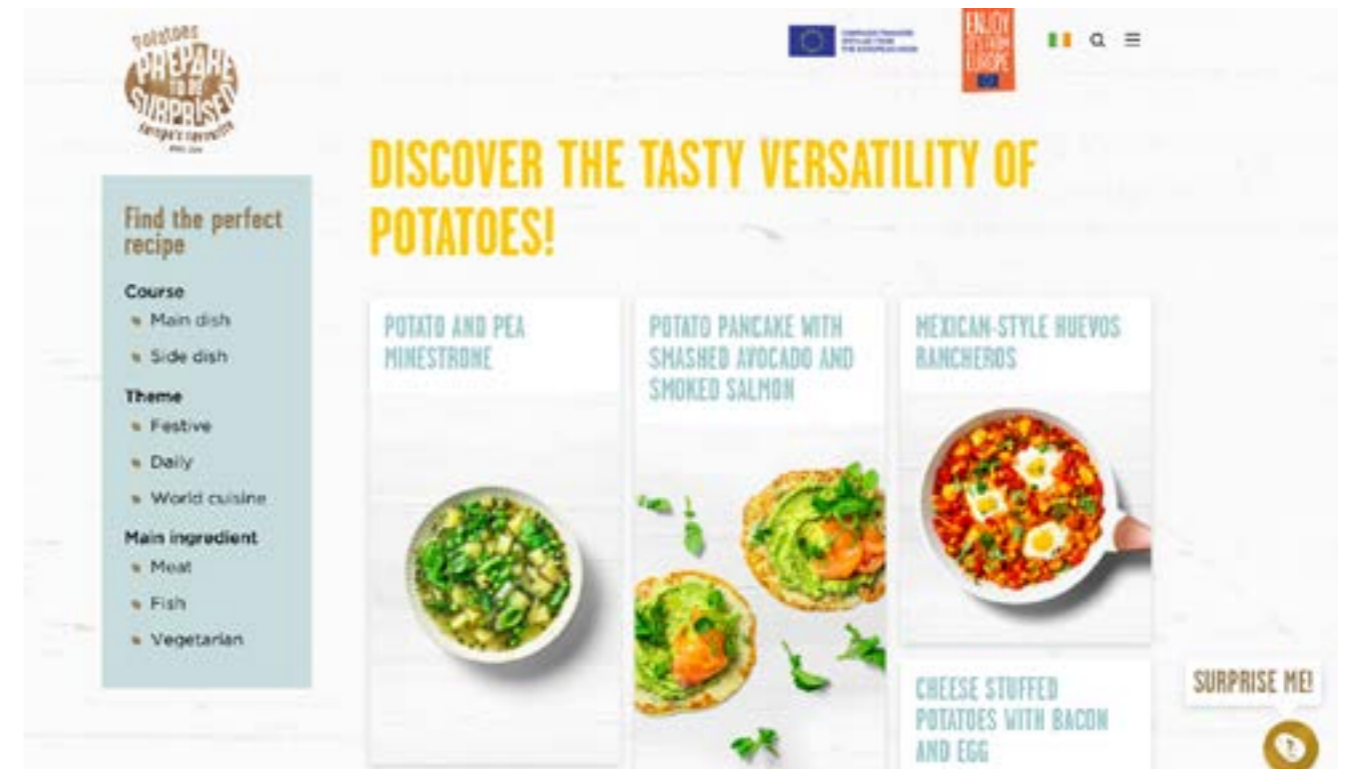
The main objective of this joint initiative, which is co-financed by the European Commission under the EU promotion policy, is to encourage the consumption of fresh potatoes among millennials in Flanders (Belgium), France and Ireland. Young consumers in other EU countries are also reached thanks to Europatat's contribution to the translation of recipes into Italian, German, Spanish and Polish.

To inspire millennials to easily integrate potatoes into their daily lifestyle, a hundred of new surprising potato recipes are shared on various social media channels as well as on the website preparetobesurprised.eu every year.

Instagram acts as the backbone of the campaign, but other social media platforms such as Facebook, Pinterest or YouTube are also used to provide tips and tricks on how to easily integrate potatoes into millennials' daily lifestyle.

Furthermore, a series of events or "potato surprises" are virtually organised in Flanders (Belgium), France and Ireland to draw millennial's attention to the **versatility of potatoes**.

Are you prepared to be surprised? Follow us!





The Irish Potato Federation is pleased to support the 2021 Europatat Congress.

IPF MEMBERS

WEB

TELEPHONE

Castlecor Potatoes	www.castlecorpotatoes.ie	+353 22 48228
Country Crest	www.countrycrest.ie	+353 1 8437061
IPM Potato Group	www.ipmpotato.com	+353 1 2135410
K&K Produce	www.kkproduce.ie	+353 1 8347586
Meade Potato Co	www.meadepotato.com	+353 46 9053198
O'Shea Farms	www.osheafarms.com	+353 51 643 733
Peter Keogh & Sons	www.keoghs.ie	+353 1 8433175
Sam Dennigan & Company	www.samdennigan.ie	+353 1 8010500
Seed Potato Co	www.seedpotatocompany.com	+353 1 8425055



EU promotion policy

2022 Annual Working Programme

The European Union Agricultural Promotion policy sets out how EU funding can be used for information and promotion initiatives for European agricultural products inside and outside the EU. In order to ensure that the priorities for each year calls for proposals reflect the particularities of the potato sector, Europatat contributes to the drafting of the European Commission's annual work programmes, which establish the main priorities and budget lines of the promotion policy.

During the period covered by this Activity Report, Europatat sent once again its comments to the European Commission ahead to the adoption of the 2022 Annual Work Programme. On this occasion, Europatat called on the Commission to include potatoes in the list of eligible products for programmes aiming at increasing the consumption of fruit and vegetables. Potatoes are highly nutritious and are an essential part of healthy and balanced diets, and thus are in fully line with the Commission's ambition to nudge consumers towards healthy diets.

For 2022, Europatat also called on the Commission to merge the budgetary lines for sustainability and organic as the current high budget dedicated to the promotion of organic does not correspond to the market reality, neither in terms of production nor consumption. Moreover, showcasing organic as the paradigm of sustainable production can be understood as an undervaluation of the rest of agricultural practices that are already having excellent results when it comes to sustainability goals!

Review promotion policy

The Commission is undertaking a review of the EU Agricultural Promotion policy with a view to enhancing its contribution to sustainable production and consumption. This revision is in line with the Commission's ambition to shift to a more plant-based diet with more consumption of fruit and vegetables, as stated in the Farm to Fork Strategy and Europe's Beating Cancer Plan.

In January 2021, Europatat met with the EU Agriculture Commissioner Janusz Wojciechowski ahead to the launching of the revision of the Promotion Policy. In March 2021, Europatat sent input to the Commission regarding the roadmap consultation on the policy's review and replied to the public questionnaire on the policy options for the future of the policy in May 2021.

For Europatat, the EU Promotion policy should keep focusing on increasing the awareness and recognition of the merits of all European agri-food products and of the high and sustainable standards applicable to agricultural production methods in the EU.



Plant Health

EU Plant Health policy is one of the key subjects followed by Europatat. Since December 2019, the European Union has in place the new rules on protective measures against plant pests which are referred as "Plant Health Law".

In 2021, the European Commission initiated the process of collecting data assess on how the new rules regarding import and plant passports have been implemented. Based on these data, the Commission will have to prepare reports to the European Parliament and to the Council informing them about the progress made. For this purpose, the Commission issued five questionnaires which cover the following:

On import measures (Article 50) the questionnaires address the main elements of the plant health import conditions (certification, procedures, prohibitions and official controls) and how these conditions affect the plant health authorities, the operators and the public.

On plant passports (Article 79) the questionnaire focuses on the experiences with the extended plant passport system and its main elements, the impacts thereof on the plant health authorities and operators, and its contribution to the protection of the EU against plant health risks.

These questionnaires were shared with a wide range of actors, including National Authorities, EU Stakeholders, National Associations, operators, etc.

Europatat initiated an internal process of collecting the data. All members were given a chance to contribute towards these questionnaires and review the proposed responses. On 7 May, Europatat submitted a response to these questionnaires.

EU Study: Implementation status of EU Directives on marketing of seed potatoes and other plant reproductive materials

In November 2019, the Council requested the Commission to prepare a study on the EU's options to update the legislation on the production and marketing of plant reproductive material ("PRM study").

In the past decade, there have been numerous new technical developments in the breeding and seed production sector, which can only be partially addressed or not addressed at all, with the tools of the existing legislation. This development has been accompanied by a growing demand for sustainability in agriculture and the increasing need to support conservation of agro-biodiversity and adaptation to climate change. The PRM study has identified these new challenges and confirmed the continued relevance of certain key problems identified in an evaluation of the legislation, which was carried out in 2007 – 2008.

The PRM study presents **three policy options** for updating the current legislation:

Option 1: Do nothing.

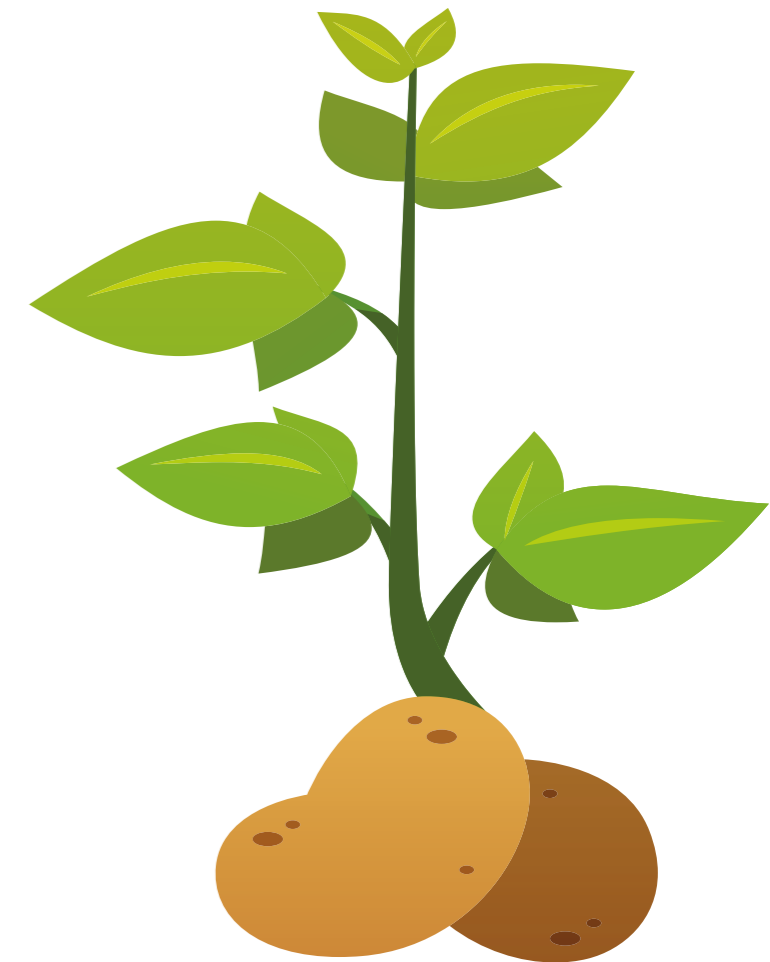
Option 2: Improve procedures and coherence of the legislation, and introduce ad hoc measures to increase sustainability.

Option 3: Flexibility to adapt to technological developments, to improve access to genetic resources and to address the sustainability objectives in a coherent way.

Next steps:

The Commission will gather views on the proposed follow-up engaging with the European Parliament, the Council and stakeholders in wide-ranging outreach activities.

The EU Commission will perform an impact assessment based on the options presented in the study. After that, the Commission is expected to adopt a legislative proposal.





Packaging solutions for potatoes

TASTE OUR DIVERSITY IN POTATO PACKAGING

NNZ offers a wide range of packaging materials for potatoes. The product range includes (Bio) Paper-Vento® (paper and net), Carry-Vento® (film and net) Folio-Fresh® (film), Carry-Fresh® (label and net), Twin-Bag® (film and net), MrPaper, paper bags and trays. Furthermore NNZ offers a wide

range of transport packaging, such as jute bags woven and knitted net bags and different types of Big Bags / FIBC's. NNZ distinguishes itself by innovative strength, delivery reliability and availability within 24 hours. NNZ is a supplier you can rely on!

Food Safety

EU Farm to Fork Strategy: new targets for reducing pesticides use

The EU Farm to Fork Strategy is at the heart of the European Green Deal aiming to make food systems fair, healthy and environmentally-friendly. As part of this strategy, the EU Commission wants to set a target for reducing the use of pesticides and reinforce risk assessment. For this purpose, the Commission has initiated an evaluation of the current EU Directive on sustainable use of pesticides (SUD).

All interested parties were given a chance to comment on the current implementation the SUD Directive and make proposal for changes.

Europatat responded to the public questionnaire and had an interview with the contractor responsible to perform the study on evaluation.

2030 Targets for sustainable food production



CIPC

On 9 February 2021 the EU Commission published Regulation 2021/155 which will reduce the CIPC MRL from 10 mg/kg to 0.4 mg/kg. The new MRL will apply from 2 September 2021 and all products marketed from that date will have to comply with the MRL. The Regulation also specifies that the MRL of 0.4mg/kg is a temporary one and it needs to be supported by residue data, which will have to be submitted each year.

In November 2020, Europatat shared with all its members the CIPC monitoring plan and sampling protocol. This document had been prepared by EUPPA and shared with all Potato Value Chain members. In 2021, Europatat's members also received a manual on how residue data can be submitted.

All the received data will be processed by the French Institute Arvalis, which will prepare a final report to be submitted to the Commission to ensure that the current tMRL of 0.4 mg/kg will be extended. This is necessary as there is still a risk of cross-contamination due to previous uses of CIPC. Europatat has contributed towards the work of Arvalis to facilitate their work in preparing the report for the European Commission. Europatat will support the work of Arvalis in preparing the report for the Commission.



Trade

Every year the effect of globalisation is having an increasing impact on trade, and the European potato trade should position itself to keep pace of worldwide evolving consumer demands and to open up new markets. In the modern global economy trade is essential for growth, jobs and competitiveness.

Potatoes are traded mainly on the EU internal market, however the sector also shows a competitive edge in international markets, especially in the sub-sectors of seed potatoes and processed products. The European Union is one of the world's most open markets, with low external tariffs and a borderless single market. But for open trade to deliver its full range of benefits, it must be a two-way street. Europatat advocates that favourable trade environment should be built on the basis of fair and reciprocal trade opportunities both for import and export.

The COVID-19 and the potato sector

The World Health Organisation recognised the COVID-19 disease as a global pandemic on 11 March 2020, leading worldwide authorities to implement travel restrictions, quarantines, curfews and stay-at-home orders, workplace hazard controls and facility closures. The pandemic led to a severe global socioeconomic shock that contributed to a significant global recession.

As it was the case for other European agricultural and industry sectors, the potato sector was severely affected by the Covid-19 crisis and the rapidly changing market conditions. More concretely, the crisis affected the potato sector in two different ways; during the first wave of the pandemic (March-April-May 2020), consumer demand for fresh potatoes and frozen products increased heavily in many markets around Europe whilst the market for processing potatoes collapsed due to the lockdown measures and the resulting closure of the horeca sector worldwide.

The increased demand of fresh potatoes in food shops, supermarkets and farmers' shops led to the selling out of the fresh potato market and an increased import of new potatoes from the Middle-East and the Mediterranean area. This growth of the fresh sector could only partially prevent the dramatic drop in demand of frozen potato products in the food service. Therefore, a surplus of potato varieties for the processing industry was the reality in many EU countries.

The second wave in the Autumn of 2020 increased problems for the processors, but a higher number of takeaway initiatives helped reduce the impact on the potato sector. On the fresh market, there was also a rise of sales in supermarkets and of short chain purchases, but not as important as during the first wave. Regardless the uncertainty around the recovery of the sector (depending on the distribution of the vaccine and the impact of new virus strains) the short-term outlook for the potato value chain was, at the moment of writing this report, more positive.

 warmly thanks all those #foodheroes of the potato supply chain that are:



Working around the clock to ensure a **daily delivery** of potatoes to consumers while keeping **human health** of employees as number one concern

Providing **daily and nutritious meals** to the health workers on the front line of the battle against COVID-19

Donating hundred of thousands of fresh and frozen potato products to food banks and other national entities helping needy families and **avoiding food waste**

Offering **simple and nutritious recipes** so that eating at home is made attractive and fun for all households during the lockdown.

Since the beginning of the crisis, Europe's food supply chain worked closely together to ensure everybody in Europe continued to have access to safe, quality and affordable food during the COVID-19 pandemic.

In the case of the potato sector, a Europatat's COVID-19 task-force was put in action to support Europatat's members and the potato sector in general through:

- Monitoring of the situation both in terms of the EU's response to the crisis, as well as on the ground information from different sources;
- Collaboration with other partners in the potato chain to raise awareness of the difficulties and requests for the sector;
- Contacts with the authorities to share information and propose measures to support the sector.

Moreover, at Europatat we are very proud of our members and potato traders in all branches who stepped up to the plate and worked hand in hand with the other actors in the food supply chain to ensure everyone in Europe had access to safe and quality potatoes!



Review of the EU trade policy

Europatat follows very closely developments regarding the trade policy, even though trade in potatoes is restricted due to potential plant health risks.

In November 2020, Europatat responded to the European Commission's consultation on the trade policy review. Europatat expressed its support for the EU's ambition to establish a more stable and predictable rules-based international trade environment and open new markets.



This is especially important because of the impact of the COVID-19 pandemic and Brexit. It was also stressed that the EU's ambitious agenda to fight climate change through the Green Deal should be tightly linked with trade policy. Europatat believes that trade is one of the key instruments which can be used to promote the EU's sustainability goals amongst trading partners. This will also help to ensure that EU's ambitions do not diminish the competitiveness of European products on the global market.

At the beginning of 2021, the European Commission published a paper on trade policy review. In this paper, the Commission outlined a number of priorities to promote an open, sustainable and assertive trade policy:



On 26 April, the European Commission held the 2021 Trade Policy Day to discuss its new Trade Strategy to promote an open, sustainable and assertive trade policy for the EU. This meeting showed that there is a broad support for the Commission's sustainability agenda.



EU-UK Trade and Cooperation Agreement

At the end of 2020, the European Union and the United Kingdom concluded negotiations on their future trade relationships. The new agreement was provisionally applied from 1st of January 2021 until it was ratified by both sides; the EU completed the ratification at the end of April and the final decision was published on 30 April 2021. It means that the agreement is now fully applicable and it allows tariff free trade.

Impact of Brexit on the European potato trade sector:

- Ware potatoes: the EU and UK members have agreed to allow bilateral trade. The EU has adopted a specific Regulation which was published in the EU Official Journal at the end of December 2020.
- Seed potatoes: Unfortunately, the import of seed potatoes from the UK to the EU is not possible since 1 January 2021. The UK authorities have submitted an application under Article 44 (Plant Health Law) requesting to allow the import of seed potatoes to the EU. However, the European Commission has rejected this application and insisted that the UK needs to commit to 'Dynamic Alignment'. At the same time, EU operators can export seed potatoes to the UK. However, this extension is expected to come to an end on 30 June 2021, if there is no resolution regarding import to the EU.

This has been a priority dossier for Europatat. Throughout negotiations on the trade agreement and after their conclusion, Europatat was in touch with the Commission to confirm the impact on trade in ware and seed potatoes.

At the end of December, the Commission confirmed that trade in ware potatoes would continue after 1 January 2021, but there was no resolution for seed potatoes. At the beginning of January 2021, Europatat sent a position paper to the Commission insisting on the need to allow for bilateral trade in seed potatoes. In addition to this, Europatat co-signed a common statement with Euroseeds and Copa-Cogeca posing the same request. Europatat received an official answer where the Commission explained that the UK needs to commit to 'Dynamic Alignment'. The same statement was repeated by various Commission's officials during several stakeholder meetings.

Europatat continues engaging with relevant stakeholders to understand the reasons for not considering the UK's application under Article 44.



Access to markets

At the end of 2020, the European Commission has launched an online portal to help European companies overcome obstacles to accessing global markets and export their products to over 120 countries. The portal features information on the trade in goods and services, as well as investment concepts, markets, and a toolbox of additional resources.

The Access2Markets portal enables firms to look up information on tariffs, taxes, rules of origin, product requirements, customs procedures, trade barriers, and trade flows statistics for imported and exported goods.



Europatat continues assisting members when they are faced with trade barriers to export outside the EU. As was stated in the Europatat's response during the consultation on trade policy review, Europatat supports predictable and rules-based international trade environment.

In 2020 and 2021, Europatat members were faced with a number of SPS-related challenges when intending to export to a number of non-EU markets. Examples of such markets include Egypt, Russia, Turkey, etc. Europatat organised meetings of special working groups for interested members to see how the issues can be addressed. When needed, the Secretariat approached the EU Institutions and other relevant stakeholders. Europatat also prepared position papers, statements for members, etc.

Regular participation in meetings organised by the European Commission allows Europatat to put SPS challenges on the EU agenda to make sure that Europatat members' interests are taken into account. This is especially important when the Commission conducts meetings and negotiations on future trade agreements with EU trading partners.



The IPPC ePhyto Solution

The IPPC ePhyto Solution is the digital transmission system for phytosanitary certificates of the International Plant Protection Convention (IPPC).

The IPPC ePhyto Industry Advisory Group (IAG) supports the IPPC ePhyto Solution by providing relevant perspectives from global plant product trade flows including cut flowers, cocoa, cotton, fresh fruit and vegetables, grains, hay and forage, seeds, and wood products. In March 2021, the IAG held its annual meeting during which participants discussed the latest developments and objectives for future industry connections with the ePhyto Solution and the state of play regarding case studies. A key component for the IAG Industry representatives is to conduct case studies to measure the operational effectiveness and feasibility of the ePhyto on physical trade.

So far, 41 case studies have taken place with participation from the grains and seed industry, whose case studies have used maritime vessel, truck, and rail shipments.

In addition, participants discussed the future funding of the ePhyto initiative. A working document was produced which outlines various options to ensure sustainable funding. At the moment of writing this report, discussions were still ongoing.



Europatat is a member of the ePhyto Industry Advisory Group (IAG) and directly involved in all discussions related to the advancement of this project. In September 2020, Europatat co-signed a joint letter with other IAG members calling on governments to support the adoption of ePhyto to facilitate international agricultural trade.

Europatat will continue following all developments regarding the ePhyto Solution and keep members informed.



Sustainability

The concern regarding sustainability along the food supply chain has been increasing in the political agenda in the past years. There is a need to secure a fair, healthy and environmentally-friendly food system, a message that the potato sector fully endorses. Europatat members are already taking responsibility towards relevant EU ambitions such as the transition to a circular economy including the reduction of plastic packaging and food waste, and a more sustainable use of chemicals and transports.

The European Green Deal begins to take shape

Since the publication of the Communication on the European Green Deal, the European Commission has been unveiling the different initiatives and actions that will guide Europe to become the first climate-neutral continent by 2050.

Given that Europatat members will be directly concerned by many of the actions planned for the coming years, Europatat is currently monitoring and engaging with the Commission on the following dossiers:

New Circular Economy Action Plan

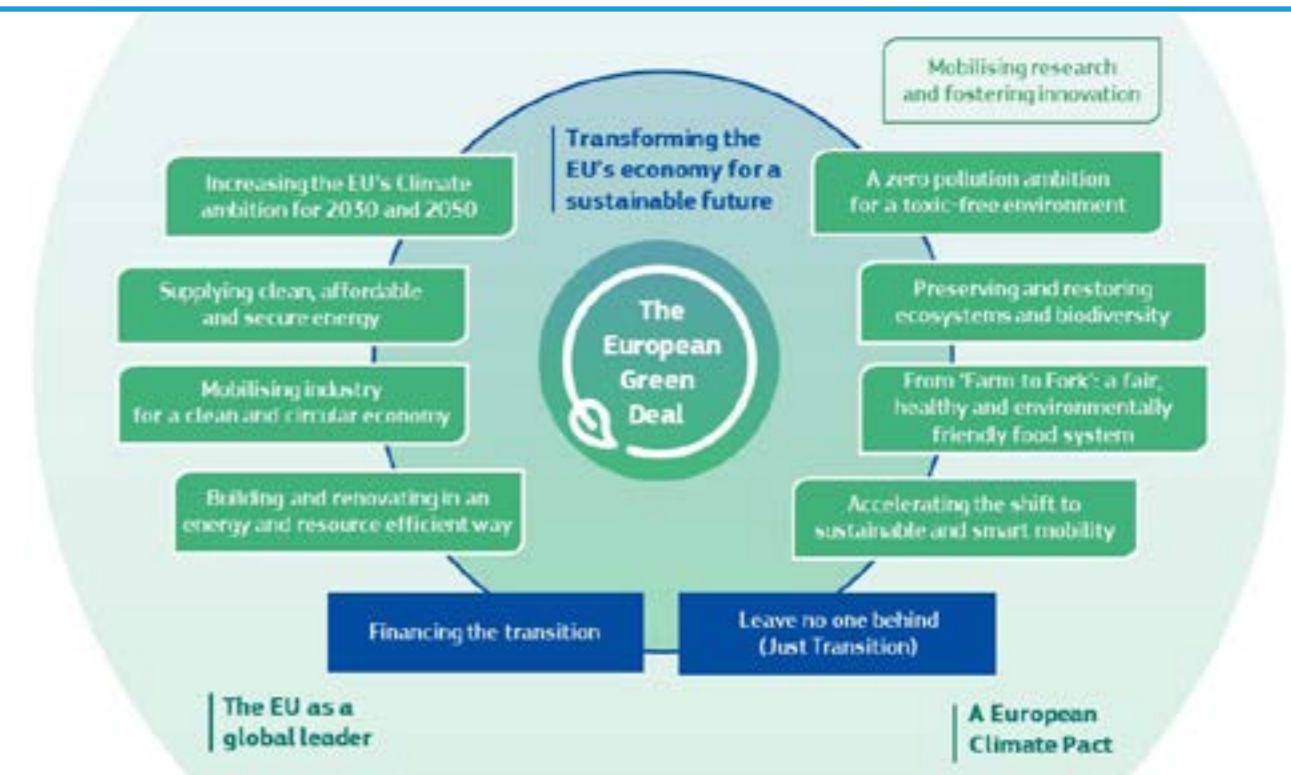
- Review packaging and packaging waste Directive to reduce (over)packaging and packaging waste (2021)
- Further implementation Single Use Plastic Products Directive (2021)

Farm to Fork Strategy

- Review EU promotion programme (2021)
- EU code for responsible business and marketing conduct (2021)
- Revision implementing regulation under Plant Protection Products' framework to facilitate placing in the market of biological active substances (2021)
- Revision Sustainable Use of Pesticides Directive (2022)
- Revision Food Labelling Regulation (2022)
- Proposal for EU-level targets for food waste reduction (2023)

EU Biodiversity Strategy

- Action Plan for Organic farming (2020)



Tackling Food Waste in the potato sector

The European Union and Member States have committed to meet the Sustainable Development Goals (SDG), which include a target to halve per capita food waste at the retail and consumer level by 2030 and reduce food losses along the food production and supply chains.

Europatat members are fully committed to maintain food waste levels as lower as possible. According to an internal survey among Europatat membership, the amount of potato waste among companies that follow specific strategies to reduce potato waste and the environmental impact of their businesses (70% of the respondents) is below 5%.

Moreover, since the very beginning of the COVID-19 pandemic, many companies all over Europe have donated tons of potatoes to the Food Banks and other social organisations in their countries.



Europatat is an active member of the EU Platform on Food Losses and Food Waste, whose mandate ends at end of 2021. At the last Plenary meeting of the Platform, the European Commission confirmed that it will be extended until 2026. Europatat will apply for re-confirming its membership to the Platform by June in order to keep showcasing the engagement of potato traders in the fight against food waste!

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Code of Conduct for Responsible Business and Marketing Practices

At the end of 2020, the EU Commission launched a discussion with EU stakeholder on the development of the future Code of Conduct for Responsible Business and Marketing Practices. This code is one of the first deliverables of the Farm to Fork Strategy and an integral part of its action plan.

The code will set out the actions that the actors 'between the farm and the fork', such as food processors, food service operators and retailers, can voluntarily commit to undertake to tangibly improve and communicate their sustainability performance. These actions can be directly relevant and implementable within their own operations or may encourage collaboration with industry peers and other food system stakeholders (such as farmers and consumers) to make similar changes.

The Commission aims to have the Code of Conduct ready for signature and endorsement by interested parties in June 2021.



Since the launching of the discussion, Europatat has been closely following discussions on the preparation of this code.

At the end of 2020, Europatat sent its comments on how potato industry sees this code in future. It is important that the code does not duplicate existing requirements/codes, commitments should be feasible to achieve for all company sizes, and reporting on commitments should not create an additional burden on industry.



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Research and Innovation

The potato sector is continuously investing in research and innovation along the complete chain. The sector is always exploring ways to produce crops efficiently and economically, driven by customer needs and innovation with the aim of meeting consumer requirements for affordable and convenient potatoes and exploiting export markets with a range of potato varieties and improvements.

ADAPT: Developing heat- and drought-stress tolerant potatoes

Europatat is part of the international consortium of the research project ADAPT ("Accelerated Development of multiple-stress tolerAnt PoTato"), in which the complementary expertise of ten leading academic research institutions, four potato breeders, a screening technology developer, a government agency and Europatat come together to investigate the mechanisms underlying multi-stress resilience in potato. The main objective of ADAPT is thus to identify new breeding targets and match potato varieties to specific challenging environmental growth conditions of the future.

This project, which was launched in July 2020, will take place over the next three years with a total budget of 5 million Euro from the EU Horizon 2020 program (No GA 2020 862-858).

At the time of writing this report, two stress trials were conducted, each consisting of 54 potato varieties that had been previously selected based on past projects for differential sensitivity to heat and drought stress. Europatat members HZPC and Meijer were carrying out field trials in Spain and the Netherlands. The results from these trials will then be complemented by detailed physiological analysis in controlled environmental conditions in glasshouse studies.

Europatat participates in the project as disseminator of the developments and main results of this potato's research.



Visit the official project's website (adapt.univie.ac.at)
and Twitter account (@eu_Adapt) for more information and updates!

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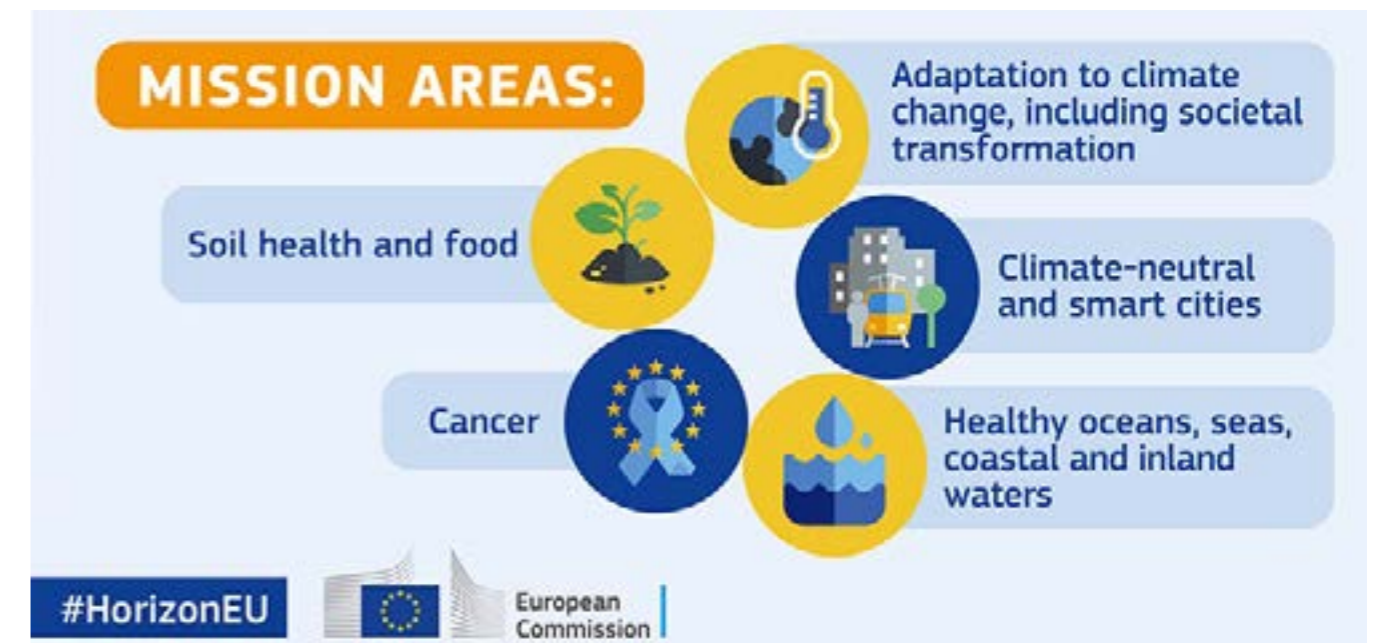
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Horizon Europe, the next EU research and innovation programme

Following the negotiations on the 2021-2027 EU's multiannual financial framework (MFF) that took place in 2020, Horizon Europe was officially adopted by the European Parliament in April 2021 following the Council adoption in March 2021. The new European research and innovation programme will be implemented through three pillars with a budget of €95.5bn with a clear aim to tackle climate change.

In March 2021, the European Commission published the first Horizon Europe Strategic Plan (2021-2024) to set the strategic orientations for the first four years of the programme. The strategic plan identifies five R&I missions aiming at increasing the effectiveness of funding by pursuing clearly defined targets:



The priorities set out in Horizon Europe's strategic plan will be implemented through the Horizon Europe work programme. It sets out funding opportunities for research and innovation activities through thematic calls for proposals and topics.

The first calls for proposals will be launched in the spring of 2021 and will be presented at the European Research and Innovation Days on 23-24 June 2021.

With the technical input provided by the members, Europatat aims at keeping being directly involved in research projects relevant for the sector and becoming a leader in setting of research priorities at EU level.





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New Plant Breeding Techniques (NGTs)

On 29 April 2021, the European Commission published a study regarding the status of New Genomic Techniques (NGTs) under the EU law.

The study was prepared following a request from the Council of the European Union which asked the Commission to carry out "a study in light of the Court of Justice's judgment in Case C-528/16 regarding the status of novel genomic techniques under EU law."

The main findings of the study are:

- NGT products have the potential to contribute to sustainable food systems with plants more resistant to diseases, environmental conditions and climate change effects;
- NGTs can bring benefits for many sectors of our societies;
- Identified concerns included the possible safety and environmental impact, for example, on biodiversity, the coexistence with organic and GM-free agriculture, as well as labelling;
- The study finds that there are strong indications that the current 2001 GMO legislation is not fit for purpose for some NGTs and their products, and that it needs adaptation to scientific and technological progress.



New Genomic Techniques (NGTs) is an important subject for the potato sector. Europatat has been very active on this topic and contributed toward the stakeholder consultation organised as part of the EU study in 2020.

Europatat is actively working together with other European stakeholders to find a reasonable approach to ensure that the potato sector can benefit from latest scientific discoveries, meet the targets set by the EU Green Deal, and allow for European growers to remain competitive on the international level.



PUBLIC AFFAIRS & NETWORKING

Connecting the sector

Europatat annual Congress

In 2020, the Europatat Congress was due to take place on 11 and 12 June in Brussels (Belgium) but was cancelled following the escalation of the COVID-19 crisis in Europe.

In 2021, given the international and local restrictions linked to the sanitary situation, the Europatat Congress is to be organised in a digital format on the 10th of June under the title “*Stay connected – new strategies for the potato sector*”. This special edition of the Europatat Congress explores how the potato sector can benefit the most from digitalisation.



In 2022, the Europatat Congress will take place on 29 and 30 May 2022 in Dublin, Ireland, within the framework of the World Potato Congress (WPC), which will be held from 30 May to 2 June 2022. The WPC expects to gather up to 1,000 participants from all across the globe, including growers, researchers, producers, traders, processors and manufacturers. Both the Europatat Congress and the WPC will become thus a week-long focus on the potato, the third most important food crop in terms of global consumption!

All the information about the Europatat Congress can be found at www.europatatcongress.eu



Europatat Commissions

The six 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.

Due to the COVID-19 pandemic, the meetings of these Commissions were organised in December 2020 and April 2021 in a virtual format, allowing all Europatat members to participate in the discussions. Overall, more than 50 members from 15 different countries participated in these virtual meetings that covered important topics such as the market situation in Europe after the pandemic outbreak and the ongoing initiatives under the Green Deal and the Farm to Fork Strategy.

As soon as the sanitary situation allows for physical gatherings again, Europatat will start organising in-person meetings in order to facilitate the exchange of information and the networking possibilities for its members.

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 Civil Dialogue Groups on the Common Agricultural Policy, Environment & Climate Change, International Aspects of Agriculture, Organic Farming, Quality and Promotion.

Europatat is also represented in the work of DG SANTE, particularly in the Advisory Group on the Food Chain and Animal and Plant Health and 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

Where relevant, Europatat seeks to cooperate 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 Fruit and Vegetable Processors Association (PROFEL) as well as the major roof organisations in the food supply chain (COPA-COGECA, FoodDrinkEurope, EUROCOMMERCE).



More importantly, Europatat enjoys the day-to-day synergies of a shared office with other EU associations involved in the agri-produce trade: FRESHFEL (fresh fruit & vegetables) and FRUCOM (dried fruits and nuts)



The 11th World Potato Congress

30 May - 2 June 2022, Dublin, Ireland



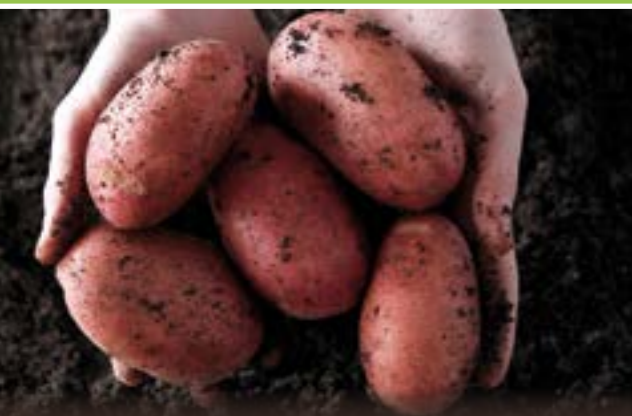
COMMUNICATION

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.**
- **The Europatat Circular**, which is disseminated twice per month, includes the latest information on crucial legislation and important developments within the potato trade. It also informs 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.



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» Visit the Congress website www.wpc2022ireland.com for further details.



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WPC Inc. and the Irish Potato Federation are pleased to invite you to the 11th World Potato Congress (WPC 2022) in Dublin, Ireland.

This is the world's leading event for potato professionals, and offers an opportunity for delegates to gain a unique insight into the future of the rapidly changing world of the potato. The WPC 2022 Congress will be held in conjunction with the Europatat Congress 2022.

Keynote Speakers

- » **Cedric Porter** - Editor, World Potato Markets, UK
- » **Damien P. McLoughlin** - Anthony C. Cunningham Professor of Marketing, Ireland
- » **Lauren M. Scott** - Chief Marketing Officer of the Produce Marketing Association, USA
- » **Tara McCarthy** - Chief Executive, Bord Bia (Irish Food Board), Ireland
- » **Louise O. Fresco** - President of the Executive Board of Wageningen University & Research, The Netherlands
- » **Robert G. Kearns** - President and Founder, Kearns Insurance Corporation and Kearns Investment Corporation, Canada
- » **Katherine Beals** - PhD, RD, FACSM, CSSD, Associate Professor (clinical) in the Department of Nutrition and Integrative Physiology at the University of Utah, USA
- » **Dr. Tom Arnold** - Chair, Irish 2030 Agri-Food Strategy Committee, Ireland
- » **Dr. Mark Lyons** - President and CEO, Alltech, USA
- » **Chris Koch** - Renowned Motivational Speaker, Canada

Main Congress Topics

- » **POTATO BUSINESS**
- » **INNOVATION / RESEARCH**
- » **HEALTH / NUTRITION**
- » **DEVELOPMENT**
- » **SUSTAINABILITY**



Follow us on social media to stay up to date



See you in Ireland in 2022!
www.wpc2022ireland.com



Improving 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 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!



Europatat Insights

Latest activities and news from the European Potato Trade Association

March - April 2021

Europatat Congress 2021 - Registrations are now open!

We are excited to announce the opening of registrations for our upcoming annual Europatat Congress that will be organized on Thursday, 10th of June in a virtual format. Under the slogan "Stay connected - new strategies for the potato sector", this special edition of our Congress will explore how the potato sector can benefit the most from digitalisation.

Are you ready for unconventional and engaging discussions on how to use new digital possibilities to improve the daily operations of your company or organisation? Watch this video from our keynote speaker Ömer Akbar to get a sneak peek of what you will get if you attend the next Europatat Congress!





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Since the RUCIP foundation by Europatat in 1956, it has been modified several times, to adapt to the demands of the trade and the technical evolution within the potato sector. The most recent version is effective since 1 January 2021.

Advantages

- Faster procedures
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National RUCIP secretariats are located in Czech Republic, France, Germany, Ireland, Italy, the Netherlands, Spain, Switzerland and the UK.

Portugal and Poland are also currently joining as a National secretariats.



New RUCIP European Delegate

Since 1 January 2021, the RUCIP European Committee has a new internal organisation that aims to maintain the continuity and professionalism of RUCIP. Whilst its European Secretariat remains in Brussels and is administered by Europatat, Ms Cristina Pohlmann, Assistant to the Director of the Deutscher Kartoffelhandelsverband e.V. (DKHV), is the new RUCIP European Delegate.

RUCIP EUROPEAN SECRETARIAT

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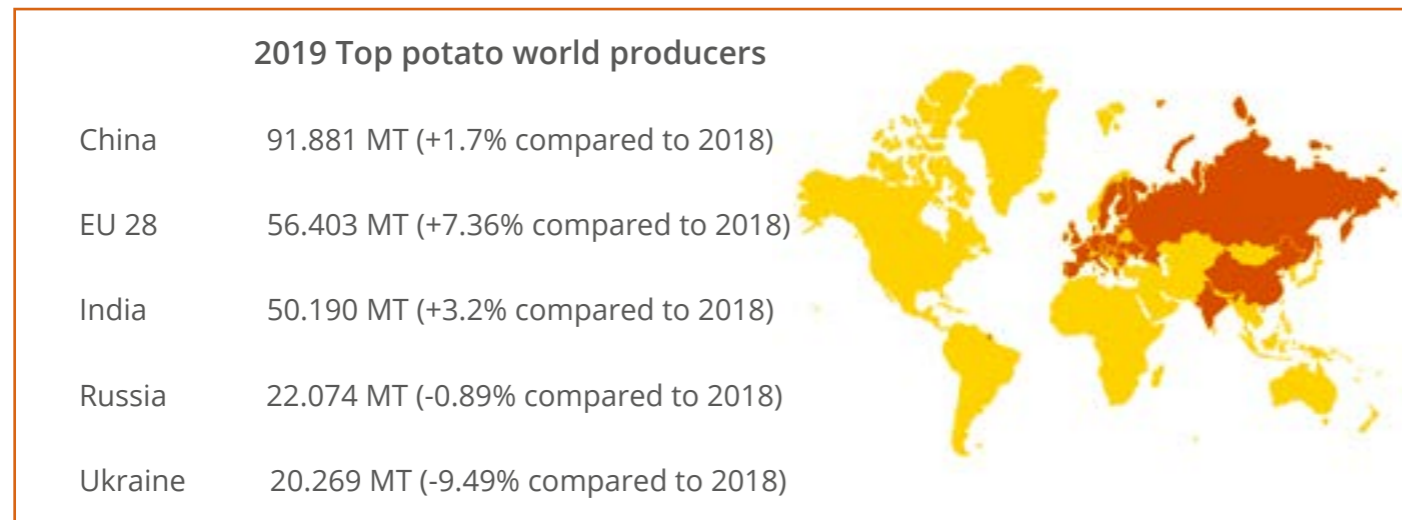
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eu.delegate@rucip.eu

World production and trade

Potatoes are an essential crop and are recommended as a food security crop by the United Nations as they can grow in any climate and conditions. Potatoes also take less time to grow and need less input than other vegetables. The latest available Faostat data show that total world potato production has increased in 2019 to 370.437 MT, compared to 2018 which was 365.316 MT. China remains the biggest producer of potatoes worldwide, followed by EU-28 and India.



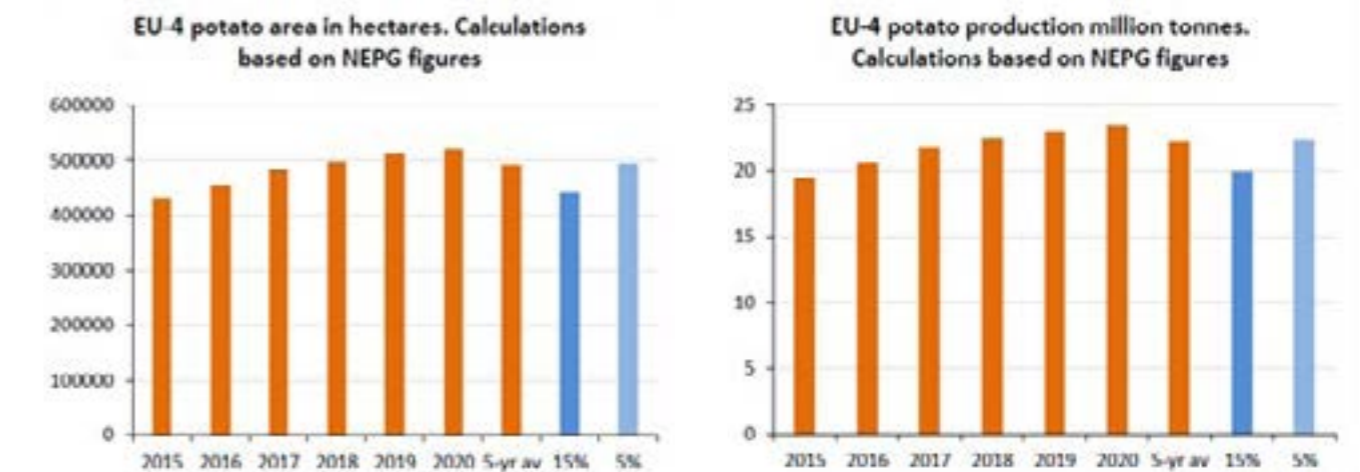
In 2019, the world potato industry set trade volume and value records, according to the statistics provided by World Potato Markets.

A total of 24.845 million tonnes of potatoes and potato products were exported in 2019, which is an increase of 4.1%. The value of potato exports in 2019 was 14.781 billion Euro, 14.9% more than in 2018. It was a new record and almost 50% more than in 2014.

However, due to COVID-19 there was a decrease in the value of potato trade in 2020. The total value is estimated at 12.690 billion Euro, which is 12% less compared to the previous year.

European production and trade

At the time of writing this report, it was estimated that the planting of the total potato area will be reduced in 2021 compared to the previous year. For instance, the North-western European Potato Growers association (NEPG) reported at the end of April 2021 that the total potato area in four major EU producing countries (Belgium, Netherlands, France and Germany) would be reduced by 3% to 5% due to COVID-19.



Source: World Potatoes Market

In terms of trade, and according to the World Potato Markets, export demand for ware potatoes in Europe's largest exporters was down at the beginning of 2020/2021 trading season. The affected countries include France, Germany and the Netherlands. Belgium and Spain were the only two countries to have an increase of ware potatoes compared to the previous season.



There is a different situation observed regarding seed potatoes. According to the World Potato Markets, from January to October 2020, export of seed potatoes from the Netherlands increased by 1.4%. However, the export of seed potatoes from France dropped by 10% during the period of January to November 2020. There was also a small drop in Belgian exports in the year to October 2020, which contrasted with a large increase in German exports up by 11.6%.

National Associations



Companies



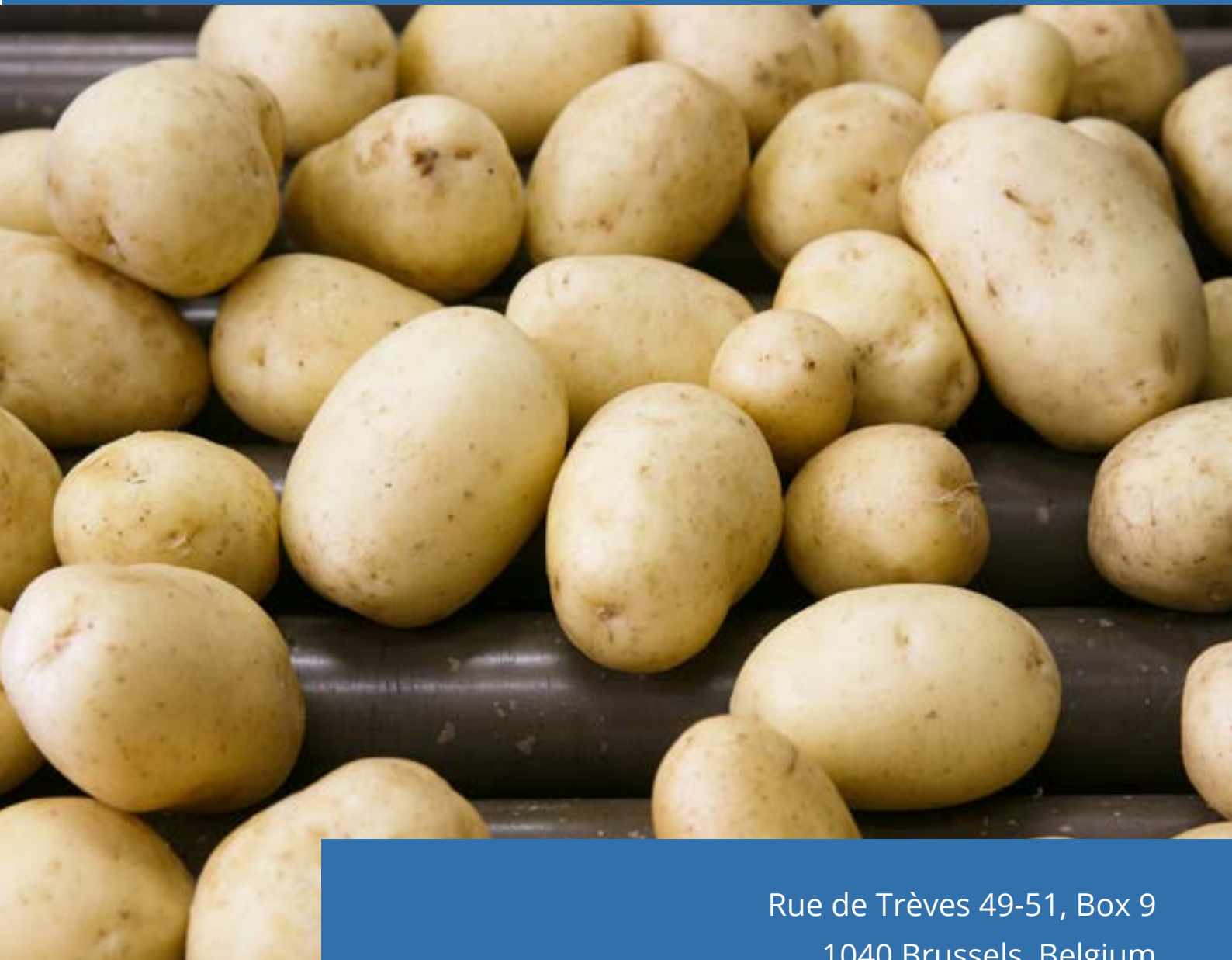
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