

POTATO EUROPE

FRANCE

11-12 SEPTEMBRE 2024

11th-12th SEPTEMBER 2024

VILLERS-ST-CRISTOPHE



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MINISTÈRE DE L'AGRICULTURE ET DE LA SOUVERAINÉTÉ ALIMENTAIRE

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PRESS CONTACT

Marion Wallez
06.76.02.76.11
presse@arvalis.fr

TECHNICAL CONTACT

Cyril Hannon
Engineer in charge of Potato Sector,
ARVALIS
c.hannon@arvalis.fr

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The international potato event, PotatoEurope, returns to France on September 11 and 12, 2024, after an eight-year hiatus. The previous edition in 2020 was canceled for obvious health reasons. This event will showcase how this agricultural fair is a unifying moment. All European and other continental potato sector stakeholders will gather to exchange and share with the French sector, focusing on its dynamism and excellence from agroecological research to economic opportunities.

PotatoEurope is also an opportunity for everyone to follow ARVALIS and its partners' research and latest innovations, covering everything from potato cultivation, harvesting and storage. The challenges are numerous. Adapting to climate change is a priority, and varietal selection offers promising perspectives. The decarbonization of the sector, as a way to mitigate climate change, is evident and includes more efficient input management. Farming techniques are evolving to better control diseases and pests while complying with regulatory changes. Innovations in harvesting techniques and different storage methods tailored to all sectors will also be presented. Finally, it is essential to note that the evaluation of these complementary innovations is conducted from a multiperformance perspective—economic, social, environmental, and sanitary.

The collective efforts have made French potato production one of the most efficient and sustainable in Europe. I would like to emphasize the unwavering support of the potato sectors and territorial and national public authorities, without which applied research and the holding of PotatoEurope would not be possible.

I look forward to seeing many of you in Villers-Saint-Christophe, in the Hauts-de-France region, for PotatoEurope 2024, an essential event dedicated to potatoes, which fills producers with pride and satisfies its visitors.

Didier Lombart, farmer and president of the ARVALIS Potato Sector Committee



“ PotatoEurope is the opportunity for everyone of us to follow the research work and the latest innovations from ARVALIS and its partners. ”

Presentation of the five areas of the technical space

Crop protection area

- **Combining techniques for weeding and topping potatoes**

ARVALIS experts will present mixed weeding strategies and the latest innovations in mechanical weeding of potatoes. Dynamic equipment demonstrations will be offered on a dedicated plot. In addition, the workshop will be an opportunity to discover tests of techniques that are still not widely used for controlling grass cover, such as mulching or the introduction of companion plants for potatoes.

Haulm destruction demonstrations will also be presented. The first uses electric top removal technology combined with a top puller. The second will consist of a demonstration of weeding using a crusher, combined with the spraying of a conventional product and caprylic and pelargonic acids, two proven biocontrol solutions.

François Ghigonis, Île-de-France regional engineer will be present to answer your questions.

- **Recognize and manage potato diseases by reducing my interventions**

To protect the crop against mildew, the propagation and resistance of which are confirmed, it is recommended to combine levers which make it possible to significantly reduce the use of fungicides. Among these levers, we include prophylaxis techniques such as the destruction of regrowth, the evacuation and management of waste from the previous campaign and adapting the rotation. The use of the Mileos decision-making tool is another lever which makes it possible to assess mildew risks and advise the producer on optimal intervention dates. Finally, the experts will review the effectiveness of the various approved fungicides as well as biocontrol solutions.

Early blight, a disease of weakness which symptoms are often poorly identified, will also be discussed: how to deal with treatments and prevention of water and nutritional stress, which are largely the cause? Finally, strategies for combating other diseases – brown rhizoctonia, silver scurf, black dot disease – which can impact marketable yield will be presented in this workshop.

Pierre Deroo, Potato Disease R&D engineer will be present to answer your questions.

- **Recognize pests and protect the crop**

Colorado beetles, aphids, wireworms, nematodes... the main potato pests have distinct development cycles and present variable resistance to phytosanitary products. This is why it is essential to make the correct diagnosis of the species present in a plot in order to adapt the control method as closely as possible. The objective of this workshop will be to help visitors recognize these pests by observing dead or alive individuals as well as by identifying symptoms directly on plants. The workshop will also be an opportunity to become familiar with emerging pests such as mites and leafhoppers.

Juliette Maron and Philippe Larroude, Pests R&D engineers will be present to answer your questions.

Genetic resources and varietal innovations section

Steamed, transformed into fries or chips, crushed to recover the starch, the use value determines the choice of the potato variety to grow. A dedicated space will present a showcase containing the varietal innovations of the last six promotions listed in the French catalog, i.e. around fifty of them among the 200 listed: the opportunity to take stock of the varieties most suited to each outlet. In addition, the new agroecology mention in the catalog will be presented; it now offers the possibility of distinguishing varieties on several sustainability criteria: resistance to diseases, conservation, dormant period to save energy during storage and the application of anti-germinative products, etc.

Aurélie Maillard, secretary of the Potato section of the CTPS at GEVES, will be present to recall the variety registration process in France and Sylvie Marhadour, head of the genetics and selection technology program at Innov3PT (FN3PT) to explain the different potato selection steps and tools.

Fadi El Hage, R&D engineer Potato varieties and qualities will be present to answer your questions.

Storage section

ARVALIS will present a decision support tool (DST), called OptiGERM, designed to guide and optimize the control of potato germination. This new OAD makes it possible to estimate the risk of germination (low, moderate or high) during storage. To do this, it takes into account various factors provided by the user such as the characteristics of the building, the variety of tubers, the treatments already applied, etc. Results: initially, OptiGERM provides possible ways of improvement concerning the storage building or its management. Then, if the risk of germination is high, different anti-germinative treatment programs are offered depending on the major constraints of the storer as well as the expected destocking date. OptiGERM is also used before harvest or when the first sprouts appear to quantify the risk of germination before destocking, and adapt the course of action to take.

In addition, on the stand, visitors will be able to benefit from updated knowledge dissemination on other methods of combating germination, to optimize their use. They will also be able to find out about the cleaning procedures for storage buildings with the aim of reducing the residual concentration of CIPC.

Morgane Flesch, potato storage and conservation engineer, will be present to answer your questions.

Agronomy area

- **Water: saving it while adapting to the climate**

Succeeding in producing more with the same volume of water or producing as much with less water is the objective of controlling water supplies for potato cultivation, particularly in the context of climate change. Reasonable irrigation has a significant impact on the yield as well as the quality of the tubers. It benefits from decision support tools (DST) available on the market such as the Weenat and Corhize solutions which are based on a model developed by ARVALIS. The control is all the more precise as it has an estimate of the quantity of soil water available for the crop. To do this, two techniques: measure the water status of soils using sensors or determine the evolution of soil water stock from a water balance model fed by data such as soil type, weather data...

In addition to the recommendations to counter its deficit, excess water which benefits the development of diseases such as mildew, common scab, black dot disease, blackleg and soft rot will be discussed on the stand. In addition, irregular water supply and its consequences – for example, germination, deformation of tubers or cracks – will be exposed to visitors.

Sophie Gendre, head of the Agronomy division and R&D engineer specializing in quantitative water management will be present to answer your questions.

- **Improve the structure of my soil**

The potato is a crop sensitive to compaction. To demonstrate this, ARVALIS experts will offer a guided tour of cultural profiles in a soil pit, carried out for the occasion on the site; different situations will be presented: uncompacted soil, compacted soil and compacted then decompacted soil. They will therefore illustrate the effect of compaction on the soil and its consequences on the potato root system. In the field, identifying a soil structure problem is not easy. The levers for resolving settlement being limited, it is best to avoid them. The choice of tire matters, the weight of the tractor, harvesting machines and loaded tippers even more so. Reducing the weight of skips is often the most effective way to avoid deep compaction which takes a long time to resolve. As for decompaction, this technical operation will be explained by ARVALIS experts. Also, they will present the mini-rhizotron, a phenotyping “tube” inserted into the soil to measure the rooting level of plants. A second soil pit will show the root system of different cover crops, compared to bare soil.

Pascale Métais, Agronomy R&D engineer will be there to answer your questions.

- **Optimize the fertilization of my potatoes**

Managing fertilization constitutes a major lever for improving farm margins and the environmental impact of the sector. This is why, ARVALIS will present a new nitrogen management model which helps in decision-making on the quantities of a second dose to provide when the needs of the crop exceed the supplies from the soil and those from the fertilizer; the planned dose of nitrogen on potatoes is generally added all at once before ridging. The advantages of monitoring for the farmer are multiple. It helps reduce the risks of over-fertilization with negative effects on the quality of the harvest. The producer can make substantial savings in the expenses incurred for the fertilization of his crops. And it frees itself from the uncertainties linked to forecasting methods such as that of the balance sheet. Finally, a reduced supply of nitrogen fertilizer helps limit greenhouse gas emissions. This new model is suitable for all varieties and all outlets, provided that the plot is irrigated to fully exploit the inputs.

More generally, the test results showing the effect of doses and forms of nitrogen on yield in the different size classes will be presented by ARVALIS experts.

Francesca Degan, head of the Fertilization department will be there to answer your questions.

Digital tools for potato production

The interest of decision support tools (DST) is to help producers manage potato diseases as best as possible while reducing treatments or even optimizing irrigation. ARVALIS, which has been marketing its tools until today, has decided to shift its strategy. From 2025, the institute will focus on the development and evolution of models to make them available via programming interfaces (API). Specialized companies, called DST publishers, will thus have the opportunity to integrate ARVALIS models into their own OADs. This approach is beneficial to users: the DSTs developed by publishers are ergonomic, user-friendly and interoperable with other digital solutions; in addition, these DSTs offer a range of functionalities for simplified use for a larger number of users. Currently, no less than seven companies operate ARVALIS models dedicated to potato cultivation.

Furthermore, ARVALIS supports distributors from an agronomic point of view; for example, to help them interpret risk curves and models.

Yolaine Hily, Product Manager will be there to answer your questions.



Key figures



**Over 10,000
visitors
expected at
PotatoEurope
2024**



**400 companies
at the exhibitors' village**



**Over 40
experts present**



**50 cooperatives and
businesses in the trade
village**



5 technical areas



30 dynamic demos



**50 hectares of exposure
including more than 20 ha
of planted plots**

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FRANCE 2024



3 Questions for Cyril Hannon, in charge of Potato Sector, ARVALIS

What do you need to know about the PotatoEurope agricultural show?

PotatoEurope is *the place to be* in the potato sector in France, Europe and more broadly on an international scale. Created more than 20 years ago, this professional agricultural show is a reference for many professionals in the potato sector: producers, traders, cooperatives, brokers, processors... It is an essential moment of exchange and sharing around of the latest innovations presented by ARVALIS, its partners and nearly 400 exhibitors. From cropping practices to state-of-the-art equipment and new agroecological solutions, we are witnessing real emulation on the latest news and future of the sector. Finally, I emphasize the international dimension of the show. It is held every year; in turn in France, Belgium, the Netherlands and Germany. The last French edition was canceled during the CoViD pandemic, so this is the big comeback of PotatoEurope to our territory after eight years of absence!

So what does this long-awaited next French edition have in store for us?

To celebrate the return of PotatoEurope to Hauts-de-France, we thought it big. Over more than 50 hectares, the animation offer will be diverse and complete. First of all, I am thinking of the technical space where around forty experts will meet visitors to present the variety showcases, the key points of the technical itinerary of potato cultivation and the new developments regarding recognition of diseases and pests. In addition, around twenty hectares of potatoes will be harvested live during the two days of the show. Visitors will also discover the exhibitors' village with several hundred companies represented – never seen before! – with inter-professions in the sector, namely the CNIPT, the GIPT and SEMAE. The trade village - FEDEPOM with more than 50 cooperatives and businesses present will be the essential stopover to take the temperature of the potato market. Finally, we must mention the Conference area where round tables will be held on technical, economic and prospective subjects. For all these reasons, our expectation of visitors is ambitious: 15,000 participants will meet during the two days of the PotatoEurope 2024 show.

Climate change: explain to us the choice of this theme for PotatoEurope 2024.

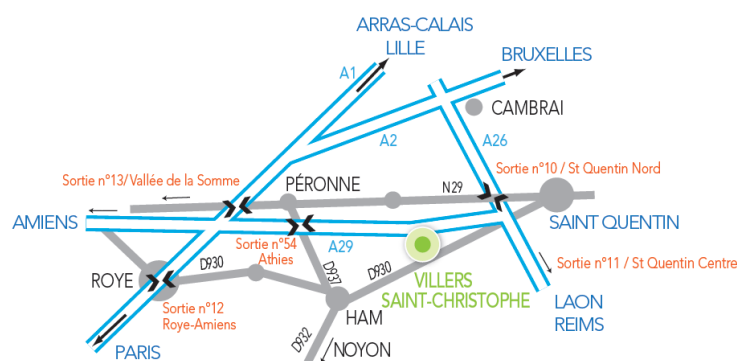
Climate change is a crucial issue for potato producers – a crop which is sensitive to drought and heat – as well as for all players in the sector. This is why we decided to make it the common thread of the 2024 edition of the show. Adapting to this change is therefore essential. This will be done in particular thanks to the choice of varieties and the management of irrigation. Climate change also has an impact on the protection of crops against diseases and pests as well as on the storage conditions of tubers. We will take advantage of the event to transmit to everyone the latest advances resulting from research in these different fields. Furthermore, participation in the mitigation of climate change is taken into account, for example on the reasoned use of nitrogen fertilizers which can be found in the area dedicated to fertilization. At PotatoEurope 2024, the theme of climate change will obviously be addressed in line with changes in regulations and all the conditions for healthy and profitable production.

**A press conference is organized by ARVALIS and the CNIPT
on the theme
Research and innovations in the potato sector
in a context of climate change
at the opening of the show
Wednesday September 11, 2024 from 9:30 a.m. to 11 a.m.
in the GUESTS/PRESS area (visitor entrance 2)
in the presence of
Didier Lombart, president of the ARVALIS potato professional
committee and Joanny Dussurgey, president of the CNIPT**

Practical information

**Wednesday 11 and Thursday 12 September 2024
from 9 a.m. to 6 p.m.**

Rue de Foreste, 02590 VILLERS St CHRISTOPHE
Food vouchers provided for the press



Discover the list of exhibitors and partners 2024

Find #PotatoEurope on Facebook

More information on <https://www.potatoeurope.fr/en/>



About ARVALIS:

ARVALIS is the largest applied agricultural research institute in France and the leading technical reference for arable crops.

Created by specialized farmer associations and the sectors that finance it, ARVALIS mobilizes its expertise for the emergence of agroecological production systems that combine economic, social, environmental and sanitary performance.

www.arvalis.fr



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Marion Wallez
06.76.02.76.11
presse@arvalis.fr



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