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01 Introduction Agrico

Turnover Netherlands harvest 2012
- 500,000 ton potatoes
- € 185 million

Marketing channels
- Table potatoes through packers to retail and export
- Seed potatoes exported to 80 countries

Cooperative
Members (ca. 900) grow, grading and store:
- 12,000 ha seed potatoes
- 1,000 ha table potatoes
- 900 ha organic seed and ware

Dutch daughters:
- Agrico Research Bant
- Leo de Kock & Zonen BV Purmerend
01 Introduction Agrico

Foreign subsidiaries:
- Desmazières (France)
- Parkland Seed Potatoes (Canada)
- Agrico UK (Scotland)
- Agrico Polska (Poland)
- Agrico Nordic (Sweden)
- Agrico Italia (sales office)
- Cartof Agrico (Romania)
- Interseme (Slovenia)

Rest of the world network of agents
Consolidated turnover € 250 million 2012/13

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Sustainability
- Members and Agrico Ltd.
- ISO 26000
- Innovation fund

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Innovation
- Sustainable product
- Research on late blight resistance

02 Vision Agrico

Vision Agrico
- Group of 60 members organic potatoes
- 200 ha seed
- 700 ha ware
- Use of organic seed
- Export of seed
02 Vision Agrico

- Introduction
- Vision on organic seed potatoes

Vision Agrico

- Annex
- Growth of sales
- Varieties
- Price (offer and demand)
- Buy back ware
- Building up availability

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Conclusion

- Obligation to use organic seed potatoes
- Our responsibility to increase production
- Level playing field
- Varieties

Say organic, say Bioselect

Say potato, say Agrico.

ECO PB
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