

# Say potato, say Agrico.



**ECO PB**  
10 October '13



# Say organic, say Bioselect





An Agrico brand.

Say potato,  
say Agrico.

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- 01 Introduction Agrico
- 02 Vision on organic seed potatoes
- 03 Conclusion




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## 01 Introduction Agrico

- Introduction Agrico

**Cooperative**  
Members (ca. 900) grow, grading and store:

- 12.000 ha seed potatoes
- 1.000 ha table potatoes
- 900 ha organic seed and ware



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## 01 Introduction Agrico

- 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



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## 01 Introduction Agrico

- Introduction Agrico

**Dutch daughters:**

- Agrico Research Bant
- Leo de Kock & Zonen BV Purmerend





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## 01 Introduction Agrico

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**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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## 01 Introduction Agrico

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**Sustainability**

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

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## 01 Introduction Agrico

- Introduction Agrico

**Innovation**

- Sustainable product
- Research on late blight resistance

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## 02 Vision Agrico

- Introduction
- Vision on organic seed potatoes

**Vision Agrico**

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

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