

Say potato, say Agrico.



ECO PB
10 October '13



Say organic, say Bioselect





An Agrico brand.

Say potato,
say Agrico.

Content

- 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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Dutch daughters:

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





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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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Sustainability

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

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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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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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03 Conclusion Agrico

- Introduction
- Vision on organic seed potatoes
- **Conclusion**

Conclusion

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




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