Miss Tata travels to Berlin to boost Portuguese potato exports

Miss Tata is already packed and ready to travel to Berlin next week. From 5th to 7th April, the collective brand of Portuguese potatoes will be present at Fruit Logistica 2022, one of the sector's main international events, where over 72 thousand visitors are expected from all over the world.

Miss Tata was created by Porbatata, Associação da Batata de Portugal, to promote Portuguese potatoes both in Portugal and abroad and will be represented through a stand (no.C-09) located in pavilion 5.2. This is another initiative that is part of the Promotion of Portuguese Potatoes in Foreign Markets project, which has the support of Portugal 2020, under the Competitiveness and Internationalisation Operational Programme, and has a planned overall investment of 352,988 euros, 85% of which is financed by the ERDF - European Regional Development Fund.

"We know that we have good production with high quality produce. We also know that we have the capacity to increase production. So we are investing in the promotion of our potatoes and in their differentiation in relation to competitors to make the segment stronger and spark the interest of potential customers. Our presence in Berlin is therefore a very important initiative in the project that we have in progress", highlights Sérgio Ferreira, chairman of Porbatata.