Portuguese potato association brings together experts and producers in symposium

Parceiros:

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Porbatata, the Portuguese potato association is organising the Jornadas Internacionais da Batata (International Potato Symposium) that will take place on 3rd and 4th May at Fórum Alcochete, in Portugal.

At a time when the sector is facing major challenges, Porbatata is bringing together experts, producers and partners to discuss the most relevant topics given the current environment, particularly international markets and exports, production organisation, increased costs, innovative technologies, plant health, water scarcity and climate change.

Among the international guest speakers are Cedric Porter, from WPM (World Potato Market), Jan Gottschall, from NAO (Nederlandse Aardappel Organisatie), Yolanda Medina from OIPACYL (Organizacion Interprofissional de la Patata de Castilla y León) and Laurent Cavard, CEO of the French group, Altho.

Europotat, the European Potato Trade Association, will be represented by Berta Redindo Benito, secretary general, and Romans Vorss, technical director.

Gonçalo Lobo Xavier, managing director of APED (Portuguese Association of Distribution Companies), Gonçalo Santos Andrade, chairman of Portugal Fresh, the coach Alexandre Monteiro and the chef Marlene Vieira will also be among those participating.

“The International Potato Symposium will be a unique opportunity to bring together the entire chain involved in food production and focus the debate on the challenges we’re facing today. In a world of constant change, we’ll be able to hear Portuguese and international experts, share strategies and discuss the topics that are of concern to the players in the sector”, says Sergio Ferreira, chairman of Porbatata.

This initiative is being organised as part of the Promotion of Portuguese Potatoes in Foreign Markets, supported by Portugal 2020, under the Competitiveness and Internationalisation Operational Programme.

Partners such as Associação Portuguesa de Horticultura, Escola Superior Agrária de Santarém, Centro Operativo e Tecnológico Hortofrutícola Nacional and Federação Nacional das Organizações de Produtores de Frutas e Hortícolas will also be at the event.

Registration is available as from 21st March on the platform https://www.queroir.pt/jornadas-internacionais-da-batata.