European Potato Trade Association

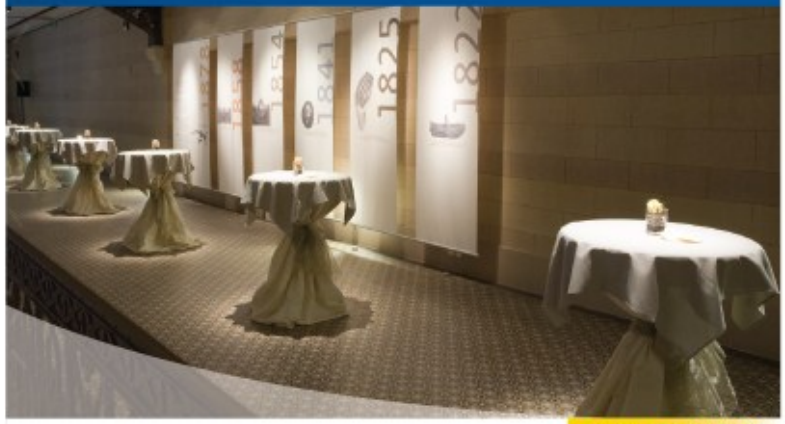
60th Anniversary Event

14 November 2012 – Brussels
Museum for Natural Sciences

In 2012 Europatat, the European Potato Trade Association is celebrating its 60th Anniversary. The "European Union for the Wholesale Trade in Potatoes" has been established on 12 January 1952 in Paris (10 years before the establishment of the CAP), including members from Belgium, Denmark, France, Germany, Italy, the Netherlands and Switzerland. Sixty years later, the association groups members from 18 countries and is more active than ever.

About 60 million tonnes of potatoes are grown annually on an area of circa 2 million hectares and therefore represent an important rotation crop for farms. Without any market intervention, the European potato sector has succeeded to become highly competitive on world level and is strongly directed towards exports.

To mark its 60th Anniversary, Europatat invites you to a policy event featuring industry and policy debates and a networking cocktail in the exceptional atmosphere of the Gallery of the dinosaurs in the Brussels Museum for Natural Sciences.



SINCE 1952

Programme

13.30 - 14.00
Registration and welcome coffee

14.00 - 15.30
Industry debate:
Food marketing trends – Quo vadis potatoes?

15.30 - 16.00
Coffee break

16.00 - 17.30
Policy debate
Common Agricultural Policy
- *Maintaining the potato's splendid isolation?*
- *The added value of the potato trade*

17.30 - 19.00
Networking cocktail

20.00
Optional dinner