

WHO WE ARE

The **European Potato Processors' Association (EUPPA)** represents the European potato processing industry, advocating for the interests of its members worldwide. Comprising **6 national associations** based in Belgium, France, Germany, Italy, the Netherlands, and the United Kingdom, alongside **14 individual companies**.

EUPPA accounts for over more than **90% of Europe's processed potato production** both in terms of value and volume.



INDUSTRY FACTS



€9.8

BILLION/YEAR

Turnover



7.5

MILLION TONNES

Annual volume of production of French fries and potato-derived products



7.3

KG/CAPITA

Annual volume of consumption of French fries and potato-derived products



25.000

Directly and indirectly employed in the sector

(Source: Eurostat 2024 - EU27, World Potato Market and EUPPA supported by A-Insights)

FROM 'YIELD' TO FORK



1.380

1000 HA

Area of cultivation of potatoes (including seed potatoes)



36,3 TONNES/HA

Potato yield



51

Production facilities

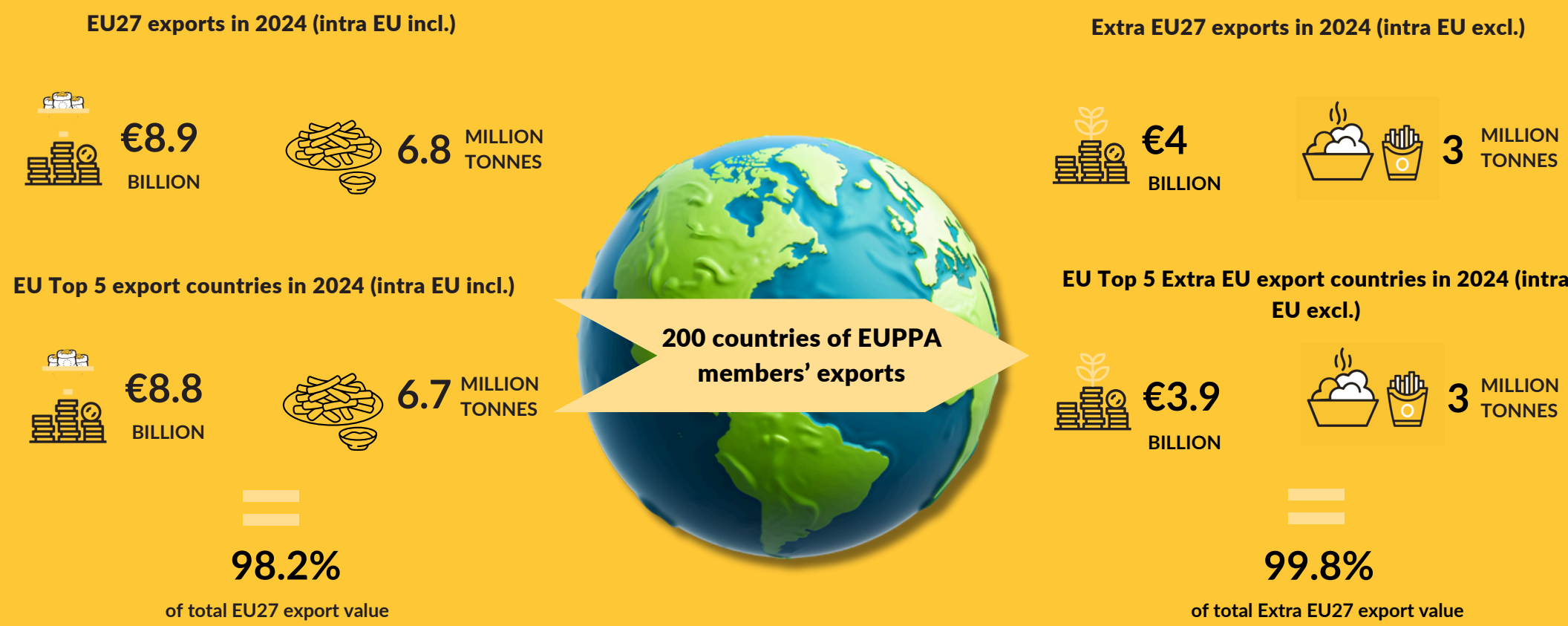


50 MILLION TONNES

Total harvested production

(Source: Eurostat 2024 - EU27 and EUPPA supported by A-Insights)

TRADE FACTS



(Source: UN Comtrade 2024)

INTRA EU EXPORT



(Source: UN Comtrade 2024)

(*5 Top Countries: Belgium, France, Germany, the Netherlands. Poland)