

From Field to Plate

Rooted in Europe's soil, the potato processing sector encompasses a **wide range of products** used in numerous meals throughout different cuisines and multiple eating moments of the day. From field to plate, we prioritize **quality, innovation, and sustainability**, driving the growth of a sector that provides food security and fair income to growers.

How much do you know about the European potato processing industry?



6.9M tonnes

annual volume of **production** of French fries and potato-derived products



8,9kg /capita

average annual volume of **consumption** of French fries and potato-derived products



2.9M tonnes

volume of **Extra-EU27 exports** in 2023



25.000

directly **employed people** in the sector



€9.4B /year

turnover

EUPPA priorities for a Europe where our businesses can thrive and create value

1

Support global competitiveness and trade opportunities

As food manufacturers, we contribute to Europe's leading position in global food systems by providing safe, affordable and delicious potato-based products that travel the internal and the global market. Europe is one of the world's most competitive and high-quality sourcing points for potato-based products. However, our industry is at risk of becoming less competitive in the global market due to cost increases in materials and energy. The industry aims to continue investing and growing in Europe, but staying globally competitive is key to keep up with these ambitions.

For our sector to thrive, it is crucial for EU policy to maintain an ambitious trade agenda and to be able to count on a level playing field in the EU internal market as well as fair trade in processed potato products globally.

2

Secure the supply of high-quality raw materials

As the third most consumed food crop globally, potatoes contribute to food security and rural livelihoods around Europe. Our sector operates close to potato-growing communities and partners with them to share knowledge, adapt to climate change, improve soil health, and protect potato yields. This secures the long-term supply of high-quality potatoes for processing. Income security is key to sustaining farmers' livelihoods and within the potato value chain, we focus efforts towards fair revenue models for growers.

To ensure agricultural resilience while minimizing environmental impact, the EU decision-makers should support the potato chain in smoothly adapting to sustainable practices and innovative technologies. This is essential to address concerns around the risk of declining yields and quality, as well as increasing costs. Moreover, access to finance and to productive arable land is needed.

3

Facilitate the green transition in potato processing

Sustainability lies at the very core of the European potato processing sector. Through innovation and strategic initiatives, our industry seeks to advance sustainable manufacturing practices, thereby supporting a greener and more resilient food system in Europe.

To continue this green transition, we call for an approach whereby there is policy and financial support for decarbonisation, innovation, and sustainable manufacturing methods. This involves stimulation of investments in sustainable farming practices, renewable energy infrastructure, recycling, circularity, and zero waste management. It also entails fostering innovation through digital tools and implementing coordinated policy proposals that are measured for their impact, all while ensuring the global competitiveness of our industry.



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