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11-13 DECEMBER 2025
DELHI, NCR, INDIA

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A CRUNCHY NEW ERA IN SNACKING



**REDEFINING INDIA'S
POTATO ECOSYSTEM**

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India's Potato Surge: Catalyzing Innovation, Exports and Agri-Industry Transformation

India's agricultural sector is undergoing a quiet yet profound transformation, with the potato emerging as a key catalyst. Once viewed primarily as a household staple, the humble potato is now driving modernization across the food industry, spurring technological innovation, and unlocking new export opportunities. As the world's second-largest potato producer, India is steadily shifting from volume-centric farming to a value-driven model that emphasizes advanced cultivation methods, seed innovation, and international trade partnerships.

In 2023, India produced 58.85 million tonnes of potatoes, underscoring the crop's growing role in the country's food economy. Urbanization, rising incomes, and shifting dietary preferences are fueling a surge in demand for processed and convenience foods, setting the stage for strong market expansion through 2028.

Despite its impressive production volume, India's potato-processing industry

remains relatively nascent compared to global leaders such as the USA, UK, Canada, France, and Germany. As of 2007-08, per capita consumption of processed potato products in India was just 365 grams—mostly in the form of chips—highlighting a significant gap and untapped potential.

However, this landscape is changing rapidly. Strategic investments by domestic and multinational companies, including ITC, PepsiCo, and MS International, are strengthening infrastructure and boosting processing capacity. These efforts are positioning India not just as a key producer but as an emerging hub in the global potato value chain.

Potatoes have become more than a staple—they are a strategic crop with global significance. In the following sections, we explore how India's potato industry is evolving in response to global trends, and how this transformation is reshaping both domestic and international markets.

Indian Potato Market Scenario

In 2023, the Indian frozen potato

products market reached an impressive value of USD 1.77 billion, reflecting the growing appetite for convenient, ready-to-cook foods among Indian consumers. Projected to grow at a compound annual growth rate (CAGR) of 17% between 2024 and 2032, the market is expected to touch USD 7.23 billion by 2032. This robust growth is fueled by the rising demand for frozen snacks that align with busy urban lifestyles, alongside a rapidly expanding fast-food industry in India, which is currently growing at an annual rate of 25-30%. Within this space, potato-based snacks—including French fries, wedges, and potato-based Indian treats—command a significant 30% share of the fast-food segment, highlighting their widespread popularity.

Potato products like French fries, smileys, potato bites, and their many variations—such as curly fries, lattice cuts, seasoned or batter-dipped options—are among the top-selling items across both domestic and international markets. These processed forms not only offer

COVER STORY

taste and convenience but also provide strong profit margins for food service operators. Their versatility and popularity have made them a staple in quick-service restaurant menus and retail freezers alike. Dehydrated potato forms such as flakes, granules, and powders also play a critical role, widely used as substitutes for fresh potatoes in a variety of snack applications including Bhujia, Tikki, fabricated chips, patties, and various premix formulations. Their long shelf life and ease of incorporation in food processing continue to enhance their demand across the industry.

Frozen potato products in particular are gaining traction due to their ability to retain the flavor and texture of fresh potatoes while offering extended usability, making them an ideal choice for today's fast-paced foodservice sector. Their appeal is especially strong among children and younger consumers in urban centers, further fueling the demand for quick-fix snacks like fries and wedges.

From a product segmentation perspective, India's potato market continues to be dominated by fresh potatoes, which remain central to traditional Indian cooking. Their versatility and low cost ensure that they are a fixture in nearly every household. On the other hand, the processed potato segment is rapidly expanding, driven by urbanization, higher disposable incomes, and changing dietary preferences.

In terms of end-user segmentation, household consumption currently leads the market. Potatoes are an indispensable part of Indian cuisine, valued for their affordability and adaptability across diverse regional dishes. Meanwhile, commercial sectors such as food service companies and fast-food chains are also experiencing steady growth in potato consumption.

Regionally, North India, particularly states like Uttar Pradesh and Punjab, remains the epicenter of potato production. These regions benefit from ideal agro-climatic conditions, strong agricultural infrastructure, and advanced cultivation practices, all of which contribute to their dominance in the national potato supply chain.



Drivers of Indian Potato Industry

The Indian potato industry is undergoing a dynamic transformation driven by a combination of structural, technological, and market-oriented factors. One of the most significant drivers is the rising demand for processed foods, particularly products like chips, fries, and frozen potato-based items. Urbanization, a growing middle class, and evolving dietary preferences are fueling this trend, with potato chips consumption alone seeing notable growth in recent years. This shift is pushing processors and farmers alike to adapt to new quality standards and cultivate varieties better suited for industrial use.

At the farm level, technological advancements have played a pivotal role in enhancing productivity and efficiency. The adoption of precision agriculture techniques, including AI-driven pest control, real-time irrigation advisories, and satellite monitoring, has enabled farmers to increase yields while optimizing inputs. Companies like Technico Agri Sciences are helping bridge the gap between traditional practices and modern farming by integrating digital tools with seed distribution and advisory networks. These innovations have led to a significant increase in per-hectare yield, especially in regions such as Punjab and Uttar Pradesh.

Another foundational shift is taking place in India's seed systems. Historically reliant on farm-saved seeds, the sector is

now moving towards certified, disease-resistant, and genetically improved varieties. Institutions such as the Central Potato Research Institute (CPRI), along with international breeding companies, are introducing high-performance strains tailored to Indian agro-climatic conditions. Industry experts are also advocating for a national seed certification framework, similar to the Netherlands' NAK system, to ensure quality consistency and enhance India's credibility in export markets.

Parallel to improvements in production, the processed potato segment is witnessing rapid growth. Quick service restaurants (QSRs), snack food manufacturers, and exporters are driving demand for high-starch, low-sugar potatoes suitable for frying and freezing. Indian companies are increasingly investing in farm-level R&D, cold chains, and supply chain digitization to meet global standards and expand into markets such as Southeast Asia and the Middle East.

While processed products are gaining momentum, the table potato segment also holds untapped potential. Currently dominated by unbranded and commoditized offerings, this market is ripe for innovation. With rising consumer awareness around health and hygiene, there is growing interest in branded, traceable, and well-packaged table potatoes. Such branding efforts could help farmers capture more value and encourage the adoption of better post-harvest handling prac-



tices.

Regional diversification is also contributing to the sector's resilience and expansion. While states like Uttar Pradesh and Bihar remain production strongholds, newer hubs such as Gujarat and Madhya Pradesh are emerging rapidly. These states benefit from better infrastructure, irrigation access, and supportive government policies, making them attractive for investment in cold storage, contract farming, and export-oriented supply chains. Diversification across regions also helps mitigate weather-related risks and stabilize prices.

India's export potential, especially in seed potatoes, remains largely untapped. With cost advantages and favorable climates, the country is well-positioned to serve markets in Africa and Asia. However, the absence of formal trade agreements and internationally recognized certification systems has limited progress. With the right policy support and infrastructure development, India could become a significant global player in both seed and table potato exports.

Challenges for the Potato Industry

The Indian potato industry is undergoing a period of dynamic transformation but continues to face persistent challenges that limit its full potential. A key constraint is the widespread reliance on farm-saved seeds, which results in poor yields, inconsistent quality, and increased susceptibility to diseases. Certified seeds, though more productive and resilient, remain inaccessible to many farmers due to

gaps in seed certification and distribution systems.

The supply chain is equally fragmented, dominated by intermediaries and lacking transparency, which leaves smallholders with low margins and limited access to formal markets. Despite being a leading global producer, India processes only a small portion of its potato output, largely due to a shortage of processing-suitable varieties and inadequate cold storage and logistics infrastructure—leading to high post-harvest losses. Price volatility further destabilizes the sector, as farmers often base planting decisions on past trends in the absence of real-time market intelligence, causing cycles of overproduction or scarcity. Climate change, marked by irregular rainfall and temperature shifts, adds further pressure on production stability.

Export opportunities are constrained by regulatory barriers, inconsistent quality standards, and the lack of global certifications and trade agreements, despite India's cost and climate advantages. Domestically, the market remains largely unbranded, offering little room for value addition or traceability.

Moreover, the sector lacks a unified platform to represent stakeholders, coordinate policies, or drive strategic growth. Inadequate storage remains a major bottleneck, with only 30 million tonnes of capacity against 50 million tonnes of production, contributing to wastage and price instability.

Pests and diseases, continue to cause significant economic losses, highlighting the need for sustained investment in pest and disease management research.

Industries Shaping the Potato Industry

The rise of India's potato industry is being significantly shaped by the collaborative efforts of Indian enterprises and multinational corporations (MNCs), who are infusing the sector with investment, innovation, and global market orientation. Indian companies such as ITC Limited, Bhatti Agritech, and AK Exports are at the forefront of developing resilient supply chains and modernizing production capabilities. Simultaneously, multinational players like PepsiCo India, McCain, and Mahindra HZPC are bringing in global best practices, advanced technology, and expertise in seed development, processing efficiency, and export logistics.

These industry leaders are transforming India's potato sector from a volume-based production model into a value-driven ecosystem. For instance, MS International's INR 200 crore investment in its Gujarat processing facility in 2022 exemplifies this shift, resulting in a 30% boost in production capacity with a focus on frozen potato products tailored for both domestic and international markets. Such expansions not only meet the rising domestic demand for convenience and processed foods but also strengthen India's export capabilities, particularly to growing markets in Southeast Asia and the Middle East.

Moreover, Indian processors are recognizing the need to compete globally not just on price, but also on quality and consistency. Many have started to invest heavily in on-farm research and development, precision agriculture, and digitized supply chains to meet the stringent requirements of international buyers. This technological integration, driven by both domestic and global firms, is enhancing productivity and traceability across the value chain.

The collaboration between Indian firms and MNCs is thus crucial to elevating the country's status in the global potato economy. By aligning local strengths with international standards and market insights, these players are positioning India as not only a significant producer but also an innovation hub and trusted supplier in the global potato landscape.

COVER STORY

Role of Global Potato Summit 2025 in rewriting the success Story of the Indian Potato Industry

The Global Potato Summit 2025, organized by Media Today Group, is poised to be a transformative event in redefining the success story of the Indian potato industry. Positioned as a pivotal milestone in the sector's evolution, this summit will serve as a dynamic platform for stakeholders across the potato value chain—farmers, policymakers, researchers, agribusiness leaders, and global partners—to converge, collaborate, and co-create the future of potato cultivation, processing, and trade. By focusing on innovation, sustainability, and international engagement, GPS 2025 aims to steer India toward becoming a knowledge-driven, value-added global potato powerhouse.

The Summit will feature Live Field Demonstration, offering real-time exposure to cutting-edge technologies that are transforming the potato landscape. This would offer various stakeholders from potato industry to witness advancements in automation, AI-powered precision farming, modern irrigation systems, and next-generation processing techniques. These demonstrations will provide practical insights into how technology can drive higher productivity, reduce costs, and enhance quality—thereby closing the gap between traditional farming and global benchmarks.

GPS 2025 has entered into coveted global collaboration with PotatoEurope and Potato Days, Türkiye, big name in global potato industry that would catalyze India's potato sector growth. These collaborations are expected to bring in world-class expertise in seed certification, disease-resistant breeding, sustainable cultivation practices, and post-harvest management. By aligning India's capabilities with Europe's sophisticated seed systems and Türkiye's integrated export frameworks, the summit will enable India to fast-track its adoption of global standards and expand its footprint in international markets.

Moreover, GPS 2025 will address some of the most pressing issues facing the industry, including climate resilience, environmental sustainability, and evolving consumer preferences.



By bringing together global thought leaders and institutional experts, the summit will foster dialogue on climate-smart agriculture, regenerative farming, and data-driven supply chains. This knowledge exchange will empower Indian stakeholders to build a more robust, adaptive, and future-ready potato industry.

Conclusion

The Indian potato industry is undergoing a dynamic shift, driven by technological innovation, changing consumption patterns, and strengthening global partnerships. Processed potato products—ranging from French fries and smileys to wedges, lattice cuts, and curly variants—are becoming mainstays in both domestic and export markets. These items, favored for their appeal and profitability, are reshaping the menus of food service providers and contributing significantly to the sector's revenue. As consumers increasingly lean towards convenience foods, such offerings are helping brands capture wider market segments and drive sustained demand.

In parallel, dehydrated forms such as flakes, powders, and granules are seeing growing acceptance as reliable substitutes for fresh potatoes in various snack preparations including Bhujia, Tikki, and fabricated chips. Their longer shelf life and ease of integration into industrial processes have made them valuable assets in large-scale food production. Similarly, frozen potato products have carved out a strong foothold due to their extended usability and consistent quality, matching

the flavor and texture expectations of fresh produce. Their rising popularity—particularly among urban youth—has prompted expanded investment in cold chain infrastructure, advanced processing units, and supply chain resilience.

The upcoming Global Potato Summit 2025 stands as a key milestone in this journey, offering a timely convergence of thought leaders, innovators, and stakeholders from across the world. It will provide valuable insights from industry veterans while fostering dialogue on trends such as sustainability, climate resilience, and digitized farming. Notably, the summit's alignment with global initiatives like Euro Potato and Türkiye Potato is expected to unlock new avenues for collaboration—enhancing India's capabilities in genetics, seed quality, and agri-tech while paving the way for robust international market access.

India's potato economy is now transitioning from a commodity-based system to one focused on value, quality, and global competitiveness. This evolution reflects a larger trend—one of increased openness to new technology, scientific innovation, and international cooperation. With policy support, private investment, and collaborative frameworks in place, India is poised not just to meet domestic demand but also to lead globally in processed products, seed exports, and agribusiness solutions. The potato sector's next chapter will not merely be about scale—it will be defined by smart, sustainable, and globally connected growth. □

*Compiled and edited by
Manish Kumar & Asim Iqbal,
from Media Today*

Potato Europe – Global Potato Summit Alliance Set to Expand Business Horizons

In a groundbreaking move set to transform the global potato sector, PotatoEurope 2025 and the Global Potato Summit (GPS) 2025 have announced a strategic partnership aimed at driving innovation, fostering cross-border collaborations, and expanding business opportunities across the entire potato value chain. This exciting collaboration is expected to strengthen the potato industry on a global scale, focusing on sustainability, technological advancements, and international trade.

The partnership between two of the most influential platforms in the potato industry marks a major step forward in aligning global efforts to enhance potato production, processing, and distribution. With the growing demand for potatoes worldwide, this union presents a unique opportunity for industry professionals, researchers, and stakeholders to connect, exchange knowledge, and build lasting business relationships.

Uniting for the Future of Potatoes

As global potato demand rises due to population growth, changing consumption patterns, and advancements in agriculture, the strategic partnership between PotatoEurope 2025 and GPS 2025 will serve as a catalyst for developing sustainable solutions and boosting

innovation across the potato value chain. Both events are dedicated to providing a platform for knowledge-sharing, showcasing cutting-edge technology, and facilitating international collaborations that will shape the future of the potato industry.

The PotatoEurope 2025 event, taking place on 3-4 September 2025 at Wageningen University & Research (WUR) Field Crops in Lelystad, Netherlands, will serve as a premier showcase for the entire potato industry, bringing together stakeholders from all corners of the globe. This international event will provide an excellent space for participants to explore the latest developments in seed technology, agri-tech solutions, sustainable farming practices, and market trends. PotatoEurope 2025 will also offer unparalleled networking opportunities, making it a key event for anyone involved in the potato industry.

Similarly, the Global Potato Summit (GPS) 2025, set for December 11-12, 2025, will be a high-profile event where the industry's most influential leaders will gather to discuss strategies for the growth and sustainability of the global potato sector. By joining forces, both events will now amplify their impact, offering attendees a unified and comprehensive platform for shaping the future of potatoes.

India-Dutch Synergy: A Key Driver of

the Partnership

The strategic partnership also highlights the growing cooperation between India and the Netherlands, two countries at the forefront of the global potato sector. India, already one of the world's largest potato producers, is poised to become a central player in the global potato market. The country's diverse climates, vast agricultural base, and increasing investments in storage, processing, and exports provide a solid foundation for further growth.

Dutch expertise in seed technology, sustainable farming practices, and agricultural innovation complements India's expanding potato production capabilities. This collaboration between India and the Netherlands is expected to open new avenues for trade, technology exchange, and joint ventures that will benefit both countries and the global potato industry as a whole.

The strategic partnership between PotatoEurope 2025 and the Global Potato Summit (GPS) 2025 is set to usher in a new era for the global potato industry. By aligning their efforts, both events will drive innovation, foster sustainability, and provide unparalleled networking opportunities for industry professionals across the globe.



Partners with Global Potato Summit to Strengthen India–Turkey Agri Ties

In another major step toward fostering international collaboration in the agri-food sector, the Global Potato Summit (GPS) 2025 has announced a strategic partnership with Potato Days Türkiye 2025, building a robust bridge between India and Turkey to advance agricultural

practices, technology exchange, and trade in the global potato value chain.

The partnership underscores a shared commitment between the two countries to strengthen ties and knowledge-sharing in the rapidly evolving potato sector. By aligning two of the most anticipated

industry events in the global calendar, stakeholders from across continents will benefit from increased visibility, broader networking opportunities, and unified platforms for showcasing innovations and best practices in potato production, processing, and marketing.

PARTNERSHIP

Potato Days Türkiye 2025, scheduled to take place from August 19–21, 2025, in Avanos, Nevşehir, sits at the heart of Turkey's prime agricultural region. Organized by DLG Fuarçılık, the event is recognized as Turkey's premier platform dedicated solely to the potato value chain. It brings together farmers, seed producers, technology providers, researchers, processors, and government officials to explore advancements and strengthen the sector's ecosystem. The event will feature exhibitions, technology showcases, knowledge sessions, and live field demonstrations.

In parallel, Global Potato Summit

2025, set for December 11–12, 2025, at the India Exposition Mart Limited (IEML) in Greater Noida, India, will serve as the subcontinent's flagship potato industry event. Designed to bring together the entire potato value chain, the summit will feature exhibitions, technical conferences, live farm demonstrations, field visits, and networking sessions. The summit is positioned as a collaborative space where global stakeholders—from seed companies and processors to exporters and agri-tech firms—can exchange insights, explore partnerships, and tap into new business opportunities.

The organizers from both sides

expressed strong optimism about the long-term impact of this collaboration. "This partnership reflects a forward-looking vision to create global convergence in the potato industry. With India's scale and Turkey's strategic location and expertise, this collaboration offers immense value for the global community," said a representative from the GPS organizing committee.

Turkey and India share growing synergies in agri-technology, seed breeding, and value chain integration—areas that will take center stage through joint efforts and coordinated initiatives emerging from this partnership. □

Goodrich Cereals Unveils Frozen Flavored French Fries: A Crunchy New Era in Snacking

Goodrich Cereals, widely recognized for its premium-quality potato products, is proud to unveil its latest innovation in the world of snacks — flavor-infused frozen French fries! Bringing the same trust and taste that has made our flakes a household staple, Goodrich now offers a new snacking experience with three irresistible flavours: Onion Chilli, Classic Salted, and Oregano.

This new product line marks an exciting expansion for Goodrich Cereals, combining the brand's deep expertise in potato processing with bold, mouthwatering flavors that cater to today's dynamic taste preferences. Developed through months of research and customer insights, these frozen French fries are designed to bring convenience, crunch, and flavor in every bite.

Message from the CEO

Rohit Gupta, CEO of Goodrich Cereals:

"At Goodrich, innovation is at the heart of everything we do. With our new line of flavor-infused frozen French fries, we're taking our legacy in potato flakes a step further. We wanted to give consumers not just a snack, but an experience — crispy, flavorful, and crafted from quality ingredients they can trust."

Explore the Tantalizing Trio

- **Onion Chilli:** A bold and spicy blend of sweet onions and fiery red chillies, perfect for those who love a kick in their snacks.
- **Classic Salted:** The timeless favorite — simple, satisfying, and endlessly snackable.
- **Oregano:** A herbaceous twist with aromatic oregano and subtle seasoning, great for gourmet palates.

Whether you're hosting a gathering, looking for the perfect movie night companion, or simply craving something delicious, Goodrich Flavor-Infused Frozen French Fries deliver flavor and crunch in every serving.

Why Choose Goodrich Flavored Frozen French Fries?

The French fries stand out from the crowd thanks to their unique flavor infusion process and premium sourcing. Unlike conventional fries that rely on surface seasoning, Goodrich infuses flavor directly into the potato, ensuring every bite is packed with taste from the inside out.

Here's what makes Goodrich's frozen French fries the next favorite snack:

- **Flavor-Infused Technology:** Each fry is flavored internally, not just coated, offering a consistent taste experience.



- **Frozen for Freshness:** Locking in flavor and texture, our fries are frozen to preserve quality until you're ready to cook.
- **Ready to Cook:** Quick and easy — just fry or bake for restaurant-style crispiness at home in just 3 minutes.
- **No Added Preservatives:** Clean-label ingredients you can feel good about.
- **Loved by All Ages:** Perfect for kids, teens, and adults — ideal for snacking, parties, or side dishes.

Where to Find Goodrich

The new flavored frozen French fries are now available in leading supermarkets, online grocery platforms, and through the official Goodrich Cereals website. Be sure to follow Goodrich on social media for exciting recipes, offers, and updates.

With this bold new product line, Goodrich Cereals continues its commitment to innovation, taste, and quality. Backed by the leadership of Rohit Gupta and a dedicated team, Goodrich is excited to bring more joy to everyday snacking.

"Crunch into the future with Goodrich Cereals — where quality meets flavor."



Driving the Future of Potatoes



Nripendra Kumar Jha, CEO & Director,
Technico (ITC Group Company)

Founded with a vision to produce high yielding, early seed generation seed potatoes for India, Technico Agri Sciences Limited, a wholly own subsidiary of ITC Limited has grown into a leading force in the potato industry. Known for its commitment to innovation, quality, and sustainability, the company has consistently set benchmarks both locally and globally. Under the dynamic leadership of its Chairman, N K Jha, Technico Agri Sciences Ltd., has expanded its horizons, embracing new technologies and forging strong partnerships that drive progress. Today, as the company continues to shape the future of potato seeds, we sit down with N K Jha for an exclusive interview conducted by Asim Iqbal from Potato News, to explore the journey so far, the values that guide them, and the exciting road ahead.

What is Technico Agri Sciences Ltd.'s role in the potato industry?

Technico Agri Sciences Ltd. an Agri Biotech Company, a 100% subsidiary of ITC Ltd., plays a pivotal role in the Indian potato industry by offering high-quality early generation seed potatoes using our proprietary TECHNITUBER® technology.

We work across the entire value chain — from varieties development and seedmultiplication to providing agronomic support to farmers. TASL has set-up a unique Agri biotechnology facility for the production of TECHNITUBER® Seed potatoes in India which world's largest pre basic seed potatoes facility with capacity of 100 Mn.

How do you foresee the potato industry evolving in the next few years?

The potato industry is on the cusp of a transformation. With increasing demand from quick service restaurants, frozen foods, and processed products, quality and consistency will become even more critical. We also expect a stronger push toward contract farming and integrated supply chains, helping ensure stable income for farmers while delivering predictable quality to processors and retailers.

What key trends do you believe will shape the industry's future?

Several trends are likely to shape the industry:

- ❖ Sustainable & Regenerative Farming Practices: Driven by climate change & consumer awareness and powered by precision farming;
- ❖ Digitization and Data-Driven Farming: Including mobile-based advisory services and remote sensing;
- ❖ Rise in Demand for Processing Varieties: With quick service restaurants and snack manufacturers expanding rapidly;
- ❖ Seed Standardization and Quality Assurance: There will be increasing focus on quality seed supply systems to reduce disease and improve yield; Technico is playing a pivotal role world wide by helping potato industry to establish low cost & high-quality seed supply chain.

Which regions do you identify as emerging hotspots for potato production?

Well, while Europe & US will continue to keep dominance in the global potato supply chain, the most emerging geographies are Southeast Asia and MENA region which has marked their strong presence in the recent past.

In India, traditional regions like Uttar Pradesh, West Bengal, Bihar continue to dominate, we are seeing strong growth in areas like Gujarat & Madhya Pradesh. These emerging hotspots benefit from better access to irrigation, increasing mechanization, and proactive state government support.

How is technology—particularly AI and precision farming—transforming potato cultivation?

Technology is a game-changer. AI-driven solutions can now predict pest infestations, provide real-time irrigation recommendations, and assist in yield forecasting. Precision farming tools are helping farmers make informed decisions and optimize input usage.

At Technico, we are actively investing in digital advisory platforms and pilot initiatives to integrate these technologies with our seed systems and agronomic packages.

What are your thoughts on the upcoming Global Potato Summit 2025 and its potential impact?

The Global Potato Summit 2025 presents a much-needed platform for collaboration, innovation, and knowledge exchange.

It's an opportunity for stakeholders across the potato value chain — from seed developers to policy makers — to align on key challenges like climate resilience, food security, technology adoption etc. We look forward to engaging with global leaders, showcasing India's advancements, and fostering partnerships that accelerate the growth of the potato sector globally. □

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Redefining India's Potato Ecosystem



"Global Potato Summit is a great initiative and expected to showcase the Innovations in various walks of Potato Ecosystem in India. Now with support from world potato bodies, the scope is expected to be International here.

It promises a good balance of Techno Commercial approach to bring value to different parts of value chain".

– **Davinder Singh Dosanjh**,
CEO, Mahindra HZPC Pvt. Ltd.

A key highlight of the discussion is Mahindra HZPC's collaborative approach with progressive seed potato growers and the company's commitment to building a robust distribution network to ensure seamless access to quality seed across diverse agro-climatic zones. Mr. Dosanjh emphasizes how the company is not just enabling productivity, but also working towards farmer prosperity—a cornerstone of Mahindra HZPC's mission.

Mahindra HZPC Pvt. Ltd. is a strategic joint venture between Mahindra Agri Solutions Limited, part of the Mahindra & Mahindra Group, and HZPC Holding B.V., the global leader in seed potato innovation based in the Netherlands. This collaboration brings together global expertise and local knowledge with the goal of revolutionizing the Indian potato sector. By introducing advanced technologies, disease-resistant varieties, and facilitating global market integration, the venture aims to uplift Indian farmers and modernize the potato value chain.

Central to Mahindra HZPC's purpose is a strong emphasis on sustainability, innovation, and delivering value at every stage of the agricultural cycle. The company works hand-in-hand with progressive growers across the country, supported by a well-established distribution network that ensures efficient delivery of superior seed potatoes.

In an exclusive conversation with Asim Iqbal of Media Today Group, Davinder Singh Dosanjh, CEO of Mahindra HZPC Pvt. Ltd., offers insightful perspectives on the shifting dynamics of Indian agriculture and the company's pivotal role in reshaping

	Items	2010	2020	2030	2040	2050
Table	Per capita consumption (kg)	19.8	23.7	29.2	37.1	45.5
	Demand (k MT's)	24000	31000	41000	58000	78000
Chips	Per capita consumption (kg)	0.5	1.1	1.6	2.0	2.2
	Demand (k MT's)	612	1398	2273	3015	3555
Frozen	Per capita consumption (kg)	0.0	0.1	0.4	0.9	1.7
	Demand (k MT's)	34	168	556	1412	2806
Flakes	Per capita consumption (kg)	0.0	0.1	0.3	0.4	0.6
	Demand (k MT's)	52	160	356	644	979



the nation's potato industry. Renowned for his progressive approach, Dosanjh discusses the sector's key challenges and the untapped potential Mahindra HZPC is strategically poised to harness. His vision underscores a steadfast commitment to enhancing farmer prosperity, emphasizing sustainable productivity, superior quality, and long-term value creation across the agricultural value chain.

How do you see current landscape of Indian Potato Industry and key transformation observed in recent years?

Potato industry has seen many structural changes in last couple of years which brings in more professionalism in the value chain.

Some key changes are:

- ❖ Minituber production increased more than four times in last couple of years, big players as well as many new entrants are increasing capacity with Aeroponics Technology transfer from CPRI. This has resulted in availability of better quality of seeds as well as fast multiplication of new varieties, both from CPRI and European breeders.
- ❖ Processing Industry growth, especially for Frozen sector "after Covid" era, pushed by Indian players expanding the exports, which doubled in last 2 years from India. Overall, the production grew approx. 10 times in a decade.
- ❖ Many New Varieties got established at commercial levels, prominent being Colomba (HZPC) and Himalini (CPRI) in Table segment. Taurus (HZPC) and FL variants for Chips/Crisps got good traction. Unprecedented demand

growth in Fries segment, though dominated by Santana, but varieties like Frysona and Sagitta also helped to take off some supply side pressures.

- ❖ As per "VISION 2050" document released by CPRI a decade ago and looking at today's situation, it more or less has turned out to be true in hindsight. So assuming same to be valid for future as well, total potato demand is expected to double in next 25 years.

Area under potato to increase from 2.4 million ha (2025) to 3.62 million ha (2050) and productivity from 23.7 t/ha to 34.51 t/ha (2050). Productivity will be driven by New Varieties as well as better agronomy practices (including Fertigation)

How do you see role of Mahindra HZPC in India's potato ecosystem?

As Mahindra HZPC celebrated its 10th anniversary in FY 25, it was a proud moment for all stakeholders, looking back its contribution to the India's potato ecosystem.

- ❖ Achieved leadership position in Minituber supplies to Processors, exports and to many farmers as well. Better quality and strong relationships led to Mahindra HZPC increasing its Minituber production by 10X in last 8 years.
- ❖ Being a JV of two great parent companies (Mahindra + Royal HZPC), the focus has been to drive prosperity of farmers and hence enabled Mahindra HZPC to have patience to bring, test and commercialise new varieties from HZPC successfully in India. It takes approx. 4-5 years to bring and test any new variety in India and then 4 years to achieve commercial volumes.

Varieties like Colomba and Taurus are already established as premium in market. Colomba has become favourite of Gujarat and Bengal farmers in short span of time. We have 20 new varieties under various stages of trial now, and some of them would add value in next 5-10 years.

- ❖ Varieties from Royal HZPC group (including STET), like Santana, Innovator, Sagitta has approx. 75-80% market share in French Fries segment in India, and thus was integral to growth of the sector. Quintera is a new variety holding promise for new areas in UP and MP as these areas will grow fast as production base of French Fries potato. Another variety Alverstone Russet is white flesh and very robust variety in this sector.
- ❖ More than one lac followers on our facebook, underlines the relationship we have built with our farmers.

Could you highlight some of the untapped opportunities that Indian Potato Industry should look for.

- ❖ Many new varieties are now available in market, but the potential is much more for many new ones in future. To achieve higher productivity, major role is played by genetics only. Many breeding companies from world over are already at different stages of operations in India. Alongside same, CPRI has released some promising varieties and have many more in pipeline
- ❖ India is world's second largest in Potato production, but still the market is largely fragmented. There is a need for the Industry to associate on a

common platform to give a joint push common agenda's to move industry to next orbit. One important aspect is Certification of seeds, may be through a body like NAK (Netherlands). Currently out of approx. 5 million MTs potatoes being used as seed (includes 3.5 million MTs Farm Saved seeds) for planting and total Certified seed would not be even a fraction of the same.

- ❖ While processors are trailing new products in market, but still the segment is dominated by world's standard products like French fries and there is scope for innovative products which may suit the Indian palate and culture better.
- ❖ Processors from India (Frozen) acted with agility to encash the opportunity in SE Asia and Middle east as exports markets, but now with China having large production capacities and surplus for exports, as well as with USA tariffs now higher for European products, there is expected to be fight for market share in India's exports markets and now quality will become more important parameter along with prices, and Indian players can focus more here. The Fries, one gets in developed world are certainly better than one gets in India. It was heartening to note some French fries players are investing a lot in R&D and digital initiatives on the farm side, and am sure that will go a long way to improve the productivity and quality and make supplychains more efficient.
- ❖ With new differentiated varieties now available, the stage is set for modern retail to look at packaging and branding in the table segment, as that is and will continue to be the bigger

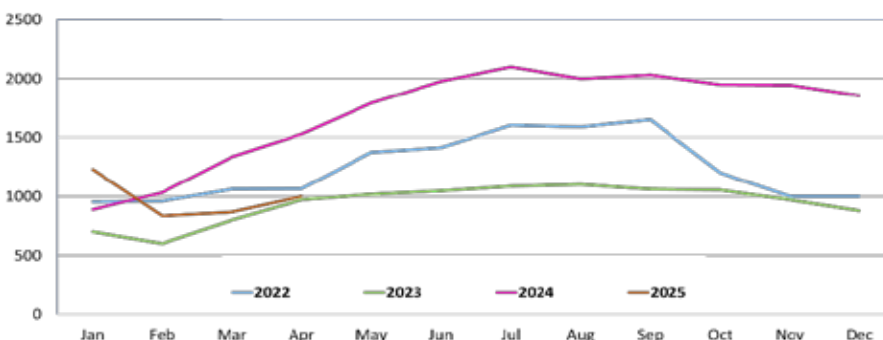


- sector in India vs Processing.
- ❖ Exports of seeds from India to non European countries is an untapped opportunity. This needs Govt support wrt Bilateral agreements and suitable Certification platform availability.
- ❖ Price volatility is inherent feature of any commodity, but its much more "Sentiment based" and thus risky, in Indian market. Most of times, farmers have to bear major brunt of this risk. I think Govt bodies and Market research firms can play active role to help with the data on availability of stocks in stores as well as its throughput /consumption as a consolidated view along with advisories, so that stakeholders can make an more informed decision, even if it is speculative. This can prevent sharp price crashes in the market. Cold store associations of Gujarat and Bengal are now giving data of stored stocks, but no formal data is available

wrt UP, Punjab and MP. Government can facilitate collection and release of this data on monthly basis. This will have much less cost but much more benefits. As relevant example, the prices in last 2 years remained good but the production and stocks this year is higher and hence a monitoring of situation can guide the farmers/ stakeholders to make sales decision based on this year situation , and rather than last year experience, which weights heavy with farmers as such.

How would you assess Media Today Group's efforts in launching Global Potato Summit on Indian soil?

This is a great initiative and expected to showcase the Innovations in various walks of Potato Ecosystem in India. Now with support from world potato bodies, the scope is expected to be International here. It promises a good balance of Techno Commercial approach to bring value to different parts of value chain.



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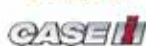


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mtsfoods.

Innovating the Potato Processing Landscape: A talk with K K Menon, MD, mtsfoods

In a nation where agriculture remains the backbone of the economy, transforming raw produce into world-class food products calls for more than tradition—it requires innovation, precision, and deep industry insight. Leading the charge in modernizing India’s food processing sector, the name of mtsfoods come in forefront, a company founded in 2006 by visionary entrepreneur K.K. Menon with a particular focus on the fast-evolving potato industry. Over the past two decades, the company has empowered hundreds of businesses to grow confidently and profitably, earning a reputation for innovation, reliability, and integrity.

Today, MTSFoods is a trusted partner to food brands across domestic and international markets, delivering cutting-edge, customer-centric solutions that are shaping the future of food processing. As the company continues to push boundaries in innovation, sustainability, and adaptability, we sat down with their leadership to explore the journey so far, the technology that powers their success, and their forward-looking vision—including exciting insights into the upcoming Global Potato Summit 2025.

At the heart of mtsfoods success is K.K. Menon—a problem-solver with an unshakeable commitment to customer success. His mission has remained steadfast: to create value through technological excellence and to build enduring partnerships rooted in trust and performance. In this exclusive interview with Asim Iqbal of Potato News, Menon shares his perspectives on the company’s evolution, the changing face of food processing, and how MTSFoods continues to set industry benchmarks with innovation and service at its core.



“We see Global Potato Summit 2025 as an excellent platform to connect with thought leaders, innovators, and processors from across the globe. It’s a great opportunity to exchange ideas, showcase new technologies, and explore collaborations that shape the future of potato processing. We look forward to participating and sharing our journey with the community.”

K.K. Menon, Managing Director, mtsfoods

Could you tell us about the story behind MTSFOODS and how it became a key player in the potato industry?

mtsfoods was established in 2006

with a vision to bring world-class food processing technologies to the Indian market. Over the years, we’ve become a trusted partner for leading processors, especially in the potato segment, by representing globally renowned equipment manufacturers such as TOMRA, FAM, VANMARK, EZMA, and FINIS-EILLERT. Our strength lies in offering specialized, high-performance machinery for key stages of potato processing — including peeling, cutting, sorting, hydrocutting and conveying solutions. Our deep technical knowledge and collaborative approach have positioned us as a reliable solutions partner in the industry.

What makes MTSFOODS approach to processing and packaging potatoes different from others in the market?

We focus on technology-driven precision, sustainability, and efficiency. With partners like TOMRA for optical sorting and steam peeling, VANMARK for hydrocutting and washing, and FAM for cutting solutions, we offer cutting-edge technologies that reduce waste, enhance yield, and ensure superior quality. Our approach is not just about machinery — it’s about customizing solutions to meet our clients’ specific needs and also adopting equipment’s to suit Indian agricultural produce.

You offer a variety of potato-based products — which ones are your top sellers, and why do you think they resonate so well with customers?

Our clients produce a wide range of potato-based products such as French fries, potato chips, peeled potatoes, diced and sliced potatoes, and ready-to-eat potato dishes. French fries and chips remain the most in-demand, given

EXCLUSIVE INTERVIEW

their popularity across QSRs and retail. Our technology helps them maintain uniformity, quality, and efficiency — key factors that resonate with consumers.

Sustainability is a growing concern in food production. How is MTSFOODS incorporating sustainable practices into its operations?

Sustainability is at the core of MTSFOODS' operations and the solutions we offer. For instance, TOMRA's steam peelers significantly reduce water and energy consumption compared to traditional methods, while VANMARK's hydrocutting solutions optimize food processing, reducing waste. FAM's cutting-edge machines are designed to minimize food loss and energy use. Additionally, EZMA's autoclaves contribute to energy-efficient processing. Together, with our partners, we are dedicated to driving greener operations and supporting clients in adopting practices that reduce waste, enhance resource efficiency, and contribute to a more sustainable future.

Innovation is at the heart of food trends. Are there any new potato products or technologies MTSFOODS is currently developing?

We continuously collaborate with our principals — TOMRA, FAM, VANMARK, EZMA, and FINIS — to introduce innovative technologies that align with evolving food trends. One exciting area is the integration of automation and smart data in sorting and peeling, with TOMRA leading the way in intelligent optical systems. FAM and VANMARK contribute to continuous advancements in cutting and hydrocutting, while EZMA supports thermal processing applications. With FINIS recently joining our portfolio, we are expanding into fresh-cut potato innovations and high-care solutions for the ready-to-cook segment. As the food processing industry continues to evolve, we are tailoring our offerings to help processors stay competitive and future ready.

How does MTSFOODS ensure consistent quality and freshness across its potato supply chain?



SORT & PEEL



CUT, SLICE & DICE



CUT, PEEL & CONVEY



THERMAL PROCESSING



While we don't directly handle the raw material, our role is to empower processors to maintain high standards through technology. Our equipment ensures minimal damage to raw potatoes, precision in cutting, and advanced defect removal. This, combined with automation and cleaning-in-place (CIP) systems, ensures consistent quality output.

With global tastes evolving, how is MTSFOODS adapting its potato products to cater to both local and international markets?

Our diverse machinery portfolio allows processors to cater to a wide range of preferences — from traditional Indian-style potato chips to Western formats like wedges and curly fries. We help our customers stay aligned with market trends, whether it's spiced seasoning, ready-to-eat formats, or frozen convenience. The advanced technology offered by our partners keeps us ahead of the curve in understanding and responding to emerging consumer preferences across different markets.

Finally, what exciting plans or expansions can we expect from mtsfoods in the near future?

At MTSFOODS, we are actively expanding our footprint across Eastern part of India, while further enhancing our capabilities in the ready-to-eat (RTE) and fresh-cut food sectors. Our involvement in leading industry expos and forums is enabling us to foster stronger relationships with processors and better understand emerging trends.

Your comments on upcoming Global Potato Summit 2025.

We see the Global Potato Summit 2025 as an excellent platform to connect with thought leaders, innovators, and processors from across the globe. It's a great opportunity to exchange ideas, showcase new technologies, and explore collaborations that shape the future of potato processing. We look forward to participating and sharing our journey with the community. ■



Puffing system reactors: it eliminates the disruptive "gunshot noise" typical of older systems.



Buhler acquires cutting-edge puffing technology from Cerex to expand product portfolio

Swiss technology group Bühler has acquired innovative puffing technology from Cerex for food, petfood, and feed applications. Cerex, a Swiss manufacturer of machines for food, feed, and non-food applications, originally developed this technology. This strategic acquisition not only broadens Bühler's product offerings, providing enhanced solutions to address the growing demand for healthier and more diverse food options, but leverages the company's full potential to benefit the customer.

The technology is versatile and, therefore, applicable to a broad range of products – snacks, ready-to-eat breakfast cereals, confectionery, bakery items, and dairy products.

Christoph Vogel, Head of Business Unit Human Nutrition at Bühler:

"The puffing process is a game-changer in how we approach cereal and snack production, offering a broad range of recipe possibilities, including coatings and fillers across many product categories."

"The integration of this technology into Bühler's portfolio strengthens our ability to meet the evolving needs of our customers and fosters continued innovation in recipe development."

The demand for snacks like bars, extruded snacks, nuts, seeds, popcorn, and plant-based alternatives such as puffed oats – particularly among the working population and younger generations – has increased in recent years. The global ready-to-eat snack market size is expected to expand at a compound annual growth rate (CAGR) of 9.7% from 2024 to 2031. Puffing

TECHNOLOGY



Double puffing system: efficiency in production, unmatched operating safety, and reduced energy consumption

technology can support customers in quickly adapting to these emerging consumer trends.

At a time when cocoa prices are high, the puffing technology also enhances production efficiency by increasing volume and weight, reducing sugar content, and cutting production costs. It therefore supports customers in finding new ways to optimize their processes and maintain profitability, which is crucial for business success.

Puffing is a hydrothermal process that uses heat and pressure to significantly expand the volume of raw materials. The process requires the material to contain 10-14% water and 65-75% starch, with protein and fat levels also affecting the outcome. Puffed products offer several advantages.

Their increased volume and porosity make them lighter and crispier – a highly desirable quality for snacks and cereals. The puffing process also enhances digestibility by breaking down starches and improves shelf life by reducing moisture content and preventing spoilage. It also boosts nutritional potential as the product can easily be enriched with vitamins, minerals, or proteins.

Puffed products are considered healthy as they contain no added ingredients – just a single, natural component – and are available as white-label options. This technology can be used in a variety of products. In breakfast cereals, grains like rice, corn, wheat, or quinoa are puffed to create expanded, crunchy textures that are perfect for morning meals. In cereal bars, puffed grains add texture, visual appeal, and a distinctive crunch.

The grains are either mixed with melted chocolate or layered on top, depending on the desired structure of the final product, providing a balance of crunch and lightness. Puffing technology is also used in dairy products, such as yogurt and ice cream, where puffed grains like quinoa, rice, or buckwheat serve as crunchy toppings or mix-ins to enhance the eating experience and nutritional value.

Maximum yield, more energy efficiency

The new acquisition will not only add value to Bühler's offerings



Bühler Cerex puffing system: view of the Expansion Channel

but also contribute to the production efficiency and sustainability of customers' plants. Bühler's Cerex puffing technology significantly enhances grain processing by achieving maximum yields of over 95%, reducing waste while ensuring uniform puffing across all grains.

The system operates with remarkable energy efficiency, consuming 50% less energy compared to similar systems – it utilizes 60 kilowatt-hours (kWh) per 100 kilograms (kg) of product as opposed to 120 kWh. Additionally, it ensures a stable and industrial-grade puffing process compliant with the strictest food safety regulations.

In April 2025, Bühler will open an Application & Training Center at its headquarters in Uzwil, Switzerland, focused on the puffing technology. At the Center, customers will be able to test new product recipes with ingredients such as pulses and develop new processes applying this technology.

Christoph Vogel:

"By incorporating advanced puffing technology, we are confirming our commitment to innovation, addressing both current market demands and anticipating future consumer trends."

"Now, we are ready to discuss with our customers the exceptional opportunities for integrating this solution into their plants."

The collaboration with Cerex on puffing technology strengthens Bühler's ability to provide innovative solutions in the cereal and snacks market while not impacting Cerex's other services, machine portfolio, or operations. Puffing technology for non-food and non-feed applications remains in the exclusive purview of Cerex.

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Challenges to Consider When Selecting a Feeder



Moving dry bulk materials in industrial settings comes with unique challenges, especially when handling substances that are abrasive, sticky, or prone to clumping. These difficult-to-handle materials can disrupt operations, decrease efficiency, and cause excessive wear on equipment. Choosing the right feeder to address these challenges is critical for ensuring consistent performance and minimizing downtime.

Dosing feeders are designed to tackle these challenges head-on. This article explores the common issues encountered when moving difficult dry bulk materials and explains how selecting the right feeder features can mitigate these problems, improve process efficiency, and enhance operational safety.

Common Challenges When Handling Difficult Materials

Clumping and Material Bridging

Materials like flour, cocoa powder, and sugar often clump and bridge within hoppers, particularly when exposed to moisture or pressure. This behavior disrupts feeding consistency, leading to uneven distribution and process interruptions. These inconsistencies can significantly affect product quality and

throughput for industries such as food production or chemical manufacturing.

Inconsistent Material Flow

Achieving a uniform flow rate is essential for production environments. However, materials with varying densities or adhesive properties, such as powders with high-fat content, can create blockages that disrupt feeding. These interruptions lead to operational inefficiencies and complications in downstream processes.

Abrasive and Corrosive Wear

Handling abrasive or corrosive materials poses a significant challenge to feeders, often leading to rapid equipment wear and contamination risks. This issue is particularly critical in pharmaceuticals or food production industries, where hygiene and material purity are paramount.

Maintenance and Safety Concerns

Another challenge is balancing ease of maintenance with operational safety. Traditional feeders may require frequent disassembly for cleaning or repairs, increasing the risk of accidents and downtime. Ensuring compliance with safety standards while maintaining efficiency can be a difficult equilibrium to achieve.

Key Features to Address Challenges

Selecting a dosing feeder with specific design features can help overcome these obstacles. Here are some key considerations: An internal agitation system is essential for breaking up clumps and preventing bridging. Agitators, driven by independent motors, ensure a consistent flow of material into the screw, even for sticky or cohesive powders. Adjustable agitation speeds allow operators to adapt to varying material properties, enhancing feeder versatility.

Dosing feeders with independent motor controls for the screw and agitator provide greater flexibility and precision. By adjusting these components separately, operators can fine-tune feeding rates to match material characteristics, reducing over-agitation and optimizing performance.

Stainless steel construction, particularly grades 304 and 316, offers excellent resistance to corrosion and is easy to clean. This durability ensures that feeders can handle abrasive materials and meet strict hygiene standards required in sensitive industries like food processing.

Volumetric and gravimetric feeding systems provide tailored solutions for maintaining consistent feed rates. Gravimetric feeders use weight-based measurements for high precision control, making them ideal for applications where ingredient consistency is critical, such as pharmaceuticals or speciality chemicals.

Modern dosing feeders incorporate enhanced bolt-on safety features, such as nozzles and bar grates, that reduce maintenance complexity while protecting operators. These features prevent accidental exposure to moving parts and ensure compliance with safety standards without compromising operational efficiency.

Customizable components, such as different screw types or extension hoppers, allow dosing feeders to handle a wide range of material properties. Whether it's a progressive pitch screw for low-density powders or an extension hopper for increased storage, customization ensures

TECHNOLOGY

optimal performance.

Best Practices for Feeder Operation

Beyond selecting the right feeder, following best practices is crucial to ensure long-term reliability and efficiency:

- ❖ **Avoid Material Buildup:** Regularly clearing hoppers of residual materials prevents clogging and contamination.
- ❖ **Conduct Material Testing:** Testing materials for bulk density, moisture content, and flow characteristics helps optimize feeder configurations.
- ❖ **Schedule Routine Maintenance:** Periodic inspections and cleaning ensure components remain in peak condition, minimizing downtime.

The Hapman PosiPro®: A Comprehensive Solution

Hapman's PosiPro® dosing feeder is engineered to address the challenges of handling difficult dry bulk materials. Its advanced design features, including independent motor controls and robust agitation systems, ensure consistent material flow and adaptability for a wide range of applications.



Constructed with durable stainless steel, the PosiPro® offers resistance to

corrosion and ease of cleaning, making it ideal for industries requiring strict hygiene standards. For additional material storage Hapman offers a conical extension hopper with the PosiPro Feeder. The conical shape of the hopper allows for unrestricted flow of material into the feeder and eliminates harborage areas for material to gather.

By incorporating bolt-on safety features and offering customizable components, the PosiPro® minimizes maintenance requirements while enhancing operational safety. Additionally, Hapman provides material testing services to help customers identify the optimal feeder configurations for their specific needs.

For industries seeking a reliable solution to the challenges of moving difficult materials, the Hapman PosiPro® dosing feeder delivers consistent performance, durability, and precision. By addressing these challenges head-on, operators can improve production efficiency, reduce downtime, and ensure long-term operational success.

□

World Potato Congress Inc Welcomes Potatoes Australia Ltd as Gold Sustaining Partner



Potatoes Australia Ltd is pleased to announce its commitment as a Sustaining Partner of the World Potato Congress organisation. This decision follows the resounding success of the 2024 World Potato Congress hosted in Adelaide, which marked a significant milestone for the Australian potato industry.

The 2024 Adelaide World Potato Congress was a landmark achievement for the Australian potato industry, attracting international delegates and showcasing the strength of Australian research, innovation, and industry collaboration. Potatoes Australia Ltd proudly hosted the event, delivering lasting value to participants and significantly strengthening global connections across the potato sector.

WPC President Peter VanderZaag stated "At the World Potato Congress in Adelaide, Potatoes Australia went above and beyond to showcase not only the culture and hospitality of the country, but also their research, advancements and innovations in the global potato sector. The WPC looks forward to continuing this collaboration as they join the WPC as a Gold Sustaining Partner".

Building on that momentum, Potatoes Australia's Gold Partnership of WPC Inc reflects its ongoing commitment to

industry development and strategic networking across the global potato community.

"The success of the World Potato Congress in Adelaide reaffirmed the importance of global collaboration and face-to-face dialogue," said Tanya Pittard, Chair of Potatoes Australia Ltd. "We are proud to continue our support and ensure Australia remains an active contributor to global potato initiatives — and that Australian growers stay at the forefront of international developments."

The World Potato Congress provides a vital platform to share knowledge, explore innovation, and foster partnerships across the value chain. As technology is constantly evolving, it is imperative that the Australian industry remains at the forefront of modern farming systems to stay competitive, productive, and sustainable into the future.

Potatoes Australia Ltd is committed to advancing these outcomes by supporting the World Potato Congress organisation. As a sustaining partner, Potatoes Australia Ltd looks forward to continuing the valued relationship with WPC Inc and contributing to the future success of the Congress and its associated initiatives.



Pulsemaster Pulsed Electric Field Advancements set to shine at the SNAXPO 2025

Optimized liquid transfer in crinkle-cut fries with PEF treatment for improved texture and yield

Pulsemaster, a global leader in Pulsed Electric Field (PEF) technology presented its Cutting-Edge PEF solutions at SNAXPO 2025 from March 30 to April 1 in Orlando, Florida. The participation of Pulsemaster at SNAXPO 2025 marks another milestone in its journey of innovation and excellence in the potato processing industry. The company remains dedicated to expanding its international presence and offering PEF solutions that cater to modern French fries and chips processor's needs.

Add value to your business with Pulsemaster PEF-Systems

In a significant advancement for the food processing industry, Pulsemaster has introduced a groundbreaking compact industrial-scale pulsed electric field (PEF) system. This cutting-edge technology, designed to treat tubers, roots, vegetables, and fruits, can process up to an impressive 10 tons per hour, setting a new standard in food treatment efficiency.

A Perfect Fit for Small and Mid-Size Production Lines

The Pulsemaster Compact PEF system is a game-changer for small and mid-sized production lines. Its robust, all-in-one design features a minimal footprint, making it an ideal addition to facilities with limited space. Not only is this system easy to integrate into existing production lines, but it also boasts a rapid startup time and minimal energy and water requirements, underscoring Pulsemaster's commitment to sustainable practices.

Harnessing the Power of Electroporation

At the heart of the Compact PEF system's success is a



Pulsemaster Compact PEF unit, delivers up to 10 tons/hr at PEF for Chips & French fries processing lines.

phenomenon known as electroporation. This process, which involves tissue softening, is instrumental in Pulsemaster's mission to implement PEF technology across a broad spectrum of food industry applications. The technology aligns perfectly with the industry's growing preference for natural and clean processing methods.

A Tailored Solution for the Industry

Mark de Boevere, Managing Director at Pulsemaster:

"Responding to customer needs, we've tailored this new system specifically for small and mid-scale production lines. Our extensive experience, process expertise, and client feedback have been instrumental in this design. This innovation allows our clients to significantly enhance their business value with Pulsemaster PEF systems, bringing an increased yield and a better quality, at

INNOVATION



The rapid moisture loss from potatoes after PEF treatment

a lower cost."

Enhanced Food Quality: Crispier Crisps and Superior Fries

The Compact PEF system's ability to soften texture (through reduced cell pressure) has remarkable implications for food quality. The technology facilitates easier cutting, diminishes starch loss, and reduces feathering and breakage, ultimately enhancing yield. Additionally, controlled moisture release and smoother food surfaces lead to decreased oil absorption and lower frying times and temperatures, a boon for both efficiency and health.

Healthier snacks, made from potatoes, vegetables and fruits. For food & snack processors seeking to launch new and innovative premium snack food products. Pulsemaster's Pulsed Electric Fields technology applied as a wet disruption method of plant cells, prior to the extraction and drying processes.

A Breakthrough for Frozen Vegetables and Fruits

The Compact PEF system is particularly advantageous for the production of frozen vegetables and fruits. As a wet disruption method of plant cells, PEF technology is applied before the dehydration and freezing processes. This method is especially effective for high- water-content produce like strawberries, peppers, onions, garlic, and mushrooms.

It extracts a portion of the free water from the produce prior to freezing, preserving cellular structure and organoleptic qualities, and ensuring that the final product retains authentic flavors. Better than existing classical methods, without PEF pre-treatment. This latest offering from Pulsemaster is more than just a piece of machinery; it's a testament to the company's innovative spirit and commitment to enhancing food quality and production efficiency worldwide.

Revolutionizing Processing of Big Raw-Peeled Potatoes

During SNAXPO 2025, Pulsemaster showcased its state-of-the-art PEF processing systems, demonstrating how this groundbreaking technology is transforming French fry, chip, and snack production by enhancing efficiency, reducing waste, and improving product quality. As a leader in providing PEF systems for enhancing the quality of french fries and potato chips, the Dutch-German company continues to innovate, constantly refining



Pulsemaster PEF Belt Unit for big, raw-peeled and skin-on potatoes

its technologies.

Mark de Boevere:

"Our PEF-systems signify a giant leap in product output for chip and french fry processors. At Pulsemaster, we are dedicated to employing this cutting-edge technology - known as electroporation - across a broad spectrum of food industry applications. Our technology aligns with the industry's demand for natural, clean end products, with capacities up to an impressive 100 tons per hour, setting a new standard in French fries processing."



Pulsemaster during SNAXPO 2025

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Burgess Farms Enhances Potato Processing Efficiency with New Haith Wash Line

It has taken just six months for Burgess Farms to see the benefits of working with Haith Group on its new potato wash line, with the improvements being 'clearly visible'. Installed in October last year, the new line has significantly increased Burgess Farms' throughput and added further optical grading and sorting capabilities to the company's Sutton Bridge site.

Burgess Farms has washed and packed its potatoes at Sutton Bridge for over 25 years, following in a long and proud tradition. The first potato was packed at the Sutton Bridge site in 1964, when the Potato Marketing Board 'Experimental Station' was officially opened.

Today, Burgess Farms and its grower's clear ambition is to be the UK's leading supplier of sustainable roots, potatoes, and organic vegetables. Building on the company's established organic heritage, the company is uniquely placed to be at the forefront of progressive regenerative farming activities across the UK.

The Sutton Bridge potato team is absolutely focused upon providing its strategic customer partners with a full range of high quality, innovative and seasonal fresh produce, which are available in most pack sizes, formats and packaging materials, ranging from a 200g individual portion pack to a 25kg sack, and above.

In 2024 Burgess Farms identified that there was an opportunity to improve their current product washing and product grading capabilities and began looking for viable options to continue to positively drive their business forward, from an efficiency but also equally importantly from a customer product quality perspective.

David Booth, Engineering Manager at Burgess Farm:

"The senior management team were aware that the line could be significantly improved with investment in new technologies and were keen to take further advantage of optical sorting and grading. They asked me to specify a washing and



A closer look at the advanced potato processing system at Burgess Farms, featuring Haith's innovative washing, drying, and sorting equipment, designed to optimize quality and sustainability.

packing line with a Newtec Celox at its centre."

With the specification agreed, David went to the market, undertaking his due diligence which included a visit to Haith's factory and some of the company's customers to see to their potato washing and packing lines in operation.

David Booth:

"I've been in the industry for a long time and have worked with Haith previously, but that didn't mean we didn't do our research. The size of the investment was considerable, and we wanted to ensure we got the best value for money and that the new line would offer us the capability, reliability, and longevity we were looking for. Haith has a reputation for building high-quality machines that last, and that is what they've delivered."

The new line starts with a RotaTip TE. The award-winning box tipper is fully electrically powered and ejects the empty box upwards to reduce forklift movements. Potatoes enter the system over a web which removes any loose soil from the crop before transferring it into a SupaFlume de-stoner. The crop is then washed through a semi-submerged barrel washer which features a fully rubber pintle lined barrel and floating debris removal system.

The potatoes are then dried by passing over a Direct-Drive Sponge Roller Dryer. Each roller is driven directly by a shaft mounted drive which significantly reduces maintenance costs compared

to the traditional chain driven machines. Two pintle lined rubber infeed rollers aid dewatering & debris removal.

Once dried, a Newtec Celox P-DUAL-UHD Camera sorts the potatoes by size, shape, and quality, identifying fresh damage, black spot, dry cuts, grey damage, green and rot in a single-stage process. The Celox allows up to sixteen categories to be selected for grading and sorting and will feed four, eight or 12 lanes depending on capacity. In this setting, Burgess Farm asked for each lane installed to feature a Haith VertiFill Pro box filler and weigh platform scales with weight indicator.

Once commissioned, David oversaw the installation of CCTV along the line, allowing the single operator to see and control every element of the line from his workstation, even including the door on the washer.

Mike Scott, Managing Director - Potatoes at Burgess Farms:

"As our high quality potato business continues to expand at Sutton Bridge, it was essential that this project delivered not only increased efficiencies but also enhanced operational flexibility and accuracy that further supports our potato quality culture at the Sutton Bridge site."

Rob Highfield, Sales Manager at Haith:

"We are always thrilled when we receive positive feedback from people who we have only just started to work with. Haith prides itself on developing long-term relationships with its customers and we have undertaken lots of repeat projects over the years. We are very pleased and grateful to Burgess Farms for putting their trust in us and I certainly hope that this new line will be the first of many projects that we deliver for them."

For more information about Haith and its vegetable handling equipment, including single machines, complete lines, and turnkey projects, visit Haith's official website. To learn more about Burgess Farms, visit their official site. □

PotatoEurope 2025 Demonstration Fields Planted in Excellent Conditions at Wageningen University & Research (WUR)



Tractor planting seed potatoes under optimal conditions at Wageningen University & Research (WUR) fields in Lelystad, in preparation for PotatoEurope 2025.

Preparations for PotatoEurope 2025 are in full swing. In early April, the demonstration fields were planted under excellent conditions at the location Open Crops of Wageningen University & Research (WUR) in Lelystad. Jacob de Jong, farm manager of this business unit, oversees the 25 hectares of harvesting demonstration fields and is very pleased with the smooth start.

The mid-early potato variety Alegria has been planted on the demonstration fields. Alegria is known for its high yield, good drought resistance, and versatility. It produces oval tubers with a light-yellow flesh color and excellent taste, making it suitable for both fresh consumption and processing into French fries. Additionally, the variety has moderate

to low susceptibility to common potato diseases, making it an attractive choice for growers. After harvest, the potatoes will be marketed through the pool of Schaap Holland from Biddinghuizen (NL).

Ensuring crop quality

To ensure the quality of the potato crop, the seed potatoes have been treated with Maxim, and Amistar and liquid phosphate fertilizer have been applied in the row. The plots, consisting of marine clay with approximately 30% silt content, previously had an excellent preceding crop for the potatoes. Last year, winter wheat was grown here, followed by yellow mustard as a green manure crop, which was ploughed under in December. The potatoes have

been given a base fertilization according to recommendations, with no animal manure applied. The planting distance within the row is 26 centimetres, as De Jong confirmed during the planting operations.

A strong start to the growing season

Jacob de Jong, Farm Manager at Wageningen University & Research (WUR), Lelystad:

"We've had a relatively dry winter and a dry spring, with frost still occurring in February. As a result, the soil now crumbles nicely, which provides a great start for the PotatoEurope fields this growing season. It's great that we can start early. This should allow us to apply desiccation in early August and achieve a good yield during the harvesting demonstrations."

Latest innovations and technologies

During PotatoEurope 2025, on September 3 and 4, the potatoes will be harvested by different types of harvesting machines from AVR, Dewulf, Grimme and Ropa. Visitors will get a broad and complete view of the latest mechanization techniques in potato cultivation.

In addition to the harvesting demonstrations, PotatoEurope 2025 offers a wide range of exhibitors showcasing the latest innovations and technologies in potato cultivation, processing, and sales.

Kuno Jacobs, Event Organizer of PotatoEurope 2025:

"This makes the event an essential platform for professionals in the sector to share knowledge and strengthen their networks."

□



Leon Haanstra and Jeroen Winkelhorst from Schaap Holland inspecting the Miedema Structural 4000 planter, crucial for efficient potato cultivation.



Jacob de Jong, Farm Manager at WUR, checks the planting distance to ensure optimal potato growth for the upcoming PotatoEurope 2025 demonstrations.

UPCOMING EVENTS IN 2025

APA 13th TRIENNIAL CONFERENCE

Kampala, Uganda

25 - 30 MAY 2025



POTATOES IN PRACTICE

Balruddery Farm, Invergowrie, DD2 5LJ

7 AUGUST 2025



POTATO DAYS TURKEY

AVANOS / NEVEHIR

19-21 AUGUST 2025



GLOBAL POTATO SUMMIT

IEML, Greater Noida, Delhi NCR, India

11-12 DECEMBER 2025



EUROPATAT CONGRESS

Lille (France)

11-13 JUNE 2025



NZ POTATO CONFERENCE

Otautahi Christchurch, New Zealand

12-13 AUGUST 2025



POTATOEUROPE

Flevoland Ntherlands

3-4 SEPTEMBER 2025



LIVE FARM DEMONSTRATIONS AND FIELD VISIT (INDIA)

13 DECEMBER 2025



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