

# The European Potato Explorer

## Welcome

The Potatoes New Zealand European Tour has been designed to provide participants with first hand exposure to world leading potato production, seed systems, storage technologies, grading and packing innovations, research programmes, and agricultural machinery.

Throughout the tour, participants will visit leading companies in the Netherlands and Germany before attending Potato Europe 2026, one of the world's premier international potato industry events.

## The Netherlands

The Netherlands is recognised globally as a leader in potato production, breeding, seed potato exports, post-harvest technology, and agricultural innovation. Despite its relatively small size, it is one of the most influential countries in the global potato industry.

### City: Amsterdam

Amsterdam is the capital of the Netherlands and one of Europe's most historic trading cities. Known for its canals, cycling culture and international connections, it serves as the gateway to the Dutch potato industry.

#### Places of Interest

-  **Canal Cruise** One of the best ways to see the city and learn about its history.
-  **Rijksmuseum** Home to masterpieces by Dutch artists including Rembrandt and Vermeer.
-  **Van Gogh Museum** Dedicated to the life and works of Vincent van Gogh.
-  **Jordaan District** A picturesque neighbourhood filled with cafés, galleries and local shops.
-  **Bloemenmarkt** The world's only floating flower market.
-  **Dutch Cheese Shops** A chance to sample traditional Dutch cheeses including Gouda and Edam.

#### Local Food to Try

- Stroopwafels
- Bitterballen
- Dutch fries with mayonnaise
- Gouda cheese

#### Tour Highlights

- Arrival point for the tour
- Base before travelling into potato growing regions
- Opportunity to experience Dutch culture and infrastructure

### City: Zierikzee / Nieuwerkerk

Located in Zeeland Province, this region is renowned for potato, onion and arable crop production. Zeeland's fertile soils and coastal climate make it ideal for high-value crop production.

#### Places of Interest

-  **Historic Harbour** A beautiful waterfront area lined with cafés and boats.
-  **Zuidhavenpoort** The town's famous medieval harbour gate.
-  **Old Town Centre** Explore narrow streets, historic buildings and local boutiques.
-  **Oosterschelde Estuary** The largest national park in the Netherlands and famous for its marine life.
-  **Zeeland Cycling Trails** Some of the most scenic cycling routes in the country.

### Local Food to Try

- Fresh North Sea mussels
- Zeeland oysters
- Dutch seafood dishes

### Company: Flikweert Vision

Flikweert Vision develops optical sorting and inspection technology for potatoes and onions. Their systems use cameras and artificial intelligence to detect defects, improve grading accuracy and reduce waste.

### What We Will See

- Company introduction
- Facility tour
- Optical sorting technology
- Local grower packhouse visit
- Potato grading systems in action

**Company:** Flikweert Vision

**Address:**

Platte Capelledijk 1  
4306 NE Nieuwerkerk  
The Netherlands

**Contact:** Kevin van Heumen

**Email:** k.vanheumen@flikweertvision.nl

### City: Emmeloord

#### *Heart of Dutch Potato Production*

Emmeloord is located in Flevoland and is recognised as one of Europe's most important potato-growing regions. Many of the world's leading potato breeding, research and seed organisations operate from this area.

### Places of Interest



**Noordoostpolder Tulip Routes** Depending on the season, the region is famous for spectacular flower fields.



**Voorsterbos Forest** A peaceful area with walking and cycling trails.



**Dutch Polder Landscape** See land reclaimed from the sea and some of the most productive agricultural land in Europe.



**Polder Tower** The iconic landmark of Emmeloord offering views across the region.

### Local Food to Try

- Traditional Dutch pancakes
- Dutch apple pie
- Local farm produce

### Company: Manter

Manter specialises in automated weighing, bagging and packaging systems for fresh produce industries around the world.

### What We Will See

- Manufacturing facilities
- Packing and bagging automation
- Machine demonstrations
- Latest innovations in packaging technology

Automation is becoming increasingly important in addressing labour shortages and improving packing efficiency. This visit will showcase technology being used globally across fresh produce industries.

**Company:** Manter International

**Location:** Emmeloord, Netherlands

**Website:** <https://www.manter.com>

### **Company: Tolsma-Grisnich**

Tolsma-Grisnich is a leading provider of potato storage and post-harvest technology.

Their expertise includes:

- Ventilation systems
- Climate control
- Crop storage management
- Energy efficient storage solutions

### **What We Will See**

- Factory tour
- Storage technologies
- Monitoring and control systems
- Storage management innovations

Storage performance is critical for maintaining crop quality and reducing losses. This visit will provide insight into some of the world's leading storage practices.

**Company:** Tolsma-Grisnich

**Website:** <https://www.tolsma.nl>

### **Company: Agrico**

Agrico is one of the world's largest potato breeding and seed potato cooperatives.

The organisation focuses on:

- Variety development
- Seed potato production
- International exports
- Potato research

### **What We Will See**

- Seed potato programme
- Research activities
- Variety development
- Breeding innovations

Agrico plays a major role in shaping future potato varieties worldwide, making this a valuable opportunity to understand emerging genetic and market trends.

**Company:** Agrico

**Website:** <https://www.agrico.nl>

### **Company: NAK**

NAK is the Dutch seed potato certification authority responsible for maintaining the quality and reputation of Dutch seed potatoes.



**What We Will Learn**

- Certification systems
- Disease management
- Quality assurance programmes
- Traceability processes

The Dutch seed potato industry is recognised globally for quality and biosecurity standards. NAK plays a critical role in maintaining these standards.

**Organisation:** NAK

**Website:** <https://www.nak.nl>

**Company: Verbruggen Palletizing Solutions**

Verbruggen develops automated palletising systems used throughout agriculture and food production.

**What We Will See**

- Robotic palletising systems
- Packaging automation
- Warehouse logistics technology
- End of line automation

**Why This Visit Matters**

Automation continues to play an increasingly important role in improving efficiency, reducing labour requirements and enhancing workplace safety.

**Company:** Verbruggen Palletizing Solutions

**Website:** <https://www.verbruggen-palletizing.com>

## Germany

Germany is one of Europe's largest potato-producing countries and a global leader in agricultural engineering, machinery manufacturing and precision farming technologies.

### City: Hanover (Hannover)

Hanover is the capital of Lower Saxony, one of Germany's most important agricultural regions. The city is internationally known for agriculture, engineering and trade exhibitions.

#### Places of Interest

-  **Herrenhausen Gardens** One of Europe's most beautiful formal gardens.
-  **New Town Hall** A stunning building with panoramic city views.
-  **Old Town (Altstadt)** Historic streets, restaurants and traditional German architecture.
-  **Eilenriede Forest** One of Europe's largest urban forests.
-  **Traditional German Beer Halls** Experience local Lower Saxony hospitality.

#### Local Food to Try

- Schnitzel
- German sausages
- Pretzels
- Black Forest cake

#### Tour Highlights

- Base for German programme
- Access to major machinery manufacturers
- Close proximity to PotatoEurope

### Company: CLAAS

CLAAS is one of the world's leading agricultural machinery manufacturers.

Products include:

- Tractors
- Harvesters
- Precision farming systems
- Digital agriculture solutions

#### What We Will See

- Factory tour
- Machinery innovation
- Precision agriculture systems
- Farm machinery technology

Technology and data are reshaping agriculture worldwide. CLAAS provides insight into the future of arable farming systems.

**Company:** CLAAS

**Website:** <https://www.claas.com>

### Company: Grimme

Grimme is one of the world's best known potato machinery manufacturers.

The company specialises in:

- Potato planters
- Harvesters
- Storage technology

- Vegetable equipment

#### What We Will See

- Factory facilities
- Product demonstrations
- Future machinery developments
- Engineering innovations

Many New Zealand growers are already familiar with Grimme equipment, making this a unique opportunity to see where the machinery is developed and manufactured.

**Company:** Grimme

**Website:** <https://www.grimme.com>

#### City: Springe

Nestled in Lower Saxony near Hanover, Springe is surrounded by productive agricultural land and hosts PotatoEurope 2026.

#### Places of Interest



**Saupark Springe** A large nature reserve and wildlife park.



**Deister Hills** Popular walking and hiking area with excellent views.



**Historic Lower Saxony Villages** Traditional German rural communities showcasing local culture.

#### Local Food to Try

- Bratwurst
- Currywurst
- German potato salad
- Apple strudel

#### PotatoEurope 2026

PotatoEurope is one of the world's leading outdoor potato exhibitions and showcases the entire potato value chain. The 2026 event takes place in Springe, near Hanover, Germany, on 9-10 September 2026.

#### What To Expect

- Live machinery demonstrations
- Potato breeding and genetics displays
- Research and innovation exhibits
- Storage and handling technologies
- Processing and supply chain solutions
- International networking opportunities

**Venue:** Rittergut Gestorf 1, Springe, Lower Saxony, Germany

**Website:** <https://www.potatoeurope.de/en/>