

# Grower Trip to Europe 2026



An unforgettable, industry focused European experience is taking shape and you're invited. Potatoes New Zealand is planning an exclusive Europe Grower Trip in September 2026, bringing together a group of industry participants for a unique learning and networking opportunity.

This carefully curated tour will immerse participants in global best practice, cutting-edge technology, and future-focused research, culminating in attendance at Potato Europe – one of the world's most influential potato industry events.

## What to Expect

- Visits to leading seed companies and progressive European growers
- Behind-the-scenes access to state-of-the-art storage, processing, and packing facilities
- Exposure to innovation and research shaping the future of potato production
- Opportunities to build valuable international connections
- Attendance at Potato Europe, where global leaders showcase the next era of the industry

## Indicative Itinerary

Date	Location/Activity
Tuesday 1 September	Depart New Zealand
2-8 September	Amsterdam - Arrival and industry visits
	Emmeloord - Seed, research and innovation hub
	Germany - Grower, storage, processing and packing visits
9-10 September	Germany - Potato Europe
Saturday 12 September	Return to New Zealand

## Estimated Investment\*

- \$6,600 per person – Twin Share
- \$8,500 per person – Single

*\*Indicative pricing only. Final costs will be confirmed once interest is assessed and bookings are secured.*

## Why Attend?

- Gain insights you can apply directly to your business
- Stay ahead of emerging global trends
- Learn from the best in the world
- Be part of a high-value, industry-focused experience

## Register Your Interest

Register your interest before 31 January to be considered for this exceptional European Grower Trip and help shape the final itinerary.

With limited spaces available, please register your interest by sending an email to [info@potatoesnz.co.nz](mailto:info@potatoesnz.co.nz)