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## PRESS RELEASE

*Crop 2015 – Record sales and very high yields Dutch seed potato pool*

### Dutch pool price HZPC exceeds 30 euro level

Joure (NL), 17 June 2016 – HZPC Holland B.V., world leader in potato breeding, pays its seed potato growers in the Dutch pool € 30.28 per 100 kilo for Crop 2015. This price reflects the recovered trust in the seed potato market which was already effected in the forecasted growers price of € 29.50 announced in March this year. The final growers price of € 30.28 is 2.6% higher than the forecast of € 29.50.

Gerard Backx, CEO of HZPC explains: “Crop 2015 is characterized by the high yields. Compared to previous years, there were a lot of seed potatoes available. We are pleased to be able to announce that we sold a record quantity of these seed potatoes from the Dutch pool.”

“The previous record sales volume was for Crop 2010, but current year’s volume of seed potatoes sold from the pool is 3% higher. Crop 2010 was somewhat comparable to the current season, with high yields per hectares and a favourable market. But for Crop 2015 the international market was certainly less willing than in 2010. Examples are the import limitations in Algeria because of the low oil prices, and the limited sales to Russia, due to the low ware potato prices in combination with the low rate of the rouble.

“Last year the European market for seed potatoes was very limited because of the low prices for ware potatoes. This season the European market has recovered to a demand of a regular size.”

Dutch seed potato pool HZPC	Forecasted price	Final price class S/A
<b>Crop 2015</b>	€ 29.50	<b>€ 30.28</b>
Crop 2014	€ 27.50	€ 28.81
Crop 2013	€ 33.00	€ 33.42
Crop 2012	€ 29.00	€ 29.54
Crop 2011	€ 30.00	€ 31.06
Crop 2010	€ 33.00	€ 33.10

HZPC’s forecasted and final prices for the Dutch seed potato pool

#### Explanation of the price

The average yield for HZPC-growers in the Dutch pool is with 42.9 tonnes per hectare considerably higher than the average of the previous years. An average of 18.9% of the yield is top of seed; for these sizes the fees are lower.



The average price of all the varieties for the seed potatoes in class E based on delivery in autumn, is € 29.66 per 100 kilo before the deduction of the breeders fee and excluding VAT. Growers deliver classes S to A. The average price of all these classes is € 30.28, because relatively more seed potatoes are grown and delivered in the higher classes and the prices are higher for these classes. In addition to the growers price, the growers receive fees for storage and bagging the potatoes. These fees have been excluded in the prices above.

### **Europe outside The Netherlands**

Around this time of the year, HZPC will also determine the seed potatoes prices for the growers in the other HZPC production areas within Europe. The conditions for these prices are different from the prices in The Netherlands. But the recovering European market also has a positive influence on the payments to the European HZPC-growers outside The Netherlands.

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### **About HZPC**

HZPC is the innovative world leader in potato breeding, seed potato trade and product concept development. HZPC breeders develop seed potato varieties that optimally match local growing conditions. With HZPC seed potatoes, local potato growers are able to respond dynamically to the needs of their market and market segments such as industry, retail chains and traditional fresh produce markets.

HZPC operates worldwide with 300 employees in more than 10 countries and exports to over 80 countries. HZPC is owned by a large part of its 800 international affiliated seed potato growers and its employees. By using HZPC varieties and seed potatoes, potato growers worldwide can achieve a sustainable and healthy crop growth, while taking responsibility for people and the environment into account.

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