



Press release

PotatoEurope announces international conference: “ICM – The Future of Potato Farming”

PotatoEurope 2025, scheduled to take place on September 3 and 4 at the Wageningen University & Research (WUR) Field Crops location by the Dutch city Lelystad, proudly announces the international conference titled *“Integrated Crop Management (ICM) – The Future of Potato Farming.”* Organized by WUR, the conference will focus entirely on innovative strategies to make potato farming more sustainable, resilient, and profitable for the future.

Integrated Crop Management (ICM) is a comprehensive approach aimed at minimizing the use of synthetic inputs while enabling farmers to grow healthy, resilient crops that improve the farm profitability. During the conference, leading experts and researchers will share their knowledge on the latest developments and insights. *“ICM is not just about advanced integrated farming tailored to future environmental demands — it’s smarter farming and more profitable farming,”* emphasizes Dr. Peter Kromann, researcher at WUR.

Innovative Approaches

Key topics to be addressed during the conference include the role of crop diversity in reducing pests, diseases, and weeds, as well as the impact of variety selection and cultivation strategies on potato crop health, tuber quality, and yield. The conference will also highlight innovative approaches to soil, water, and nutrient management, enabling farmers to grow robust crops with fewer inputs. Additionally, targeted pest control methods, such as using low-risk solutions instead of conventional pesticides, will be extensively discussed. Finally, attention will be given to monitoring and evaluation, offering practical insights into tracking results and continuously improving strategies.

Strong International Interest

Networking and knowledge sharing are key elements of PotatoEurope. The event provides not only a platform for exchanging knowledge but also for establishing valuable connections within the potato value chain. Currently, 80% of the total exhibition space has already been sold. *“This demonstrates the demand for an outdoor event that combines knowledge transfer with practical demonstrations,”* says Kuno Jacobs, Director of organizer DLG-Benelux. The conference complements this by offering a unique opportunity to engage with international experts, exchange insights, and explore how ICM can play a pivotal role in the future of potato farming.

The conference will take place on September 3 in Lelystad during the PotatoEurope event. The exact starting time will be announced soon. The official language of the event is English, and more information about registration will be available shortly on the website

www.potatoeurope.nl.



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About PotatoEurope

PotatoEurope is an annual event that brings together professionals from the potato sector. The event rotates annually among partner countries: the Netherlands, Germany, Belgium, and France. With a wide range of exhibitors, demonstrations, and networking opportunities, the trade fair is the premier venue where innovation and collaboration take center stage. On September 3 and 4, 2025, the event expects to welcome more than 300 Dutch and international exhibitors and over 15,000 visitors.

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