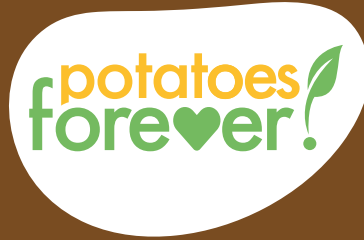


Press release - September 2023



Europe is launching a €3.2 million campaign over three years in France and Italy to teach people about sustainable practices in the fresh potato sector.

Aims

Highlight best practices among professionals and educate European consumers.

The potato is a staple for Europeans and professionals operating in the sector have gone to many efforts to ensure that it is as tasty as it is sustainable. Every day, they strive to minimise the impact of their activity on the climate and environment, they safeguard the planet's biodiversity, preserve its flora and fauna and use crop rotation methods, while protecting the richness of the soil and endeavouring to save water. The **“POTATOES FOREVER!”** information campaign that has been launched in France and Italy is therefore designed to inform consumers about good practices – that often go unnoticed. The campaign is being supported by the European Union (which is funding 80% of its costs) and will run for three years.



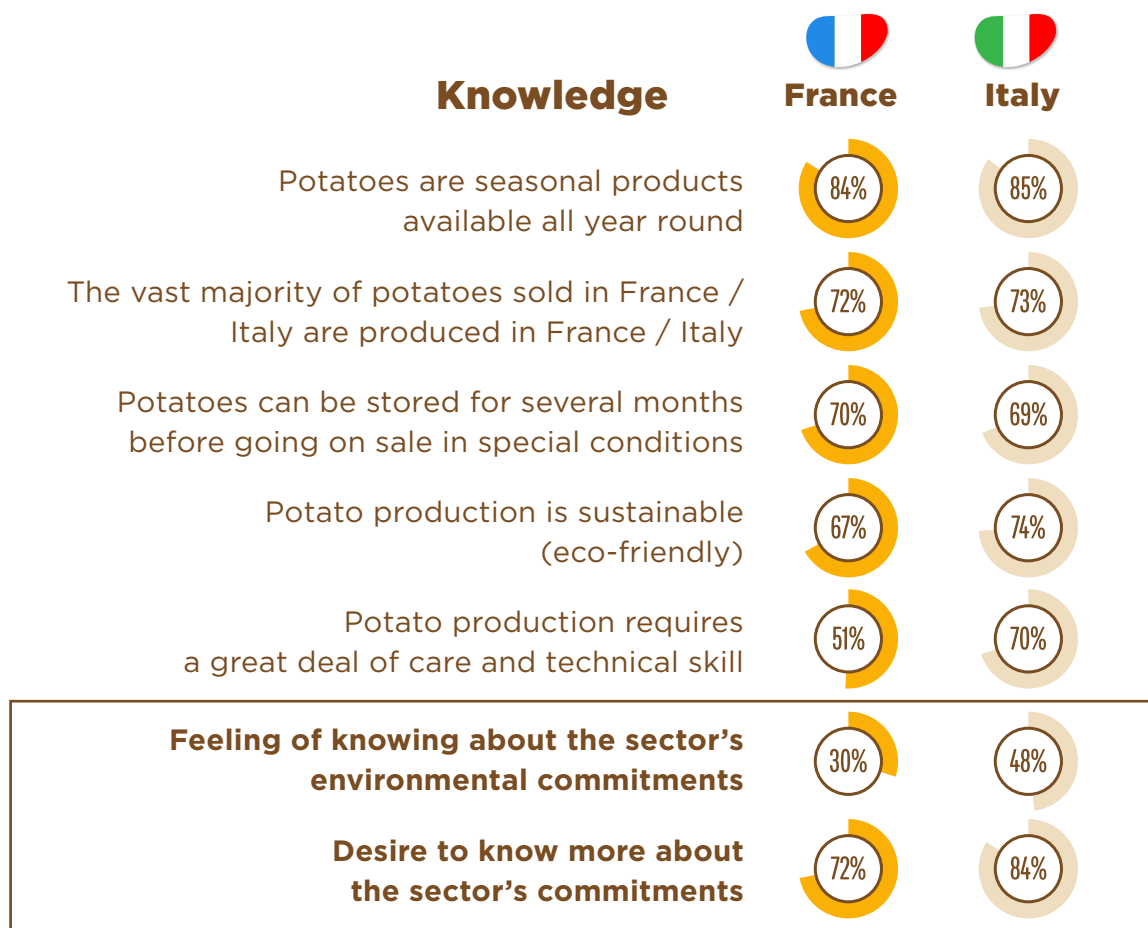
A Europe-wide information campaign

If the potato is a staple for people in Europe, it is because it is naturally tasty, highly nutritious, easy to cook in a range of different ways and available all year round. Consumers are attaching more and more importance to the quality, provenance and production methods used to make what they put in their plates, and are increasingly demanding. But all too often, they are unaware of all the good practices that the whole sector actually adopted many years ago in order to provide them than with fresh produce that is both delicious and sustainable.

Players across the sector have therefore decided to talk about their day-to-day commitments to addressing the challenges of both today and tomorrow as far as

protecting the environment is concerned. That is why the €3.2 million three-year “POTATOES FOREVER!” campaign – co-funded by the European Union – has been created. In France, it is being run by the *Comité National Interprofessionnel de la Pomme de Terre* – a nationwide intertrade organisation representing professionals across the potato sector – while in Italy, it is being run by the *Unione Nazionale tra le Associazioni dei Produttori di Patate* (the union of potato producer associations of Italy). Its aim is to showcase the various initiatives and environmental progress being made across the sector to provide consumers with enough of high-quality produce all year round.

What French and Italian consumers know about sustainable potatoes... And what they would like to know more about¹



¹ The Occurrence Survey for the “Potatoes Forever!” campaign, conducted online between 18 April and 2 May 2023, targeting a sample of 1000 French people and 1000 Italians aged between 35 and 49 years old, all potato consumers and in charge of food shopping in their household.

Six fundamental pillars for a sustainable potato

To be able to sell potatoes that are of the highest quality from farm to fork, while at the same time ensuring sustainable eco-friendly farming, packaging and distribution practices, professionals across the sector go to efforts on a daily basis. From the producers themselves to supermarket shelves or the market stores of vegetable sellers, as well as the wholesalers and storage and packaging centres... everything is done to ensure that consumers get the very best.

Over the course of this long and stringent process, numerous examples of best practice feed into a virtuous circle, and the “POTATOES FOREVER!” campaign wants consumers to have more insights into these practices. The idea is to support professionals, while at the same time educating the general public. Indeed, the sector is stepping up what it is doing in six key areas, and these will be showcased as part of this three-year campaign:



Protect biodiversity



Preserve soil and water



Tackle wastage



Take action to reduce climate change



Guarantee quality and quantity



Support professionals

“ We are delighted to be spearheading the “POTATOES FOREVER!” campaign! The whole French potato sector is involved in this unifying initiative, the aim being to get professionals and consumers to engage in discussion transparently about this flagship staple in our diet.

At every stage of the process, from the field to the retail outlets, as well as at storage, packaging and logistics facilities, numerous virtuous initiatives have been in place for many years now, all designed to ensure that our potatoes are sustainable. Protect the environment, adapt to climate change, save the planet’s natural resources, prevent wastage, provide a high-quality product that is available all year round and provide professionals with support at each and every stage: we endeavour to do this every day and the result is potatoes that are both tasty and sustainable.

The aim of this campaign is to let consumers know about this and to go even further by involving them. That involves educating and informing them, and giving them more and more reasons to love potatoes – forever! ”

Florence Rossillion, Director of the CNIPT

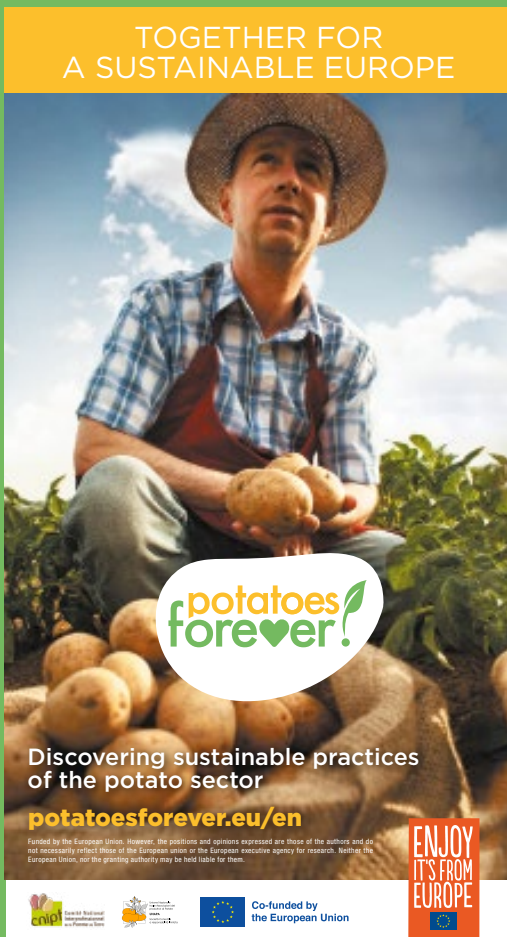
“ We are proud to be taking part in the “POTATOES FOREVER!” programme and to be running it in Italy. As potato producers, it is important for consumers to be aware of just how sustainable our practices are, and of the quality of the products that we grow.

Between now and 2025, our aim is to get increasing numbers of Italians to discover and appreciate authentic products, such as our European sustainably grown potatoes. This is made possible because of R&D, the digitalisation of tools and consumers deciding to purchase more eco-friendly products.

We engage in sustainable practices on an ongoing basis, such as crop rotation, controlling our water consumption and – obviously – making increased use of renewable energies. We have also committed to play our part in tackling food wastage. For example, we have found alternative commercial uses for oversized potatoes. As potato producers, we are actively engaged in this mission, and will continue to honour our commitments to improve our work day after day.. ”

Fausto Bosca, Director of the UNAPA

A three-year information campaign



Target: 35 to 49-year-olds

Duration: 3 years

Context: consumers know very little about how potatoes are actually grown²

Means: communications initiatives will provide consumers with insights, showcasing the environmental commitments made by the sector

Method: a press relations campaign involving events and tools aimed at both the professional and the consumer press; partnerships with the media and influencers, coordination of information on the social networks and a dedicated website, a special corner at the 2024 and 2025 editions of the Paris International Agricultural Show in France and events at retail outlets in Italy

Get the latest updates about the campaign at:

 potatoesforever.eu/en

 potatoesforever.eu/fr

 [PotatoesForeverFR](https://www.facebook.com/PotatoesForeverFR)

 [_Cnipt](https://twitter.com/_Cnipt)

 [@PotatoesForeverFrance](https://www.youtube.com/@PotatoesForeverFrance)

 potatoesforever.eu/it

 [PotatoesForeverIT](https://www.facebook.com/PotatoesForeverIT)

 [Potatoes-forever-italia](https://www.linkedin.com/company/Potatoes-forever-italia)

²Source: group forum and focus conducted by market research company ADEQUATION MR between 2 and 14 March 2023 involving a panel of 84 consumers.

About the CNIPT

The Comité National Interprofessionnel de la Pomme de Terre (CNIPT) is a nationwide intertrade organisation representing professionals right across the potato sector set up to showcase potatoes intended for consumption in France on the fresh produce market. It has been recognised as a nationwide intertrade organisation by the state authorities since 1977. It operates within the framework of European regulation no.1308/2013 of 17 December 2013 and the rural code. The CNIPT represents all stakeholders across the potato sector, from production through to retail.

www.cnipt.fr

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About the UNAPA

The UNAPA (National Union of Potato Producers' Associations) was founded in 1987 by six producer associations, which wanted a structured national system to enhance and protect the supply chain.

Today the Union is made up of 11 recognised producer organisations operating in all the major national potato growing areas. Year after year, they have helped strengthen supply chain relationships, creating a real potato agri-food system, the values and commitment of which are recognised throughout the country.

The UNAPA system is the only Association of Potato Producer Organisations (APO) in Italy operating under EU Reg. 1308/2013 and the Decree of the Ministry of Agricultural, Food and Forestry Policies n. 1108 of 31 January 2019.

It produces about 240,000 tonnes annually and represents about 25% of national production. With a total planted area of some 5,000 hectares, it covers 17% of the national potato-growing area.

www.unapa.it

