

THE NEW POTATO VARIETY CAMELIA IS STRONG BY NATURE

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A new potato variety can be found on supermarket shelves. And not just any ordinary variety: Camelia can be described as an extra sustainable variety. But before a new variety reaches supermarket shelves, there are several steps to be completed first. It's time to shine a light on three important links in the potato chain.

NEW

CAMELIA

STRONG BY NATURE

A potato with natural superpowers that help you achieve optimum results. This variety produces a high yield of large oval potatoes of uniform shape. Camelia is strong by nature when it comes to disease resistance, long storage potential and presentation.





**The ware potato grower:
Rolf Rozema**

'In mid-August we killed the foliage since tuber initiation had already taken place in July.' Rolf Rozema, ware potato grower, shares one of his experiences with the new Camelia variety. It is one of the six new varieties that he grows together with his business partner Martin Komrij. They make two hectares of their land around Niezijl (in the province of Groningen) available for it. The work carried out with new varieties by ware potato growers such as Rolf is very important to HZPC. It provides valuable knowledge for ware potato growers who will be working with new varieties on a large scale later. Rolf explains: 'We have to try things out. We are always given a list of recommendations on when they need to go in the ground, what their growth rate is, when tuber initiation is optimal and how close together we can plant them. And we check whether the information is correct in practice or whether adjustments need to be made.' In the case of the Camelia variety, Rolf received the bulk bags full of seed potatoes around the turn of the year. At the end of April to the beginning of May, they went into the ground and at the end of August, they came out again. Rolf tells us: 'It's looking good in spite of the dry summer. A good harvest after a long period of dormancy. The latter is important for storage later.' Rolf not only tested Camelia's growth characteristics, but he also taste-tested them by cooking them. And the verdict? 'It's a fine potato.' →



The field worker: Jan Dolfing

Ware potato growers such as Rolf Rozema are very much needed by HZPC as Jan Dolfing, field worker, knows only too well. He maintains contact with many of them. ‘The Camelia variety is in its development phase. It still needs to prove itself in practice. We have been busy optimising it for years. This variety should be able to withstand droughts and it is resistant to several diseases. The cultivation of this variety in Niezijl tells us whether that is also true in practice.’ For example, Jan and Rolf noticed that the foliage needed to be killed with spray very early on. Jan tells us: ‘Thanks to these findings, we can advise growers to plant more plants per hectare. This gives them less space and they can continue growing for slightly longer. Camelia’s strengths make this longer growing period possible. Ultimately, this also increases the yield.’ A higher yield benefits all parties, including the middleman who buys potatoes for which there is expected to be demand. Jan explains: ‘I am in contact with the grower and the middleman. Together, we try to create a product that is as attractive as possible. Growers want a potato that can be grown as efficiently as possible and which produces a high yield, while suppliers to supermarkets and the processing industry (chips and crisps) want potatoes that satisfy their customers’ demands. An excellent flavour and sustainability are some of these demands.’



The packager: Frank Poelman from Landjuweel

The route from seed potato to ware potato is already an intensive process. But eventually the potatoes have to end up on the plate. Companies such as Landjuweel in Oosternieland are essential to this step. Frank Poelman is a senior buyer at the company. ‘We collect the harvested potatoes, wash them, grade them, pack them in all kinds of packaging and transport them, primarily to the retail and food service sectors. In other words, mostly to supermarkets. For us, it is important that we can store the potatoes for a long time without the need to use extra agents. Our customers want produce grown in the Netherlands all year round. In addition, the varieties need to be robust and have good resistance to diseases such as silver scurf.’ Poelman makes these requirements known to the field worker Jan Dolfing. He, in turn, forwards these market demands to his colleagues in the HZPC development team. Frank says: ‘We often speak to one another anyway. Together, we look at what type of varieties we will need in the near future. For example, there is a current trend for more small-sized packaging to be bought instead of large-sized. Naturally, this requires a smaller-sized potato. Together, we try to respond to such developments in good time.’ There is one thing, however, that they are sure about. Sustainability is becoming increasingly important and is also what HZPC is focusing on. Frank explains: ‘Demands from the retail sector – such as limited pesticide use, local cultivation and minimal footprint – are becoming more and more important. With Camelia, we can provide a good response to these demands.’