

Press release

20 july 2021

Baptiste Brunello appointed General Manager of Germicopa

From July 1st, 2021, Baptiste Brunello becomes General Manager of Germicopa. He replaces Florimond Desprez who takes a new position within the Florimond Desprez Group. Specialized in potato variety breeding, as well as in the production and marketing of seed potatoes, Germicopa sells seeds in 60 countries worldwide. The French company is known for its historical activity in the firm flesh potato market, as well as for its export and industrial (fries, crisps and starch) varieties.

Baptiste Brunello, agronomist, has started its career in 2007 at Carrefour prior to joining McDonald's France in 2009. He was notably responsible for the contracting with industrial partners and growers of various supply chains of McDonald's. Early 2017, Baptiste Brunello became supply manager for vegetables of the baby food factories at Danone Early Life Nutrition. He has joined Germicopa in March 2019 as Production Manager. He was in charge of the seed production in France and abroad supplying the Germicopa, Gopex and BretSeeds brands.

Baptiste Brunello will be replaced as Production Manager by Florian Blanchet, an engineer of ESA Angers. Florian Blanchet has been working at HM Clause (Limagrain Group) since 2007 and was specialized in the production of field vegetables (cauliflower, beans, carrots, etc.). From 2018, he has been in charge of the global supply of BRLB vegetable seeds (brassicas, roots, leaf and bulbs). He was managing a seed production contracted with growers in France (300 farmers) and abroad, as well as performed on Limagrain's own farms.

Subsidiary of the Florimond Desprez Group, Germicopa is dedicated to potato variety breeding and seed potato production. The company is headquartered in Quimper (Brittany), has a 60 people staff and sells 100 000 tons of seed potatoes yearly.

Contact:

Jean Brizard
Sales & Marketing Manager at Germicopa
jean.brizard@germicopa.fr
Tel: +33 2 98 10 01 26
Mob: +33 6 80 17 99 06