

GERMICOPA and EUREDEN join forces to develop the SOLAWEST® brand in seed potatoes

EUREDEN and GERMICOPA have finalised a protocol agreement for the sale of the EUREDEN cooperative's seed potato business to a new company called SOLAWEST. This transaction will take effect no later than 30 June 2024. GERMICOPA will be the main shareholder alongside EUREDEN.

This partnership between the two Brittany companies represents a great opportunity to strengthen the commercial presence of the SOLAWEST® brand and varieties, whose two flagship varieties are El Beida and Universa.

The new company, which plans to be operational from the 2024-2025 season, will benefit from the expertise of the GERMICOPA and EUREDEN teams, not to mention the synergies that will result from this partnership.

The 2023-2024 season will be a transitional year pending the creation of the new company. During this year, GERMICOPA will be responsible for sales, while EUREDEN will retain control of production.

GERMICOPA, a member of the French seed group FLORIMOND DESPREZ, is a major player in the potato industry. Specialising in the creation of potato varieties for the fresh market and industrial processing (french fries, crisps and potato starch), GERMICOPA also produces seed potatoes and markets them in 70 countries worldwide.

GERMICOPA in figures:

- 55 varieties sold on the fresh and industrial markets in 70 countries
- 120,000 tonnes of seed potatoes (including licensed tonnage)
- 200 seed potato growers for 3,200 hectares of seed potatoes
- 3 commercial brands: GERMICOPA, GOPEX and BRETSEEDS

EUREDEN (seed potato division) in figures:

- 20 varieties sold on the fresh and industrial markets
- 20,000 tonnes of seed potatoes, 83% of which are exported
- 80 seed potato growers for 750 hectares of seed potatoes