MEIJER POTATO

Variety catalogue

2025-2026



Building on potential



Mission
Everybody deserves to enjoy food.

At Meijer Potato, we believe everyone has the right to delicious and nutritious food. Our mission is to make this possible with high-quality potato varieties that make a difference. ‘Everybody deserves to enjoy food’ is not just a slogan; it’s what drives us every day.

Everybody deserves to enjoy food










Table of contents



6. **Breeding & Market Launch**
8. **Robustness Index**
9. **Innovation**
10. **Crisping varieties**
    - 12. Lady Alicia
    - 12. Lady Amarilla
    - 13. Lady Claire
    - 13. Lady Rosetta
    - 14. Lady Britta
    - 14. Lady Jane
    - 15. Lady Avalon CMK 2017-522-007
    - 15. Lady Ada CMK 2009-630-001



16. **French fry varieties**
    - 18. Lady Jane
    - 18. Lady Amarilla
    - 19. Lady Anna
    - 19. CMK 2018-502-028
    - 20. Lady Forte
    - 20. Lady Luce
    - 21. CMK 2020-503-006



22. **Table varieties**
    - 24. Sound
    - 24. Jazzy
    - 25. Melody
    - 25. Musica
    - 26. Orchestra
    - 26. Soprano
    - 27. Lady Christl
    - 27. Lady Jane
    - 28. Country
    - 28. CMK 2019-084-003
    - 29. CMK 2019-024-002

31. **Contact**

We translate our knowledge of potato genetics and our insight about the potato value chain into varieties with an added value.

Breeding & Market Launch

Breeding

Market Launch

Sales

Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Year 6 | Year 7 | Year 8 | Year 9 | Year 10 | Year 11





Meijer Potato Robustness Index

Meijer Potato believes that everybody deserves to enjoy food. Robust potato varieties are necessary to provide a growing world population with healthy food, even in the face of climate change. Meijer Potato is now launching a digital robustness index with 7 items, made up of different variety characteristics, to objectively compare the robustness of varieties:



1. Marketable yield includes e.g. washability and scab tolerance. Thanks to a high marketable yield per hectare, a variety uses scarce agricultural land efficiently.

2. Climate adaptation is based on, among other things, the yield and dry matter content in different climates. The more stable the variety scores under different climate conditions, the higher the score in the index.

3. Soil adaptation is about a stable yield and dry matter content on different soil types.

4. Crop protection efficiency concerns e.g. late blight and virus resistant varieties that require less crop protection products. These varieties allow for sustainable farming practices whilst providing security for farmers.

5. Fertilizer efficiency provides insight into how efficiently varieties use e.g. nitrogen and can therefore be grown with respect for nature.

6. Water efficiency concerns e.g. salt-tolerant varieties, but also varieties that deal with a scarce (fresh) water supply more efficiently.

7. Storability refers to varieties with e.g. a long dormancy period and varieties with a good frying colour throughout the storage season, resulting in a higher value and higher net output.

Development
We breed potatoes from our vision on changing demand and new opportunities.

Innovation

Technology, research & development for better varieties
The development of new potato varieties takes years. The process from the first crossing to the availability of a new variety on the market takes about 8-12 years. At Meijer Potato, we focus our R&D activities on a more rapid introduction of new high value potato varieties. In this way, we are better able to respond to changes in demand and circumstances, and do so more rapidly.



"Innovation must lead to optimization and speed: more sustainable cultivation and improved applications for our new potato varieties."

- Guus Heselmans

DNA technology
We research potato DNA in order to discover the best markers out of millions of DNA fragments to accelerate and optimize the breeding programme. We utilize our gene pool to look for solutions for all sorts of challenges such as diseases, plagues, droughts, salinization or high temperatures. Our focus is on:

- A stable yield under diverse circumstances
- A high practical value for the whole potato chain

This is reflected well in our varieties.



Crisping varieties

The best crisping varieties develop little sugar in the potato and provide an optimal yield per hectare. In our breeding, we focus on crisping varieties with these characteristics. We increasingly ensure that our varieties are more resistant to the effects of climate change, without loss in the quality of processing and yield.



	Lady Alicia	Lady Amarilla	Lady Claire	Lady Rosetta
Yield	High	High	Medium	High
Underwater weight	452	388	415	449
Dry matter (%)	24	21	22	24
Maturity	Medium	Mid Early	Early/Mid Early	Early
Dormancy	Medium	Long	Medium	Medium
Bruise index (*1)	11	2	12	38
Second growth (*2)	7	8	7	7
Common scab (*2)	8	7	7	7
Phytophthora resistance (*2)	3	4	3	3
Y-virus resistance	6	7,5	6	7,5
Tuber Shape	Round Oval	Oval Long	Round Oval/Oval	Round
40/70 mm (%)	83	88	80	73
Skin Colour	Dark Yellow	Dark Yellow	Dark Yellow	Red
Flesh Colour	Light Yellow	Yellow	Light Yellow	Light Yellow
Tuber Uniformity	Very High	Very High	Very High	Very High
Depth of the eyes	Shallow	Shallow	Shallow	Medium
Internal Defects (%)	0	0	1	2
Hollow Heart (%)	2	0	1	3
Crisp colour October (8 °C)	8	8	8	7
Crisp colour February (8 °C)	8	8	8	6
Crisp colour May (8 °C)	6	8	7	4
Crisp colour June (4 °C)	7	6	7	4
Nematode Ro1 (*2)	9	1	9	9
Nematode Ro2/3 (*2)	1	1		
Nematode Pa2 (*2)	2	1		2
Nematode Pa3 (*2)	1	1		2
Wart disease wz 1 (D1) (*3)	4	10	10	9
Wart disease wz 2 (G1) (*3)	4	4		
Wart disease wz 6 (O1) (*3)	4	4	8	7
Wart disease wz 18 (T1) (*3)	4	4		

	Lady Britta	Lady Jane	Lady Avalon CMK 2017-522-007	Lady Ada CMK 2009-630-001
Yield	High	High	Very high	High
Underwater weight	440	414	519	425
Dry matter (%)	24	22	27	23
Maturity	Mid Early	Medium	Medium	Mid Early
Dormancy	Medium Long	Medium Long	Medium	Medium
Bruise index (*1)	26	21	30	15
Second growth (*2)	7	7	7,5	8
Common scab (*2)	7	6	6,7	7
Phytophthora resistance (*2)	4	8	3	9
Y-virus resistance	7,5	8	9	6,5
Tuber Shape	Round	Long Oval/Long	Round/Round Oval	Round
40/70 mm (%)	84	71	80	79
Skin Colour	Yellow	Dark yellow	Yellow	Yellow
Flesh Colour	Dark Yellow	Yellow	Dark Yellow	Yellow
Tuber Uniformity	Very High	Good	Very High	Very High
Depth of the eyes	Shallow	Shallow	Medium	Shallow
Internal Defects (%)	1	2	0	0
Hollow Heart (%)	0	4	3	5
Crisp colour October (8 °C)	8	7	8	7
Crisp colour February (8 °C)	8	7	8	6
Crisp colour May (8 °C)	6	6	6	5
Crisp colour June (4 °C)	6	5	7	5
Nematode Ro1 (*2)	2	9	9	1
Nematode Ro2/3 (*2)	1	3	6	3
Nematode Pa2 (*2)	1	3	8	1
Nematode Pa3 (*2)	1	1	7	1
Wart disease wz 1 (D1) (*3)	10	10	5	6
Wart disease wz 2 (G1) (*3)				
Wart disease wz 6 (O1) (*3)	4	4	6	2
Wart disease wz 18 (T1) (*3)		4	4	6

(*1): 0 = free, 50 = very heavy (*2): 9 = highly resistant, 1 = very susceptible (*3): 10 = resistant, 3 = very susceptible

Crisping varieties





Lady Alicia

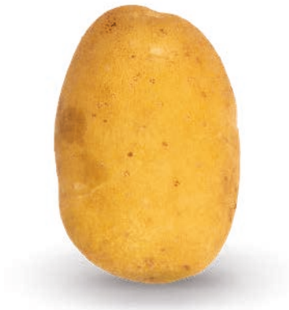
Fast grower with a high yield.

Yield	High
Underwater weight	452
Dry matter (%)	24
Maturity	Medium
Dormancy	Medium
Tuber Shape	Round Oval
Skin Colour	Dark Yellow
Flesh Colour	Light Yellow

Traits

- Crisping variety with strong plants that survive stress periods well
- High dry matter content in the tuber and not susceptible to blackspot
- Not susceptible to scab
- High tonnage per hectare
- Excellent cooking quality, also after long storage





Lady Amarilla

Flexible utilization with year-round quality.

Yield	High
Underwater weight	388
Dry matter (%)	21
Maturity	Mid Early
Dormancy	Long
Tuber Shape	Oval Long
Skin Colour	Dark Yellow
Flesh Colour	Yellow

Traits

- Early ripening and good storage qualities ensure a long shelf life
- Low level of reduced sugars
- Stable underwater weight, blackspot blemish sensitivity is very low
- Uniform sorting size with a high marketable yield





Lady Claire

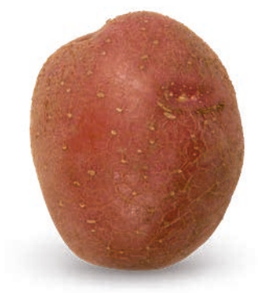
Mainstay for the crisps industry when it comes to guaranteeing quality.

Yield	Medium
Underwater weight	415
Dry matter (%)	22
Maturity	Early/Mid Early
Dormancy	Medium
Tuber Shape	Round Oval/Oval
Skin Colour	Dark Yellow
Flesh Colour	Light Yellow

Traits

- Crisping variety that can be used year-round
- The transparent skinned tubers are round-oval and easy to peel
- Long storage possible at a temperature of 6°C
- Uniform sorting size





Lady Rosetta

The straight off the land crisping variety.

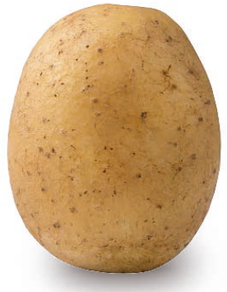
Yield	High
Underwater weight	449
Dry matter (%)	24
Maturity	Mid Early
Dormancy	Medium
Tuber Shape	Round
Skin Colour	Red
Flesh Colour	Light Yellow

Traits

- Crisping variety reaches its dry matter content and low sugars early in the season
- Red skin, round, uniform tuber with fairly shallow eyes
- Can be harvested green
- High underwater weight
- Good yield in the early and mid-segment

Crisping varieties





Lady Britta

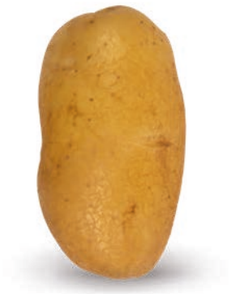
Excellent crisping potato for sandy soils.

Yield	High
Underwater weight	440
Dry matter (%)	24
Maturity	Mid Early
Dormancy	Medium Long
Tuber Shape	Round
Skin Colour	Yellow
Flesh Colour	Dark Yellow

Traits

- Easy to process directly off the land
- Long shelf life thanks to low sugar content in the tuber
- Crisping variety has a deep-yellow colour, shallow eyes and a uniform sorting size
- Gives high results during processing to end product
- Extremely suited for growing on sandy soils





Lady Jane

Stress-resistant and easy to cultivate variety.

Yield	High
Underwater weight	414
Dry matter (%)	22
Maturity	Medium
Dormancy	Medium Long
Tuber Shape	Long Oval/Long
Skin Colour	Dark Yellow
Flesh Colour	Yellow

Traits

- Stress-resistant and easy to cultivate
- High yield per hectare
- Good dry matter content
- Maintains a good colour after cooking
- Suitable for long-term storage







Lady Avalon

CMK 2017-522-007

Yield	Very High
Underwater weight	519
Dry matter (%)	27
Maturity	Medium
Dormancy	Medium
Tuber Shape	Round/Round Oval
Skin Colour	Yellow
Flesh Colour	Dark Yellow

Traits

- Excellent frying quality at early processing and after long term storage
- Variety which offers a high yield
- Very high dry matter content
- Broad resistance to nematodes
- Virus Y resistant





Lady Ada

CMK 2009-630-001

Yield	High
Underwater weight	425
Dry matter (%)	23
Maturity	Mid early
Dormancy	Medium
Tuber Shape	Round
Skin Colour	Yellow
Flesh Colour	Yellow

Traits

- Homogeneous marketable product
- Strong canopy
- Climate adaptive
- Bright frying colour
- Uniform tuber shape

Meijer Potato varieties make the difference in challenging circumstances and are able to respond to changing market needs.

French fry varieties



French fry products call for high quality expressed in a high percentage of dry matter, a smooth, uniform shape, sufficient length and few eyes. We strive for little loss through diseases and plagues by breeding the necessary resistance, a good yield and storage life, and, additionally, good processing features for the French fry factory all year round.

	Lady Jane	Lady Amarilla	Lady Anna	CMK2018-502-028
Yield	High	Medium	Relatively High	Very High
Underwater weight	414	388	411	373
Dry matter (%)	22	21	22	20
Maturity	Medium	Mid Early	Medium	Mid-late
Dormancy	Medium Long	Long	Long	Long
Bruise index (*1)	21	3	6	6
Second growth (*2)	7	8	7	Zeer
Common scab (*2)	6	7	7	7
Phytophthora resistance (*2)	8	4	4	4
Y-virus resistance	8	8	7	5
Tuber Shape	Long Oval/Long	Oval Long	Long	Long Oval
50/+ mm %	78	68	64	74
40/70 mm (%)	71	88	87	74
Skin Colour	Dark Yellow	Dark Yellow	Yellow	Yellow
Flesh Colour	Yellow	Yellow	Light Yellow	Light Yellow
Depth of the eyes	Shallow	Shallow	Very shallow	Very shallow
Tuber Uniformity	Good	Very High	Very High	Very High
Internal Defects (%)	2	0	1	4
Hollow Heart (%)	4	0	0	0
French fry colour October (8 °C)	7	8	7	7
French fry colour February (8 °C)	7	8	7	6
French fry colour May (8 °C)	6	8	6	6
French fry colour June (4 °C)	5	7	5	4
Nematode Ro1 (*2)	9	1	9	9
Nematode Ro2/3 (*2)	3	1	8	9
Nematode Pa2 (*2)	3	1	8	9
Nematode Pa3 (*2)	1	1	2	7
Wart disease wz 1 (D1) (*3)	10	10	10	7
Wart disease wz 2 (G1) (*3)		4	4	6
Wart disease wz 6 (O1) (*3)	4	4	4	4
Wart disease wz 18 (T1) (*3)	4	4	4	4

	Lady Forte (Outside EU)	Lady Luce	CMK2020-503-006
Yield	High	Very High	Very High
Underwater weight	406	383	396
Dry matter (%)	22	21	22
Maturity	Medium	Medium	Medium
Dormancy	Long	Long	Long
Bruise index (*1)	9	14	15
Second growth (*2)	7	7	7
Common scab (*2)	7	6	7
Phytophthora resistance (*2)	4	3	8
Y-virus resistance	8	7	5
Tuber Shape	Long Oval/Long	Long Oval/Long	Long Oval
50/+ mm %	81	76	80
40/70 mm (%)	80	80	75
Skin Colour	Yellow	Yellow	Light Yellow
Flesh Colour	Cream	White	White
Depth of the eyes	Shallow	Shallow	Shallow
Tuber Uniformity	Very High	Very High	Very High
Internal Defects (%)	2	6	0
Hollow Heart (%)	1	1	3
French fry colour October (8 °C)	6	8	7
French fry colour February (8 °C)	6	8	7
French fry colour May (8 °C)	6	8	7
French fry colour June (4 °C)	5	6	5
Nematode Ro1 (*2)	9	9	9
Nematode Ro2/3 (*2)	6	6	7
Nematode Pa2 (*2)	7	9	7
Nematode Pa3 (*2)	1	8	9
Wart disease wz 1 (D1) (*3)	4	10	10
Wart disease wz 2 (G1) (*3)		4	
Wart disease wz 6 (O1) (*3)	3	5	3
Wart disease wz 18 (T1) (*3)	5	1	2

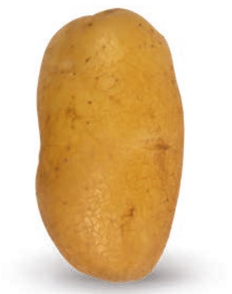
(*1): 0 = free, 50 = very heavy (*2): 9 = highly resistant, 1 = very susceptible (*3): 10 = resistant, 3 = very susceptible



Using drone technology, we follow the crop growth and gain better insight into yield determining genetics. This is not possible with the naked eye.

French fry varieties





Lady Jane

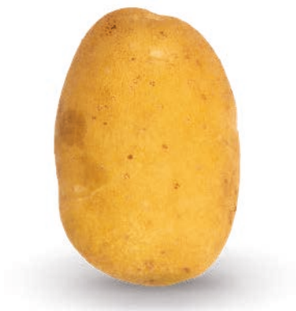
Stress-resistant and easy to cultivate variety.

Yield	High
Underwater weight	414
Dry matter (%)	22
Maturity	Medium
Dormancy	Medium Long
Tuber Shape	Long Oval/Long
Skin Colour	Dark Yellow
Flesh Colour	Yellow

Traits

- Stress-resistant and easy to cultivate
- High yield per hectare
- Good dry matter content
- Maintains a good colour after cooking
- Suitable for long-term storage





Lady Amarilla

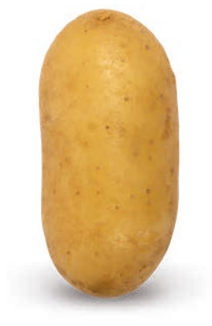
Flexible utilisation with year-round quality.

Yield	Medium
Underwater weight	388
Dry matter (%)	21
Maturity	Mid Early
Dormancy	Long
Tuber Shape	Oval Long
Skin Colour	Dark Yellow
Flesh Colour	Yellow

Traits

- Early ripening and good storage qualities ensure a long shelf life
- Low level of reduced sugars
- Stable underwater weight, blackspot blemish sensitivity is very low
- Uniform sorting size with a high marketable yield





Lady Anna

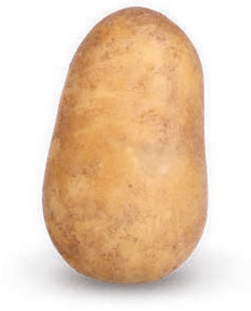
Ultimate yield and quality.

Yield	Relatively High
Underwater weight	411
Dry matter (%)	22
Maturity	Medium
Dormancy	Long
Tuber Shape	Long
Skin Colour	Yellow
Flesh Colour	Light Yellow

Traits

- High processing return
- Not susceptible to blackspot, scab or stolon formation
- French fries variety with resistance for potato nematode (A, B, C and D)





CMK2018-502-028

Yield	Very high
Underwater weight	373
Dry matter (%)	20
Maturity	Medium Late
Dormancy	Long
Tuber Shape	Long Oval
Skin Colour	Yellow
Flesh Colour	Light Yellow

Traits

- High yielding thanks to a generous tuber size
- Strong against drought
- Good nematodes resistances
- Low susceptibility to bruising

French fry varieties





Lady Forte (Outside EU)

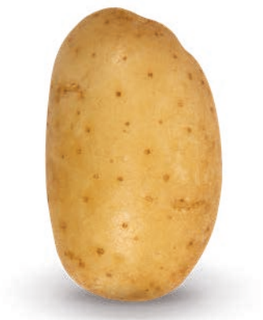
Cream flesh colour & high yield.

Yield	High
Underwater weight	406
Dry matter (%)	22
Maturity	Medium
Dormancy	Long
Tuber Shape	Long Oval/Long
Skin Colour	Yellow
Flesh Colour	Cream

Traits

- High yield/ha
- Very uniform tuber shape and size
- High quality in long term storage
- Cream flesh colour
- Robust plant, stress resistant





Lady Luce

Long and strong with a white flesh colour.

Yield	Very High
Underwater weight	383
Dry matter (%)	21
Maturity	Medium
Dormancy	Long
Tuber Shape	Long Oval/Long
Skin Colour	Yellow
Flesh Colour	White

Traits

- White flesh colour
- Long term storability with excellent fry colour
- Consistently high yield with low nitrogen requirement
- Resistant to Globodera Pallida 2 & 3





CMK2020-503-006

Yield	Very High
Underwater weight	396
Dry matter (%)	21
Maturity	Medium
Dormancy	Long
Tuber Shape	Long Oval
Skin Colour	Light yellow
Flesh Colour	White

Traits

- White flesh variety
- High yielding
- Good nematodes resistances
- Good performances in sandy soils



Table varieties

Consumers increasingly look for convenience and value taste. This is why we focus on the breeding of attractive and tasty potato varieties. For growers, sustainable cultivation, a high yield, uniform product quality, and easy cultivation under varying climate conditions, are all important factors. For all stakeholders, a good storage life and processing options without much waste are vital. These demands determine the guidelines for our breeding of table potatoes.



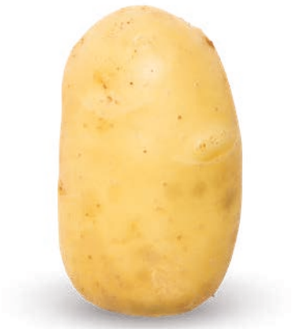
	Sound	Jazzy	Melody	Musica	Orchestra
Yield	Very High	Medium	High	Very High	High
Underwater weight	358	338	365	345	312
Dry matter (%)	20	19	20	19	17
Maturity	Medium	Early	Late	Mid Early	Mid Early
Dormancy	Medium Long	Short	Long	Short	Medium
Bruise index (*1)	21	6	12	11	11
Second growth (*2)	7	7	8	8	7
Common scab (*2)	6	7	7	7	7
Phytophthora resistance (*2)	8	3	4	4	3
Y-virus resistance		6	8	8	8
Tuber Shape	Long Oval/Long	Long	Round Oval	Long Oval/Oval	Round Oval/ Oval
50/+ mm %	75	18	85	68	78
40/70 mm (%)	77	52	64	83	76
Skin Colour	Light Yellow	Light Yellow	Light Yellow	Yellow	Light Yellow
Flesh Colour	Light Yellow	Light Yellow	Yellow	Yellow	Light Yellow
Depth of the eyes	Shallow	Very Shallow	Shallow	Shallow	Shallow
Tuber Uniformity	Good	Good	Very High	Very High	Very High
Washability	Very High	Very High	Good	Good	Very High
Internal Defects (%)	1	0	7	4	1
Hollow Heart (%)	0	0	1	0	0
Cooking type February	Reasonably Firm	Firm	Mealy	Firm	Firm
French fry colour October (8 °C)	6	4	5	4	5
French fry colour February (8 °C)	6	4	4	3	4
French fry colour May (8 °C)	6	3	4	3	3
Nematode Ro1 (*2)	9	3	9	9	9
Nematode Ro2/3 (*2)	4		4	8	
Nematode Pa2 (*2)	3		5	6	
Nematode Pa3 (*2)	2		1	3	1
Wart disease wz 1 (D1) (*3)	9	10	10	10	10
Wart disease wz 2 (G1) (*3)		4	9	4	
Wart disease wz 6 (O1) (*3)	4	4	9	4	3
Wart disease wz 18 (T1) (*3)	4	6	4	4	

	Soprano	Lady Christl	Lady Jane	Country	CMK 2019-084-003	CMK2019-024-002
Yield	Relatively High	Medium	High	High	High	Very High
Underwater weight	345	344	414	365	352	340
Dry matter (%)	19	19	22	20	19	19
Maturity	Mid Early	Very Early	Medium	Medium	Mid Early	Late
Dormancy	Medium	Short	Medium Long	Medium	Short	Medium
Bruise index (*1)	8	9	21	8	10	6
Second growth (*2)	8	8	7	8	7	7
Common scab (*2)	6	8	6	7	7	7
Phytophthora resistance (*2)	3	3	8	3	8	3
Y-virus resistance	6	9	8	9		7
Tuber Shape	Long Oval/Long	Long Oval/Oval	Long Oval/Long	Round Oval	Round Oval	Long Oval/Long
50/+ mm %	68	53	78	77	45	78
40/70 mm (%)	83	85	71	80	80	70
Skin Colour	Yellow	Yellow	Dark Yellow	Light Yellow	Yellow	Yellow
Flesh Colour	Light Yellow	Light Yellow	Yellow	Light Yellow	Yellow	Light Yellow
Depth of the eyes	Very Shallow	Very Shallow	Shallow	Very Shallow	Very Shallow	Very Shallow
Tuber Uniformity	Very High	Very High	Good	Very High	High	High
Washability	Very High	Very High	Good	Good	Very High	Good
Internal Defects (%)	0	8	2	3	0	1
Hollow Heart (%)	0	0	4	0	0	0
Cooking type February	Reasonably Firm	Firm	Mealy	B-C	Firm	Firm
French fry colour October (8 °C)	7	5	7	7	5	6
French fry colour February (8 °C)	5	3	7	7	4	4
French fry colour May (8 °C)	6	3	6	5		
Nematode Ro1 (*2)	2	9	9	9	1	1
Nematode Ro2/3 (*2)			3	3	1	3
Nematode Pa2 (*2)			3	5	3	5
Nematode Pa3 (*2)			1	1	1	1
Wart disease wz 1 (D1) (*3)	8	10	10	9	10	10
Wart disease wz 2 (G1) (*3)				6		
Wart disease wz 6 (O1) (*3)			4	6	10	7
Wart disease wz 18 (T1) (*3)			4	4	10	10

(*1): 0 = free, 50 = very heavy (*2): 9 = highly resistant, 1 = very susceptible (*3): 10 = resistant, 3 = very susceptible

Table varieties





Sound

Robust and stress-resistant variety with high yield.

Yield	Very High
Underwater weight	358
Dry matter (%)	20
Maturity	Medium
Dormancy	Medium Long
Cooking type	Reasonably Firm
Tuber Shape	Long Oval/Long
Skin Colour	Light Yellow
Flesh Colour	Light Yellow

Traits

- High yield per hectare
- Good dry matter content
- Long oval tubers with fine skin
- Strong under dry conditions





Jazzy

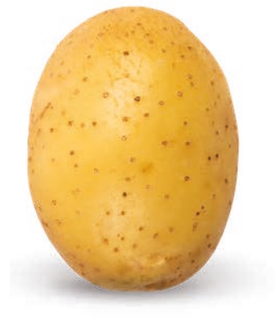
Renewal for the potato sector: wash, cook, and enjoy.

Yield	Medium
Underwater weight	338
Dry matter (%)	19
Maturity	Early
Dormancy	Short
Cooking type	Firm
Tuber Shape	Long
Skin Colour	Light Yellow
Flesh Colour	Light Yellow

Traits

- Productive potato variety, both in the number of tubers per plant, as well as yield per hectare
- Waxy type (A) with a good taste and good texture
- Very low blemish index
- Table potato Jazzy can be stored well
- Suitable for baby potato market
- Very nice skin quality





Melody

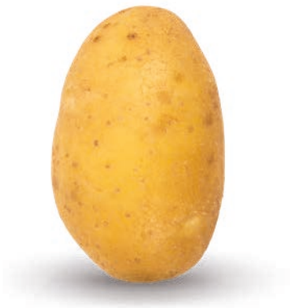
The stable table variety.

Yield	High
Underwater weight	365
Dry matter (%)	20
Maturity	Late
Dormancy	Long
Cooking type	Mealy
Tuber Shape	Round Oval
Skin Colour	Light Yellow
Flesh Colour	Yellow

Traits

- Table variety with very regular shallow-eyed tubers
- Robust, stress-resistant plants ensure a good, harvest-secure production
- Long dormancy period
- Not sensitive to scab
- Low susceptibility to damage





Musica

Easy to cultivate and strong.

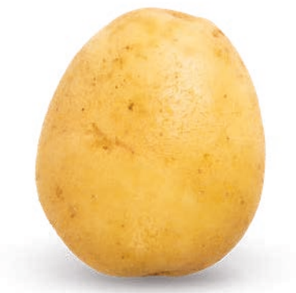
Yield	Very High
Underwater weight	345
Dry matter (%)	19
Maturity	Mid Early
Dormancy	Short
Cooking type	Firm
Tuber Shape	Long Oval/Oval
Skin Colour	Yellow
Flesh Colour	Yellow

Traits

- Dark yellow colour waxy potato
- Productive, middle-early variety
- Resistant against Yntn-virus
- Multi-functional, also for the chilled fresh industry
- Strong against nematodes

Table varieties





Orchestra

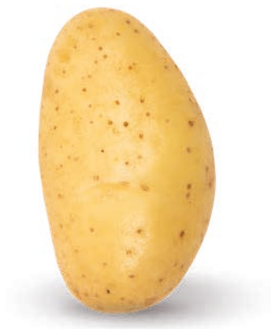
Stable, robust variety with high net yield.

Yield	High
Underwater weight	312
Dry matter (%)	17
Maturity	Mid Early
Dormancy	Medium
Cooking type	Firm
Tuber Shape	Round Oval/Oval
Skin Colour	Light Yellow
Flesh Colour	Light Yellow

Traits

- Robust and early potato variety
- Stress-resistant and intended for the waxy table potato market and grill market
- Nice skin quality
- Not sensitive to scab





Soprano

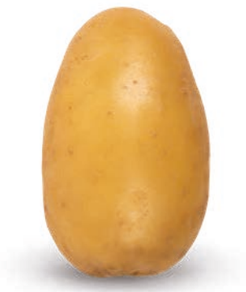
Ideal combination of appearance, sorting and yield.

Yield	Relatively High
Underwater weight	345
Dry matter (%)	19
Maturity	Mid Early
Dormancy	Medium
Cooking type	Reasonably Firm
Tuber Shape	Long Oval/Long
Skin Colour	Yellow
Flesh Colour	Light Yellow

Traits

- Potato variety with a good appearance and uniform sorting size
- High marketable yield
- Fairly waxy potato also suitable for homemade French fries
- Excellent taste, texture and cooking quality
- Not sensitive to blackspot





Lady Christl

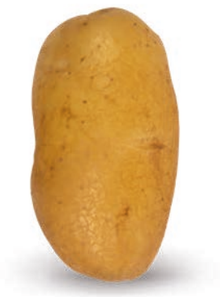
Early variety with an excellent appearance and taste.

Yield	Medium
Underwater weight	344
Dry matter (%)	19
Maturity	Very Early
Dormancy	Short
Cooking type	Firm
Tuber Shape	Long Oval/Oval
Skin Colour	Yellow
Flesh Colour	Light Yellow

Traits

- Table variety with good appearance, long oval tuber shape, fairly yellow flesh and suitable for washing
- Year-round availability made possible through cultivation in various regions
- Waxy table variety with many tubers of uniform sorting size
- High marketable yield
- Surprising consumption quality, early variety offers growers assurance





Lady Jane

Stress-resistant and easy to cultivate variety.

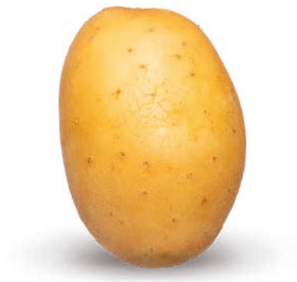
Yield	High
Underwater weight	414
Dry matter (%)	22
Maturity	Medium
Dormancy	Medium Long
Cooking type	Mealy
Tuber Shape	Long Oval/Long
Skin Colour	Dark Yellow
Flesh Colour	Yellow

Traits

- Stress-resistant and easy to cultivate
- High yield per hectare
- Good dry matter content
- Maintains a good colour after cooking
- Suitable for long-term storage

Table varieties





Country

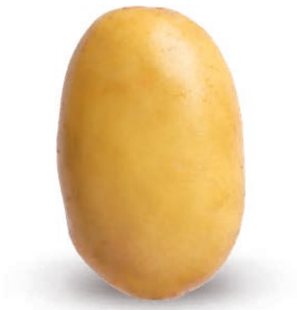
Climate adaptive with high marketable yield.

Yield	High
Underwater weight	365
Dry matter (%)	20
Maturity	Medium
Dormancy	Medium
Cooking type	B-C
Tuber Shape	Oval
Skin Colour	Light Yellow
Flesh Colour	Light Yellow

Traits

- Homogeneous marketable product
- Very stable through various soils/climates
- Abilities for home French fries
- Virus Y resistant
- Not susceptible to skin blemishes





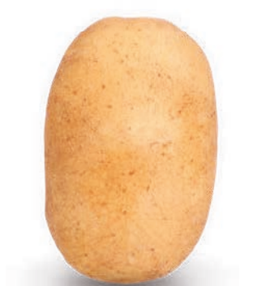
CMK 2019-084-003

Yield	High
Underwater weight	352
Dry matter (%)	19
Maturity	Mid Early
Dormancy	Short
Cooking type	Firm
Tuber Shape	Round Oval
Skin Colour	Yellow
Flesh Colour	Yellow

Traits

- Excellent washability and cooking performance
- Good performance on sand
- High tuberset
- Strong against internal defects
- Low bruising
- Y virus resistant





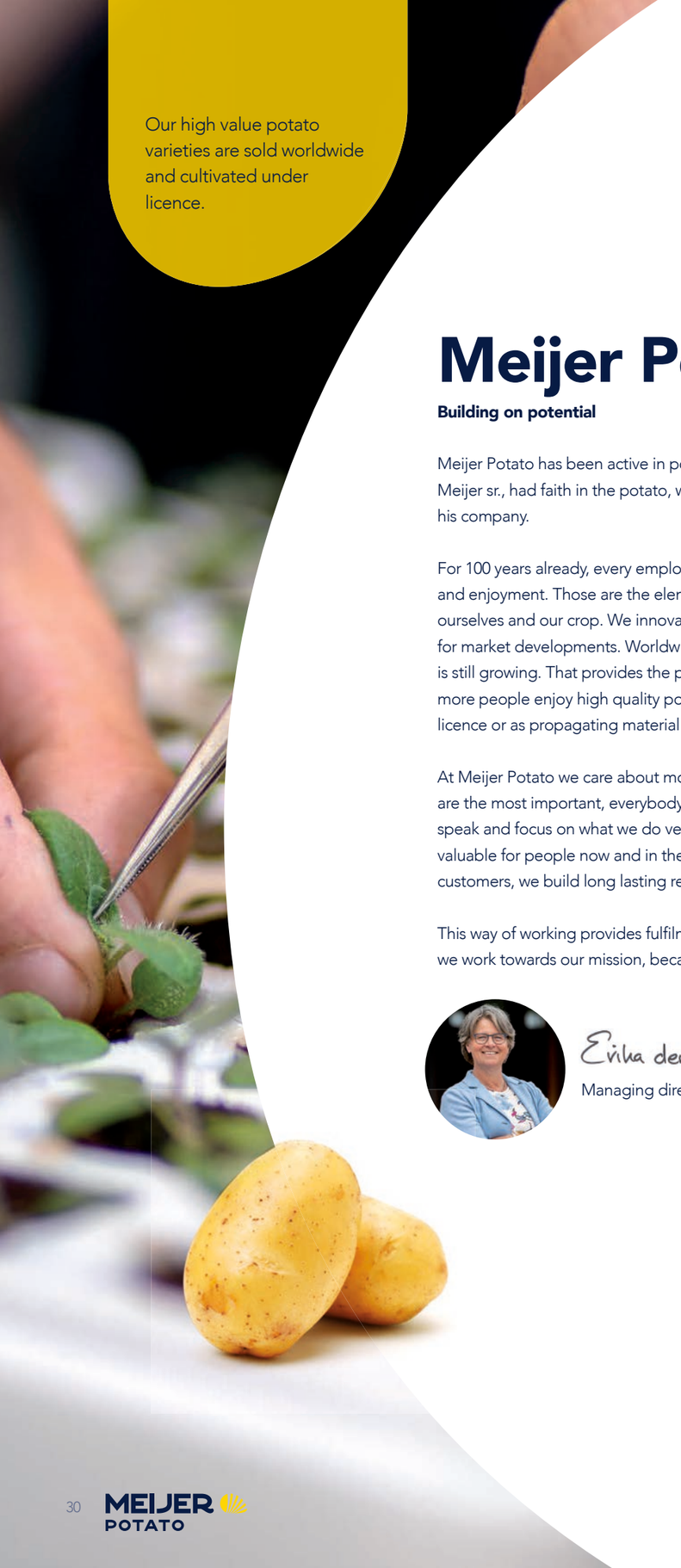
CMK2019-024-002

Yield	Very High
Underwater weight	340
Dry matter (%)	19
Maturity	Late
Dormancy	Medium
Cooking type	Firm
Tuber Shape	Long oval/Long
Skin Colour	Yellow
Flesh Colour	Light yellow

Traits

- Firm cooking variety
- High tuberset with a spread of medium-big size
- Very high yielding
- Long dormancy





Our high value potato varieties are sold worldwide and cultivated under licence.

Meijer Potato

Building on potential

Meijer Potato has been active in potatoes since 1920. Our founder, Kees Meijer sr., had faith in the potato, which was the foundation on which he built his company.

For 100 years already, every employee has contributed expertise, passion and enjoyment. Those are the elements that help us to get the most out of ourselves and our crop. We innovate with an eye for the environment and for market developments. Worldwide trust in potatoes and their potential is still growing. That provides the potential that we build on, in order to let more people enjoy high quality potatoes. Today, our varieties are sold under licence or as propagating material in more than 60 countries.

At Meijer Potato we care about more than potatoes and growth. People are the most important, everybody matters. We let our employees' talents speak and focus on what we do very well. We align our supply to what is valuable for people now and in the future. With our partners, producers and customers, we build long lasting relationships and mutual trust.

This way of working provides fulfilment, enjoyment and growth. Together, we work towards our mission, because: Everybody deserves to enjoy food.

Erika den Daas

Managing director

Vision
With an eye for people, we develop high value potato varieties for changing markets and challenging conditions.

Contact

Any questions? Please contact one of our employees. We will be looking forward to answering your questions.



Johan van der Stee
Commercial Director
T +31 (0)113 760112
M +31 (0)651124207
johanvanderstee@meijerpotato.com



Jan van der Werff
International Sales Manager
T +31 (0)113 760113
M +31 (0)653382324
janvanderwerff@meijerpotato.com



Erik Oggel
International Sales Manager
T +31 (0)113 760137
M +31 (0)650489101
erikoggel@meijerpotato.com



Laurent Mémeteau
International Sales Manager
T +33 (0)247 489517
M +33 (0)687733991
laurentmemeteau@meijerpotato.com



Rian Stekelenburg
International Business Manager
M +31 (0)6 34 26 99 46
rianstekelenburg@meijerpotato.com



Elodie Bonnet
International Product Manager
T +33 (0)237 362899
M +33 (0)674624033
elodiebonnet@meijerpotato.com



Emile Letinturier
Product Developer
M +33 (0)640693496
emileletinturier@meijerpotato.com



Max Tärneberg
International Product Manager
T +44 (0)1263 710602
M +44 (0)7824708443
maxtarneberg@meijerpotato.co.uk



Hanja Slabbekoorn
International Product Manager
M +31 (0)620055013
hanjaslabbekoorn@meijerpotato.com



Bram Luijkx
International Product Manager
M +31 (0)6 27 45 43 82
bramluijkx@meijerpotato.com



Matt Ward
International Product Manager (North America)
M +1 505-793-4312
mattward@meijerpotato.com

MEIJER POTATO

Building on potential

Bathseweg 45
4411 RK Rilland
The Netherlands

T +31 (0)113 - 76 01 00
www.meijerpotato.com