



**SUSTAINABLE  
POTATO PLATFORM**



# The future of potato farming

 **nufarm**

 **geersing**  
POTATO SPECIALIST



**The Sustainable Potato Platform (SPP) is a joint initiative by Nufarm and Geersing Potato Specialist. With fewer chemical solutions and pressure from national and European level on chemical crop protection, SPP focuses on protecting crops through integrated crop management.**

**We believe the future of potato farming lies in the combination of resistant varieties, biologicals, hybrid crop protection solutions and use of biostimulants.**

## Our partnership with Geersing

Geersing Potato Specialist has bred one of the strongest resistant varieties on the market. By combining these genetics with Nufarm's new biofungicide and hybrid crop protection solutions, we extend the life of resistance genes and reduce environmental impact without sacrificing efficacy.

## Our approach in the field

We test and compare different strategies in real-world conditions, including:

- Non-resistant (Agria) versus resistant (Cammeo/Peter Pan) varieties
- Untreated versus Canvas<sup>®</sup>, new biofungicide & hybrid solution (chemical + biological) spraying schemes
- Using decision support systems (DSS)

In high-pressure seasons, treated resistant plots showed no signs of infection, while untreated plots succumbed to disease. The combination of biofungicides, hybrid solutions and resistant varieties clearly delays resistance breakdown.

## Key focus areas

- Sustainable Phytophthora control
- Preservation of resistance genes
- Applicability in both organic and conventional systems
- Data based spraying regime (DSS system)
- Field-tested solutions with proven efficacy



*“Combining resistant varieties with our biofungicide proves to be a powerful strategy.”*

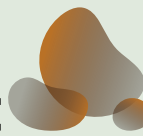
*Bart de Vroome - Business development manager Benelux*

## Products & solutions

Our core tools within Sustainable Potato Platform include:

- **Canvas<sup>®</sup>** – Broad-spectrum fungicide with strong efficacy on leaf and tuber blight. Additional-effect on Alternaria.
- **New biofungicide** – Next-generation biofungicide for sustainable Phytophthora control.
- **Hi-Wett<sup>®</sup>** – Advanced adjuvant for improved coverage and uptake.
- **New biostimulant** – Outstanding product for optimal quality and yield.
- **Top resistant varieties** – Like Peter Pan.

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A graphic logo for the Sustainable Potato Platform, consisting of several overlapping circles in shades of orange, brown, and grey, arranged in a cluster.

# SUSTAINABLE POTATO PLATFORM

## Watch & learn

Curious to see the results?  
Scan the QR code to watch  
our field videos and discover  
how we're redefining potato  
protection.



*“Resistant varieties  
only stay effective when  
applied smartly and  
collaboratively.”*

*Geert Kessel - Plant pathologist,  
Wageningen University*



*“With SPP, we extend  
the practical lifespan  
of Phytophthora  
resistance.”*

*Jan-Eric Geersing - director  
Geersing Potato Specialist B.V*



*“Hybrid solutions make  
sustainable potato farming  
feasible, even under high  
disease pressure.”*

*Jonathan Halstead - General  
manager Nufarm Europe*

Canvas® (Authorization number: 13530 N - Authorization holder: Nissan Chemical Europe S.A.S.)  
is a registered trademark of Nufarm. Hi-Wett® (Authorization number: 14731 N - Authorization  
holder: De Dangosse SA). Use crop protection products safely. Always read the label and product  
information before use.

**Nufarm B.V.**  
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