MEIJER POTATO UK



Variety Catalogue

Building on potential



Our Mission

Everyone deserves to enjoy food

Our Vision

With an eye for people, we develop high-quality potato varieties for changing markets and challenging circumstances



Meijer Potato

Building on potential

Meijer Potato has been active in potatoes since 1920. Founder Kees Meijer Sr. had faith in the potato and based his company on that.

For over 100 years, every employee has contributed expertise, passion and pleasure. These are the ingredients to get the best out of ourselves and the potato. We innovate with an eye for our environment and for the market. Confidence in the potato and the potential of the crop are still growing. We want to use that potential so that more people can enjoy high-quality potatoes. Our potato varieties are now sold or grown under license in more than 60 countries.

At Meijer Potato it is not just about potatoes or growth. People matter most, everyone matters. We let the talent of employees speak and focus on what we can do very well. We tailor our offer to what is valuable to people, now and in the future. We build long-term relationships and mutual trust with our partners, seed potato growers and customers.

This way of working gives satisfaction, pleasure and growth. Together we work on our mission, because:

Everyone deserves to enjoy food.



Erika den Daas

Managing Director Meijer Potato

Meijer Potato UK

The UK representation Meijer Potato UK is a specialist potato seed supplier of c.30,000 tonnes of seed annually. The quality and value of our organisation, potato varieties and services are based on the knowledge, skills and dedication of all who work for the business. Optimum quality also demands passion, such that every member of staff feels closely involved within every single stage of his or her own specific field. Whether this entails breeding new varieties, delivering high quality seed to growers, or supplying the best raw materials for the processing industry, we ensure the highest possible standards throughout.

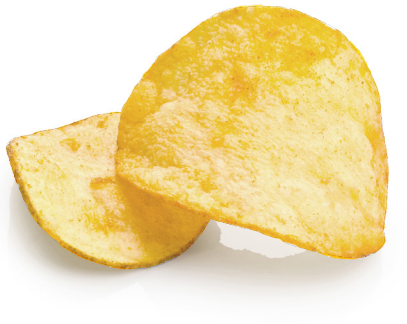


Paul Wood

Managing Director Meijer Potato UK

Crisping

The best potato crisps form a low amount of reducing sugars in the tuber and deliver an optimal yield per hectare. In our breeding, we focus on these properties for our crisp varieties. We also ensure that our varieties are increasingly resistant to the effects of climate change without loss of processing quality and yield.



	Lady Alicia	Lady Avalon	Lady Claire
Yield	High	Medium	Medium
Underwater Weight	477	519	436
Dry Matter %	25.7	27.7	23.6
Maturity	Medium Early	Early	Medium
Dormancy	Medium Short	Medium Short	Medium Long
Bruising Index (*1)	12	31	10
Second Growth (*2)	7.3	7.6	7.2
Common scab (*2)	7.7	6.6	7.2
Late Blight (*2)	3.0	4.0	3.0
Tuber Shape	Round/Round Oval	Round	Round Oval
40/70 mm %	85	78	90
Skin Colour	Dark Yellow	Dark Yellow	Dark Yellow
Flesh Colour	Light Yellow	Yellow	Yellow
Uniformity	Very Good	Very Good	Very Good
Eye Depth	Shallow	Shallow	Shallow
Internal Defects (%)	0	0	1
Hollow Heart (%)	1	4	1
Fry Colour Crisps October (°8C)	8	8	8
Fry Colour Crisps February (°8C)	8	8	8
Fry Colour Crisps May (°8C)	6	6	8
Fry Colour Crisps June (°4C)	7	7	8
Potato Cyst Nematodes Ro1 (*2)	9	9	9
Potato Cyst Nematodes Ro2/3 (*2)	1	8	1
Potato Cyst Nematodes Pa2 (*2)	2	9	1
Potato Cyst Nematodes Pa3 (*2)	1	7	1
Wart Disease wz 1 (D1) (*3)	6	5	10
Virus Y (*2)	6	8	6

(*1): 0 = none, 50 = severe (*2): 9 = resistant, 1 = very susceptible (*3): 10 = resistant, 3 = very susceptible, [1]= Reference Variety



Crisping

Lady Rosetta	(Taurus)[1]
Medium	Fairly High
464	438
25.0	23.6
Early	Medium Early
Medium	Medium Long
35	31
7.1	7.1
6.5	6.8
3.0	5.0
Round	Round/Round Oval
76	75
Red	Yellow
Light Yellow	Yellow
Very Good	Good
Shallow	Medium
5	1
2	3
8	7
1	7
4	6
4	4
9	9
1	6
2	1
2	1
9	10
7	6

Crisping





Lady Alicia

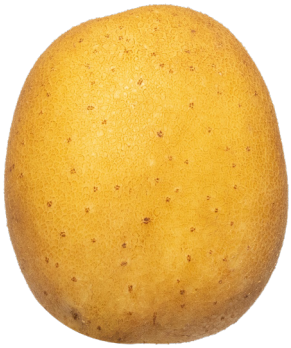
Low input, high output, robust crisper

Yield	High
Dry Matter %	25.7
Maturity	Medium Early
Dormancy	Medium Short
Tuber Shape	Round/Round Oval
Skin Colour	Dark Yellow
Flesh Colour	Light Yellow
Storage	8 Months at 8°C

Characteristics

- Strong stress tolerance, suitable for varied soil types
- High dry matter content and low bruising index
- Good resistance to common scab
- High yield potential
- Excellent fry quailty with long term storage capability





Lady Avalon

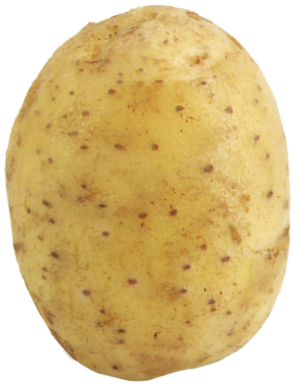
Early processor with excellent sugar stability

Yield	Medium
Dry Matter %	27.7
Maturity	Early
Dormancy	Medium Early
Tuber Shape	Round
Skin Colour	White
Flesh Colour	Yellow
Storage	5 months at 8°C

Characteristics

- Excellent sugar stability
- Good PCN resistance
- Virus Y resistance
- Strong resistance to internal defects
- Processes early off the field and short term storage





Lady Claire

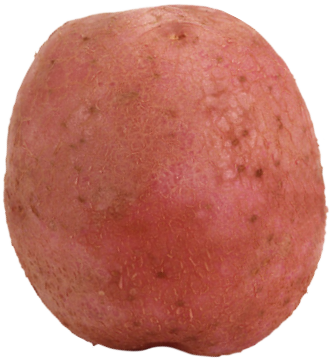
Widely used, established long term storage variety

Yield	Medium
Dry Matter %	23.6
Maturity	Medium
Dormancy	Medium Long
Tuber Shape	Round/Oval
Skin Colour	Dark Yellow
Flesh Colour	Light Yellow
Storage	9 Months at 7°C

Characteristics

- Excellent fry colour allowing long term supply
- Light yellow fleshed round oval tubers
- Easy peel aiding factory efficiency
- Long term storage potential at lower temperatures
- Robust blight programme required
- Irrigation advisable





Lady Rosetta

THE variety for early season processing

Yield	Medium
Dry Matter %	25.0
Maturity	Early
Dormancy	Medium
Tuber Shape	Round
Skin Colour	Red
Flesh Colour	Cream
Storage	-

Characteristics

- Early dry matter development
- Low sugars allowing very early processing
- Round, uniform tubers with shallow eyes
- Fast foliage development

French Fry

French fry producers demand high quality varieties, with consistent dry matter, a smooth skinned uniform tuber shape that delivers maximum efficency. For the grower, our aim is to breed varieties that deliver low losses caused by pests and diseases, reliable yields, as well as a consistant product to the end user throughout the season.



	Accord	Lady Anna	Lady Jane	Lady Terra
Yield	Medium	Fairly High	Very High	Very High
Underwater Weight	375	410	418	420
Dry Matter %	20.3	22.2	22.6	22.7
Maturity	Early	Medium	Medium	Medium Early
Dormancy	Short Medium	Long	Long	Medium Long
Bruising index (*1)	15	6	23	15
Second Growth (*2)	7.3	7.3	6.8	7.3
Common scab (*2)	6.7	7.1	6.8	7.0
Late Blight (*2)	3.1	4.2	8.9	4.0
Tuber Shape	Round Oval/Oval	Long/Long Oval	Long Oval	Long Oval
Percentage 50/+	85	65	76	79
Percentage 40/70	85	80	76	83
Skin Colour	Light Yellow	Yellow	Dark Yellow	Light Yellow
Flesh Colour	White	Yellow	Dark Yellow	Light Yellow
Uniformity	Regular	Good	Good	Regular
Eye Depth	Shallow	Very Shallow	Shallow	Shallow
Internal Defects (%)	6	0	2	1
Hollow Heart (%)	0	0	2	0
Fry Colour fries October (8 °C)	8	8	8	7
Fry Colour fries February (8 °C)	7	8	8	7
Fry Colour fries May (8 °C)	5	6	6	6
Fry Colour fries June (4 °C)	4	5	6	6
Potato Cyst Nematodes Ro1 (*2)	9	9	9	9
Potato Cyst Nematodes Ro2/3 (*2)	7	8	3	1
Potato Cyst Nematodes Pa2 (*2)	6	8	3	4
Potato Cyst Nematodes Pa3 (*2)	1	2	1	4
Wart Disease wz 1 (D1) (*3)	10	10	10	10
Virus Y (*2)	4	7	8	6

(*1): 0 = none, 50 = severe (*2): 9 = resistant, 1 = very susceptible (*3): 10 = resistant, 3 = very susceptible, [1]= Reference Variety, Foliar Blight Resistant

French Fry



Lady Luce	(Agria)[1]
Very High	Very High
385	391
21.1	21.4
Medium	Medium
Very Long	Long
15	11
7.2	6.1
6.4	6.0
2	4.5
Long Oval	Oval
67	90
83	64
Dark Yellow	Yellow
White	Dark Yellow
Very Regular	Good
Very Shallow	Shallow
5	0
1	1
8	7
8	7
8	7
7	5
9	9
6	
9	2
8	2
10	9
7	8

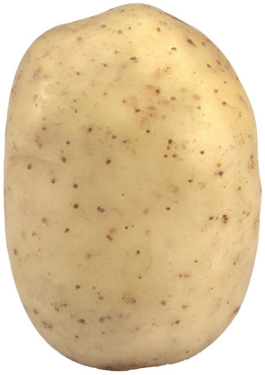
French Fry



Accord

Early season fresh chip favourite

Yield	Medium
Dry Matter %	19
Maturity	Early
Dormancy	Short Medium
Tuber Shape	Round Oval/Oval
Skin Colour	Light Yellow
Flesh Colour	White
Storage	n/a



Characteristics

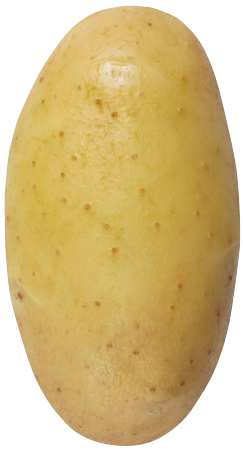
- Round oval white fleshed tubers suitable for the early fresh chip market
- Excellent taste with potential for use as an early baker
- Benefits from full *G.rostochiensis* eelworm resistance and a good resistance to Spraing
- Relatively low numbers ensuring a bold early sample
- Susceptible to Rhizoctonia, treatments advised
- Early blight programme required



Lady Anna

Great taste, low waste, quality fries

Yield	Fairly High
Dry Matter %	23.3
Maturity	Medium
Dormancy	Long
Tuber Shape	Long/Long Oval
Skin Colour	Dark Yellow
Flesh Colour	Yellow
Storage	8 Months at 7°C



Characteristics

- High processing efficiency
- Consistent shape reduces peeling losses
- Outstanding fry colour and taste for fresh chip sector
- Long term dormancy
- Good resistances to bruising, scab and spraing
- Good dual resistance to PCN





Lady Jane

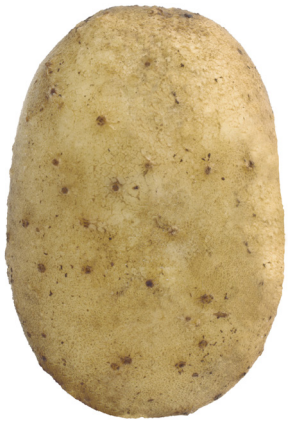
Blight resistant, robust chip variety

Yield	Very High
Dry Matter %	23.2
Maturity	Medium
Dormancy	Long
Tuber Shape	Long/Oval
Skin Colour	Dark Yellow
Flesh Colour	Yellow
Storage	7 Months at 8°C

Characteristics

- Stress resistant with good yield potential
- Good resistances to Late Blight and Virus Y
- Stable dry matter content
- Long term storage potential
- Excellent taste and fry quality





Lady Terra

High yielding early maincrop variety

Yield	High
Dry Matter %	22.7
Maturity	Medium Early
Dormancy	Medium Long
Tuber Shape	Long Oval
Skin Colour	Yellow
Flesh Colour	Light Yellow
Storage	7 Months at 8°C

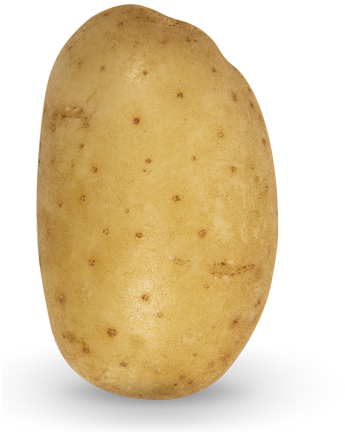
Characteristics

- Good resistance to crop stress and internal defects
- High yield potential
- Suitable for most soil types
- High tuber numbers, low seed input rate
- Excellent fry colours and taste
- Suitbale for medium to long term storage

Foliar Blight Resistant

French Fry





Lady Luce

Premium white flesh for the French Fry sector

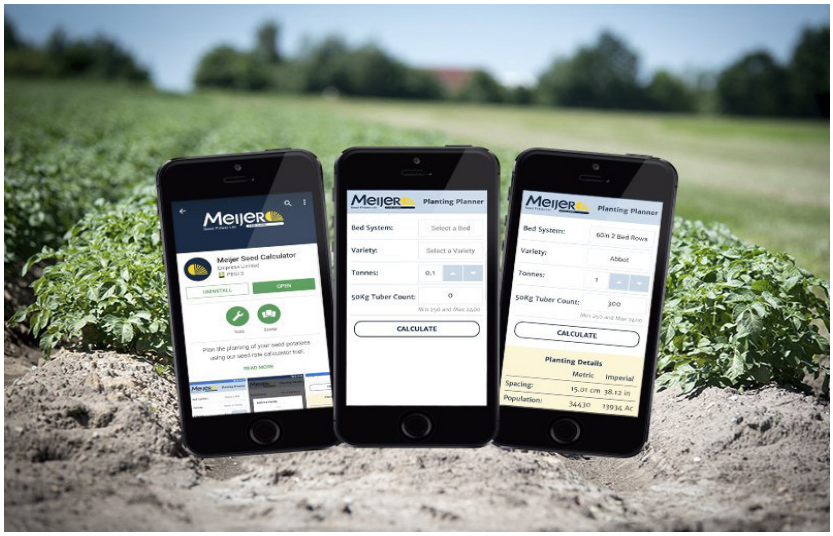
Yield	High
Dry Matter %	21.1
Maturity	Medium
Dormancy	Very Long
Tuber Shape	Long Oval
Skin Colour	Dark Yellow
Flesh Colour	White
Storage	9 Months at 8°C

Characteristics

- Produces high number of large uniform tubers
- Optimised for French Fry processing
- Low seed rate and input cost with a very low N requirement
- Good length and even tuber dry matter distribution
- Long Long Oval shape with shallow eyes for minimal peeling losses
- Strong growing and robust plant
- Full PCN resistance
- Extremely stable sugars for early processing through to the end of the storage season

Seed Calculator app

The app uses our long established and tested data to calculate recommended seed spacings and rates on different bed systems for all of our varieties as well as a selection of free market varieties.



Apple Store

Android Play Store

Table/Salad

Consumers are increasingly looking for convenience, value and taste. Our focus remains to deliver an attractive skin finish combined with excellent all round eating qualites. Sustainable cultivation, a high yield, uniform product quality and reduced reliance on chemcials in an ever-changing climate are important for growers. These requirements are the benchmark for our breeding of table potatoes.

	Acoustic	Drummer	Melody
Yield	Very High	Very High	High
Underwater Weight	324	308	365
Dry Matter %	17.9	17.2	19.9
Maturity	Medium	Early/Medium Early	Late
Dormancy	Medium	Medium	Medium Long
Bruising index (*1)	9	16	11
Second Growth (*2)	7.0	7.7	7.5
Common scab (*2)	6.1	7.1	7.3
Late Blight (*2)	9.0	4.0	4.1
Tuber Shape	Round/Round Oval	Round/Round Oval	Round Oval
Percentage 50/+	79	92.37	80
Percentage 40/70	75	54	71
Skin Colour	Light Yellow	Yellow	Light Yellow
Flesh Colour	Light Yellow	Light Yellow	Light Yellow
Eye Depth	Shallow	Shallow	Shallow
Uniformity	Very Good	Very Good	Very Good
Skin finish	Very Good	Very Good	Good
Internal Defects (%)	2	0	4
Hollow Heart (%)	1	0	1
Cooking type February	Fairly Firm	Firm	Fairly Firm
Fry Colour fries October (8 °C)	5	6	5
Fry Colour fries February (8 °C)	5	6	4
Fry Colour fries May (8 °C)	4	5	3
Potato Cyst Nematodes Ro1 (*2)	9	9	9
Potato Cyst Nematodes Ro2/3 (*2)	6	9	4
Potato Cyst Nematodes Pa2 (*2)	1	1	5
Potato Cyst Nematodes Pa3 (*2)	1	6	1
Wart Disease wz 1 (D1) (*3)	10	7	10
Virus Y (*2)	9	9	9

(*1): 0= none, 50 = severe (*2): 9 = resistant, 1 = very susceptible (*3): 10 =resistant, 3 = very susceptible, [1]= Reference Variety, Foliar Blight Resistant

Table/Salad



Orchestra	Jazzy	Lady Christl
High	High	Medium
312	355	342
17.4	18.4	18.8
Medium Early	Early/Medium	Early
Medium	Very Short	Short medium
11	5	11
7.3	6.7	7.8
7.2	6.9	7.6
3.0	2.8	3.2
Round Oval	Long	Long Oval/Oval
85	19	57
80	47	83
Light Yellow	Light Yellow	Yellow
Light Yellow	Light Yellow	Light Yellow
Very Shallow	Very Shallow	Very Shallow
Very Good	Very Good	Very Good
Very Good	Very Good	Very Good
0	1	4
0	0	0
Firm	Firm	Firm
5	4	5
4	3	3
4	3	3
9	3	9
1	1	1
1	1	1
1	1	1
10	10	10
9	6	9

Table/Salad





Acoustic

Delicious packing white with a great range of strong agronomics

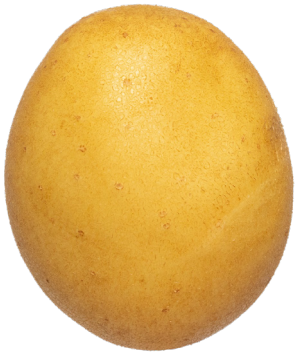
Yield	Very High
Dry Matter %	18.1
Maturity	Medium
Dormancy	Medium
Cooking type	Fairly Firm
Tuber Shape	Round/Round Oval
Skin Colour	Light Yellow
Flesh Colour	Light Yellow
Storage	6 Months at 3°C

Characteristics

- Very suitable for organic cultivation
- Resistant against Foliar Late Blight
- Resistance to viruses X,Y and A
- High yield potential on a variety of soil types
- Excellent taste and firm cooking qualities

Foliar Blight Resistant





Drummer

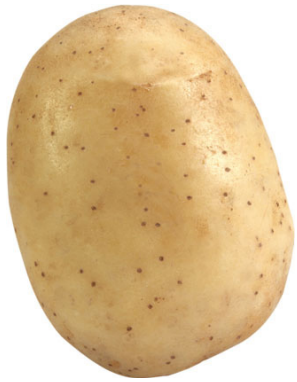
Reliable early baker with high yield

Yield	Very High
Dry Matter %	17
Maturity	Early/Medium Early
Dormancy	Short/Medium
Cooking type	Firm
Tuber Shape	Round/Round Oval
Skin Colour	Yellow
Flesh Colour	Light Yellow
Storage	4 Months at 3°C

Characteristics

- Extremely robust plant with good heat tolerence
- Early bulking with good baker fractions and attractive skin finish
- Virus Y resistant
- Resistant to Ro1/2/3 eelworm





Melody

Setting the standard for table potatoes

Yield	High
Dry Matter %	19.2
Maturity	Late
Dormancy	Medium Long
Cooking type	Fairly Firm
Tuber Shape	Round Oval
Skin Colour	Light Yellow
Flesh Colour	Light Yellow
Storage	9 Months at 2°C

Characteristics

- Uniform tubers with shallow eyes
- Excellent suitablity for the washed pre-pack and baker end market
- Good all-round cooking characteristics
- Resistance to Virus Y
- Excellent dormancy, retains skin finish with long term storage capability





Orchestra

Premium quality, bright table variety

Yield	High
Dry Matter %	17.8
Maturity	Medium Early.
Dormancy	Medium
Cooking type	Firm
Tuber Shape	Round Oval
Skin Colour	Light Yellow
Flesh Colour	Light Yellow
Storage	7 Months at 3°C

Characteristics

- Strong general stress resistance
- Virus Y resistant
- Early maturity potential
- Shape and tuber size is well suited to the baker market
- Strong blight control required

Table/Salad





Jazzy

Revolutionising the salad potato market

Yield	High
Dry Matter %	18.8
Maturity	Early/Medium Early
Dormancy	Very Short
Cooking type	Firm
Tuber Shape	Long
Skin Colour	Light Yellow
Flesh Colour	Light Yellow
Storage	8 Months at 1.5°C 6 Months at 3°C

Characteristics

- Extremely productive both in terms of tuber numbers and yield
- Firm cooking type (A) with a great taste and good texture
- Very low bruise index maintaining internal quality
- Can be stored long term at low temperatures





Lady Christl

Early variety with excellent appearance and taste

Yield	Medium
Dry Matter %	17.3
Maturity	Early
Dormancy	Short Medium
Cooking type	Firm
Tuber Shape	Long Oval/Oval
Skin Colour	Yellow
Flesh Colour	Light Yellow
Storage	7 Months at 3°C

Characteristics

- An established part of the new season programme
- Attractive oval tubers with yellow flesh and excellent taste
- Firm-cooking first early table variety with bright uniform tubers
- High early marketable yield

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Building on potential

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