

SOUND

- Climate adaptive
- Grown with respect for nature
- Thin and bright skin

MEIJER
POTATO



Our variety Sound continues its development across the world. Since its introduction, the variety has shown year-on-year growth. Currently Sound is cultivated in more than 20 different countries. This is due to Sound's robustness and stress resistance, making it a table potato variety with a high marketable yield in various climates.

Sound is also very suitable for home fries due to its long, oval and pale yellow tubers. Sound is an easy to grow variety with foliar late blight resistance.

Find out how Sound gets around!



Sound fits into multiple markets depending on each country. Read on for some examples of this multi-purpose variety, as Sound is suitable both for the fresh market and for making French fries.

Greece

In Greece, Sound has found its place in supermarkets, local grocery stores as well as local farmers markets. "They all like the shape and the skin quality of Sound, which is very important, especially for small grocery stores and farmers market where the potatoes are presented in small stacks on stalls", says our partner Panos from GPK Agrohellas in Greece. "Clients tell us that Sound has a good taste with good home frying quality, but they also liked them baked and boiled."



Small grocery store in Tripoli, Peloponese, Greece



Frying test result, 9 months of storage at 7°C, France

France

Sound has been tested in France by a group of major packers united under the name Inovapom. This variety fits into their actual need to grow nice washable potatoes with less chemicals, less fertilizer inputs whilst achieving high marketable yield for the farmers. Thus all the actors in the potato chain are moving towards agriculture that is more respectful to nature, while remaining competitive. The main segment targeted for Sound is packed potatoes sold in the supermarket for home French fries market.

Egypt

Sound in Egypt fully fits into the Spunta market from both sides: visual appearance and cultivation ability. The variety is very climate adaptive, thanks in part to its rapid and substantial foliage development. This helps maintain soil moisture and avoids soil temperature increases under the hot Egyptian sun. An additional benefit of the quick foliage development, is that the fields remain very clean, because weeds struggle to establish between the ridges.

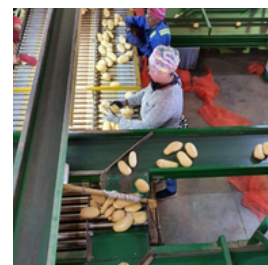


Italy

Sound has seen its growing area expanding in the South of Italy for several years. In Sicily, the variety is grown to be harvested early in the season to follow after Soprano into the national supermarkets. In Puglia, Sound is grown next to Spunta, destined for the local markets in the cities. Farmers especially like its high yield and easy to grow ability with less chemicals thanks to its foliar late blight resistance.

South Africa

South Africa has 11 different regions where potatoes are planted, each with its own climate, soil types and unique set of challenges. Under these circumstances, Sound outperforms its competitors thanks to its climate adaptivity. Partner FPD, who have introduced the variety for the table market as well as the French fries Industry, says: "the variety can handle the heat and the tubers are very impressive concerning size and quality."



Keeping Sound getting around

Over the past few years, we have frequently promoted Sound. Sharing how and where Sound gets around, increasing the interest in Sound seeds worldwide.

We're grateful for our contacts who put a lot of effort into getting their growers interested in Sound. Domiatec Agri-Group organized a field day in the Delta, Egypt. And also Jabaly Agricultural Company promoted the variety at several special events in Jordan. Thanks also to all those who keep us updated with pictures and videos of Sound's performance.

Follow #soundgetsaround on our social media channels to stay informed where Sound gets around!

Visit [our website](#) for more information about Sound. Feel free to contact us for additional questions or comments: marketing@meijerpotato.com

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