

# Lady Jane

- High marketable yield
- Climate and soil adaptive
- Good storability



Our robust and easy to cultivate variety Lady Jane is showing continuous growth. An increasing number of countries discover the strong characteristics of this climate and soil adaptive variety. Lady Jane produces a high yield and has a good storability. This, combined with a good dry matter content and fine fry color throughout the entire storage period, makes Lady Jane a potato that scores highly with French fries and crisp producers.

Lady Jane is also a very suitable table potato, thanks to its excellent taste, texture and its deep yellow flesh color. Keep reading to find out more about its 'world of possibilities'.

## Lady Jane, A world of possibilities

### Early planting possibilities

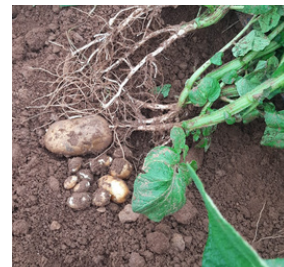
Because of Lady Jane's stress tolerance, the variety is suitable for several early planting areas. In Sevilla (Spain) the variety was planted around January 8 and in Cartagena around the end of January/beginning of February. Lady Jane performs well - unlike some other varieties - under Cartagena's high salt content irrigation. In Seville, the harvest of Lady Jane follows after that of Lady Amarilla, with which the variety is filling the entire harvest period.

In these early areas, Lady Jane meets in the need for a higher yielding variety with very good frying results for crisps and a higher dry matter. It also fits perfectly in the table market for home French fries.

Besides Spain, Lady Jane suits in several early planting areas in Greece, Turkey, France and Italy.



Lady Jane (left) vs Agria (right) on March 14



Lady Jane, March 14



The storage of Lady Jane is in good conditions with good frying colors and an underwater weight of 445. The plan is to store till May-June depending on the market.



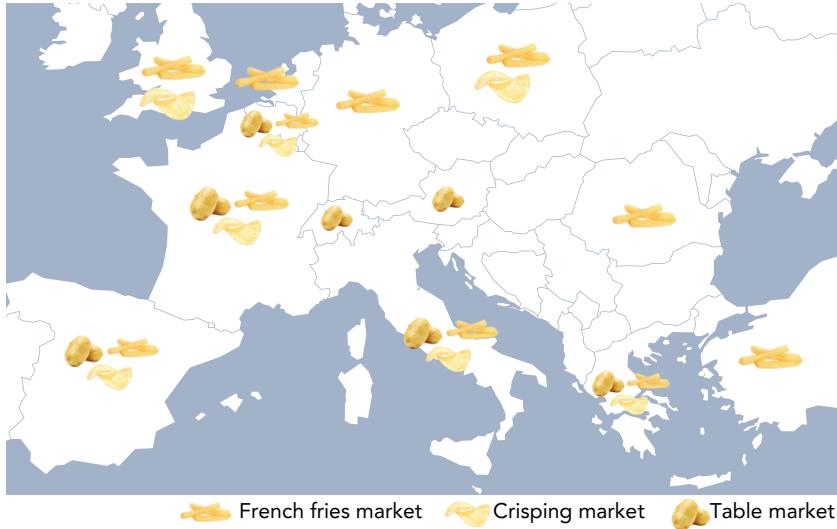
### Long term storage possibilities


Lady Jane is grown on large scale in Germany by our partner Weuthen. One of their growers says they are enthusiastic about the reliability and robustness of the variety. The net yield of 60 ton per hectare and the good skinset, despite the wet circumstances, makes him happy.

"In wet years like 2023, Lady Jane has been easier to store than competitors' varieties with a better skin set and far fewer rotten tubers in storage. In a dry season like 2022 Lady Jane is also resilient. The variety shows less second growth and internal defect risks than the others."

## Multipurpose possibilities


Lady Jane is truly a multipurpose variety, the segment varies by market and need. Check out some examples of Lady Jane's 'world of possibilities'.



 In France, Lady Jane is sold into supermarkets as a washed table potato for mashed potatoes or home French fries purpose. Packers like the variety for the home French fries segment thanks to its texture and taste, which perfectly match consumers' expectation for this product.

One of the main uses in France is crisp. Producers and users like Lady Jane's dry matter content, the long storability, frying colour and the fact that the variety can be used for crisps and fries, due to its shape and size. The flexibility of the variety is appreciated by producers and traders as it helps contract it and open markets possibilities.



 In Germany Lady Jane is mainly produced for the production of French fries, due to its combination of high marketable yield, high dry matter and good quality of the final product throughout the storage period.

 Lady Jane has been successfully introduced in UK. More and more customers are becoming familiar with the variety. The market is ready to expand the production. By far the most significant market for Lady Jane in UK is Fish and Chips, because of its fry quality and great taste. The variety is also being tested by major crisp companies.

 In Spain Lady Jane is appreciated by traditional crisp companies, which usually use Agria and Lady Amarilla and by large crisp producers, because of the way they fry and the flesh color. As well as, for the consumption market, for the home French fries.



### Lady Jane. A world of possibilities




This year, we will continue to promote Lady Jane regularly. Sharing news and developments about our promising variety opens doors worldwide.

Thanks to all our contacts worldwide who keep us updated with pictures and videos of Lady Jane's performance.

Follow us on our social media channels to stay up to date!

Feel free to contact us for additional questions or comments: [marketing@meijerpotato.com](mailto:marketing@meijerpotato.com).

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