

Lady Jane

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

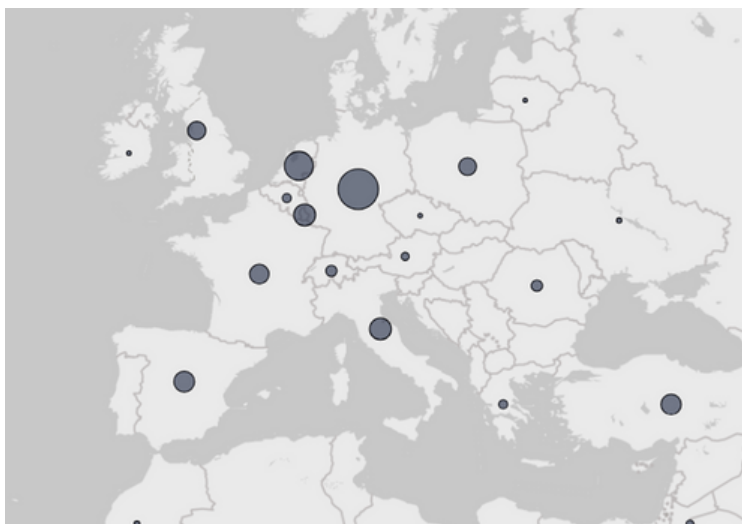
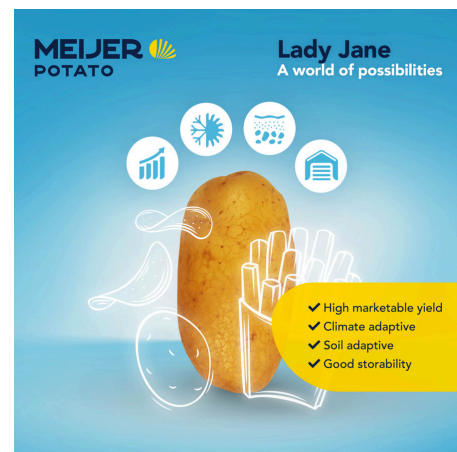
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POTATO

The introduction of Lady Jane as the new robust French fry variety started five years ago. Things have moved quickly since then. Lady Jane is much more than a French fry potato variety. Time for an update!

Lady Jane, A world of possibilities

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Lady Jane, A world of possibilities. What do we mean by this? Lady Jane is incredibly versatile and flexible, the variety offers a world of possibilities! Lady Jane is an easy-to-grow potato variety that performs well in many different countries. Under varying conditions and in different soil types, Lady Jane has a stable high yield. In addition, the variety is suitable not only for the French fries, but also for the crisps and table segment.



Production areas Lady Jane season 2024

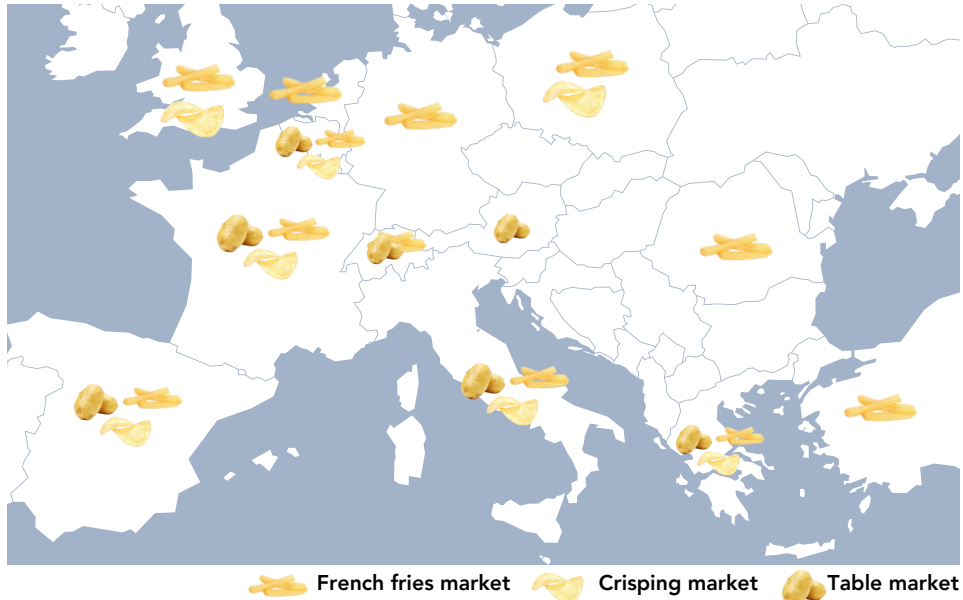
Production and markets continue to grow

Lady Jane's production has expanded quickly in recent years. At the moment, Lady Jane is already grown in more than 25 countries, like Germany, The Netherlands, Belgium, Türkiye, Spain, France, Poland, UK, Greece, Italy, Austria, Egypt, Switzerland, Romania and Saudi Arabia. But also on a smaller scale in further destinations, such as North America, Argentina, India and South-Africa.

Because of its stress tolerance, Lady Jane is suitable for early planting area's. In Cartagena (Spain) for example, Lady Jane performs well under saline irrigation. Early planting possibilities combined with its long storability, significantly increases the year round availability.

French fry variety turns out to be multifunctional

Lady Jane is a truly multipurpose variety. With its good dry matter, fry color and storability, Lady Jane has already earned a reputation as a top choice for French fries manufacturers, both in frozen and fresh products. Experience in recent years prove that the flexibility for the end market is much broader. Previously mentioned characteristics, combined with crispiness, excellent taste and texture and a deep yellow flesh color, have ensured that Lady Jane also can be used as a crisp or table potato.



In Germany for example, Lady Jane is mainly produced for the production of French fries, while the variety in de UK has been successfully introduced in the Fish and Chips market, thanks to its golden fry, great texture and delicious taste.

In France, Lady Jane is sold into supermarkets as a washed table potato, but one of the main uses in France is crisp. Producers really value the end market flexibility, using them for crisp or either French fries. This has not gone unnoticed in Spain either, where the versatile variety is appreciated by traditional crisp producers.



Lady Jane's world of possibilities

This year, we continue sharing about Lady Jane's performance through the chain. The variety's key traits - climate adaptability, good storability, and versatility - highlight Lady Jane's world of possibilities. Thanks to all our contacts who keep us informed.

Follow us on social media to stay up to date!

#ladyjaneaworldofpossibilities

Visit [our website](https://www.meijerpotato.com) for more information about Lady Jane. Feel free to contact us for additional questions or comments: marketing@meijerpotato.com

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