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Please submit questions in the Q/A tab

The recorded version of this webinar will be available at the
World Potato Congress website (potatocongress.org)



**WORLD POTATO
CONGRESS**

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IPM POTATO GROUP
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The Agribusiness Unit of HyFun Foods



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Say potato, say



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Food and Agriculture
Organization of the
United Nations



**WORLD POTATO
CONGRESS**

**May 30
International Day of Potato**



2026, The third International Day of Potato celebration

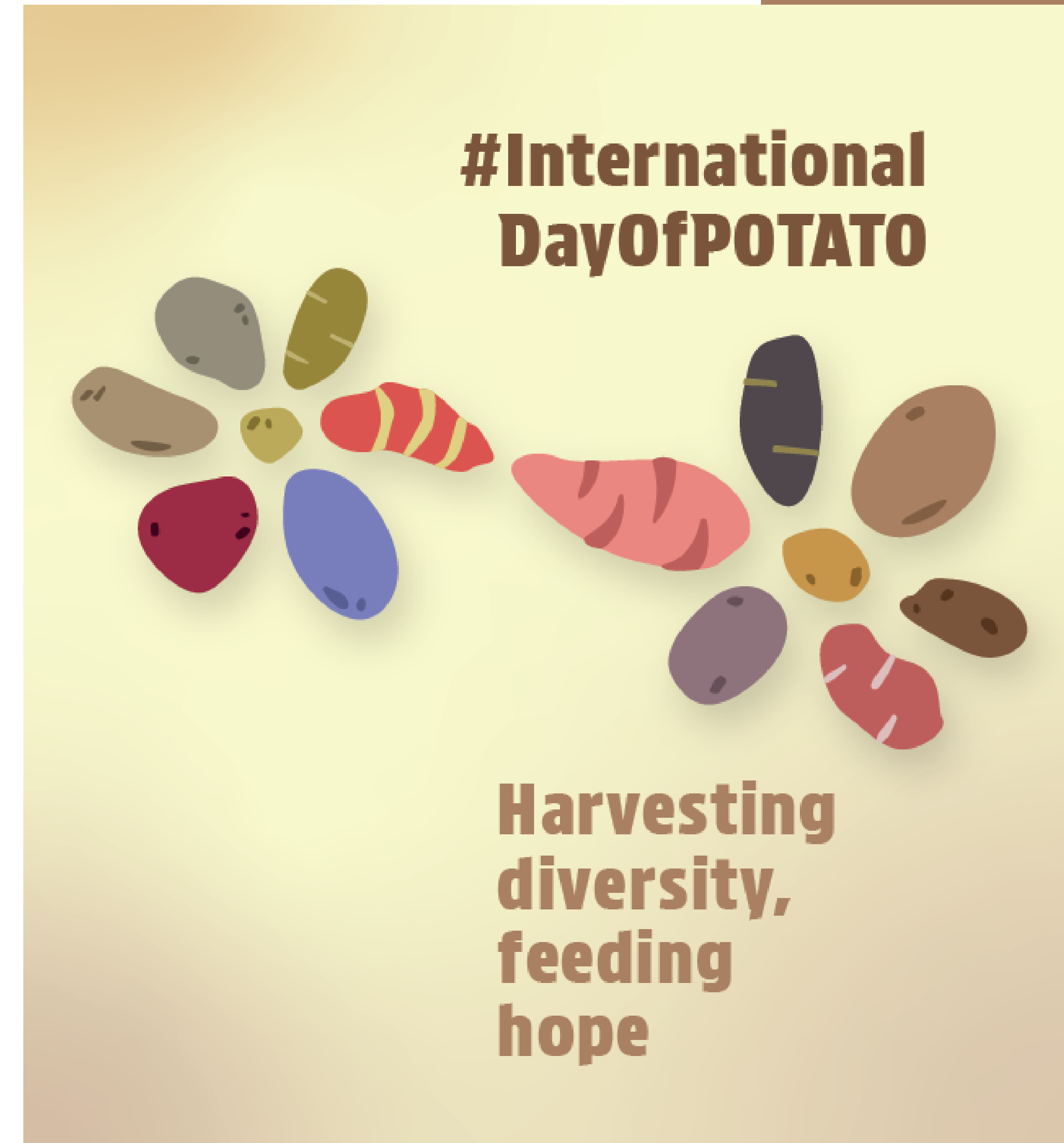
*“Where Potatoes
Grow, Livelihoods
Flourish”*

*André Devaux, Member of the World Potato Congress’ Board of
Directors / Scientist Emeritus, International Potato Center (CIP)-
andrej.devaux@gmail.com*

*Makiko Taguchi, Agricultural Officer
Plant Production and Protection Division (NSP)
Food and Agriculture Organization of the United Nations (FAO)*

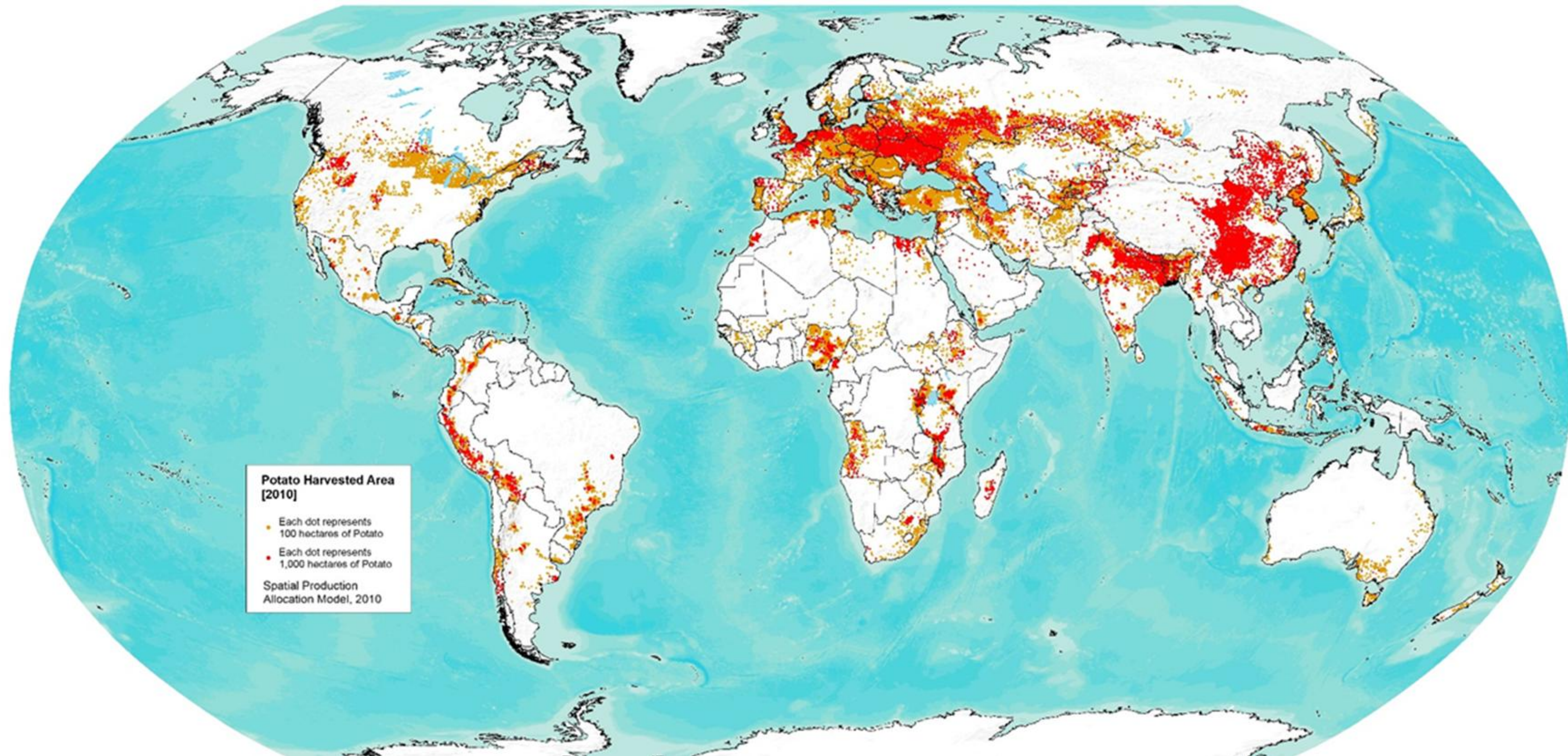
Outline:

1. The potato, its global distribution and production worldwide.
 2. The potato and today's Global Challenges.
 3. The International Day of Potato (IDP) May 30.
 4. IDP 2026, its celebrations around the world.
- Celebration coordinated by FAO
 - Celebration coordinated with the WPC



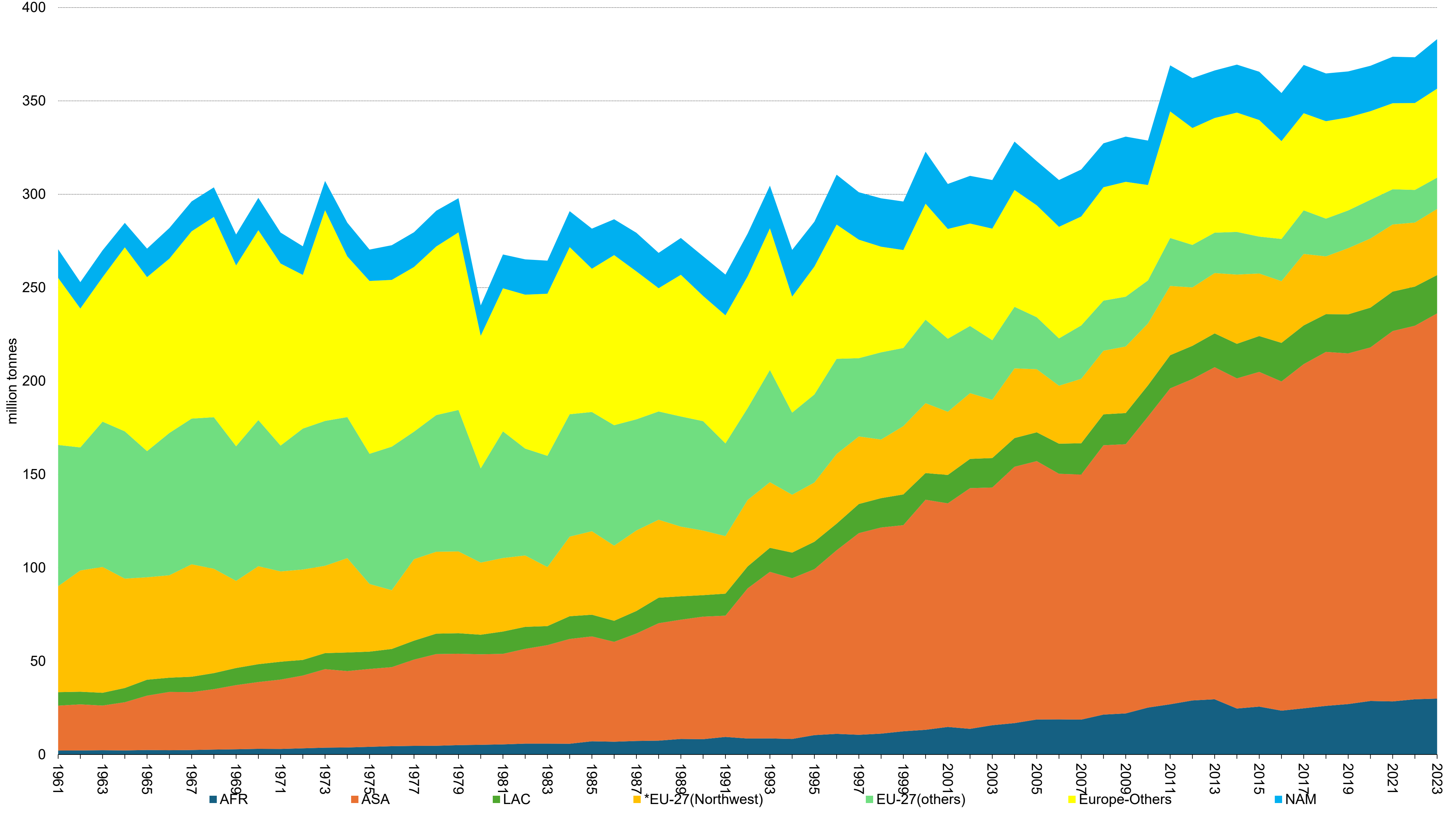
1. The potato is currently cultivated on approximately 17 million hectares of agricultural land worldwide under various agro-ecological conditions.



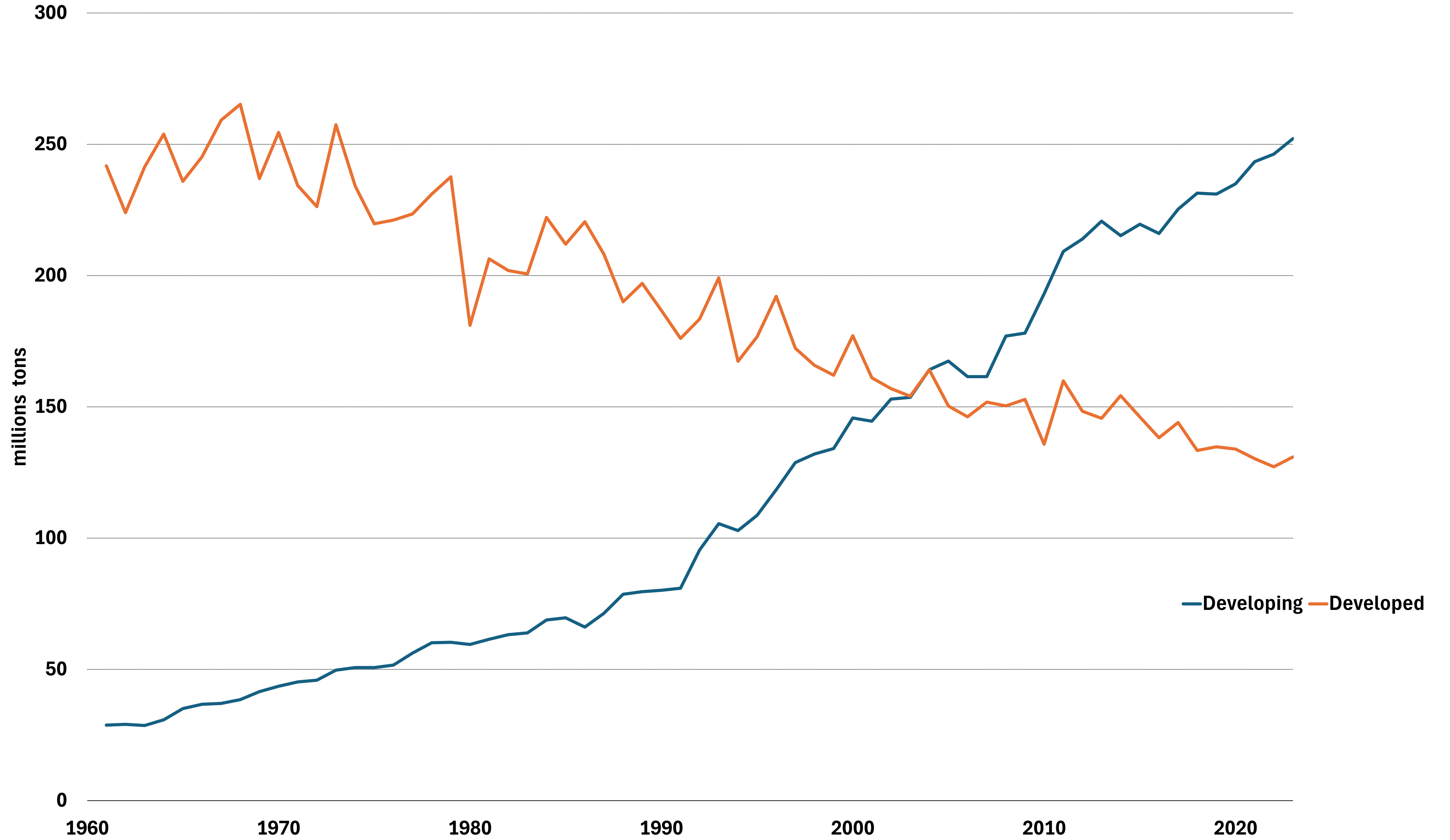


Harvested areas of potatoes

Total Potato Production by Region 1961 - 2023



Total potato production by country groups, 1961 – 2023





***1.3 billion people worldwide
consume potatoes as a staple
food***

2. Facing Global Challenges

- Global food demand will increase by 50% by 2050
- Emerging impacts due to climate change
- Effects of regional conflicts

Global food systems require substantial improvements to:

- provide income and sustainable livelihoods to farmers
- obtain nutritious products for consumers
- minimize the current environmental footprint



The potato can help provide many effective solutions to meet today's challenges.

Potatoes can be an effective solution to address global challenges?

Resilience

- **High yield** potential
- **Adaptability** to different agroecological systems,
- **Short growing cycle**
- **Carbon footprint**



Food security and income

- Dual role: **cash crop** and/or **food security**
- **Produced locally**, plays an important role in food crises
- **Added value:** Processed potatoes sector increasing in developing countries

Energy and nutrition

- **Nutritious and energy-rich**, source of vitamin C, potassium and dietary fiber.
 - **Micronutrients** content: e.g. Fe and Zn

3. The International Day of Potato

Why an International Day of Potato (IDP) ?



1

The first international day related to a major food crop

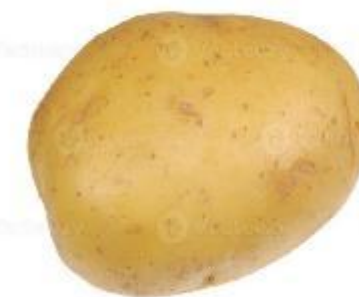
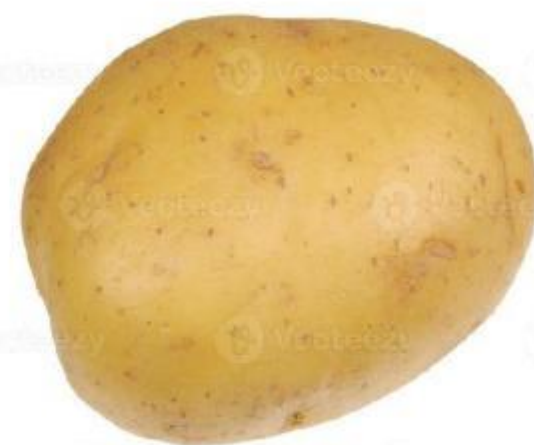
2

To raise awareness and understanding of the potato's nutritional benefits and contribution to society and food security.

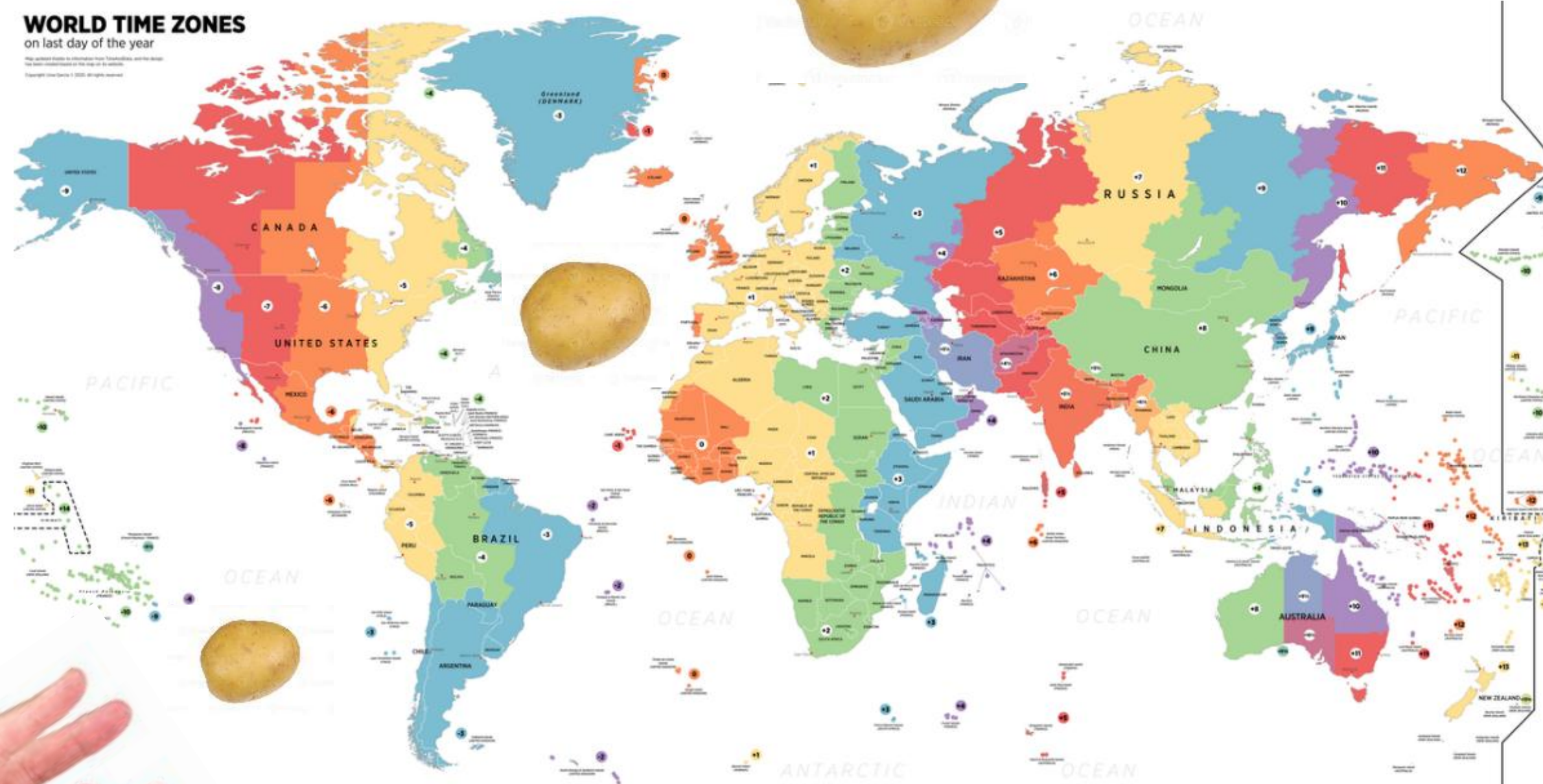
3

To encourage global collaboration between public and private potato sectors, and also between countries and global institutions

In 2023, the United Nations GA proclaimed **May 30 as International Day of Potato**



A potato celebration in many different countries and cultures



FAO invited by UNGA to facilitate the celebration of the International Day and advocate.

The idea is to bring together governments, potato associations from around the world by creating a global celebration through social media interactions and in-person events conveying key messages about the potato.



Where Potatoes Grow,
Livelihoods Flourish

4. IDP 2026, its celebrations around the world:

- Celebrations coordinated by FAO
- Celebrations coordinated with the
WPC

FAO IDP 2026

IDP 2026 to be hosted in **Lesotho** to feature the achievements around the potato crop in the country and highlight the importance of potato in the agrifood systems for the African countries.

Global information campaign through the official IDP 2026 website and corporate social media platforms.

Cooking demonstrations and tastings by members.



©FAO

Resources for the observance of the International Day

- International Day of Potato 30 May | Food and Agriculture Organization of the United Nations FAO (<https://www.fao.org/international-potato-day/en>)



The screenshot shows the FAO Knowledge Repository interface. At the top left is the FAO logo and the text 'Food and Agriculture Organization of the United Nations'. To the right is the text 'FAO Knowledge Repository' with a search icon and 'English' dropdown. Below this is a navigation bar with 'Communities & Collections', 'Browse', 'Statistics', and 'Focus'. The breadcrumb trail reads 'Home > 1 - Knowledge products > Newsletters & flyers > A guide to the Internation...'. The main content area features a large image of the 'A guide to the International Day of Potato' cover, which includes the FAO logo, '30 May International Day of Potato', and 'Second edition'. To the right of the image is a 'Download PDF' button. Below the image are social media icons for X, Facebook, LinkedIn, and Email.

Communication materials

You can produce a range of materials including T-shirts, caps, mugs and bags using our free graphics. Remember to use the International Day of Potato visual as much as possible across your events and activities and to download the backdrop or event banner.

To facilitate promotion of the International Day of Potato, communication materials in Arabic, Chinese, English, French, Russian and Spanish can be downloaded and shared. Please see the:

[Website](#)

[Trello board](#)

[Digital media hub](#)

Tell us about your event

Let us know your plans and share news and photos of your initiatives at: International-Day-of-Potato@fao.org

Join the conversation

Use the hashtag #InternationalDayOfPotato on social media platform to express your support.



4. IDP 2026 celebrations planned and coordinated with the WPC

- Celebration in **South America** (Chile, Ecuador and other countries) - Julio Kalazich
- Celebration in **South Africa** – Willie Jacob and Sheila Makgato
- **PotatoesAustralia**- Nigel Crump and Sonia Waterson
- **Prince Edward Island (Canada)**-Greg Donald and Kendra Mills
- **IDP in Europe and in The Netherlands** –Berta Redondo and Jaap Delleman
- **PotatoesUSA** - Kimberlee Breshears and Blair Richardson



Chilean Potato Association – ACHIPA



28 DE MAYO
DÍA INTERNACIONAL DE LA PAPA:
SITUACIÓN ACTUAL Y PROYECCIONES
DEL CULTIVO

- SEMINARIO PRESENCIAL GRATUITO
Hotel Sonesta Osorno, desde las 13:30 hrs.
- Cupos limitados

INSCRÍBETE AQUÍ 

Patrocinadores:    



**UNETE A LA
COMUNIDAD
DE CULTIVO**

 **WhatsApp**

This event is aimed at the entire potato sector: producers, industry, authorities, researchers, technical advisors

Celebration in Ecuador- National Agricultural Research Institute - INIAP

WEBINAR **DÍA INTERNACIONAL DE LA PAPA**

LA PAPA

EN EL PAISAJE DE NUESTROS CAMPOS

MARTES 26 DE MAYO | **09h00 - 12h00 (ECUADOR)** | **MODALIDAD VIRTUAL VÍA ZOOM**

ESCANEA EL CÓDIGO QR O INGRESA AL ENLACE PARA PARTICIPAR

EXPOSITORES

- Vivian Polar
- Ross Borja
- Steff de Haan
- Roberto Ugás

EL NUEVO ECUADOR Instituto Nacional de Investigaciones Agropecuarias

Webinar in collaboration with the International Potato Center (CIP) for celebrating the IDP2026.

With the participation of national and international experts, key issues will be addressed to strengthen the production and sustainability of the crop in Ecuador.



Celebration in South Africa

Market Day to celebrate the potato at the Johannesburg Fresh Produce market with potato value chain actors.

Activities:

- Radio live broadcast from the market for the morning.
- Product engagement: Potato soup will be served to buyers and stakeholders.
- Industry Exhibitions to display their potato-related products from different organizations and their contribution to the potato value chain.



Social Media Collaboration:
Potatoes Australia X The
Veggie Scientist



Main activations planned to celebrate International Day of Potato, 2026 in Australia

1. Potatoes Australia is teaming up with [@theveggiescientist](#) to uncover the science and the real story behind every potato. Changing how the next generation sees potatoes (nutrition, versatility, and sustainability).
2. Potatoes Australia is seeking people across the supply chain to become **Potato Ambassadors** and tell their story by sharing social media content.
“ Share a video or a photo, tell the world about your role and why potatoes are not just another vegetable to you ».
3. Encouraging people to **join Potatoes Australia** and celebrate.



**POTATO
AMBASSADORS**



Main activities planned to celebrate International Day of Potato, 2026 in Prince Edward Island (Canada)

The social media campaign is a large part of PEI IDP-2026 communications:

1. Press/media release during the week leading up to May 30. With focus government, growers and the greater industry via interviews.
2. The campaign includes social media outreach, with a video showcasing the importance of the potato industry in PEI.
3. Online advertising, local radio contests, potato giveaways and prizes on May 30.



EU potato associations in coordination with Europatat

THE EUROPEAN POTATO CHAIN

A Video Journey



since 1952



European Potato Trade Association

IDP in The Netherlands focused on politics

In the Netherlands, the International Day of the Potato has been actively promoted among politicians and policymakers for three consecutive years.

This year focuses on a ‘**journey through the world of potatoes**’, with special attention given to recently installed members of parliament.

The **response from political circles has been very positive**, while the activities have also generated significant engagement on social media.



UITNODIGING: 28 MEI 2026

GA MEE OP REIS DOOR DE AARDAPPELKETEN

Voor de derde editie van Internationale Aardappeldag nodigen wij u van harte uit voor een interactieve reis door de Nederlandse aardappelketen. Internationale Aardappeldag is door de Verenigde Naties in het leven geroepen om het belang van de aardappel te onderstrepen. Kom op donderdag 28 mei 2026 tussen 16.00 tot 18.00 uur naar Nieuwspoor in Den Haag en ontdek waarom de Nederlandse aardappel wereldwijd koploper is.

De Nederlandse aardappel
De Nederlandse aardappel draagt overal ter wereld bij aan voedselzekerheid. Met alle schakels in de Nederlandse aardappelketen zorgen we voor gezond en duurzaam voedsel. Dat levert Nederland veel op: werkgelegenheid, technologische voor sprong en een strategisch handelsproduct. De Nederlandse aardappel is een icoon waar we trots op kunnen zijn.

Om onze sterke koppositie te behouden is goede ketensamenwerking essentieel. Veredelaars, telers, verwerkers, kennisinstellingen en handelspartijen trekken gezamenlijk op en gaan de uitdagingen die er zijn niet uit de weg. Zo werken we onder meer aan duurzamere gewasbescherming. Wij zien de overheid als een belangrijke partner om de akkerbouwsector hierin te ondersteunen met faciliterend beleid en gezamenlijke inzet op oplossingen.

Meld u nu aan
Meld u van tevoren aan, zodat we uw bezoek kunnen voorbereiden. Onze reisleiders staan klaar om u mee te nemen op reis door de Nederlandse aardappelketen. U komt toch ook?

Locatie: Nieuwspoor, Bezuidenhoutseweg 67, 2594 AC Den Haag.
Tijd: donderdag 28 mei 2026 van 16.00 tot 18.00 uur.

 **#INTERNATIONAL DAYOFPOTATO** 



International Day of Potato

Background:

- The Potatoes USA culinary team created original recipes featuring potatoes in traditional dishes from around the world.
- The **recipe videos** are shared on social networks and digital media, thus contributing in May to the International Day of Potato and celebrating the importance of potatoes around the world.



Recipes

- Italy: Gnocchi
- Poland: Pierogi
- Japan: Korokke
- India: Aloo Gobi
- Germany: Schupfnudeln
- Japan: Irio
- West Africa: Maafe
- Ireland: Colcannon
- Mexico: Tacos Dorados
- Nigeria: Potato Fufu
- China: Suan La Tu Dou Si
- Peru: Lomo Saltado

[YouTube Playlist Link](#)

For any questions or access to the digital assets,

Contact: kayla@potatoesusa.com



Maafe, West Africa
[Video Link](#)



Aloo Gobi, India
[Video Link](#)





International Day of Potato – Lomo Saltado, Peru

Celebrating the Andean birthplace of the potato



Save the date

May 30,
2026

Thank you!



**WORLD POTATO
CONGRESS**

Nice to see how the IDP
celebration is spreading around
the World!



Thank you

Where Potatoes Grow,
Livelihoods Flourish

For more information on IDP2026,
Contact IDP Secretariat at:
International-Day-of-Potato@fao.org

Mark your calendar for the next World Potato Congress!

October 26-30, 2026
Naivasha, Kenya

<https://wpc2026kenya.com/>



WPC 2026
KENYA

