

Royal HZPC Group introduces revolutionary potato variety set for faster scientific research

Sharing knowledge potato varieties for academic institutions within the European Union

Potato breeder Royal HZPC Group is taking a unique step in the world of potato research with the introduction of its universal potato variety set on Friday, Nov. 3, 2023. This remarkable development, designed specifically for academic institutions, promises to simplify and accelerate basic research on potatoes.

From Jan. 1, 2024, academic institutions within the European Union will have access to the variety set, which includes *in vitro* plantlets with unprecedented genetic diversity. This innovative approach offers numerous advantages for researchers and scientists engaged in potato research.

Support & stimulate

Royal HZPC Group's mission is to feed the world's growing population with sustainable potatoes. In which supporting and stimulating research in potato breeding is a strategic goal. The introduction of this universal variety set strengthens this goal. Stan Oome, Program Leader Molecular Biology, on the set: "The chosen approach offers an unprecedented amount of expertise and resources. It includes genetic information, genotyping, and even ready-made crosses, saving valuable time and investment. We are specialists in tetraploid genetics, allowing researchers to benefit from our advanced tools and techniques to support their projects."

Why sharing knowledge

Stan Oome: "We aim to increase knowledge about this beautiful crop to contribute to the global food supply. In a rapidly changing world, cooperation is essential." Royal HZPC Group invites all academic institutions in the European Union to participate in this special initiative.

From January 1, 2024, Royal HZPC Groups universal potato variety set is available. Be part of this step forward in science and change the way we understand and improve potatoes. Learn more and access the universal variety set: www.hzpc.com/96.