Organized by

CENTRE FOR AGRICULTURE AND RURAL DEVELOPMENT

In Association with

Department of Horticulture and Food Processing, Government of Uttar Pradesh

INDIA POTATO SUMMIT 2026

FROM FARM TO GLOBAL MARKET

26-27 November 2026
Indira Gandhi Pratishthan, Lucknow

Background and Rationale

The Indian potato sector has emerged as an important source of agricultural income and rural enterprise, with opportunities extending from cultivation to processing, packaging and international trade. India produced 58.57 million tonnes of potatoes in 2024–25, an increase of 2.66% over the previous year. This substantial production base offers the country an opportunity to generate greater value for farmers and create businesses and employment for rural youth.

The international comparison, however, reveals how much potential remains to be realised. Comparable FAO production figures for 2023 show India producing 60.14 million tonnes, against 6.49 million tonnes in the Netherlands and 4.02 million tonnes in Belgium. India's harvest was therefore far larger than those of these major processing and exporting nations.

*Yet in calendar year 2024, exports of frozen prepared potatoes, including French fries, earned US$3.71 billion** for Belgium, **US$2.71 billion for the Netherlands and US$2.07 billion** for Canada, compared with approximately **US$203 million for India. In the same product category and year, Belgium's export earnings were around 18 times India's, and the Netherlands' approximately 13 times India's. These figures demonstrate the commercial opportunity that processing and access to international markets can create beyond the sale of fresh potatoes.*

India is making progress: government-reported exports of value-added potato products reached 2.77 lakh tonnes, worth US$289.40 million, in 2025–26. Nevertheless, stronger connections between farmers, processors and buyers are needed to widen participation in this opportunity. The pressure on farmers' returns remains evident: in April 2026, the Government approved procurement of 20 lakh tonnes of potatoes in Uttar Pradesh under the Market Intervention Scheme to address distressed prices. Together, these developments underline the need for dependable purchasing arrangements, suitable varieties, better post-harvest systems and commercially viable processing enterprises.

The approval of the International Potato Center's South Asia Regional Centre at Agra in June 2025 adds a timely opportunity to connect research with these commercial needs. Its stated objectives include improving productivity, post-harvest management, value addition, farmers' incomes and employment.

Recognising the need to bring these opportunities together, the Centre for Agriculture and Rural Development (CARD) has planned the India Potato Summit 2026, scheduled for 26–27 November 2026 at Indira Gandhi Pratishthan, Lucknow. Through technical discussions, a technology exhibition and business meetings, the Summit will bring farmers, FPOs, researchers, processors, exporters, entrepreneurs, financial institutions and policymakers onto a common platform. Its purpose is to advance partnerships and investments that connect India's production strength with higher-value markets, better returns for farmers and new opportunities for rural enterprise.

About the Organisers

Centre for Agriculture and Rural Development (CARD)

Established in 2000 under the Societies Registration Act, 1860, the Centre for Agriculture and Rural Development (CARD) is a non-governmental organisation working to strengthen agriculture, horticulture and rural livelihoods in India. For more than 25 years, CARD has promoted farmer capacity building, entrepreneurship, technology adoption and market access through training programmes, seminars, agricultural exhibitions, exposure visits and development projects. Its work connects rural communities with industry, research institutions and government agencies to address the knowledge, skills and market needs that influence farm profitability.

CARD combines farmer development with platforms that connect producers, entrepreneurs, research institutions, financial institutions and industry. Its Spices Conference and Expo initiative illustrates this approach through its focus on cultivation, supply chains, processing, entrepreneurship and market linkages. The initiative also provides for guidance on project feasibility, training, finance and enterprise operations. Building on this approach, CARD is organising the India Potato Summit 2026 to connect the potato sector's production strengths with technology, investment and market opportunities, and to encourage partnerships that can support farmers and rural businesses.

Department of Horticulture and Food Processing, Government of Uttar Pradesh

The Department of Horticulture and Food Processing, Government of Uttar Pradesh, is the nodal department responsible for implementing horticulture programmes, policies and development projects in the state. Its role includes promoting horticultural development and strengthening the connection between agricultural production and food processing. Through its food processing policy responsibilities, the Department works to encourage value addition, investment, employment and access to markets. These priorities are closely aligned with the Summit's focus on quality potato production, post-harvest management, processing enterprises and better opportunities for farmers and entrepreneurs.

About the India Potato Summit

India Potato Summit 2026, organised by the Centre for Agriculture and Rural Development (CARD), will be held on 26–27 November 2026 at Indira Gandhi Pratishthan, Lucknow. The two-day programme will bring together farmers, FPOs, researchers, processors, exporters, technology providers, financial institutions and policymakers to explore opportunities across the potato value chain.

Through technical sessions, a technology exhibition and business meetings, the Summit will focus on quality seed, improved production practices, post-harvest management, processing, value addition and market access. It aims to encourage partnerships and practical initiatives that improve farmers' returns, support rural entrepreneurship and strengthen India's position in domestic and international potato markets.

Key Discussion Areas

- ☑ ***Seed Access and Variety Choice :*** *Discuss access to reliable seed, varieties suited to the intended buyer, and demonstrations that help growers assess new practices.*
- ☑ ***Handling and Storage :*** *Examine grading, packing, temperature management and transport so that potatoes retain the quality required at sale.*
- ☑ ***Processing Links :*** *Connect crop supply with equipment needs, product standards, operating requirements and identified markets.*
- ☑ ***Farmer Access to Buyers :*** *Discuss aggregation through FPOs, clear purchasing specifications, delivery planning and transparent commercial terms.*
- ☑ ***Climate and Crop Health :*** *Consider heat, water and disease risks, suitable production practices, and advisory support for growers.*
- ☑ ***Enterprise Participation :*** *Explore practical roles for women, young farmers and trained agri-entrepreneurs in seed, services and processing.*
- ☑ ***Enterprise Finance and Banking Support :*** *Examine credit facilities, NABARD refinance schemes, bank lending products, government subsidies and project financing options for potato processing, cold storage, pack-houses and FPO-led enterprises.*

Who Should Participate

- ✓ ***Government and Research Institutions :*** *Departments, public agencies and research bodies.*
- ✓ ***Potato Processors :*** *Chips, fries, flakes, starch and other potato products.*
- ✓ ***Graders and Sorting Companies :*** *Grading, sorting, washing and pack-house solutions.*
- ✓ ***Seed Companies :*** *Quality seed potatoes and seed production services.*
- ✓ ***Agrochemical Companies :*** *Crop protection and integrated pest management.*
- ✓ ***Fertilizer Companies :*** *Crop nutrition, soil health and nutrient management.*
- ✓ ***Farm Machinery Companies :*** *Planting, harvesting, irrigation and farm equipment.*
- ✓ ***Banks and Financial Institutions :*** *Enterprise finance and project advisory services.*
- ✓ ***Exporters and Trading Companies :*** *Market requirements, sourcing and trade linkages.*
- ✓ ***Cold Storage and Logistics Providers :*** *Storage, refrigeration and produce transport.*
- ✓ ***Packaging and Testing Companies :*** *Packaging materials, quality testing and traceability.*
- ✓ ***FPOs and Farmer Enterprises :*** *Crop aggregation, producer services and supply partnerships.*

Program Schedule

Day 1: Thursday, 26 November 2026

09:00 – 10:00	***Registration, Exhibition and Networking***
10:00 – 11:15	*Inaugural Session and Uttar Pradesh Perspective*
11:15 – 11:30	***Tea and Exhibition Visit***
11:30 – 12:30	*Plenary Session: Global, Indian and Uttar Pradesh Perspectives on Potato Production and Market Linkages*
12:30 – 13:30	***Lunch***
13:30 – 14:30	*Session I: Quality Seed, Processing Varieties and Climate-Resilient Production*
14:30 – 15:30	*Session II: Cold Storage, Pack-Houses and Post-Harvest Management*
15:30 – 15:45	***Tea and Exhibition Visit***
15:45 – 16:45	*Session III: Potato Processing, Value Addition and Enterprise Investment*
16:45 – 17:30	*FPO-Industry Business Meetings and Technology Exhibition*
17:30 – 18:00	***Day 1 Review and Follow-Up***

Day 2: Friday, 27 November 2026

09:30 – 10:00	***Registration, Exhibition and Business Meeting desk***
10:00 – 11:00	*Session IV: Quality Standards, Export Readiness and Phytosanitary Requirements*
11:00 – 12:00	*Session V: FPO Aggregation, Buyer Requirements and Supply Agreements*
12:00 – 13:00	*Session VI: Potato Product Development and Market Opportunities*
13:00 – 14:00	***Lunch***
14:00 – 15:00	*Session VII: Enterprise Finance, NABARD and Bank Support, and Government Schemes*
15:00 – 16:00	*Investment Roundtable: Processing Plants, Pack-Houses and Storage Conversion*
16:00 – 16:15	***Tea and Exhibition Visit***
16:15 – 17:00	*Action Planning: Demonstrations, Projects and Follow-Up Responsibilities*
17:00 – 17:30	***Valedictory and Concluding Session***

Provisional programme. The organising committee will confirm speakers and final timings.

Intended outputs: *buyer requirements, project interests, assessment needs and agreed follow-up contacts.*

Sponsorship Details :

Title Sponsor (Rs. 15.00 Lac)

- *Title Sponsor designation; largest sponsor logo on the event website, brochure, entrance banner and main-stage backdrop.*
- *Acknowledgement at the inaugural and concluding sessions.*
- *One 20-minute presentation in the programme.*
- *36 sq.m exhibition space and 10 delegate passes.*
- *One full-page back-cover advertisement in the event souvenir.*
- *One company catalogue insert in each delegate kit; copies supplied by sponsor.*
- *One corporate film, up to 3 minutes, screened during a scheduled break.*

Silver Sponsor (Rs. 5.00 Lac)

- *Silver Sponsor designation and logo on the event website, brochure and sponsor display panel.*
- *Acknowledgement during the concluding session.*
- *One 10-minute presentation in the programme.*
- *9 sq.m exhibition space and 5 delegate passes.*
- *One half-page advertisement in the event souvenir.*
- *One company leaflet insert in each delegate kit; copies supplied by sponsor.*

Gold Sponsor (Rs. 10.00 Lac)

- *Gold Sponsor designation and logo on the event website, brochure, entrance banner and main-stage backdrop.*
- *Acknowledgement at the inaugural and concluding sessions.*
- *One 15-minute presentation in the programme.*
- *18 sq.m exhibition space and 8 delegate passes.*
- *One full-page inside advertisement in the event souvenir.*
- *One company catalogue insert in each delegate kit; copies supplied by sponsor.*

Associate Sponsor (Rs. 02.50 Lac)

- *Associate Sponsor designation and logo on the event website, brochure and sponsor display panel.*
- *Acknowledgement during the concluding session.*
- *6 sq.m exhibition space and 3 delegate passes.*
- *One quarter-page advertisement in the event souvenir.*
- *One company leaflet insert in each delegate kit; copies supplied by sponsor.*

Separate Expo Stall - 3m × 3m - ₹80,000 + GST as specified

RTGS/NEFT Details

BENEFICIARY NAME	Centre for Agriculture and Rural Development
BENEFICIARY A/C NO	50200028473500
BENEFICIARY BANK	HDFC BANK
BENEFICIARY BRANCH	KAILASH BUILDING, KG MARG, NEW DELHI-110001
ACCOUNTS STATUS	CURRENT ACCOUNT
IFSC Code	HDFC0000003
MICR Code	110240001

Register as Delegate:

For Participation, Exhibition and Sponsorship Enquiries

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