



SUMMARY

The Seed Export Program continues to expand export opportunities for U.S. seed potatoes through in-country trials, field demonstrations, and international buyer engagement. Activities in Nicaragua and the upcoming International Seed Symposium help strengthen relationships, showcase U.S. seed quality, and turn market interest into long-term commercial demand.

STRATEGIC THINKING

The Seed Export Program is focused on creating stable, repeat demand for U.S. seed potatoes—moving markets from early trials to long-term commercial sales.

Building Interest – Competitive Advantage & Variety Registration

Our approach begins with in-country variety registration trials to demonstrate performance of U.S. seed under local conditions and against international standards. In many markets, varieties must first be officially registered before commercial sales can occur. We work to identify and advance varieties that offer a clear advantage—whether through yield, disease resistance, or market quality. This step is critical to building credibility and laying the foundation for future sales.

Matching Supply with Demand

As interest develops, we ensure U.S. growers are positioned to meet demand with reliable supply and consistent quality, while aligning shipments with key planting windows. In many markets, the ability to deliver seed earlier than competitors provides a significant advantage and helps establish a foothold with buyers.

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Objectives

- Build long-term demand for U.S. seed potatoes through variety trials, market development, and trusted buyer relationships.
- Position U.S. growers for repeat export sales by demonstrating quality, reliability, and competitive supply advantages.
- Strengthen global confidence in U.S. seed through hands-on demonstrations and industry collaboration.



From Trials to Repeat Sales

Once varieties gain acceptance, the program focuses on converting interest into initial orders, expanded volumes, and repeat annual purchases. Where possible, successful varieties are promoted across multiple markets to build scale and consistency.

The Result

This step-by-step strategy turns performance into purchases—creating export opportunities that are real, repeatable, and positioned for long-term growth.



Building Demand Through Field Days in Estelí, Nicaragua

The U.S. Seed Export Program in Central America held a field day in Mirafior, Estelí, Nicaragua in May 2026. This event brought together local growers, importers, government officials, and U.S. representatives to evaluate U.S. seed potato performance under real production conditions—turning earlier trial work into visible, measurable results.

Hosted at the farm of Freddys Osorio, the field day showcased commercial plantings of U.S. varieties Soraya and Golden Globe, alongside a Dutch control variety. Attendance included farmers from Estelí, Matagalpa, and Jinotega, as well as representatives from Nicaragua’s plant protection agency (IPSA), USDA Foreign Agricultural Service (FAS), and the U.S. Embassy —demonstrating strong institutional support for continued collaboration.

The event provided growers with a direct opportunity to assess performance in the field, including yield potential, tuber size distribution, and overall plant health. Among the varieties evaluated, Soraya generated the strongest interest, standing out for its combination of yield, tuber quality, and resilience under local disease pressure. Growers also responded positively to its appearance and cooking quality, which was highlighted during an informal tasting following the field evaluation.

Beyond variety performance, the field day created a valuable platform for dialogue. Growers openly discussed production challenges, market needs, and timing constraints—particularly the need for earlier access to high-quality seed (August–October) ahead of typical European supply. These interactions reinforced the competitive advantage U.S. growers can offer through earlier delivery and reliable supply chains.

The Estelí field day highlights the core strength of the Seed Export Program: connecting U.S. growers with international markets through hands-on demonstration, trusted relationships, and proven performance. As Nicaragua continues to emerge as a growth market, this type of in-field engagement will remain critical to building long-term, repeat demand for U.S. seed potatoes.



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International Seed Export Symposium and Reverse Trade Mission

The 2026 International Seed Symposium and Tour which will be held August 3–7, 2026 is a key program activity designed to strengthen connections between U.S. seed growers and international buyers—helping turn market interest into long-term demand.

Building Relationships and Market Understanding

The program begins in Denver with a global symposium where visiting buyers engage directly with U.S. growers, exporters, and industry experts. Discussions focus on seed production systems, certification standards, available varieties, and the requirements of importing countries. Participants also share insights on their local markets, helping align U.S. supply with real-world production needs and demand trends.



Field day participants at Nicaragua Field Day.



Golden Globe at Field Day Demonstration in Miraflores, Esteli, Nicaragua.

Demonstrating U.S. Seed Quality

Following the symposium, participants travel to major seed production regions to see U.S. operations firsthand. Field visits and facility tours highlight:

- Commercial seed production practices
- Certification and inspection systems
- Handling, storage, and export readiness

This direct exposure builds confidence in the quality, consistency, and reliability of U.S. seed.

Converting Interest into Demand

The Symposium and Tour help turn buyer interest into sales opportunities by:

- Creating direct, trusted relationships
- Increasing understanding between supplier and buyers
- Reinforcing confidence in supply and logistics



The Impact for Growers

For U.S. growers, this program helps develop repeat export business by bringing serious buyers into the system and accelerating market development. Like the in-field engagement in Nicaragua, these face-to-face interactions are essential to building long-term, stable demand for U.S. seed potatoes.



Interested in learning more or joining the U.S. seed task force?

If you want to know more about Team Seed's efforts: We hold two Seed Task Force meetings a year. One at Expo and one in late July.

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