



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.

HOW WE BUILD EXPORT MARKETS

The U.S. Seed Potato Export Program focuses on creating stable, long-term demand for U.S. seed potatoes—guiding markets from early variety trials to repeat commercial sales.

Building Interest Through Competitive Advantage & Variety Registration

Potatoes USA's approach begins with in-country variety registration trials to demonstrate how U.S. seed performs under local growing conditions and against international standards. In many countries, varieties must first be officially registered before commercial sales can begin.

Potatoes USA works with industry partners to identify and advance varieties that offer clear advantages—whether through stronger yield, disease resistance, or market quality. This helps build confidence, credibility and lays the foundation for future sales.

Matching Supply with Market Demand

As market interest grows, the program helps position U.S. growers to meet demand with reliable supply and high-quality seed, while aligning shipments with key planting schedules. In many export markets, the ability to deliver seed earlier than competing origins creates a significant competitive advantage and helps establish buyer relationships.

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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.

Moving Trials to Repeat Sales

Once varieties gain market acceptance, the focus shifts to converting interest into initial commercial orders, expanded volumes, and repeat annual purchases. When successful, varieties are introduced into additional export markets to create greater scale, consistency, and long-term demand for U.S. seed potatoes.

The Result

This strategic, step-by-step approach turns performance into sustainable export opportunities—helping create real and repeatable long-term growth opportunities for U.S. seed potatoes.



BUILDING DEMAND THROUGH FIELD DAYS

As part of ongoing efforts to expand demand for U.S. seed potatoes in Central America, Potatoes USA held a field day in Mirafior, Estelí, Nicaragua in May 2026. The 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 featured commercial plantings of U.S. varieties Soraya and Golden Globe, alongside a Dutch control variety.

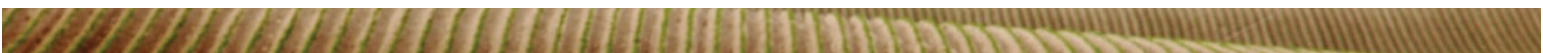
Participants included farmers from Estelí, Matagalpa, and Jinotega, as well as representatives from Nicaragua’s plant protection agency (IPSA), USDA Foreign Agricultural Service (FAS), and the U.S. Embassy demonstrating strong institutional support for continued collaboration and market development.

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

Beyond showcasing variety performance, the field day created an important platform for dialogue. Growers openly discussed production challenges, market needs, and timing constraints—particularly the need for earlier access to high-quality seed during the August–October planting window, ahead of typical European supply availability.

These conversations reinforced the competitive advantage for the U.S. including the ability to provide reliable, high-quality seed potatoes earlier in the season, helping local growers improve production outcomes and strengthening long-term demand for U.S. seed potato exports.

The Estelí field day highlights one of the core strengths of the U.S. 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 essential to building long-term, repeat demand for U.S. seed potatoes.



INTERNATIONAL SEED EXPORT SYMPOSIUM AND REVERSE TRADE MISSION

The 2026 International Seed Symposium and Tour, scheduled August 3–7, 2026, is another key initiative designed to strengthen relationships between U.S. seed growers and international buyers—helping turn market interest into long-term export demand.

Building Relationships and Market Understanding

The program begins in Denver with a global symposium bringing together international buyers, U.S. growers, exporters, and industry experts. Discussions focus on seed production systems, certification standards, available varieties, and the technical requirements of importing countries.

Participants also share insights from their local markets, helping align U.S. supply capabilities with real-world production needs, market conditions, and demand trends.



Field day participants at Nicaragua Field Day.



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

Demonstrating U.S. Seed Quality

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

- 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 potatoes and the professionalism of the U.S. seed industry.

Converting Interest into Demand

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

- Building direct, trusted relationships
- Increasing understanding between supplier and buyers
- Reinforcing confidence in U.S. supply and logistics
- Supporting long-term business partnerships

The Impact for Growers

For U.S. growers, the program helps accelerate market development and generate repeat export business by bringing serious buyers directly to the U.S. Like the in-field engagement in Nicaragua, these face-to-face interactions are critical to building long-term relationships and building stable demand for U.S. seed potatoes in global markets.



Learn more about Team Seed and the U.S Seed Export Program:

Team Seed holds two Seed Task Force meetings a year. One during Potato Expo and one in late July.

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