

KRIBHCO and Farm Frites partner to establish a hi-tech potato processing unit in UP

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Team RuralVoice

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Krishak Bharati Cooperative Ltd (KRIBHCO) and **Farm Frites**, a leading potato processor from the **Netherlands**, have signed a Joint Venture Agreement (JVA) to set up a state-of-the-art, hi-tech potato processing unit in Shahjahanpur, Uttar Pradesh.

The agreement was signed by **M.R. Sharma**, Managing Director of KRIBHCO, and **Pieter de Bruijne**, Chairman of Farm Frites, in the presence of KRIBHCO Chairman **Dr Chandrapal Singh** and other board members.

As part of this project, high-yield potato varieties from the Netherlands, such as **Santana** and **Quintera**, will be cultivated on a large scale in Shahjahanpur. A dedicated team from KRIBHCO and Farm Frites will supply these special potato seeds and provide technical guidance.

The project is expected to enhance farmers' income in **Shahjahanpur** and surrounding areas and create hundreds of job opportunities. As per Uttar Pradesh's industrial policy, this project is going to be a Super Mega Project.

KRIBHCO is one of India's leading fertilizer cooperatives, operating a mega gas-based urea plant in Hazira, Gujarat, with an annual production capacity of 23 lakh MT of urea. It also owns another gas-based fertilizer complex in Uttar Pradesh through its wholly-owned subsidiary, KRIBHCO Fertilizers Ltd, producing 11 lakh MT of urea annually. KRIBHCO is also a lead promoter of the Oman India Fertilizer Company.

Established IN 1971, **Farm Frites** is a key player in the potato processing industry. A privately owned family company, Farm Frites specializes in the production of potato fries and other potato-based products. It serves food service providers in over 100 countries worldwide. Farm Frites grows over 15 lakh MT of potatoes annually and offers over 80 types of fries, potato specialities, and appetizers to food service providers all over the globe.

The joint venture between KRIBHCO and Farm Frites marks a significant development in India's potato processing industry. This initiative is expected to catalyze growth in the potato farming ecosystem in Uttar Pradesh, providing farmers with better seeds, advanced farming techniques, and assured market access.