



P R E S S R E L E A S E

Linda is the potato of the year 2007

Rosengarten (near Hamburg), 18 April 2007

The potato variety "Linda" has been elected as "Potato of the year 2007" by a jury of several environmental organizations. Members of the jury from Bioland, Slow Food and Arbeitsgemeinschaft bäuerliche Landwirtschaft presented Linda in the open-air museum on the Kiekeberg in Rosengarten on Wednesday. The television presenter Heike Götz (NDR-Landpartie) managed the presentation of award.

By electing Linda, the members of the jury set a clear example for the survival of this popular variety. Actually the cultivator wanted to take Linda off the market after 30 years, but thanks to the commitment of farmers and consumers it can still be cultivated for the time being. At the end of this year, the Federal Office for Plant Varieties (Bundessortenamt) in Hanover will decide whether and how there might be a future for Linda.

"Taste and quality are fundamental human rights" Walter Kress (Slow Food) said, "Linda must not disappear at the instigation of a group of cultivating companies." Georg Janßen from Arbeitsgemeinschaft bäuerliche Landwirtschaft added: "What is at issue here are the elementary rights of consumers and farmers which we think are in danger." The President of Bioland Deutschland, Thomas Dosch, pointed out that Linda was an economically important variety for organic farmers, because it is much in demand on the market and therefore had to be preserved.

In written statements, the actress Veronica Ferres as well as the talk show host and television cook Alfred Biolek supported the survival of Linda. In this context, they expressed the hope "that the awarding of the title "Potato of the year 2007" will sensitise the public and that a lot of people will continue to do what they can to see that the most delicious potato will be preserved".

The award "Potato of the year" was conferred for the second time. Last year, the blue-fleshy potato variety "Blauer Schwede" (Blue Congo) was elected.

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