



EarthFresh Foods is a highly innovative North American potato breeding, growing and marketing company headquartered in Burlington, Ontario. The company's Canadian and US packing facilities source from hundreds of growers, and supplies commodity and value-added products to retail and foodservice customers across the Americas. Europlant is a potato breeder, multiplier and distributor headquartered in Lüneburg, Germany. The company's operations are located across mainland Europe, and together supply over 100 varieties of potatoes destined for retail and foodservice customers in Europe and Asia. The two companies share a proud history of partnering in the development and marketing of potatoes targeted at enabling growers to profit from meeting evolving consumer demands for value, flavour, convenience, and environmental sustainability.

### **Potato Breeder**

EarthFresh and Europlant have partnered on the development of a plant breeding initiative that will primarily focus on producing potato varieties suited to regional challenges faced by growers located in Atlantic Canada. They are seeking an experienced professional to lead this initiative on a permanent basis.

Ideally, the person will possess intimate knowledge of potato production in the Atlantic region of Canada, including unique challenges faced by the region's potato industry, and be based in the region. This is not however a prerequisite. More important is the individual's understanding and appreciation of challenges associated with varietal development, selection and multiplication. The ability to purposefully collaborate with the EarthFresh team and Europlant to ensure breeding and multiplication decisions are market driven will be crucial. A postgraduate plant science student with sound industry experience may be considered for the role.

#### **Job Description**

- Establish then execute a breeding strategy and subsequent program
- Management and oversight of sowing, production and harvesting activities
- Perform extensive laboratory analysis and phenotypical evaluation of varietal traits
- Ensure accurate recording then evaluation of all cross-breeding and trial data to annually determine genotype suitability from growing, post-harvest and consumer perspectives
- Budgeting and financial responsibility
- Management of seasonal staff

#### **Your Skills**

- M.Sc. or PhD in plant science, or equivalent (*mandatory*)
- Knowledge of the latest potato breeding and cultivar selection techniques (*preferred*)
- Extensive phytosanitary knowledge and experience, particularly in relation to potato wart (*preferred*)
- Knowledge of the potato value chain, from production through to consumer demands (*ideal*)
- Understanding of Eastern Canada seed and market potato growers' needs and challenges (*preferred*)
- Practical and proactive hands-on leader mentality (*mandatory*)
- Confident though collaborative team player and self-driven learner (*mandatory*)

The position will be diverse and challenging, with excellent long-term perspectives. Some travelling within North America and internationally is required. You will report directly to senior management. A competitive salary and benefits commensurate to your skills and experience will be awarded.

If you have questions or wish to apply, email or call the contact below before Friday Dec 15, 2023:  
Dr. Martin Gooch: [martin@vcm-international.com](mailto:martin@vcm-international.com) (+1.416.997.7779)