



## Press Release

### DKHV e. V.

Schumannstraße 5 | 10117 Berlin

T +49 (0)30-1663520-50 | F +49 (0)30-1663520-59

info@dkhv.org | www.dkhv.org

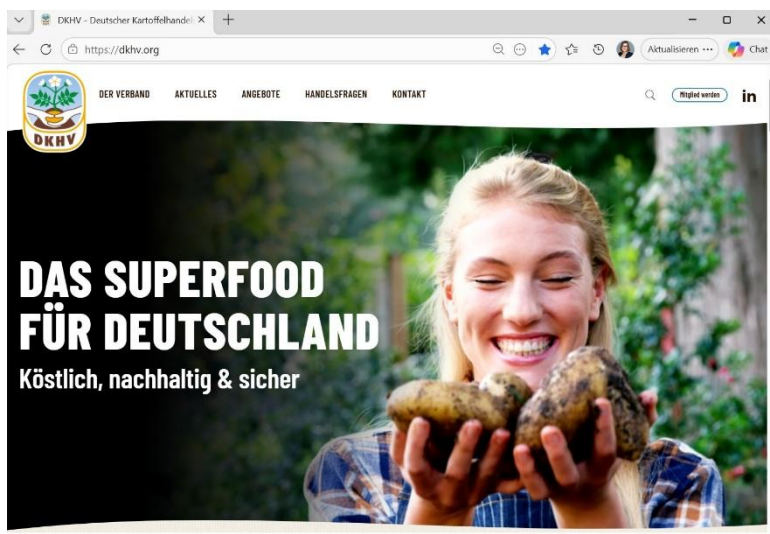
## New Digital Presence: DKHV Launches Redesigned Website

**Berlin, June 29, 2026.** The German Potato Trade Association (DKHV) has unveiled its comprehensively redesigned website at [dkhv.org](https://dkhv.org). The new online presence presents the association's work, key topics and network in a clearer, more modern and more accessible way. At its core is the diversity and expertise of the companies that shape Germany's potato industry.

With its new website, DKHV has created a central digital platform for policymakers, the media, industry stakeholders, member companies and anyone interested in the potato sector. Press releases, position papers and publications, events, training opportunities and information on trade-related topics are now clearly structured and easy to access. At the same time, the new website highlights what DKHV stands for: strong industry representation, professional expertise and a closely connected business network.

A key feature of the relaunch is the interactive member map, which brings DKHV's nationwide network to life at a glance while placing member companies and their expertise centre stage. Users can explore companies geographically, filter them by business activity and region, and access further information through direct links. The map provides valuable orientation for potential business partners, policymakers, media representatives and industry professionals, while giving the diversity of Germany's potato sector a visible digital presence.

"Our new website showcases the diversity, strength and expertise of the German potato industry," says Thomas Herkenrath, President of DKHV. "It increases transparency, makes our work and priorities more accessible, and provides our member companies with a visible platform. The interactive map demonstrates the wide range of expertise represented within our association."



DKHV represents around 160 companies across the entire potato value chain. Its members include trading companies, packers, peeling companies, breeders, growers, as well as businesses specialising in packaging and potato technology. Together, they stand for experience, specialisation and innovation, covering everything from table potatoes, early potatoes and processing potatoes to seed potatoes,



organic potatoes, processing solutions and technical equipment for the industry.

With the relaunch, DKHV is strengthening its digital communications while increasing the visibility of its members' achievements. The new website is designed to make the association's advocacy work more transparent, encourage exchange within the industry and highlight the importance of the potato sector for society, the economy and food supply.

The new website is now live at [dkhv.org](http://dkhv.org).

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About the DKHV e.V.

*The German Potato Trade Association (Deutscher Kartoffelhandelsverband e.V., DKHV) is an independent trade association representing the interests of around 160 businesses in the potato sector. Its members include potato traders, packers, peeling companies, as well as breeders, growers, and manufacturers of packaging materials and potato technology.*

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**Further information about the DKHV e.V. can be found via these links:**

[Website](#) | [press releases](#) | [LinkedIn](#)

**Press Contact:**

Jutta Becker-Ritterspach, Communications officer

Phone: +49-30 / 1663520-53, Email: [becker-ritterspach@dkhv.org](mailto:becker-ritterspach@dkhv.org)

