



NATIONAL POTATO COUNCIL
2013 POTATO STATISTICAL YEARBOOK



UNITED STATES

Potato

BOARD

Maximizing Return on Grower Investment

Leading the Way to Reconnect Potatoes into Today's Fast-Paced Consumer Lifestyle & Expanding Global Markets



Through innovative ideas and cutting-edge research, the United States Potato Board works to enable retailers and foodservice operators to reconnect the potato category with their customers and provide those tools to growers, shippers and processors to accomplish that connection and respond to today's consumer.

Globally, the investment of grower assessment dollars seeks to identify new markets, obtain equitable market access and increase demand for US Potatoes in retail and foodservice sectors through creative programs demonstrating the quality and nutrition of US Potatoes, while delivering on the ultimate goal of *"Maximizing Return on Grower Investment."*

THE UNITED STATES POTATO BOARD:

- EXPANDING MARKETS
- INCREASING USAGE
- ENHANCING COMPETITIVENESS
- IMPROVING CONSUMER ATTITUDES

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Special thanks to *Spudman* for their photo contributions for the cover design.



Message from the President

The National Potato Council

NPC leads the charge on behalf of U.S. potato growers and industry members in our nation's capital. NPC protects potato growers' interests in Washington, D.C. by addressing issues that affect the potato industry, from policy issues debated in Congress to regulatory issues proposed by federal agencies.

Grassroots Driven, Member Led

- U.S. potato growers, representing diverse growing regions, develop national policies and speak with a unified voice
- NPC's President, Executive Committee, and Board of Directors — made up of potato grower volunteers — oversee the implementation of NPC policy initiatives
- Potato D.C. Fly-In allows attendees the opportunity to provide real-world examples of how decisions made in Washington, D.C. impact their ability to farm

Securing a Healthy Future

- Educating U.S. legislators and regulators on crucial industry issues
- Ensuring fair market access to foreign markets for potatoes and potato products
- Promoting science-based phytosanitary policy
- Securing funding for potato breeding, pest management, and disease research
- Maintaining access to pest management tools and advanced production technologies
- Fostering environmental stewardship
- Supporting strong and effective state potato organizations
- Developing the next generation of agricultural leaders

Supported by Growers and Industry

- Donations from NPC Grower Supporters
- Production-based contributions from state potato organizations
- Corporate memberships and sponsorships

During his final address to potato growers in January, 2012 NPC President Steve Crane of Maine compared last year's potato industry policy efforts to a football game: he said we drove a number of our priorities down the field only to have them stopped right before the goal line.

The farm bill, the fresh potato Mexico access issue, and efforts to include fresh potatoes in the WIC program all came immediately to my mind as I was listening to Steve's remarks. Although we may not have put a lot of points up on the board, we believe the legwork done by NPC and our state partners will yield opportunities to get these issues into the end zone in 2013.

The industry's commitment to retaining specialty crop research, pest and disease, and marketing funding in a long-term farm bill is one of our industry's highest-priority issues. As we all know, the 2012 Farm Bill advanced in Congress only to be held up at the end of the year. And while a temporary extension of agriculture policy was granted through September 2013, several important research programs, like the Specialty Crop Research Initiative, were not funded through that extension.

As the new Congress starts to write a new five-year farm bill, the growers who make up the National Potato Council will be called on once more to fight to retain the specialty crop gains made in the 2008 Farm Bill. At stake is \$3 billion in critical funding that will help growers manage pests of concern, conduct potato research, and expand export markets for potatoes and potato products. When we need you and your neighbors to contact your members of Congress to advocate for these initiatives, I hope you will heed the call because your voice makes a real difference.

The single most important trade priority for the year ahead is getting approval by the Mexican government to ship U.S. potatoes throughout their country.

Last year, the U.S. potato industry was agonizingly close to achieving this long-sought goal, only to have the Mexican government publish a market access document that held up the agreement. NPC, state potato organizations, and the U.S. government continue to work with Mexico to alleviate their concerns. The path to success on this issue is far from guaranteed but, by the end of the year, I hope to be able to report that this \$150 million market is open for business.

Finally, building off NPC's success in bringing common sense to USDA's school meal rules, we will continue to encourage the inclusion of nutritious fresh potatoes in all federal feeding programs, including the WIC program.

Designed to help low income mothers and their young children supplement the nutritional quality of their diets, the WIC program currently prohibits participants from buying fresh white potatoes (more commonly referred to as Irish potatoes) with program vouchers. While including potatoes in the program will not result in a financial windfall for the industry, it will send a strong message that potatoes are an important and efficient nutrient delivery vehicle that should be included in all federal nutrition programs.

As NPC's 2013 president, I look forward to teaming up with the council's leadership and with growers from across the country so that, with time and energy, we can get these and other priorities across the goal line.

Thank you, and have a safe and successful 2013.

Randy Mullen
NPC President
Owner of Mullen Farms, Inc., Pasco, Washington



Message from the Executive Vice President and CEO

In 1948, the National Potato Council was created to represent the interests of America's 45,000 potato growers. That year, nearly two million acres of potatoes were harvested nationwide, yielding 138 cwt per acre for a total of nearly 270 million cwt.

Needless to say, as NPC celebrates its 65 year anniversary this year, a lot has changed about the industry. During last year's harvest, far fewer growers dug up around 1.1 million acres of potatoes. However, that smaller acreage was tremendously productive, yielding 412 cwt of potatoes per acre for a total of 467 million cwt.

So while we've seen the number of acres harvested cut by half, the total production value has increased by 42

percent, demonstrating just how far the industry has come in taking advantage of dramatic advancements in breeding, irrigation, technology, pest and disease control, and farming equipment compared to the days of NPC's founding.



Outsiders looking at these numbers might conclude that it must be easy to be a grower in today's environment. After all, if a grower can dig up three times as many potatoes on the same land that his or her grandparents farmed, it must be a lot less work. Of course, that simplistic viewpoint ignores the fact that growers today do not simply plant seed potatoes and dig up a bounty of spuds. Growers in 2013 are expected to wear a number of hats of which their ancestors might never have dreamed.

In addition to staying up to speed in the agro sciences, today's potato growers must be experts in the fields of environmental regulations and labor law. They have to understand how international trade developments impact their operations and the national market for their crops. They need to be advocates for the industry in a world searching for scapegoats in the fight against obesity. Finally, they must be willing and able to communicate with state and national policymakers who may not understand how their decisions impact local farms, families, and jobs.

For better or worse, times have changed for the growers who make up the U.S. potato industry. As we have since our founding in 1948, the grower leaders and staff of NPC are focused on ensuring the voices of U.S. potato growers are being heard in the policy debates that will impact their operations for generations to come.

To be effective in the crowded halls of Congress, NPC must put our best spokespeople to work: America's potato growers. Who better to share their concerns about policy debates with decision-makers than the very people who will feel the impact?

NPC continually seeks opportunities for growers to get more involved in advocacy efforts. For instance, in February 2013, 160 growers and industry leaders came to Washington to participate in NPC's annual Potato D.C. Fly-In. There, they learned about policies that will impact their operations and met face-to-face with high-level federal officials, members of Congress, and key staff to share their views and advocate for industry positions.

The year 2013 will continue to present our industry with tough issues and new challenges. However, by working together and expanding the number of growers involved in industry advocacy efforts, we can ensure that the industry's growing productivity is not relegated to the potato fields.

Please don't hesitate to contact us at NPC to learn more about how you can engage in advocacy efforts. The more voices our industry has behind it, the more successful it will continue to become.

Wishing you a prosperous year ahead.

A handwritten signature in blue ink that reads "John Keeling". The signature is fluid and cursive.

John Keeling
Executive Vice President and CEO
National Potato Council

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Demonstrating the Industry's Commitment to the Environment

Recognizing Environmental Leaders

Each year, NPC honors a family farm that has demonstrated a commitment to stewardship of their land and protection of our shared environment. In 2012, Kimm Seed Potatoes of Manhattan, Mont., was the recipient of NPC's prestigious 2012 Environmental Stewardship Award. The annual award is a component of the Pesticide Environmental Stewardship Program, a partnership between NPC and the U.S. Environmental Protection Agency to protect the environment and to promote the safe and effective use of pesticides.

Kimm Seed Potatoes was recognized for its commitment to producing crops in a sustainable manner through crop rotation, reduced tillage, proper irrigation, and balanced fertilizer and pest management programs that utilize composted manure and compost tea.

A video of Kimm Seed's sustainability practices was created through the generous sponsorship of DuPont Crop Protection. Each year, videos of Environmental Stewardship Award winners are used by schools, agricultural organizations, and civic groups to demonstrate the potato industry's commitment to sound environmental stewardship. The video is available online at <http://www.youtube.com/NatlPotatoCouncil>.

Helping Federal Regulators Understand Production Practices

Every year, NPC works with one potato-growing state to coordinate a tour for staff members of the U.S. Environmental Protection Agency (EPA) designed to showcase the industry's commitment to environmental stewardship. By visiting potato fields, storages, and packing facilities, NPC's annual farm tour helps EPA staff gain a better understanding of how the agency's policy decisions impact potato production.

The 2012 crop tour was held in the Flathead Lake area of Western Montana and hosted by Dan Lake, NPC's Vice President of Environmental Affairs and co-owner of Lake Seed in Ronan, Mont. During the three-day trip, staffers were briefed on spray drift mitigation efforts; toured seed potato tissue culture, early generation fields, and experimental variety yield trials; and heard from area growers



EPA staffers were shown how ground sprayer equipment, such as pulse nozzle technology, GPS navigation, and boom shutoff valves, prevent overspray and keep pressure consistent during applications.

on disease and pest challenges, including wireworm, ground squirrels, orange wheat blossom midge, and stripe rust.

Developing Grower-Friendly Sustainability Tools

A renewed emphasis has recently been placed on developing a sustainability assessment tool for the potato industry. The goal is to have a single tool growers can use to meet the demands of the supply chain for measuring progress on sustainability over time. Ideally, a final product will mesh with the existing survey for Integrated Pest Management.

NPC is involved in a number of sustainability efforts, including the Stewardship Index for Specialty Crops (SISC), the National Institute for



The 2012 Environmental Stewardship Award recognized Kimm Seed Potatoes for its balanced fertilizer and pest management programs and other sustainability activities.

NPC Year in Review

Sustainable Agriculture (NISA), and the Field to Market project. NPC is encouraging these groups to adopt a set of metrics that are grower friendly, use largely available data, acknowledge the importance of improving production practices, and measure improvements over time.

Fighting to Reduce Regulatory Burdens on Farmers

During the 2011-12 session of Congress, NPC and other industry partners actively supported the bipartisan “Reducing Regulatory Burdens Act,” which would have eliminated the need for a National Pollutant Discharge Elimination System (NPDES) permit for the use of pesticides already approved for use under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA). The legislation was necessary to reverse a 2009 ruling by the 6th Circuit U.S. Court of Appeals, which requires pesticide users to obtain a permit under the Clean Water Act (CWA) or be subject to a costly fine.

The court’s decision provides no environmental benefits since pesticide applications are already stringently regulated through FIFRA, including applications to and near water. The ruling also imposes financial and time burdens on farms, small businesses, and municipalities, and exposes them to potential lawsuits over infractions as minor as paperwork violations.

Although the legislation easily passed the U.S. House of Representatives and was approved by the U.S. Senate Agriculture Committee during the last Congress, it was never considered by the full Senate. During the 113th Congressional Session, NPC and its partners are again working with Congress to pass a legislative fix to allow EPA to regulate pesticides using the requirements of FIFRA, without duplicative oversight under the CWA that provides no benefit to the environment.

Protecting the Interests of Growers in Washington, D.C.

Safeguarding Specialty Crop Priorities in a New Farm Bill

In 2012, the agriculture community was stymied by the inability of Congress to approve a new five-year farm bill before the expiration of current law. To compound that frustration, while domestic farm policy as laid out in the 2008 Farm Bill was extended on Jan. 1, 2013, many of the programs that benefit specialty crop producers were authorized, but not funded, in the extension. For example, the 2008 Farm Bill’s approximately \$50 million in annual funding for the Specialty Crop Research Initiative (SCRI), which funds critical research potato industry projects, including research on Potato Virus Y, Zebra Chip, and Acrylamide, was not appropriated for 2013.

As the 113th Congress debates a new farm bill, NPC and its partners in the Specialty Crop Farm Bill Alliance (SCFBA) are again calling for a bill that builds on the industry’s efforts to exclude and manage pests of concern, conduct research relevant to growers, and expand export markets. The 2008 Farm Bill invested \$3 billion in specialty crop pest and disease protections, better nutritional choices, state block grants, and increased market opportunities domestically and internationally. As members of the SCFBA, potato growers are working to support policies that will maintain market-based decision making for specialty crops and increase the competitiveness of specialty crop producers.

Fixing the Broken Agricultural Guest Worker Program

The current agricultural workforce is comprised of domestic workers supplemented by foreign laborers through the U.S. Department of Labor’s H-2A Temporary Agricultural Worker program. Unfortunately, the H-2A program does not work as advertised. Countless growers are frustrated by unprecedented delays and rejections of applications to allow seasonal foreign citizens to work their farms – even those workers who previously worked there.

In order to avoid a full-blown crisis in agriculture where product either rots in the field or production shifts to overseas competitors, NPC supports efforts to ensure that agricultural employers have access to a stable and skilled workforce, including current workers without documentation, and through a workable guest worker program.

As an active member of the Agriculture Workforce Coalition (AWC), which supports an agricultural guest worker reform plan, NPC is encouraging Congress to adopt a comprehensive immigration reform plan that includes:

- Work and travel visas for the experienced farm labor force;
- A new, market-oriented worker program option that provides a “portable” visa where workers can move among agricultural jobs at will;
- A contract-based employment option for those situations where the certainty of a contract-tied workforce is needed; and,
- A plan to allow those undocumented workers employed in agriculture to continue working while seeking legal status.

Reversing the Ban on Fresh Potatoes in WIC

In Dec. 2007, USDA proposed new regulations allowing Supplemental Nutrition Program for Women, Infants and Children (WIC) vouchers to be used to purchase all fresh fruits and vegetables—except fresh white potatoes. Despite repeated appeals from NPC, members of Congress, and the U.S. potato industry, USDA has refused to revise its WIC regulation to remove the ban on the purchase of fresh white potatoes in the program.



USDA's ban on fresh potatoes ignores its own nutritional recommendations. Since the implementation of the draft WIC regulations, USDA released its 2010 Dietary Guidelines for Americans (DGA), which recommends 4-6 cups of starchy vegetables per week for women (an increase of 1-3 cups from the 2005 DGA). It also recommends 3 ½ to 4 cups of starchy vegetables per week for children up to age five (an increase of ½ to 1 cup per week compared to the 2005 DGA). In addition, at 10 cents per serving, fresh white potatoes provide potassium and fiber—two of the four “nutrients of concern” according to the 2010 DGA—at a cost significantly less than most other widely consumed fresh fruits and vegetables.

To justify the restriction, USDA argues that WIC participants already eat enough potatoes and, therefore, the substitution of other vegetables should be encouraged. However, the actual behavior of WIC participants contradicts this notion. Data from the Centers for Disease Control's 2005-2008 National Health and Nutrition Examination Survey (NHANES) show that women participating in WIC consume fewer white potatoes than their non-WIC counterparts, countering USDA's claim that WIC mothers eat too many potatoes.

In 2012, NPC and its state partners worked to garner the bipartisan support of 93 members of Congress who signed a letter calling on USDA Secretary Vilsack to reverse the ban. The members were concerned that excluding potatoes from the program “sends the wrong message to low-income WIC participating mothers and suggests a ‘government-knows-best’ mentality inconsistent with individual choice and promotion of self-responsibility.”

USDA Potato Bonus Buy

In Dec. 2012, at the urging of NPC, the U.S. Department of Agriculture (USDA) announced the purchase of \$25 million in fresh and processed potatoes for federal nutrition programs. The purchase represented the equivalent of about 300 million pounds of fresh potatoes.

USDA's Agricultural Marketing Service (AMS) purchases a variety of high-quality food products each year to support the National School Lunch Program, the School Breakfast Program, the Summer Food Service Program, the Food Distribution Program on Indian Reservations, the Commodity Supplemental Food Program, and the Emergency Food Assistance Program. USDA also makes emergency food purchases for distribution to victims of natural disasters. In the announcement, USDA Under Secretary of Marketing and Regulatory Programs, Edward Avalos, stated, “This purchase will help relieve pressure on American potato producers and will help mitigate further downward prices, stabilize market conditions, and provide high quality, nutritious food to recipients of USDA's nutrition programs.”

In Sept. 2012, NPC sent a letter to USDA's Agriculture Marketing Service requesting that the agency purchase a bonus-buy of potatoes above and beyond its normal Section 32 purchases to augment current federal feeding programs and help alleviate the current oversupply of 2012 potatoes.

Supporting Truck Weight Reform

As an active member of the Coalition for Transportation Productivity, NPC supports legislation that would increase interstate trucking efficiency through the Safe and Efficient Transportation Act (SETA). Although legislation to reform truck weight rules was not enacted during the 2011-2012 session of Congress, a similar bill was introduced in the early days of the 113th Congress by Reps. Reid Ribble (R-Wisc.) and Mike Michaud (D-Maine) that would give states the option of increasing the maximum allowable weight of a tractor trailer to 97,000 pounds as long as a sixth axle is present. Currently, trucks are limited to 80,000 pounds on five axles. The additional axle would preserve current safety standards and braking capabilities.

Although the trucks would be heavier, they would not be larger. The change would result in safer federal highways due to fewer trucks on the road and a reduced impact on the environment due to decreased fuel consumption. In 2000, the U.S. Department of Transportation conducted a study that found that increased truck weights would result in \$2.4 billion in pavement restoration cost savings over 20 years because of the reduced wear and tear on the road surface.

The introduction of SETA begins the process of consideration of truck weight reform by Congress in advance of a transportation reauthorization, or highway bill, due in early 2014. NPC was joined by 47 other national, regional, and state specialty crop organizations on a letter in support of SETA and will continue to work with congressional and agricultural allies to achieve truck weight reform.

Keeping Potatoes in Schools

NPC is evaluating the components of a proposed rule issued by USDA in Feb. 2013 that could influence the servings of potatoes and French fries in school cafeteria à la carte lines. The “Smart Snacks in School” rule seeks to set nutrition standards and limits on sodium and fat for all foods sold in à la carte lines, vending machines, and snack bars. NPC is working with potato processors who provide products to schools to fully evaluate the impact of the proposed rule and to coordinate comments to the proposed rule.

Expanding U.S. Potato Exports

Gaining Full Market Access to Mexico for U.S. Fresh Potatoes

Mexico is currently the third largest market for U.S. potatoes despite a current trade dispute preventing the shipment of fresh U.S. potatoes throughout the country. In March 2003, the United States and Mexico signed a market access agreement that allowed for the shipment of U.S. fresh potatoes from all 50 states into a 26-kilometer deep area along the border of Mexico. The signed agreement called for

increased access to the five northern Mexican states the next year and for consideration of full access by 2005. Mexico has not yet honored any of their commitments for the subsequent years, meaning that U.S. fresh potatoes can still only be shipped 26 kilometers into Mexico.

Despite sustained efforts by U.S. trade and agriculture officials, Mexico continues to use non-science-based standards to limit imports of fresh U.S. potatoes. In Nov. 2012, Mexico published a revised proposal for market access that, if implemented, would continue to leave market access barriers in place for U.S. potatoes and could close the market entirely. This proposed agreement replaced an earlier proposal that would have allowed significantly increased access for U.S. potatoes in Mexico.

Mexico also refuses to acknowledge the findings of an international panel of experts tasked in Dec. 2011 by the Secretaries of Agriculture in both the United States and Mexico with analyzing the issue. The panel found only six pests of concern for which workable mitigation measures can be implemented. Mexico continues to maintain that there are 81 pests of concern.

NPC, the U.S. potato industry, and the U.S. government are asking Mexico to honor its commitments to provide full access for fresh U.S. potatoes to all of Mexico. The industry estimates that access to the entire country and its 120 million residents would provide a market potential of \$150 million per year, up from the current \$40 million per year.

Supporting Export Promotion Funding

To support the growing exportation of U.S. potatoes and potato products, NPC works with Congress to encourage the continued funding of the Market Access Program (MAP), which helps U.S. producers, exporters, private companies, and other trade organizations finance promotional activities for U.S. agricultural products. MAP encourages the development, maintenance, and expansion of commercial export markets for agricultural commodities. Activities financed include consumer promotions, market research, technical assistance, and trade servicing.

The United States Potato Board (USPB) receives on average \$5 million in MAP funding per year. The MAP funding leverages more than \$3 million in potato grower dollars to promote exports. USPB promotes the export of U.S. frozen potato products, dehydrated potatoes, and fresh potatoes in Japan, China, Korea, Mexico, Central America, Taiwan, Thailand, the Philippines, Malaysia, Singapore, Indonesia, Hong Kong, and Vietnam and seed potatoes in Latin America and Africa. USPB complements its MAP program activities with funding from the Quality Samples Program, Emerging Markets Program, Cochran Program, and Technical Assistance for Specialty Crops program under a strategically-driven unified export strategy that develops markets for U.S. potatoes and works to overcome barriers to trade.

Implementation of Free Trade Agreements

In 2012, free trade agreements (FTAs) between the United States and Korea, Colombia, and Panama were implemented. Taken together, the FTAs will lead to \$50 million in additional U.S. potato exports.

The Korea agreement will be fully implemented over a period of 10 years; however, tariffs on U.S. frozen potatoes were immediately eliminated. Korea is the fourth-largest and fastest-growing market for U.S. frozen potatoes. The Panama agreement will eliminate fry and dehy tariffs over five years. The Colombia agreement immediately eliminated 20 percent tariffs on French fries, dehy, and potato chips.

Uniting and Empowering the Industry

Growers Converge on Capitol Hill

In February 2013, more than 160 potato growers and industry partners from across the country met in Washington, D.C., to advocate for the industry's most pressing federal policy priorities. In addition to breaking previous attendance records, the 2013 Potato D.C. Fly-In boasted the widest geographic range in Fly-In history. Growers from 22 states, including Nebraska, Nevada, New Jersey, Oklahoma, and Texas, delivered the industry's message to more offices on Capitol Hill than any prior Fly-In.

During the four-day Fly-In, grassroots activists met with federal regulators at USDA and EPA, and took to Capitol Hill, meeting with 129 U.S. Senate and House offices, including 42 new offices we were able to reach out to due to increased attendance and geographical distribution.

The Fly-In also featured a number of high-level political, policy, and industry speakers, including House Agriculture Committee Ranking Member Collin Peterson (D-Minn.) and Congressman Mike Simpson (R-Idaho), who addressed federal budget challenges and their impact on a new farm bill and other agriculture-related issues. Former



Senator Angus King (right) meets with Maine growers during the Potato D.C. Fly-In's Capitol Hill Day.



Congressman Tom Davis (R-Va.) offered attendees his analysis of the current state of affairs for the Republican Party and its path forward for the 2014 elections and beyond. Renowned political strategist and commentator Donna Brazile also spoke about how the state of today's politics is impacting the efforts of Congress and the White House to govern our country.

Additional speakers included U.S. Trade Ambassador Isi Siddiqui, Dr. Sonny Ramaswamy, director of USDA's National Institute of Food and Agriculture (APHIS), Chuck Conner, president of the National Council of Farmer Cooperatives, Bill Hoagland, senior vice president of the Bipartisan Policy Center, Nathan Gonzales, deputy editor of *The Rothenberg Political Report*, and Tom Stenzel, president and CEO of the United Fresh Produce Association.

After two days of policy and political briefings, attendees took to Capitol Hill to lead the industry's advocacy efforts, focusing on four top priorities: preserving funding for specialty crop programs in a new five-year farm bill; reforming the agricultural guest worker program as part of comprehensive immigration reform; gaining full market access in Mexico for U.S. fresh potatoes; and ending the ban on fresh potatoes in the WIC federal supplemental nutrition program. NPC also hosted the annual Friends of Potato Growers Congressional Potato Luncheon in the House Agriculture Committee hearing room, attended by members of Congress and congressional staff.



Growing Tomorrow's Industry Leaders

Twenty potato growers and industry representatives joined together to form the 2013 class of the Potato Industry Leadership Institute (PILI), an annual program jointly administered by NPC and the United States Potato Board that identifies and cultivates the next generation of leaders within the industry.

Over Feb. 21-28, 2013, PILI participants traveled from all regions of the country to Idaho Falls, Idaho,



Participants in the 2013 Potato Industry Leadership Institute: (first row, left to right) Jennifer Coombs-Kelly, Elmer, N.J.; Christopher Wada, Idaho Falls, Idaho; Remington Kendall, Boise, Idaho; Blake Thorlund, Greenville, Mich.; Megan Mattive, Monte Vista, Colo.; Randi Hammer, Pasco, Wash.; Tanya Fell, La Salle, Colo.; Derek Peterson (2013 Grower Leader), Rexburg, Idaho; (middle row) Shawn Doyen, Mapleton, Maine; Mike Sitzmann, Tappen, N.D.; Adam Naslund, Cody, Neb.; Ryan Holterhoff, Moses Lake, Wash.; Jennifer Gogan, Houlton, Maine; Kerry Heilig, Moses Lake, Wash.; Michael Wenkel, Dewitt, Mich.; (back row) Jared Clavin, Oakdale, Calif.; Reed Tobol, Ronan, Mont.; Steven Tarbet, Mountain Home, Idaho; Klade Williams, Rupert, Idaho; Eric Schroeder, Antigo, Wisc.; Brad Knights, Stevens Point, Wisc.

where they received an overview of the local and national potato industry, including some of the challenges and issues beyond the production sector. USPFB President Tim O'Connor provided attendees with a market and consumer overview and talked about some of the exciting international export opportunities the industry is working to open. Participants then had a chance to tour Wilcox Fresh, a local production and packing facility located in Rexburg, Pleasant Valley Potatoes, a fresh pack shed located in Aberdeen, visit the processing facilities of Lamb Weston and Idahoan Foods, and see potato equipment manufacturing at Spudnik's plant in Blackfoot.

During the second half of the program, Leadership Institute attendees traded in their jeans and boots for suits and ties and flew to Washington, D.C., for sessions on lobbying and media training, and business etiquette. The class also participated in team building exercises, including the Iron "Potato" Chef Competition, where each team was given a pantry list and was challenged to prepare a nutritious, creative, and satisfying meal that included potatoes and chicken in one hour.

Attendees joined in the discussions on public policy taking place at NPC's Potato D.C. Fly-In, where they learned about the legislative and regulatory priorities of the U.S. potato industry. The program finished with a day of lobbying visits to member offices on Capitol Hill, where participants joined their state grower delegations in advocating for policies that will improve the long-term health of the industry.

Supporting Future Researchers

Each year, NPC awards one scholarship to a graduate student pursuing advanced studies that will advance the future of the potato industry. Final scholarship selection is based on academic achievement, leadership abilities, and the potential commercial value of the applicant's academic work.



Michael Hardigan was the recipient of NPC's 2012 Academic Scholarship. As a graduate student in Michigan State University's Plant Breeding, Genetics, and Biotechnology Program, Hardigan is focused on developing the skills to implement modern, highly-advanced genetic and genomics techniques that will continue to enhance U.S. potato production. Hardigan is currently involved in research projects to identify drought tolerance characteristics in wild potatoes as well as the genes responsible for hybrid vigor, which contribute to fitness and result in larger tuber yields.

Strength of the Industry Revealed at POTATO EXPO 2013

Shattering all previous records, 1,902 potato growers and industry leaders and 149 exhibitors participated in POTATO EXPO 2013, held January 9-11, 2013, at Caesars Palace in Las Vegas. The event also featured a 50,000+ square foot tradeshow, which showcased cutting-edge products representing the entire spectrum of industry innovations.

As the largest annual potato industry conference and tradeshow in North America, POTATO EXPO offers attendees educational programming covering the most important issues facing the industry, provides numerous networking opportunities with key decision makers, and presents the latest products and services for the potato industry.

POTATO EXPO 2013 included breakout sessions featuring experts from the potato industry, agriculture, business, and academic communities. Nationally known business leaders, including David Novak, chairman and CEO of Yum! Brands, Inc., and Ken Schmidt, brand visionary and communications strategist for Harley-Davidson Motor Company, addressed attendees during the general sessions.

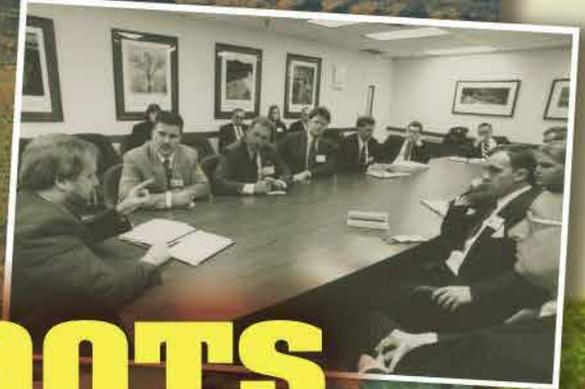
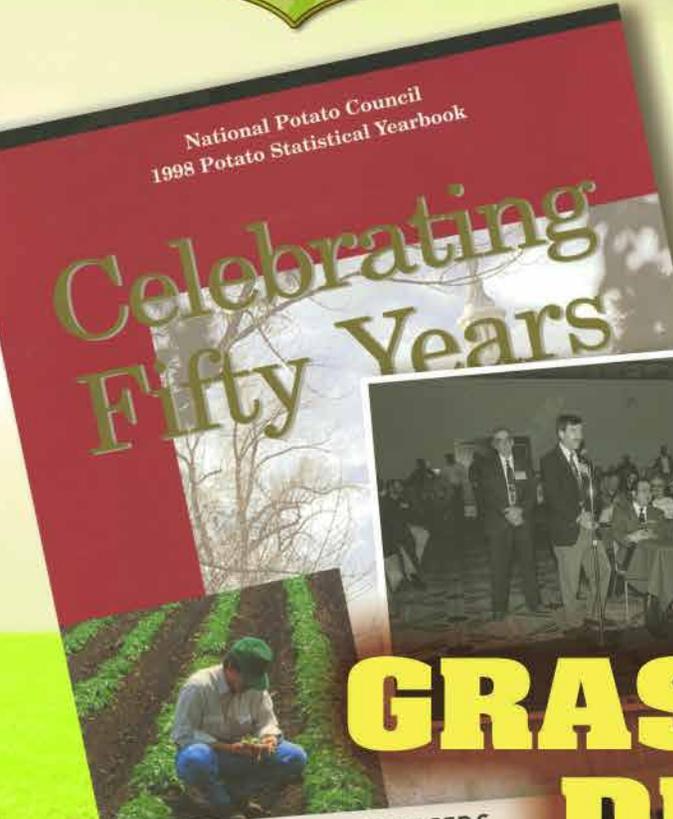


POTATO EXPO 2013 featured 149 exhibitors and attracted more than 1,900 attendees from North America and around the world.





The National Potato Council Celebrates 65 Years ...

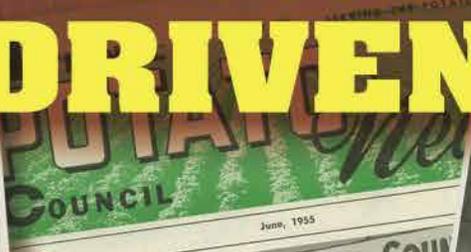


GRASSROOTS DRIVEN

MEET YOUR ELECTED OFFICERS ...



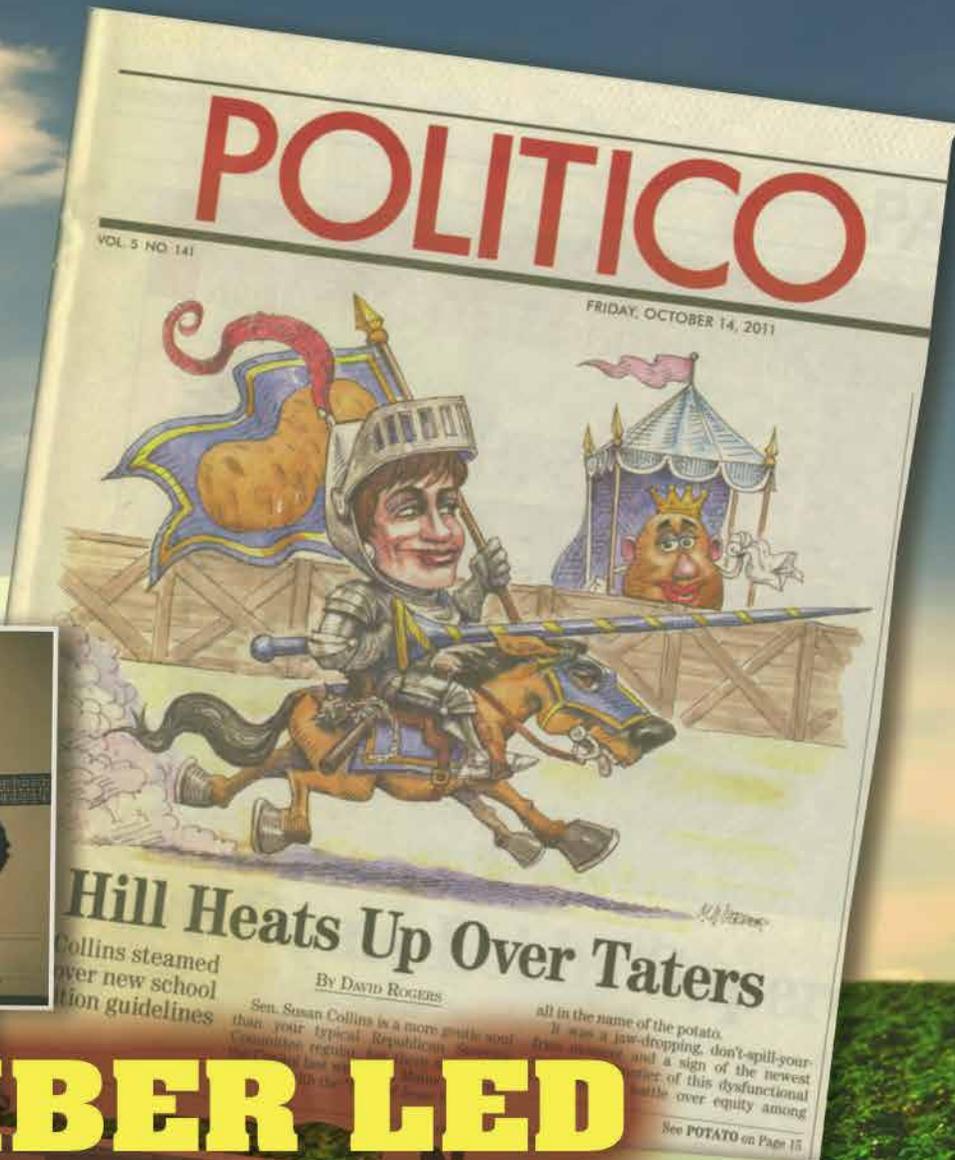
National Potato Council officers for 1998: Left to right: A. E. Mershen, Executive Director; Doyle Burns, Colo., Acting Secretary; Jack B. Wilson, N. Y., Treasurer; W. B. Camp, Jr., Colo., President; Joe Houkko, Jr., Mo., Vice President.



POTATOES GO WITH CHICKEN was the theme demonstrated by the National Potato Council at an exhibit and picnic supper for food editors and radio and TV food commentators, given on May 11 at the Hotel McAlpin in New York by the Poultry and Egg National Board. Left to right are: Rhoda Talley, Louisville Courier-Journal; Ruth Cow-Ewellas, New York Times; Ruth T. Newsome, representing the National Potato Council; Esther Burke, Look Magazine; Josephine McCarty, WCRA-TV.



... 1948 - 2013



MEMBER LED

NATIONAL POTATO COUNCIL

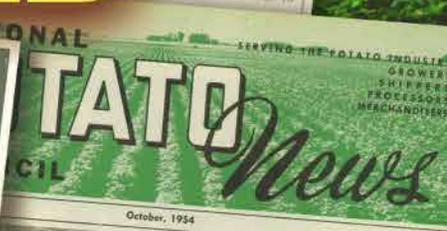


Pretty 4-year-old Laura "Pixie" Holt, daughter of Mr. and Mrs. C. L. Holt, Orlando, Florida, asked her mother to make her a sack dress out of the bag of potatoes her father had bought. All agree that the sack dress is now filled with a peace. (Photo by Tom Dewberry, Orlando, Fla. Evening Star)

QUEEN OF POTATO QUEENS



1980 National Potato Council Executive Committee left to right: Past President, Larry Young; Alan Collette, Vice President, Grower-Planters; Michael Carey, Vice President, Legislative Affairs; and Doug Morier, Vice President, Finance.



Vice President Richard Nixon accepts a bag of prize Irish potatoes from Irish woman Mary Connor, 7, of 1725 South Courtland Avenue, Park Ridge, Illinois, as a gift from the National Potato Council in celebration of St. Patrick's Day. Nixon was guest of honor at the Irish Fellowship Club dinner at the Conrad Hilton Hotel, Chicago.



Meeting, Hotel Morrison, Chicago. At speaker's table (left to right) Past President Sol Lavitt; Arthur B. Whiteley; W. M. Casey; Carl F. Mousmann, National Live Stock & Meats Board; K. W. Scheible, U. S. D. A.; L. W. Manwaring, U. S. D. A.

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2013 Resolutions of the National Potato Council

I. GENERAL POLICY

The National Potato Council shall represent the interests of all U.S. potato producers. It shall be the Council's responsibility to promote the interests of the potato industry by bringing the various and several production areas and marketing interests together for mutual consideration of common problems. Whenever issues arise which would affect the interests of the potato producer, the National Potato Council would determine whether to take a position on the issue. Since it is the desire of the Council to follow the wishes of the majority of the potato growers on all such issues, it is important that the Directors give due consideration to the policy position of the Council as represented by the resolutions adopted at the most recent annual meeting. In the absence of a stated policy position, your Council will act in what it believes is the best overall interest of this industry. These resolutions and the policy stated herein are the position of the National Potato Council and subject to change on an interim basis by the Directors, and to change at each annual meeting by the Delegates of the National Potato Council. The diligence with which the Council organization pursues any issue shall be based on its relative importance and urgency to the potato industry and the potato producer.

II. PUBLIC INTEREST

RESOLUTION A-1: EXPANDED POTATO USAGE

BE IT RESOLVED, that the National Potato Council work with the United States Potato Board to fully inform and familiarize the general public on the nutritional value of the potato and strive to expand consumption of potatoes by the general public including all public and private feeding programs; and BE IT FURTHER RESOLVED that the National Potato Council continue to encourage USDA to purchase potatoes for school feeding programs, WIC, public, private and for other food program recipients through the "bonus buy" system.

RESOLUTION A-2: AGRICULTURAL EXPORTS

WHEREAS, the economic welfare of the U.S. and the prosperity and well-being of its citizenry rest

upon the continued participation of this country in expanded fair trade with other countries of the world, and since the balance of trade has a direct bearing on the value of the dollar, and since agricultural products represent one of the principal areas in which our volume of trade can be maintained or increased; THEREFORE, BE IT RESOLVED that the National Potato Council strongly opposes any inappropriate action by the federal government to curb, control, or otherwise restrict exports of agricultural commodities through measures such as embargoes;

BE IT FURTHER RESOLVED that the National Potato Council urge the Administration and the Federal Reserve Bank to address any imbalance of currency exchange rates that adversely impact or restrict trade.

RESOLUTION A-3: WORLD HUMAN NUTRITION

WHEREAS, the nutritional value of potatoes is one of great importance to the diet of the peoples of the world and producers of potatoes in the U.S. have the capability of producing an abundant supply of this staple commodity and the food processing industry of the U.S. has the capacity to put potatoes in a form to be easily shipped, stored, and reconstituted for human consumption; and such fresh and processed food could be used to feed many more people in underdeveloped nations who are starving or lacking the necessary food to sustain their health and strength; and

WHEREAS, potatoes are proven to be one of the most complete and nutritious, single-food products available for human consumption and are on the approved list of foods available as part of the PL-480 Food for Peace, McGovern-Dole, and the Food for Progress Programs;

THEREFORE, BE IT RESOLVED that the National Potato Council urge the United States and other countries of the world to utilize more potatoes in all programs feeding developing countries and famine-stricken areas of the world.

BE IT FURTHER RESOLVED that the National Potato Council continue its efforts to keep potatoes on the list of available foods in all world feeding programs and continue to encourage additional purchases of potato products by private voluntary organizations under all Food Aid Programs;

BE IT FURTHER RESOLVED that the National Potato Council continues to participate in the various Food Aid programs.

RESOLUTION A-4: RIGHT TO WORK

WHEREAS, the National Potato Council believes it is the fundamental right of any individual to work

when and where he wants without being required to join, support or subscribe to any particular organization; and

THEREFORE, BE IT RESOLVED that the National Potato Council actively oppose any legislation, either federal or state, that would deny the individual the right to work.

RESOLUTION A-5: YOUTH LABOR IN AGRICULTURE

WHEREAS, the U.S. Department of Labor has put forth regulatory proposals that would have expanded a number of existing hazardous occupation orders as they pertain to the employment of workers under the age of 16 on farms and ranches; and

WHEREAS, the regulatory proposals would have potentially limited the ability for workers under the age of 16 to work on farms including their family's farm; and

WHEREAS, the regulatory proposals would have dramatically restricted the ability for workers under the age of 16 to work with common farm equipment and animals; and

WHEREAS, many U.S. farms and ranches are multi-generational, family operations that rely upon labor of all ages; and

THEREFORE, BE IT RESOLVED that the National Potato Council actively oppose any federal legislation or regulation that would further restrict workers under the age of 16 from working in agriculture.

RESOLUTION A-6: BUREAU OF RECLAMATION AGING INFRASTRUCTURE

WHEREAS, the U.S. Bureau of Reclamation constructed over 600 dams and reservoirs that provide recreation and wildlife habitat, thousands of miles of canals that deliver water to 31 million people, provide irrigation for over 10 million acres of farmland, and has 58 hydroelectric power plants that produce over 40 billion kilowatts; and

WHEREAS, most of these facilities have exceeded their 50 year life expectancy and are in need of major rehabilitation. All maintenance and operational costs are the responsibility of the local water users but ownership of these facilities often resides with the federal government. This makes it very difficult for local water groups to privately finance rehabilitation since they cannot use these facilities as equity for financing; and

WHEREAS, the U.S. Bureau of Reclamation does not have a viable program which enables water users to modernize or rehabilitate their projects and pay-off those costs over time under reasonable terms and conditions;



THEREFORE, BE IT RESOLVED that the National Potato Council urge Congress to establish a workable loan guarantee program that can be utilized by local irrigation districts to privately finance modernization and rehabilitation of their local water delivery systems.

III. INFORMATION — STATISTICS — COMMUNICATION

RESOLUTION B-1: PRODUCER PARTICIPATION IN USDA SURVEYS

WHEREAS, the USDA/NASS performs some important data collection services in cooperation with producers who consent to provide acreage inventory and other data; and

WHEREAS, the USDA/NASS conducts the Census of Agriculture every five years that is the only source of uniform, comprehensive agricultural data for every state and county in the United States; and

WHEREAS, participation in the Census of Agriculture is required by law, and that same law protects the confidentiality of all individual responses; THEREFORE, BE IT RESOLVED that the National Potato Council reaffirms its endorsement of the NASS and urges growers to participate in potato acreage and inventory surveys, including production inputs, so that the information gathered and analyzed is as complete and representative as possible.

BE IT FURTHER RESOLVED that the National Potato Council encourages all U.S. potato growers to participate in the Census of Agriculture.

IV. TRADE

RESOLUTION C-1: MARKET ACCESS PRIORITIES

WHEREAS, the National Potato Council seeks liberalized and fair access for U.S. fresh and processed potato exports to all foreign markets, and particularly to the fast-growing markets of Asia and Latin America; and

WHEREAS, high tariffs, restrictive tariff-rate quotas, trade-distorting foreign subsidies, and scientifically unjustified phytosanitary restrictions continue to restrict and impede access for U.S. potato exports; and

WHEREAS, the National Potato Council has actively supported U.S. bilateral and regional free trade agreements that eliminate or substantially reduce tariffs and other market access barriers impeding exports of U.S. fresh and processed potatoes; and

WHEREAS, the National Potato Council has supported the Doha Round of multilateral trade negotiations under the World Trade Organization on the basis that those negotiations seek liberalized

access for U.S. potato exports to developed and developing country markets and enforceable sanitary and phytosanitary rules based on sound scientific principles;

THEREFORE, BE IT RESOLVED that the National Potato Council continues to encourage the United States to participate in multilateral and bilateral and regional trade negotiations that seek liberalized and fair access for U.S. fresh and processed potato exports. To this end, the National Potato Council supports continuing multilateral trade negotiations in the World Trade Organization, and bilateral and regional free trade agreement negotiations with countries that offer meaningful market opportunities for U.S. potato products, provided those negotiations result in agreements that achieve substantial reductions in or the elimination of foreign tariffs, restrictive tariff-rate quotas, and trade-distorting subsidies affecting U.S. fresh and processed potato exports, and include strong disciplines to address scientifically unjustified phytosanitary restrictions on U.S. potato products;

BE IT FURTHER RESOLVED that the National Potato Council urges the Administration, including the United States Trade Representative and the Secretary of Agriculture, to aggressively enforce existing trade agreements, including agreements requiring strict adherence to scientifically justified phytosanitary measures;

BE IT FURTHER RESOLVED that the National Potato Council encourages the Administration, and the United States Trade Representative and the Secretary of Agriculture in particular, to work closely with the National Potato Council and its allied organizations to achieve the above priority trade objectives of the U.S. potato industry.

RESOLUTION C-2: IMPORTED POTATOES FOR SEED

WHEREAS, the U.S. potato industry is dependent upon quality seed; and

WHEREAS, the movement of potato pests can occur by seed transmission; and

WHEREAS, the movement of these potato pests hinder the ability of the U.S. seed industry to provide the quality of seed needed by the industry; and

WHEREAS, it is general practice in the United States to require inspection at shipping point for certified seed potatoes; and

WHEREAS, the MOU establishing the State National Harmonization Program for Seed Potatoes (SNHP) has been ratified by the majority of seed-producing states and that program mandates inspection at shipping point for all interstate seed shipments;

THEREFORE, BE IT RESOLVED that the

National Potato Council directs USDA/APHIS to require inspection at the shipping point equivalent to that in the SNHP for seed potatoes shipped to the U.S. from Canada.

RESOLUTION C-3: TRADE PROMOTION AUTHORITY

WHEREAS, the U.S. potato industry is a major global exporter of potatoes and potato products, and WHEREAS, other competing potato producing countries are quickly negotiating Free Trade Agreements that give them a competitive advantage over U.S. products in global markets, and

WHEREAS, U.S. potato producers will be at risk of losing substantial market share if our government cannot effectively and quickly continue to negotiate Free Trade Agreements.

THEREFORE, BE IT RESOLVED that the National Potato Council urges Congress to quickly approve Trade Promotion Authority for the Administration so that the Administration can negotiate fair and equitable trade agreements so that the U.S. potato industry remains competitive in global export markets.

RESOLUTION C-4: SEED POTATO SAMPLING PROTOCOL

WHEREAS, the National Potato Council recommends that APHIS support a U.S./Canada sampling protocol consistent with the latest available science for all seed potatoes exported or imported between the two nations,

THEREFORE, BE IT RESOLVED that the National Potato Council further recommends that APHIS support the Independent International Science Panel PCN Guidelines.

RESOLUTION C-5: MAXIMUM RESIDUE LEVELS (MRLS)

WHEREAS, many countries are establishing their own national pesticide Maximum Residue Level (MRL) systems to promote responsible use of pesticides domestically and to promote food safety; and WHEREAS, this trend is likely to continue; and

WHEREAS, many of these countries are key export markets for U.S. potato products; and

WHEREAS, U.S. potato suppliers are being asked by foreign governments and importers to meet these new residue standards; and

WHEREAS, it is in the interest of the U.S. potato industry to have new foreign potato MRLs established at levels harmonized with U.S. potato MRLs;

THEREFORE, BE IT RESOLVED that the National Potato Council will work with the USDA Foreign Agricultural Service (FAS), U.S.

Issues & Resolutions

Environmental Protection Agency (USEPA), chemical registrants, and foreign governments to seek to establish foreign potato MRLs at levels that do not hinder U.S. potato exports.

V. LABOR RELATIONS

RESOLUTION D-1: IMMIGRATION REFORM

WHEREAS, undocumented farm workers make up a significant portion of the agricultural labor force; and

WHEREAS, the H-2A program does not provide an adequate supply of seasonal workers to meet the needs of agriculture;

THEREFORE, BE IT RESOLVED that the National Potato Council support comprehensive immigration reform legislation that would reform agricultural guest worker programs and allow undocumented workers who have been employed in agriculture to continue legally working in the U.S. agricultural industry.

RESOLUTION D-2: LABOR DISPUTES

WHEREAS, disruptions in shipping can have significant adverse impacts on all U.S. exports; and

WHEREAS, the U.S. potato industry is heavily dependent on potato exports for its long-term growth and economic success; and

WHEREAS, disruptions of exports represents a threat to economic national security; and

WHEREAS, manmade disruptions caused by labor disputes should be avoided whenever possible;

THEREFORE, BE IT RESOLVED that labor disputes causing labor shortages that would have an adverse effect in the shipping and marketing of U.S. potato products for export should be resolved as quickly as possible and require full engagement by all levels of the federal government.

VI. LEGAL and RISK MANAGEMENT

RESOLUTION E-1: POTATO CROP INSURANCE PROGRAM

WHEREAS, the USDA Risk Management Agency (RMA) has initiated a potato crop insurance program;

THEREFORE, BE IT RESOLVED that the National Potato Council work with the RMA to have a federal all-risk insurance program available to all potato producers on a "producer option" basis, with a yield determination to be set on an individual farm basis;

BE IT FURTHER RESOLVED that the National Potato Council work with the RMA to explore implementation of an early generation certified seed

potato option which allows for additional coverage for loss of certification and recertification of seed;

BE IT FURTHER RESOLVED that the National Potato Council work with the RMA to create greater policy uniformity between growing regions while recognizing regional scientifically supported differences; BE IT FURTHER RESOLVED that the National Potato Council support RMA product development, which do not promote overproduction or waste, fraud and abuse of the Risk Management Program(s).

VII. TRANSPORTATION

RESOLUTION F-1: RAIL CARRIERS

WHEREAS, lack of access to environmentally-friendly, efficient rail service is a major concern of rail customers; since Congress passed the Staggers Rail Act of 1980, more than 40 mergers and consolidations have decreased the number of Class I railroads from over 40 to only seven. Four of these major railroads control more than 90 percent of the rail revenue and own over 90 percent of the country's track miles; and

WHEREAS, the lack of competition has increased captive shippers, raised rail rates, and has led to deterioration in service quality, leaving some potato shippers (and their consumers) captive to a single railroad; and

WHEREAS, a barrier to competition in the rail industry is tie-in agreements between short line railroads and major railroads. These agreements prevent the short line from moving freight to or from any railroad other than the Class I railroad from which it is leasing its track; and

WHEREAS, the Department of Justice has indicated to Congress that the failure to provide a rate to a competing railroad and "tie-in" agreements could be a violation of the Sherman Antitrust Act; and

WHEREAS, consolidation of rail carriers and track abandonment have resulted in a reduction of competition by railroads for shipments of perishable products; and

WHEREAS, the rulings of the federal rail regulatory agency have not protected the interests of shippers from the anticompetitive impacts of mergers, captive shippers and unreasonable rate structures;

THEREFORE, BE IT RESOLVED that the National Potato Council support actions by Congress to address the lack of competition and rate transparency in the rail industry;

BE IT FURTHER RESOLVED, that the National Potato Council should collaborate with relevant organizations to assist in the passage of legislation to correct these unfair competition practices.

RESOLUTION F-2: TRUCK TRANSPORTATION

WHEREAS, truck weights are not consistent across

the United States and these inconsistencies limit efficient transportation options for agriculture; and

WHEREAS, many rural areas are truck dependent and need an increase in overall gross vehicle weight to 97,000 pounds on federal interstate highways on vehicles equipped with a sixth axle; and

WHEREAS, increasing vehicle weights and adding axles will reduce fuel use and generate environmental benefits and the addition of a sixth axle to any tractor/semi-trailer will result in improved braking ability and a "softer footprint" on the highway through improved weight distribution;

THEREFORE, BE IT RESOLVED that the National Potato Council supports increased overall gross vehicle weight not to exceed 97,000 pounds on federal interstate highways;

BE IT FURTHER RESOLVED, that the National Potato Council supports vehicles with a gross vehicle weight of 97,000 pounds equipped with a sixth axle.

VIII. ENERGY

RESOLUTION G-1: FEDERAL POWER PROJECTS

WHEREAS, various Administrations and Members of Congress have proposed selling the federal power projects that supply water and electricity to agriculture across the country; and

WHEREAS, these projects are cost effective and are of great benefit to the public in general;

THEREFORE, BE IT RESOLVED that the National Potato Council opposes the sale of these projects to private industry.

RESOLUTION G-2: RENEWABLE FUEL

WHEREAS, deficit spending and trade deficits must be reduced; and

WHEREAS, millions of new jobs would be created in America by activating the nation's basic industries, specifically the agricultural industry to produce renewable fuels; and

WHEREAS, the almost total reliance on fossil fuels to meet this nation's energy needs is exhausting domestic petroleum supplies, thereby requiring increased imports; and

WHEREAS, the transition from fossil fuels to cleaner burning renewable fuels like ethanol and biodiesel will be key in addressing the nation's most pressing economic, environmental, and energy security issues; and

WHEREAS, America has the most productive agricultural sector in the world with new opportunities for farmers to expand crop production, including trees and grasses for the conversion of crops and cellulosic biomass into renewable fuels; and

WHEREAS, these domestic, renewable, and clean



burning renewable fuels enhance the nation's energy security and the environment of the planet; and WHEREAS, the greatly increased production of renewable fuels will stimulate the nation's basic industries and the rural economy by bringing home the transportation fuels market and creating new jobs; THEREFORE, BE IT RESOLVED that the National Potato Council requests the President, Congress, and the U.S. Departments of Agriculture and Energy, as well as the Environmental Protection Agency, to support incentives so the nation's transportation fuels can continue to be produced from renewable agricultural and biomass sources.

IX. ENVIRONMENT

RESOLUTION H-1: ENDANGERED SPECIES ACT

WHEREAS, the Endangered Species Act (ESA) was enacted to ensure that endangered or threatened species and their habitats are protected; and

WHEREAS, the National Potato Council supports a balanced scientific approach to the protection of endangered and threatened species and their habitat; and

WHEREAS, the ESA has not been modified since it was enacted to reflect the current scientific understanding of species and habitat and the interpretation of the statute by the federal government, state governments, and the courts has precluded a common-sense approach to its implementation; and WHEREAS, the consultation process between the National Marine Fisheries Service and the National Wildlife Service (the Services) and the U.S. Environmental Protection Agency (EPA) as required by the ESA is inefficient, cumbersome, and confusing;

THEREFORE, BE IT RESOLVED that the National Potato Council support the enactment of legislation to reform the ESA;

BE IT FURTHER RESOLVED that the needed legislative changes should include:

- (1) Public hearings within each region affected should be held before the listing of a species as endangered or threatened;
- (2) Use of economic data and a peer review process prior to listing of the species;
- (3) Requirement of an economic impact study of all actions taken under the act that would perpetuate the existence of an endangered species;
- (4) Improvement of the relief mechanism by allowing the Secretary of the Interior to consult with private landowners and to issue general incidental take permits for certain activities known to have minimal adverse effect on the listed species and by establishing an

administrative process to compensate private property owners;

(5) If findings determine that costs associated with a recovery plan are an unreasonable allocation of available resources, or if it is found that social or economic impacts in the area affected would be too great, the Secretary of the Interior may opt not to implement recovery plans;

(6) Listings or designations of critical habitats which impair existing uses by right of public or private property would be defined as "private or public property takings" and be subject to just compensation; and

(7) Clarification for the consultation requirements that would allow federal agencies to act on determinations made by their scientists without consultation with other agencies when the determination is made that an action will have minimal impact on a species.

RESOLUTION H-2: FLOW AUGMENTATION

WHEREAS, large volume water "summer spill" or "flow augmentation" programs in the Columbia-Snake River system were initiated by the National Oceanic and Atmospheric Administration (NOAA) Fisheries Service, requiring more than 10 million acre feet (MAF) of water annually from reservoirs for flow augmentation; and

WHEREAS, more than a decade of research at the Washington Power Planning Council and University of Washington has shown that the NOAA Fisheries flow augmentation program, which increases summer spill and river flow through draw downs of reservoirs, has been ineffective and does not measurably impact fish survival; and

WHEREAS, research and studies have also shown that ocean effects including water temperature, nutrients, and predation by humans and animals dramatically impact salmon mortality; and

WHEREAS, technological improvements at hydro operations, such as fish friendly turbines, ladders and screens, have significantly reduced risk to fish runs; and

WHEREAS, the "flow augmentation" program has never been clearly justified by NOAA Fisheries Service; and

WHEREAS, the five year average annual cost of spilling this water over the dams is calculated at over \$394 million due to the loss of power generation from diverting water from the turbines and the higher costs associated with purchasing replacement power from other sources; and

WHEREAS, environmental groups have filed or are filing notice of intent to sue for even larger flows from upstream reservoirs which threaten to dry up several million acres of irrigated land;

THEREFORE, BE IT RESOLVED that the National Potato Council urges the Administration and Congress to halt or oppose the current NOAA Fisheries Service summer spill or flow augmentation program, as it offers no benefit to fish survival while creating unnecessary social and economic costs.

RESOLUTION H-3: CLIMATE CHANGE

WHEREAS, the United Nations Global Climate Change Treaty is currently being redrafted and discussions will be ongoing on many of the major issues that need to be addressed before an agreement can be reached on a draft treaty; and

WHEREAS, the current emission reduction treaty would have applied stringent reductions by developed countries; and

WHEREAS, the current emission reduction treaty does not apply similar reductions to developing countries; and

WHEREAS, for the U.S. potato producer to have complied with such emission reductions may have increased the cost of fuel, electricity, fertilizer, and chemicals and would have created an increased cost of production to the producer and an increased cost of food to the consumer; and

WHEREAS, the U.S. potato producers market potatoes and potato products globally, it would have placed the U.S. producer in an unfair marketing situation;

THEREFORE, BE IT RESOLVED that the National Potato Council work with the Administration and the Congress to assure that any new treaty, climate change legislation or regulatory actions do not unduly burden U.S. potato growers; and that the U.S. potato industry continue to work diligently to conserve energy resources, utilize alternative energy sources and lessen greenhouse emissions on a voluntary basis in order to mitigate the need for any statutory or regulatory requirements.

RESOLUTION H-4: SUSTAINABILITY / GAP AUDITS

WHEREAS, there has been a proliferation of proposed audits for standards related to sustainability and good agricultural practices; and

WHEREAS, the market will eventually, and may soon, demand such a standard; and

WHEREAS, U.S. potato growers can be proactive and help drive the policy discussion around such a standard;

WHEREAS, multiple standards can unnecessarily increase costs of compliance for U.S. potato growers; THEREFORE, BE IT RESOLVED that the National Potato Council supports the pursuit of a single audit for sustainability standards and good agricultural practices.

X. RESEARCH — TECHNOLOGY — DISEASE CONTROL

RESOLUTION I-1: TECHNOLOGY/BIOTECHNOLOGY

WHEREAS, the world's standard of living and people's diets have steadily improved through agricultural research and technological advancements such as the development of hybrid seeds, fertilizers, pesticides, animal vaccines, and better animal husbandry; and

WHEREAS, biotechnology is the next frontier for major improvements in agricultural productivity, environmental safety, and nutritional quality; and

WHEREAS, the prosperity of the U.S. potato and potato food processing industry depends largely on access to the latest technology to remain competitive in the global marketplace;

THEREFORE, BE IT RESOLVED that the National Potato Council supports biotechnology research and encourages the safe and steady development of biotechnology and the adoption of regulations and guidelines that encourages the research, development, and commercialization of biotechnologically-produced products; and

BE IT FURTHER RESOLVED that the National Potato Council supports the efforts and research of new food technology which will diversify, develop, and expand further usage of potatoes and that will enhance nutritional value and develop new potato markets.

RESOLUTION I-2: CERTIFIED SEED PROGRAMS

WHEREAS, potato pests can place a severe hardship on the U.S. potato industry; and

WHEREAS, these pests are often spread through the movement of seed potatoes from one place to another; and

WHEREAS, certified seed can help reduce disease movement through careful monitoring of seed lots;

THEREFORE, BE IT RESOLVED that the National Potato Council use its educational resources to inform growers of the benefits of certified seed programs and encourage their adoption.

RESOLUTION I-3: POTATO PRODUCTION RESEARCH

WHEREAS, there is a continuing need for research work related to production problems in potatoes and the impact of production problems on product quality;

THEREFORE, BE IT RESOLVED that the National Potato Council support and otherwise assist the various production areas in developing pertinent production research on potatoes;

BE IT FURTHER RESOLVED that the National Potato Council pursue the concept of national research pertaining to quality whereby states, where possible, combine their research resources and coordinate the work carried out on common research problems;

BE IT FURTHER RESOLVED that the National Potato Council work to ensure that the potato industry, which produces the nation's largest vegetable crop, obtain a fairer share of federal research dollars.

RESOLUTION I-4: AGRICULTURAL TECHNOLOGY AND CHEMICALS

WHEREAS, traditional agricultural chemicals and non-traditional control methods are critical to efficient crop production;

THEREFORE, BE IT RESOLVED that the National Potato Council work actively to ensure the continued availability of currently registered products and encourage research in alternatives and new products.

RESOLUTION I-5: LATE BLIGHT CONTROL

WHEREAS, commercial and seed growers across the U.S. can suffer serious losses from late blight; and WHEREAS, new strains of late blight have been found in all states that produce potatoes; and

WHEREAS, buyers of certified seed currently can obtain from seed growers and their state certification agencies the North American Certified Seed Potato Health Certificate, which contains all pertinent information on a particular seed lot; and

WHEREAS, the state of knowledge with respect to the detection, biology of the pathogen, and epidemiology of the late blight prevents the establishment of reasonable tolerances or timely testing procedures for potato seed lots at shipping point;

THEREFORE, BE IT RESOLVED that the National Potato Council work diligently with all interested parties including state and federal agencies to accomplish the following:

- (1) Encourage planting of certified seed;
- (2) Support mandatory measures to ensure the timely and effective elimination of cull piles;
- (3) Control sources of infection (i.e. fields, volunteers, gardens, other host carriers, retail distribution centers, and other possible sources);
- (4) Expanded research and education;
- (5) Enhanced disclosure of information;
- (6) Development of a national late blight screening program to include the following:

- a) screening prior to shipping on a voluntary basis,
- b) uniform protocol,

- c) secondary verification of testing protocol, and
- d) funding;

(7) Develop a uniform rating system for late blight resistance for all seed varieties introduced into the U.S. potato industry or entering channels of commerce to include the following criteria:

- a) all testing to be done at a central location for consistent results prior to release,
 - b) use of the most virulent strains in testing,
 - c) both tuber and foliage should be rated,
 - d) look for vehicles to assure compliance such as the Plant Variety Protection Act, state and/or federal certification, and inspection services; and
- (8) Pursue all other possible means to limit the impact of late blight.

RESOLUTION I-6: LATE BLIGHT RESEARCH

WHEREAS, the U.S. potato and tomato industries' future is in peril due to a nationwide outbreak of aggressive strains of potato late blight; and

WHEREAS, control of aggressive strains of potato late blight is predicated on an interdisciplinary effort of basic and applied research performed at land grant universities across the U.S.; and

WHEREAS, the completion of the basic and applied research to control late blight requires adequate funding, coordination, and cooperation between the National Potato Council, USDA, EPA, the U.S. Congress, and the various land grant research institutions;

THEREFORE, BE IT RESOLVED that the National Potato Council supports funding for control of strains of late blight from the United States;

BE IT FURTHER RESOLVED upon Congressional appropriation that the USDA-NIFA IPM program be the administrator of the funds (under the guidance of the USDA-NIFA Potato Industry Working Group) and provide proper oversight on eradication research and overall progress of funded efforts.

RESOLUTION I-7: GOLDEN NEMATODE QUARANTINE

WHEREAS, an Animal Plant Health Inspection Service (APHIS) quarantine has been in effect for over 50 years in identified locations in the state of New York; and

WHEREAS, the quarantine has contained the pest to these locations; and

WHEREAS, state university diagnostic labs and private labs routinely analyze soil samples to detect nematode populations; and

WHEREAS, no new Golden Nematode populations have been reported outside of the quarantine areas;

THEREFORE, BE IT RESOLVED that the National Potato Council commend APHIS,



Issues & Resolutions

particularly the personnel at the Avoca, NY lab, and further commend Cornell University for their diligent efforts which resulted in the successful quarantine of Golden Nematode;

BE IT FURTHER RESOLVED that the National Potato Council encourages APHIS to fully fund the quarantine program for Golden Nematode in New York.

RESOLUTION I-8: QUARANTINE PEST COMPENSATION OR "SAFETY NET" PLAN

WHEREAS, the Potato Cyst Nematode *Globodera Pallida* (PCN) has been discovered in the United States; and

WHEREAS, the Animal Plant Health Inspection Service (APHIS) of USDA and state authorities are to be congratulated for their quick response and hard work invested in delimiting the area with PCN and controlling further spread; and

WHEREAS, the current system for controlling the spread of quarantine pests can actually encourage the spread of quarantine pests, rather than stopping it, due to the fact that growers found with a quarantine pest are penalized financially by regulations imposed to prevent the spread; and

WHEREAS, growers need a "safety net," or system of compensation, for losses incurred when a quarantine pest is discovered that will remove the penalty for its discovery and remove a disincentive for growers to report pest finds and participate in surveys; and

WHEREAS, APHIS is working with states to conduct a national survey for PCN;

THEREFORE, BE IT RESOLVED that the National Potato Council work with APHIS, other agencies, and Congress to implement a safety net, or compensation system, that will be effective in containing the spread of PCN or any new quarantine pest by removing the financial penalties currently imposed on growers;

BE IT FURTHER RESOLVED that the National Potato Council request that APHIS verifies that the nationwide PCN survey follow scientific standards.

RESOLUTION I-9: QUARANTINE PEST SYSTEM REVIEW

WHEREAS, the Potato Cyst Nematode *Globodera Pallida* (PCN) has been discovered in the United States; and

WHEREAS, PCN is a quarantine pest; and

WHEREAS, the discovery of a quarantine pest causes hardship on growers, thus discouraging participation in surveys and containment programs; and

WHEREAS, the current system of quarantine pest management does not provide incentives for early

detection, prevention and systematic approach to prevention, eradication or control as circumstances warrant; and

WHEREAS, Canada, Mexico, and the United States have different systems in place for managing quarantine pest introductions and spread;

THEREFORE, BE IT RESOLVED that the National Potato Council work for a comprehensive review of the U.S. quarantine pest management system in conjunction with Canada and Mexico, to harmonize standards, processes, and procedures and that steps should be taken to jointly work with Canada and Mexico to develop a workable tri-country management plan for any quarantine pest find;

BE IT FURTHER RESOLVED that the National Potato Council support a thorough evaluation and reform of the quarantine pest list and system for managing quarantine pests that will encourage a cooperative grower response.

RESOLUTION I-10: IDAHO POTATO CYST NEMATODE ERADICATION PROGRAM

WHEREAS, an Animal Plant Health Inspection Service (APHIS) eradication program has been in effect for almost seven (7) years in identified locations in the state of Idaho; and

WHEREAS, the Idaho program has contained the pest to these locations; and

WHEREAS, state university diagnostic labs and private labs routinely analyze soil samples to detect nematode populations; and

WHEREAS, no new *Pallida* Nematode populations have been reported outside of the regulated areas;

WHEREAS, APHIS working in partnership with the Idaho Department of Agriculture and the University of Idaho have conducted an effective program to move toward eradication of the *Pallida* Nematode;

BE IT RESOLVED that the National Potato Council encourages USDA to fully fund the quarantine and eradication program for the *Pallida* Nematode in Idaho.

XI. MARKETING AND POTATO INDUSTRY PROBLEMS

We recognize that there are many existing conditions which adversely affect the overall welfare of the potato industry. Many of these problems are exclusive to the potato industry.

Other problems affect all of agriculture. In the interest of stabilizing and strengthening both the potato industry and all of agriculture, we recommend and support the following resolutions:

RESOLUTION J-1: POTATO MARKETS

WHEREAS, the National Potato Council is keenly interested in promoting, protecting, and advancing the economic well-being of the potato producer, we recognize that all markets for potatoes are important and should be preserved, protected; and if possible, expanded;

THEREFORE, BE IT RESOLVED that the National Potato Council work diligently to protect and defend all existing markets for fresh, seed, frozen, and other potatoes and strive to develop new markets, both foreign and domestic.

RESOLUTION J-2: FLEXIBLE ACREAGE

WHEREAS, both the 1996 and 2002 Farm Bill prohibit the planting of potatoes on contract acreage without the loss of contract payment and the reduction of contract acres except under certain specific exemptions; and

WHEREAS, the 2008 Farm Bill creates a pilot program to allow the planting of fruits and vegetables for processing on program acres; and

WHEREAS, these contract payments and other government programs can inadvertently result in market distortion that can cause economic harm to U.S. potato farmers;

THEREFORE, BE IT RESOLVED that the National Potato Council strongly supports the discontinuation of any activity by the federal government that results in market distortion;

BE IT FURTHER RESOLVED that the National Potato Council supports the analysis of any economic impacts—intended or not—of any proposed federal agriculture support program prior to its implementation.

RESOLUTION J-3: PACA RECEIVING PRACTICES

WHEREAS, current PACA regulations permit a receiver to unload and take control of produce without accepting it; and

WHEREAS, receiving practices detrimental to potato and vegetable producers have developed as a result;

THEREFORE, BE IT RESOLVED that the National Potato Council supports efforts to amend the PACA to correct this problem.

RESOLUTION J-4: UNIFORMITY OF GRADES BETWEEN INDIVIDUAL SHIPPING, AND RECEIVING POINT INSPECTIONS

WHEREAS, the potato industry has become more mechanized in harvesting, packaging, and shipping of potatoes; and

WHEREAS, consumers require fresh potatoes that are consistent in appearance, quality, uniformity of size, and are bruise-free; and

WHEREAS, a variety of factors including dirt, rot, internal defects, greening, size, grading, bruising, and sampling methods can contribute to a lack of consistency in marketable product; and

WHEREAS, the federal/state inspection services do not always reach the desired level of uniformity between individual inspectors, between shipping point and receiving point, and between states and regions;

THEREFORE, BE IT RESOLVED that the National Potato Council work with the USDA to develop research and data on the problem of conditional defects to be included in the U.S. Grade Standards;

BE IT FURTHER RESOLVED that the National Potato Council work with USDA Fresh Fruit and Vegetable Inspections using the best available technology to implement increased uniformity of grades between individual inspectors and between shipping and receiving points throughout the United States.

RESOLUTION J-5: RESEARCH, PROMOTION, AND QUALITY-CONTROL PROGRAMS

WHEREAS, federal and state research, promotion, and quality control programs are important potato industry self-help programs benefiting both producers and consumers; and

WHEREAS, such programs allow potato producers to collectively address industry issues of concern; and

WHEREAS, other sources of federal and state assistance are diminishing due to budget pressures; and

WHEREAS, such programs all contain provisions to allow producers to administratively seek redress of grievances; and

WHEREAS, such programs are legitimate exercises of federal and state authority;

THEREFORE, BE IT RESOLVED that the National Potato Council continue to support federal and state research, promotion, and quality control self-help programs for the benefit of potato producers and consumers;

BE IT FURTHER RESOLVED that the National Potato Council strongly support the ruling by the U.S. Supreme Court which unequivocally upheld the constitutionality of these programs.

RESOLUTION J-6: MARKETING ORDERS

WHEREAS, federal marketing orders cover over 65 percent of the fall potatoes and over 15 percent of the summer potatoes produced in the United States. The primary feature of the marketing orders governing potatoes allows the use of grade and size regulations that must be met for all shipments under the order. By regulating the quality that can be shipped, these

marketing orders help keep inferior grades of potatoes from depressing the market for the entire crop. Equally as important these orders help to build consumer confidence as a constant supply of high-quality potatoes remain available throughout the year; THEREFORE, BE IT RESOLVED that the National Potato Council strongly supports the continuation of federal marketing orders for potatoes as the quality provisions bring equal benefit to both producer and consumer.

RESOLUTION J-7: POTATO EXPORT PROMOTION

WHEREAS, the current Farm Bill reauthorized the Market Access Program (MAP) at a minimum level of \$200 million a year beginning in Fiscal Year 2008;

THEREFORE, BE IT RESOLVED that the National Potato Council opposes any efforts to reduce the funding for this valuable promotion program;

BE IT FURTHER RESOLVED that the National Potato Council supports the permanent funding of MAP at a minimum of \$200 million.

XII. TAXES AND REGULATIONS

RESOLUTION K-1: FEDERAL TAX CODE

WHEREAS, U.S. potato growers compete in a global marketplace; and

WHEREAS, input costs for U.S. potato growers are constantly increasing, resulting in lower profit margins; and

WHEREAS, the current tax structure is heavily weighted on assets like farmland which is at a historically high level of value; and

WHEREAS, responsible tax reforms are needed to keep potato producers competitive;

THEREFORE, BE IT RESOLVED that the National Potato Council supports tax reform that enhances the competitiveness of the U.S. potato industry in the global marketplace, including lower overall tax rates, the permanent repeal of estate taxes; BE IT FURTHER RESOLVED that the National Potato Council strongly opposes any increase in capital gains taxes.

RESOLUTION K-2: FEDERAL REGULATIONS

WHEREAS, U.S. potato growers compete in a global marketplace; and

WHEREAS, the regulatory burden on farmers in the United States is increasing; and

WHEREAS, the economic impact of an excessive regulatory agenda can be significantly negative for U.S. potato growers and make it more difficult to be competitive in a global marketplace;

THEREFORE, BE IT RESOLVED that the National Potato Council supports a responsible regulatory structure in the United States;

BE IT FURTHER RESOLVED that the National Potato Council supports full transparency of the economic impact of proposed regulations on U.S. potato farmers.

XIII. QUALITY AND FOOD SAFETY

The National Potato Council is greatly concerned with the overall appearance and quality of potatoes found in the fresh retail markets. Satisfying the needs of the consumer is critical to the continued success of the potato industry. We recognize that the consuming public expects and is entitled to purchase produce that is clean and has a fresh appearance.

RESOLUTION L-1: IMPORT INSPECTIONS

WHEREAS, increasing amounts of fresh and processed fruits and vegetables are being imported into the United States; and

WHEREAS, fruits and vegetables offered to the consumer in U.S. stores must be consistent in adhering to federal standards for food safety;

THEREFORE, BE IT RESOLVED that the National Potato Council work diligently to ensure that fruits and vegetables imported into the United States are subject to adequate inspections to assure that they meet the same standards for chemical residue, grades, and packaging as is required of U.S. produce;

BE IT FURTHER RESOLVED that fees for inspections for imported fruits and vegetables are assessed on the importer;

BE IT FURTHER RESOLVED that penalties commensurate to those applied to U.S. growers be levied upon produce not meeting standards so set.

RESOLUTION L-2: APHIS INSPECTIONS

WHEREAS, that the National Potato Council strongly encourages USDA-APHIS to regulate the importation of plant material and associated growing media for the pathogen that causes brown rot of potato (*Ralston solanacearum*) from countries which are infested with the pathogen;

BE IT FURTHER RESOLVED that the National Potato Council recommends that the states survey seed lots in their winter test plots for PVY^{ntm};

BE IT FURTHER RESOLVED that the National Potato Council request that USDA-APHIS formalize its relationship with state certification agencies with respect to seed export matters.

RESOLUTION L-3: FOOD SAFETY PROGRAMS

WHEREAS, Congress and Federal Agencies are considering revisions to the Food Safety Standards.

THEREFORE, BE IT RESOLVED that the National Potato Council encourages these programs be based on risk analysis and be commodity specific.

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The State Voting Delegates of the National Potato Council are nominated by individual potato producing states to serve as state representatives on NPC issues and policy resolutions. The number of State Voting Delegates allotted per state is based on potato production, with at least one vote allotted per potato producing state.

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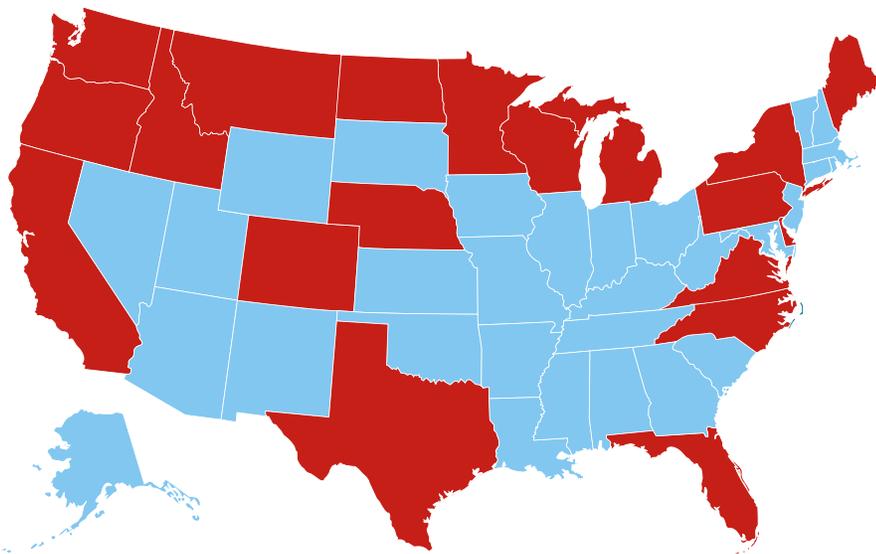
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e: danc.abc@myfairpoint.net

Maine Potato Board

744 Main Street, Room 1
Presque Isle, ME 04769
contact: Don Flannery
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e: flannery@mainepotatoes.com
w: www.mainepotatoes.com

Membership & Contacts

Michigan

Michigan Potato Industry Commission

Potato Growers of Michigan
13109 Schavey Road, Suite 7
DeWitt, MI 48820
contact: Mike Wenkel
p: (517) 669-8377
e: mike@mipotato.com
w: www.mipotato.com

Minnesota

Minnesota Area II Potato Growers Research & Promotion Council

9029 80th Avenue
Clear Lake, MN 55319
contact: Paul Gray
p: (320) 743-2837
e: pnggray@frontiernet.net
w: www.minnesotapotato.org

Northern Plains Potato Growers Association

P.O. Box 301
420 Business Hwy 2
East Grand Forks, MN 56721
contact: Chuck Gunnerson
p: (218) 773-3633
e: cgunnerson@nppga.org
w: www.nppga.org

Red River Valley Fresh Potato Growers Cooperative

P.O. Box 301
420 Business Hwy 2
East Grand Forks, MN 56721
contact: Ted Kreis
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e: tkreis@nppga.org

Montana

Montana Potato Advisory Committee Rural Development Bureau

Montana Department of Agriculture
P.O. Box 200201
Helena, MT 59620
contact: Lee Boyer
p: (406) 444-2402
e: lboyer@mt.gov
w: www.agr.state.mt.us/crops/potatocomm.asp

United Potato Growers of Montana

2660 Alders Lane
Dillon, MT 59725
contact: Art Mangels
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Nebraska

Nebraska Potato Council

6541 Jefferson Road
Alliance, NE 69301
contact: Joe Thompson
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New York

Empire State Potato Growers

P.O. Box 566
Stanley, NY 14561
contact: Melanie Wickham
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e: mwickham@nypotatoes.org
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North Carolina

North Carolina Potato Association

P.O. Box 2066
Elizabeth City, NC 27906
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North Dakota

Northern Plains Potato Growers Association

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Red River Valley Fresh Potato Growers Cooperative

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Oregon

Oregon Potato Commission

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Also see:

California—United Potato Growers of the Klamath Basin

Idaho—Idaho-Eastern Oregon Potato Committee

Washington—United Fresh Potato Growers of Washington and Oregon

Pennsylvania

Pennsylvania Cooperative Potato Growers

3107 N. Front Street, Suite 100
Harrisburg, PA 17110
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Texas

United Southwest Potato Growers of America

P.O. Box 525
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Virginia

Association of Virginia Potato and Vegetable Growers

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21047 Front Street
Onley, VA 23418
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e: butch.nottingham@vdacs.virginia.gov

Washington

United Fresh Potato Growers of Washington and Oregon

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Washington State Potato Commission

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w: www.potatoes.com

Wisconsin

United Potato Growers Cooperative of Wisconsin

5374 State Hwy 66
Stevens Point, WI 54481
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Wisconsin Potato & Vegetable Growers Association

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Sustaining Members are regional and national companies and organizations that have a direct interest in the success of the U.S. potato industry and contribute annually to support the activities of NPC.



1,4GROUP, INC.

2307 E. Commercial Street
Meridian, Idaho 83642
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Located centrally in the Northwest's potato growing area, 1,4GROUP, Inc. is the leading distributor of post-harvest products developed to extend the dormancy and shelf-life of potatoes. In collaborative efforts with leading university researchers and private industry, we are dedicated to continued development of new and improved post-harvest chemical applications. From the harvest of your crop to your customer's dock, you will find a complete family of complimentary treatments that protect the quality and condition of your potatoes. In addition, our clients receive services such as storage consulting, access to an in-house engineer, technical support, laboratory and field testing, and assistance with application technology.



ACETO AGRICULTURAL CHEMICALS CORPORATION

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Port Washington, NY 11050
contact: Terry Kippley
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e: tkippley@aceto.com
w: www.aceto.com

The Aceto Agricultural Chemical Corporation is the world's leading supplier of sprout inhibitor products. Aceto markets Sprout Nip brand CIPC and Amplify DIPN through professional applicators throughout the U.S. The company conducts research to develop new and effective products to improve the quality and profitability of stored potatoes. We are proud to support the National Potato Council.



AG WORLD SUPPORT SYSTEMS

131 West 4th Avenue
Moses Lake, WA 98837
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e: whenninger@aginspections.com
w: www.aginspections.com

AG World Support Systems LLC (AWSS) is a private, independent, third party inspection company serving the raw product needs of the North American processing industry. The primary focus of Ag World is to provide inspection services that generate accurate information used to determine grower payment. Inspections by Ag World also generate data used to help growers with the growing, harvest, and storage of raw product and aid processors in optional line management.



AMVAC CHEMICAL CORPORATION

4695 MacArthur Court, Suite 1200
Newport Beach, CA 92660
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e: tonyz@amvac-chemical.com
w: www.amvac-chemical.com

Founded in 1969, AMVAC Chemical Corporation manufactures and markets a wide range of agricultural and specialty products, focusing on crop protection and management, turf and ornamental management, and public health. The company's basic strategy is to acquire brand name, niche product lines from multi-national companies that divest mature products to focus on newly discovered molecules. To learn more about AMVAC, please visit the company's website at www.amvac-chemical.com.



The Chemical Company

BASF CROP PROTECTION

26 Davis Drive
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e: nicholas.schweizer@basf.com
w: www.agproducts.basf.com

BASF Crop Protection combines innovative solutions with industry-leading technology to help potato growers maximize yield and quality.

BASF offers a highly effective fungicide program that includes Endura® fungicide, which is the proven benchmark for white mold control in potatoes. Priaxor® fungicide, the newest BASF innovation, provides consistent disease control and Plant Health benefits for potatoes.

For weed control, Outlook® herbicide protects growers' investment with powerful, consistent control of annual grasses and small-seeded broadleaf weeds such as pigweed and nightshade. Prowl® H2O herbicide offers an innovative, water-based formulation for benefits like no odor, reduced staining, greater storage temperature flexibility, and better performance in high surface areas.

Regent® insecticide, another offering from BASF, helps potato growers maximize return with insect control.

BASF is dedicated to providing solutions, technical support and educational tools to help growers implement effective crop protection programs. For more information on BASF Crop Protection products, visit us at <http://agproducts.basf.us>.

BASIC AMERICAN FOODS

BASIC AMERICAN FOODS

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w: www.baf.com

Family owned and operated since its founding in 1933, Basic American Foods is now a leading provider of value-added, branded dry potato and bean products world-wide. Its principal brands offering preparation convenience with scratch-like taste include: Potato Pearls®, Golden Grill®, Classic Casserole®, Savory Series™, Santiago®, Nana's Own™, Idaho® Spuds™, and Hungry Jack®. Hungry Jack is a trademark of The J.M. Smucker Company, used under license.



Bayer CropScience

BAYER CROPSCIENCE

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w: www.bayercropscience.us

Bayer provides crop protection solutions to the potato market with leading products Luna Tranquility, Movento, Admire Pro, Leverage 360, Ernesto Silver, and others.

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CAVENDISH FARMS OPERATIONS INC.

5855 3rd Street SE
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w: www.cavendishfarms.com

Cavendish Farms is a leading producer of high quality, great tasting frozen potato and appetizer products for restaurant, quick-service and retail markets throughout the United States, Canada, Asia, Caribbean, and South America. For over 30 years our customers have known us as the potato experts as we grew to become the fourth largest potato processor in North America. In 2009, we added an outstanding line of appetizers to our portfolio, including golden onion rings, stuffed jalapenos, and wholesome seafood, cheese, and vegetable products. We are committed to creating innovative new products to deliver exciting and profitable menu solutions to our customers.



COLORADO POTATO ADMINISTRATIVE COMMITTEE – NORTHERN COLORADO

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We support the research and promotion of the potato industry and keep growers informed of new developments.



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e: david.smith2@conagrafoods.com
w: www.conagrafoods.com/www.lambweston.com

ConAgra Foods Lamb Weston makes potato, sweet potato, appetizer and vegetable products that people love. For more than 60 years, Lamb Weston has created unique and innovative food items that today grace the tables and shelves of restaurants and food retailers in more than 100 countries.

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2698 Lakeview Road
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Double L manufacturers a complete line of potato handling equipment, from potato harvesters and windrowers to handling and piling equipment. We also service the industry with a full line of quality parts.



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Dow AgroSciences is a premier company applying chemical, biological, and genetic solutions to global agricultural and specialty market needs.



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w: www.dupont.com

DuPont Crop Protection serves the global production agriculture industry with leading products for potatoes and other specialty crops as well as grain crop sectors. Our mission is to enable the production of high-quality and abundant crops by providing grower operations with solutions to help maximize their crop investment. With our broad portfolio of offerings and our world-class R&D

pipeline, DuPont Crop Protection is poised to meet grower needs now and in the future. DuPont is a proud sponsor of the NPC Environmental Stewardship Award.



FARM CREDIT

7951 E. Maplewood Ave., Suite 225
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e: ask@farmcredit.com
w: www.farmcredit.com

For nearly a century, Farm Credit has been a national provider of credit and related services to rural America through a cooperative network of customer-owned lending institutions and specialized service organizations. Created by Congress in 1916, the Farm Credit System provides nearly \$191 billion in loans and leases to farmers, ranchers, rural homeowners, aquatic producers, timber harvesters, agribusinesses, and agricultural and rural utility cooperatives. With more than 12,000 employees and nearly 500,000 member-borrowers, Farm Credit has coverage in every county in the United States including Washington D.C. and Puerto Rico. For more information about the Farm Credit System, please visit www.farmcredit.com.



FMC CORPORATION

105 W. Kansas Street, Suite B
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contact: Rick Kesler
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e: rick.kesler@fmc.com
w: www.FMCCrop.com

FMC Agricultural Products Group provides cost effective crop protection products for a broad range of crops and pests, improving yields and profits for America's farmers. Our expanding potato portfolio includes unique and innovative products such as: Aim® EC herbicide/desiccant; Capture® LFR®, Beleaf® and Mustang Max® insecticides; and Ranman® and Rovral® fungicides.



FRITO-LAY, INC

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GOWAN COMPANY

8158 S. Danskin
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contact: Scott Kerbs
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e: skerbs@gowanco.com
w: www.gowanco.com

Gowan Company supplies crop protection products and expertise for specialty agriculture. Our current product line includes insecticides, herbicides, fungicides, a molluscicide, and a plant growth regulator. Critical competencies are field sales and development, pesticide registration, formulation, and efficient market delivery. We deliver effective tools for specialty crop production. Our formulations, research, and customer training support the use of Gowan products for optimum protection of crops, people, and the environment.

THE GROWER

THE GROWER

10901 W. 84th Terrace
Lenexa, KS 66214
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w: www.thegrower.com

The Grower provides profitable production and management strategies to commercial growers. We provide information and services that make potato growers more knowledgeable and competitive when producing and marketing their crops.



ISK BIOSCIENCES CORPORATION

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w: www.iskbc.com

ISK Biosciences is a research-based provider of high quality and high technology crop protection products. The company is headquartered in Concord, Ohio and has primary responsibility for development, registration and logistics for parent company Ishihara Sangyo Kaisha's products in the Americas. Omega[®]500F Fungicide, Allegro[®]500F Fungicide, Ranman[™]Fungicide, and Beleaf[®]Insecticide are several of the outstanding crop protection products discovered and developed by ISK. They are delivered to the potato production industry in partnership with Syngenta and FMC.



LINDSAY CORPORATION

2222 N. 111th Street
Omaha, NE 68164
contact: Randy Wood
p: (402) 827-6513
e: randy.wood@lindsay.com
w: www.zimmatic.com

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contact: Joe Dahlen
p: (800) 247-7335
e: sales@lockwoodmfg.com
w: www.lockwoodmfg.com

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builds a variety of potato planters, windrowers and harvesters. Each machine is built with a range of features and options to handle any crop condition and meet each farmer's needs.



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contact: Mark Trostle
p: (970) 685-3565
e: mark.trostle@cpsagu.com
w: www.lovelandproducts.com

Loveland Products is the proprietary organization within the CPS retail/wholesale group offering a complete line of high performance, high quality crop and non-crop input products. Loveland's complete portfolio includes proprietary adjuvants, plant nutrition, seed treatment, and crop protection products. Loveland's portfolio is large and our commitment to the agricultural industry is great..... We look forward to serving you in the future..... Get Growing.



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McCain Foods, the world's largest producer of potato and appetizer frozen products, is dedicated to being a high quality manufacturing and marketing leader through agronomy, integration of people, technology, systems, and innovation.

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MONTANA SEED POTATO CERTIFICATION PROGRAM

Potato Lab, P.O. Box 172060
MSU-Bozeman
Bozeman, MT 59717-2060
contact: Nina Zidack
p: (406) 994-3150
e: potatocert@montana.edu
w: www.montanaspud.org

Our purpose is to certify Montana-grown seed potatoes using the highest standards in the nation and to conduct research to improve potato quality and testing methods.



the packaging network

NNZ, INC. (THE PACKAGING NETWORK)

805 Marathon Parkway, Suite 170
Lawrenceville, GA 30046
contact: Steve Greenfield
p: (770) 921-9210
e: sgreenfield@nnzusa.com
w: www.nnzusa.com

NNZ Inc. is a leader in the packaging business, providing solutions to your needs. We offer a full line of packaging materials from retail packages to bulk containers. We also have many pallet wraps to meet your transport needs. Products we offer include Baler Bags, Jute Bags, Mesh Label Bags, Strip & Wineglass Labels, Clipping Wire, Poly Bags, Knitted and Extruded Tubular Net, Paper and Plastic Cornerboard, and FF&S Packaging including our Carry Family line. Please visit us on the web at www.nnz.com



NUFARM AGRICULTURE USA

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e: troy.bettner@us.nufarm.com
w: www.nufarm.com

Nufarm Agriculture USA is a global provider of fungicides, insecticides, and plant growth regulators to the agriculture industry. Key products important to potato growers are Ultra Flourish (mefenoxam), AgriTin (TPTH), Champ DP and Flowable (copper hydroxide), Phostrol (phosphorous acid), MicroSulf (micronized sulfur), and Streptrol (streptomycin seed treatment).



RD OFFUTT COMPANY

700 South 7th Street
Fargo, ND 58103
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w: www.rdoffutt.com

RD Offutt Company's farming operations produce and deliver high quality raw potatoes to major U.S. processors. Production is utilized in all segments of the potato market — fry, chip, fresh, and flake.



REINKE MANUFACTURING COMPANY INC.

5325 Reinke Road
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e: timgoldhammer@reinke.com
w: www.reinke.com

Reinke Manufacturing Company, Inc is one of the world's oldest and largest manufacturers of center pivot and lateral move irrigation systems. Reinke also provides state of the art precision system monitoring and control using GPS and satellite based communications devices and a wide range of control panels and pipe materials for use in the

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P.O. Box 9386
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contact: Craig Holcombe
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w: www.simplot.com

Simplot produces a variety of frozen potato products for institutional and retail markets and is the leading manufacturer and distributor of agriculture fertilizers.



SPUDNIK EQUIPMENT COMPANY LLC

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SYNGENTA CORPORATION

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e: john.freed@syngenta.com
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Syngenta is a world-leading agribusiness ranking first in crop protection and third in the high value commercial seeds market. Further information is available at www.syngenta.com.



UNITED POTATO GROWERS OF AMERICA

UNITED POTATO GROWERS OF AMERICA

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Salt Lake City, UT 84117
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United Potato Growers of America is a federated farmer cooperative that focuses on managing its members' potato supply so as to positively affect their economic success. It is through United membership that potato growers are empowered to better understand and act upon demand for their product. Call UPGA National Office at 801-517-9000 or visit www.unitedpotatousa.com to learn more.



UNITED STATES *Potato* BOARD

Maximizing Return on Grower Investment

UNITED STATES POTATO BOARD

4949 S. Syracuse St., #400
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contact: David Fraser
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w: www.uspotatoes.com

Our mission is to increase demand for potatoes and potato products through an integrated promotion program, thereby, providing the nation's potato producers with expanding markets for their production.



VALENT USA CORPORATION

P.O. Box 8025
Walnut Creek, CA 94596
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e: elsa.zisook@valent.com
w: www.valent.com

Valent U.S.A. Corporation is a crop protection firm serving agricultural and non-crop markets in North America. The product line includes herbicides, insecticides, fungicides, nematocides, and plant growth regulators. Key products for potato growers include Belay Insecticide, Chateau Herbicide, Presidio Fungicide, Quash Fungicide, Select Max Herbicide with Inside Technology and DiPel Biological Insecticide.



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WASHINGTON SEED POTATO COMMISSION

P.O. Box 286
Lynden, WA 98264
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e: waseedspud@waseedpotato.com
w: www.waseedpotato.com

Washington Seed Potato Commission provides funding for research and promotion of Washington certified seed potatoes.



WILBUR-ELLIS®

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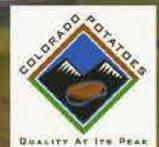
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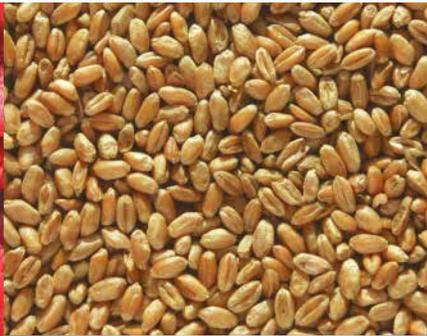


Colorado Potato Administrative Committee
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Dan High – Broksle Ranch, Inc.

Kimm Brothers Farming

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Mangels Seed Potatoes, Inc.

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Nick Schutter – Schutter Seed Farm, Inc.

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Jonathan Maendel – Forest River Colony

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Mark Thompson

Tobiason Potato Co., Inc.

Tom Torkelson – Torkelson Brothers, Inc.

Dean and Darren Tronson

Bennet Tucker – ABC Ag Partnership

Ohio

Todd Michael – Michael Farms, Inc.

Oklahoma

Triple S Farms

Oregon

Tony Amstad – Amstad Farming Co.

Jim Carlson Farms

Daniel Chin – Chin Farms/Wong Potatoes, Inc.

Oscar Gutbrod

Nels Iverson

Lane Farms, Inc.

Bill Walker – Gold Dust Potato Processors, Inc.

Pennsylvania

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Texas

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Derek Allred – Mt. View Acres

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Robert Halvorson Sr – R&R Halvorson, Inc.
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California Crop Improvement Association

Parsons Seed Certification Center
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Colorado

Potato Certification Service

San Luis Valley Research Center
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Center, CO 81125
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Idaho

Idaho Crop Improvement Association

429 S.W. Fifth Avenue, Suite 105
Meridian, ID 83642
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Maine Department of Agriculture, Food and Rural Resources

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Seed Potato Certification Program
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Montana Seed Potato Certification

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New York Seed Improvement Project

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Canadian Food Inspection Agency

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United States Potato Board 2013 Annual Report

**If You Gave Me a Dollar, and I Gave You \$6.51 Back,
Would You be Happy?**

Dear Growers:

If you gave me \$1, and I gave you \$6.51 back, would you be happy? Of course you would! As it turns out, the latest Econometric Study, conducted by Dr. Timothy Richards from Arizona State University, and Dr. Harry Kaiser from Cornell University, reveals this high return on potato grower assessment dollars invested in United States Potato Board (USPB) marketing activities. This study covers the USPB marketing years of 2007-2011, and is a USDA-mandated program assessment every five years.

To set the stage for these results, an ROI (return on investment) to any program that is greater than the cost of capital (approximately 0.07 or a 7% ROI) can be expected to increase grower welfare relative to other uses of capital. The overall USPB rate of return is 551.2% in the long run (more important metric) and 416.7% in the short run. Either way you look at it, the USPB programming is an extremely solid investment for U.S. potato growers' money.

To put this into perspective, we must look at the market factors impacting the state of demand. We know per capita consumption is down versus 10 years ago, but why? Potential causes include: prices (absolute and compared to other side dish alternatives), state of the economy, new products competing for stomach share, and demographic changes, to name a few. However, the more relevant question is, "Where would it [demand] be without the USPB programming?"

On average, across all markets and type of investment (Domestic and International), USPB scored a Benefit Cost Ratio (BCR) of 5.167 in the short run and 6.512 in the long run. Because these BCRs are estimated using econometric models, they are interpreted as returns on investment holding everything else constant, or the value of the USPB programming relative to a world absent USPB programming. In other words, the industry receives back \$5.16 in the short run and \$6.51 in the long run for every dollar invested in USPB programming.

Sincerely,

Rob Davis, Connell, Washington
Chairman, United States Potato Board

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International Marketing:

International Table-Stock Potato Program



A retail display and promotion for U.S. table-stock potatoes at Big C Supercenter near Ho Chi Minh City, Vietnam, creates interest and excitement among shoppers. Big C is one of the largest shopping centers in Vietnam, with three supermarkets in the center of Vietnam, nine supermarkets in the North, and 10 locations in the South.

The goal of the International Table-Stock Program is to build market awareness of the availability of U.S. table-stock potatoes and to respond to consumer research aimed at better understanding perceptions in targeted countries.

MAXIMIZING RETURN ON GROWER INVESTMENT!

- ◆ 13 new menu items made with U.S. fresh potatoes were adopted by restaurants in Malaysia
- ◆ 13 retail chains in Central America, 4 in Malaysia, 3 in Mexico, and 3 in Vietnam conducted promotions for U.S. potatoes with sales increases of more than 75%
- ◆ All current importers of U.S. potatoes in the maintenance markets of Hong Kong, Taiwan, and Singapore continue to make purchases
- ◆ U.S. potatoes are being carried in 700 retail outlets in the target markets of Central America, Mexico, Malaysia, and Vietnam
- ◆ Market access issues were addressed in Taiwan, Mexico, Indonesia, Korea, Costa Rica, and the Philippines. Taiwan approved the state of Colorado to ship to that market.

The international marketing program for table-stock potatoes focuses on increasing demand and usage of U.S. potatoes at retail and food-service. Increased demand at retail is generated through in-store promotions, expanding the numbers of varieties sold and improved marketing through the adoption of the USPB Best in Class program.



Chef Seminars, like this one in Malaysia, are key to demonstrating the quality and versatility of U.S. potatoes. Thirteen restaurants in this country added new menu items featuring U.S. table-stock potatoes.

By helping the retail outlets improve their handling practices, sales are increased and shrinkage reduced, resulting in increased exports.

In some USPB target markets, potatoes are not considered nutritious, so the international table-stock program focuses on providing positive potato messages. This is done through press releases, advertorials, cooking classes, TV programs, and promotional materials. Over 2 million consumers in the three target markets have been reached with these positive messages.

In November 2012, the fifth annual International Chef Seminar was held in Malaysia. This two-day training and cooking event attracted 20 chefs from Malaysia. These chefs learned about U.S. potatoes, potato nutrition and the use of U.S. table-stock potatoes in different cuisines. Finally, they created their own dishes in a black box cooking challenge. Many of these chefs have already put new dishes on their menus with more to come. To date, 90% of the chefs who attended these five seminars added at least one U.S. potato dish to their menus.

The USPB conducted extensive consumer research in Central America. Results of this research provide a good understanding of the perception of consumers in these countries towards potatoes in general and U.S. potatoes in particular. Armed with this information, USPB staff held seminars in Guatemala and El Salvador to train retailers, importers and distributors. These seminars also provided a chance to fully introduce U.S. potatoes to these new markets and provide training on proper storage, handling and marketing.

Market access is the biggest barrier to increased exports of U.S. fresh potatoes. The USPB continues to work on establishing access for U.S. table-stock potatoes to China, Indonesia, the Philippines and Japan, while trying to gain increased access to Mexico, Korea, Thailand, and elsewhere. Excellent progress has been made with Taiwan approving the state of Colorado to ship there, the Philippines signing an import protocol for U.S. table-stock potatoes and serious political level discussions are occurring with Mexico. The combined efforts of the Board, National Potato Council and states have created new opportunities for U.S. growers and increased market access is of the highest priority for all of the organizations.



International Frozen Program

The goal of the USPB International Marketing Frozen Program is to increase consumption of U.S. potatoes and potato products in export markets through the introduction of new products and development of new channels. The program also works to protect and expand U.S. market share in existing markets.

MAXIMIZING RETURN ON GROWER INVESTMENT!

- ♦ 20 restaurant chains in the target markets switched to U.S. frozen potato products from another source
- ♦ 18 new channels were developed for U.S. frozen potato products
- ♦ 42 new menu items launched at foodservice chains in target markets
- ♦ 18 retail chains in target markets began carrying U.S. frozen potato products
- ♦ 19 positive messages about potatoes distributed to trade and consumers in target markets
- ♦ “Why Buy US” Frozen Fries program implemented in markets
- ♦ 4 market access issues addressed and 3 resolved in Vietnam, Panama, and China

The frozen program is the largest USPB International Marketing program as frozen potato products account for roughly 60 percent of total U.S. potato exports. This program focuses not only on fries, but also promotes all other frozen potato products available from the U.S. This approach spurs new growth opportunities for U.S. potatoes by increasing usage and creating new channels for U.S. frozen potatoes.

The USPB specifically targets markets which create growth opportunities for U.S. potato growers by utilizing local representatives in the markets. The program has been very successful with strong growth in export sales. Since market year (MY) 2002-2003, the volume of U.S. frozen potato exports rose to over 905,679 metric tons (MT); creating an increase of over 100% over a 10-year period.

In October 2012, 31 importers and distributors from eight countries came to the U.S. for a reverse trade mission to Idaho and Oregon. This group learned about U.S. frozen potato production from field to fork, with visits to harvest, storage, processing, and cold storage facilities. They also learned about new products and new applications for frozen potato products from chefs at the processors. These key market players have gone back to train their staff, helping to increase sales, add 24 new products to their sales lineups, switch non-U.S. frozen potato users to U.S. products, and gain new customers with the new information they learned during their U.S. training experience.

In July 2010 an ambitious research project was undertaken to determine: what factors do restaurant chains in foreign markets utilize to make their purchasing decisions for frozen fries? What are the attributes of U.S. fries that make them a more desirable choice? The research



USPB Reverse Trade Mission (RTM) participants learn from field to fork about U.S. potatoes. Twenty-four new U.S. frozen potato products were introduced this past year thanks in part to this valuable industry opportunity for foreign importers and distributors.

culminated in July 2011 with a set of recommendations for improved messaging highlighting why these companies should buy U.S. The “Why Buy US” program has since been refined and launched in all target markets. Its implementation helps protect market share against very inexpensive product from the E.U., and encourages users to make the switch to U.S. frozen potatoes.

Development of new channels for U.S. frozen potato products expands demand and creates net new sales beyond the traditional foodservice sector. These new channels include prepared products at supermarket delis, bulk sales at supermarkets, mini-marts at gas stations, pizza delivery chains, online shopping, wholesale public markets, kiosks and street vendors, and food manufacturing.



“Why Buy US” continues to undeniably demonstrate the value and quality of U.S. fries on the world market.



A positive image for potatoes is important for the continued sales growth of U.S. frozen potatoes in target markets. To create a positive potato profile in these markets, the international program utilizes seminars and trainings for trade, consumer cooking classes, paid publicity, menu promotions, media events, websites, press releases, and newsletters.

The Quick Service Restaurant (QSR) market for frozen fries and other potato products is very competitive, with processors around the globe vying for business. The international marketing program gives U.S. processors a distinct advantage in this process, providing value-added services to restaurants purchasing U.S. frozen products. These services include cooperative promotional support focused on launches of new products, including restaurants' addition of second or multiple fry items to menus. Employee training in proper storage, handling and preparation is provided, with roughly 1,000 outlets trained each year. The "Why Buy US" research confirms value-added services from the U.S. is one of the main reasons foreign restaurants remain loyal to U.S. products which are oftentimes higher priced.

International Chip-Stock Program

The goal of the International Chip-Stock Program is to educate chip manufacturers in targeted foreign markets and build greater understanding of U.S. chip-stock varieties, their characteristics and the technical requirements for import.

MAXIMIZING RETURN ON GROWER INVESTMENT!

- ◆ 8 out of 9 chip manufacturers in target markets continue to purchase U.S. chipping potatoes
- ◆ 1 sample shipment was sent to a chip processor in Central America
- ◆ A reverse trade mission (RTM), with 5 participants from Central America, visited North Dakota to learn about U.S. chip-stock potatoes and the significant resources and sophisticated industry producing them
- ◆ An International Chip-stock Symposium was held in Minneapolis with 5 foreign buyers and 4 U.S. suppliers in attendance
- ◆ 4 new shippers were approved to export to Japan
- ◆ Market access barriers in Korea, Taiwan, Costa Rica, and the Dominican Republic were resolved, while significant progress was made on further improving access for chipping potatoes to Japan

The potato chip industry is growing around the world, especially in Asia. However, foreign chip manufacturers are unfamiliar with U.S. chipping potatoes—the varieties grown in the U.S., the year-round supply capabilities, and the high quality. Many believe the longer shipping times and the use of storage potatoes make U.S. potatoes inferior to freshly harvested potatoes. There are also a number of countries which are closed or have limited market access, such as Mexico, China, Thailand, Indonesia, and Japan.



The USPB had a large booth at the trade show held by the Mexican snack industry association, Canacinfra.

The USPB continues to work with snack food manufacturers in Asia and Central America. Educational and promotional materials were provided as part of one-on-one meetings to determine their needs and interest in U.S. chipping potatoes. Samples were sent to those companies that had not previously tested them.

In September 2012 the international department brought a RTM made up of five buyers from Central America to North Dakota. The Northern Plains Potato Growers Association (NPPGA) helped to host the mission. The participants saw harvest, storage, and shipping and learned a great deal about variety research from the breeders at North Dakota State University (NDSU). As part of the RTM, participants attended the international chip-stock symposium where they learned more about the US industry, contracting, varieties, and met with four U.S. grower/shippers.



The USPB hosted a chip-stock RTM to North Dakota for five Central American snack manufacturers. RTM participants were from Nicaragua, Costa Rica, El Salvador, and Guatemala. Big thanks to the Northern Plains Potato Growers Association for helping organize the visit to North Dakota.



The newly opened market of Vietnam continued to grow after the USPB trade mission there in FY12. U.S. exports of fresh potatoes were up 564% in the first seven months of FY13 to 2,251 metric tons (49,626 cwt).

Exports of chipping potatoes to Japan began in 2006 and have since grown significantly with the expansion of demand and improved access. The USPB hosted a required visit by a Japanese Ministry of Agriculture official to Nevada, Oregon, California, and Washington to help growers and shippers in these states become approved to export to the market. The USPB and NPC continue to work with USDA-APHIS and FAS to improve access for U.S. chipping potatoes to Japan, most importantly allowing the U.S. potatoes to be transported inland in Japan and processed at plants not located at a port.

In addition to proactive market expansion efforts, USPB and NPC, in conjunction with the state potato organizations, continue to work on overcoming market access barriers in Mexico, China, Indonesia and Taiwan. Gaining access to new markets, or overcoming barriers in current markets, will result in significant increases in U.S. exports.

International Dehydrated Potato Program

The goal of the USPB International Dehydrated Potato (Dehy) Program is to increase the use of U.S. dehy in both commercial and food assistance programs throughout the world.

MAXIMIZING RETURN ON GROWER INVESTMENT!

- ◆ 32 new products made with U.S. dehy were launched by foreign food manufacturers and restaurants
- ◆ 74 new products made with U.S. dehy are under development in the target markets
- ◆ 3 research studies are underway to identify new uses or applications for U.S. dehy in the target markets
- ◆ 3 new importer/distributors in Malaysia, Japan, and the Philippines began carrying U.S. dehydrated potatoes or new U.S. dehy products for the first time
- ◆ The USDA purchased 800 MT (114,639 cwt fresh weight equivalent) of flakes for the McGovern-Dole International School Feeding Program to be implemented in the Congo
- ◆ The first ever purchase of granules under the Food for Education program occurred with 480 MT (68,783 cwt fresh weight equivalent) of the fortified product going to Cameroon
- ◆ Market access barriers in Korea and China were addressed while the free-trade agreement with Panama was implemented



U.S. dehy is becoming an important ingredient in noodles, breads, soups, pizza, pastries, and donuts. It adds unique textures and flavors to a variety of foods.

The USPB continues to build a foundation of technical knowledge and information regarding the benefits of utilizing U.S. dehy in a variety of applications. In FY13, consumer research on mashed potato attitudes and awareness were completed in Korea and Mexico, while messaging on the results of fish ball studies in the Philippines and croquettes in Japan was developed.

The results of these studies and other information were provided to the targeted audience through 40 one-on-one technical meetings and 17 seminars and trade shows. Additionally, materials were developed and distributed providing details on the use of dehy in baking, food manufacturing, and foodservice. The first ever mashed potato seminar was held in Singapore for chefs from throughout South East Asia. Strong interest is being developed in these markets for the higher value mashed potato mixes provided by the U.S. processors.



Increased demand for dehy by the Private Voluntary Organizations (PVOs) continues to be created through basic education regarding the benefits of utilizing U.S. dehy.



More and more new products made with U.S. dehy are being launched in the target markets, including soups, donuts, croquettes, pizza, sandwich filling, ensaymadas, mashed potato side dishes, and various bread products. Another important success has been the introduction and resulting use of U.S. dehy in new channels in the target markets. These include the institutional foodservice sector, food manufacturing, convenience stores and retail.

The USPB develops and circulates information to Private Voluntary Organizations (PVOs) and U.S. governmental agencies to expand the use of dehy in U.S. government international food-aid programs. The most effective marketing efforts are individual trainings and “demonstration projects” in food-aid recipient countries with the PVOs who distribute dehy in food aid settings. Two PVO employee trainings are held per year: one for foreign based employees, oftentimes foreign nationals, and the second for U.S.-based employees. With the constant turnover in personnel in these organizations, it is crucial to keep training new people about dehy. Demonstration projects are carried out in food assistance settings in which dehydrated potatoes are used in food-aid settings and the results measured.

International Seed Potato Marketing

The goal of the International Seed Potato Marketing Program is to introduce the world to U.S. seed potatoes and to increase demand for U.S. seed potatoes in targeted markets.

MAXIMIZING RETURN ON GROWER INVESTMENT!

- ♦ 2 new importers began buying U.S. seed potatoes
- ♦ U.S. seed potato variety trials are underway in Egypt, Nicaragua, Mauritius, and the Congo
- ♦ Cut seed trials are ongoing in the Dominican Republic, Nicaragua, and Sri Lanka
- ♦ Market visits with U.S. growers occurred in Brazil, Sri Lanka, and Mauritius
- ♦ 5 of 6 importers in maintenance markets are continuing to import U.S. seed potatoes
- ♦ 1 new U.S. exporter began exporting to 2 countries
- ♦ 10 trade leads were obtained and distributed to the industry
- ♦ Market access issues were resolved in Brazil, Uruguay, and Nicaragua while efforts are continuing in Egypt and the Dominican Republic

The strategy for the seed program is to increase the knowledge of U.S. seed potato availability, safety, quality and varieties among government officials, importers and growers. This is done by conducting a combination of the activities listed below in each or our target markets: Nicaragua, Sri Lanka, Brazil, and Egypt. The USPB also carries out maintenance programs in the established markets of Honduras, Uruguay, Panama, and the Dominican Republic.



The USPB Seed Program works with growers and importers in Nicaragua to harvest potatoes from a U.S. seed variety trial.

Another new initiative is to introduce the use of cut seed to target markets. Current use of single drop seed in most markets increases the cost of the seed and limits the supply available from the U.S. If cut seed is used, U.S. growers will be better able to meet the demand in these markets at a lower price compared to international competition.

Variety Trials

U.S. seed potatoes are sent to target markets to be planted and grown, to show the viability and adaptability of U.S. seed potato varieties to local growing conditions and climate. Variety trials are an essential step in determining which U.S. varieties will thrive in foreign markets. Results of these trials are also needed for the variety registration process in each country, a prerequisite to imports. The results are also used to promote U.S. seed potatoes in the market. There is nothing like seeing to become a believer.

Market Development

The international seed program makes regular visits to the foreign markets to evaluate variety trials, establish relationships with the importers and growers, and work on access issues. In 2012-2013, teams went to Brazil, Sri Lanka, Mauritius, Nicaragua, and Honduras.

Reverse Trade Mission

The International Department organizes a Seed Tour and Symposium every other year to showcase U.S. seed potato production practices and establish commercial relationships. During the Seed Tour, the USPB brings growers and importers from target markets to visit U.S. seed growing regions to get a firsthand look at U.S. growing practices, seed certification, breeding and inspections. The RTM and International Seed Symposium, held in August 2011, were the largest ever and resulted in a number of new sales of U.S. seed potatoes.

Market Access

Addressing market access issues is a key component of the strategy. The International Department works with the NPC and state grower organizations to overcome these barriers. Most of the work is done with the USDA-APHIS and FAS officials in the U.S. and in foreign markets. The International Department also works with importers to help them negotiate with their government officials from within.



Domestic Marketing:

Research Shows “Linda” is Breaking out of her Potato Rut, but Perceptions around “Fattening” Still Need to Improve

The 2013 Attitudes and Usage survey shows “Linda” appears to be breaking out of her “potato rut.” There was a significant increase in the percent of Lindas using a recipe for fresh potatoes. She is also preparing potatoes in more ways and using specialty potatoes more often. This indicates the marketing strategy to show Linda more ways to prepare potatoes is taking hold.

Data also showed attitudes towards potatoes improved slightly, although, the number of Lindas who agree “potatoes are fattening” increased. This increase is likely due to an increase in the percent of Linda respondents on a low-carb diet. However, the increase in agreement with “potatoes are fattening” does not appear to have had an impact on usage. Lindas agreeing with “potatoes are fattening” are actually heavier potato consumers than those who are not.

This data demonstrates measures including convenience, flavor, fresh and health are better predictors of usage and should be prioritized in future Attitudes and Usage studies.

“Many Sides of Potatoes” Ad Campaign Inspires Linda with New Potato Recipes

“The Many Sides of Potatoes” advertising campaign focuses on the key opportunity areas to increase Linda’s consumption of potatoes, including new usage ideas for dishes which can be made in less than 30 minutes. These flavorful recipe ideas highlight the fresh and natural equities of potatoes and drive readers to PotatoGoodness.com.

The print campaign expanded in FY13 to feature four new executions. The new executions align with the “Seasons of Linda” by highlighting the following potato recipes, which are a great fit for Linda’s life during each season.



- The “Parmesan Potato Stackers” and “Spinach and Artichoke Heart Two Potato Casserole” reach Linda in January and February when she is looking for comforting, healthy dishes.
- The “Grilled Potato Bake” showchases inspiring ways to grill potatoes during the summer season.
- Finally, the “Festive Papa Tapas” inspires Linda with a potato appetizer recipe she can impress her guests with during the holiday season.

The potato recipe message also reaches Linda online where she is actively searching for dinner ideas. The refreshed online advertising campaign launched on November 1, 2012, which closely aligns with the “Many Sides of Potatoes” print advertising campaign by featuring potato recipes inspiring Linda to think differently about potatoes. These ads are featured on 12 of the most highly-trafficked recipe websites.

MAXIMIZING RETURN ON GROWER INVESTMENT!

- ♦ The total FY13 advertising campaign will reach 76% of Lindas 8 times during the program year through 29 ad insertions in 9 publications
- ♦ Total estimated impressions is 138 million
- ♦ The online advertising campaign has generated more than 117,000 interactions with Quick and Healthy recipes
- ♦ Added value opportunities (e.g., supplemental ads, recipe contests, etc.) total nearly \$900,000, or nearly 60% of the paid investment

Nutrition Research Continues to Build the Case for Potatoes

The USPB’s foundational nutrition science program serves to protect the positive nutrition profile of the potato. Scientific research provides a timely and credible resource for media and influencers.

Educating the Influencers at Key Conferences

The USPB had a presence at two key conferences in FY13—Society for Nutrition Education and Behavior (SNEB) and the American Academy of Family Physicians (AAFP), an annual gathering of more than 5,000 doctors. USPB nutrition consultant Dr. Katherine Beals was on hand at both events to answer questions, while the team handed out copies of the USPB Nutrition Library handouts and Potato Nutrition Handbooks, and served up healthy potato recipe samples. At AAFP, the USPB goal was to set the record straight with doctors regarding all things potato nutrition. What was the end result? We had conversations with hundreds of MDs about potatoes and nutrition, and these were meaningful discussions with this important influencer group.

The Role of Potatoes in a Diabetic Diet

USPB-funded research by Dr. Susan Raatz, the researcher awarded a USPB-funded grant, is progressing as scheduled. The study is designed to determine the effects of potato consumption as part of a diabetic





diet. It is anticipated the results of the study will reveal new and important information about how potatoes can be a healthy addition to a diabetic diet. In addition, “bonus” research uncovered while preparing for the larger study describing the effects of potato type and cooking methods on resistant starch content was submitted and accepted for presentation at the 2013 Experimental Biology Conference.

Weight Management and Affordability Research

The USPB and Dr. Beals continue to work with researchers Dr. Britt Burton-Freeman and Dr. Adam Drewnowski on the submission of the weight management research and the “One Potato” (nutrient density and affordability research) for consideration in peer-reviewed journals. In early 2013, the “One Potato” research was submitted to the *Public Library of Science Journal (PLOS)* and the weight management research manuscript was submitted to the *Journal of the American College of Nutrition*.

New Supermarket Registered Dietitian Communication Tool

The USPB launched a new, seasonal email newsletter designed to specifically target Supermarket Registered Dietitians (SRDs). Each issue is distributed to the USPB’s proprietary list of more than 300 SRDs and includes ready-to-use potato-centric content with a seasonal spin, potato nutrition in the news, retail insights, social media suggestions, and seasonal recipes for use in shopper communications.



“No one is going to convince me that these [potato] preparations are going to make us fat.”

— Mark Bittman in the *New York Times*

The Real Moms are lending their voices and credibility to media materials for each season and have even acted as potato spokespeople at blogger conferences including the International Food Bloggers Conference and the Eat Write Retreat food blogger conference. The Real Moms are also creating new, healthy potato recipes for each season. The result is 10 fresh, healthy new recipes the USPB has developed and photographed in FY13.

PotatoGoodness.com Makeover

In December, the USPB launched a re-designed PotatoGoodness.com, the consumer-facing website. It now allows visitors to find information based on who they are—including sections for home cooks, chefs, educators, foodservice and media. Overall, the feedback has been incredibly positive. Statistics show

more people are coming to the site and spending more time engaged in the content.

Weekly Recipe Email Continues to Grow

USPB’s weekly recipe email, which spotlights a recipe and nutrition fun fact every Tuesday, continues to see very steady growth in new subscribers, with approximately 150 new sign-ups each week, for a total current subscriber base of 13,000. The email also continues to outperform against industry standards, with an average of 28 percent of recipients opening the email each week and a click-through rate of 11 percent.

Unique Facebook Programs Drive Engagement with Linda

A new, highly visual and interactive approach on the USPB’s Potatoes, Taters & Spuds Facebook page resulted in fan growth and increased engagement on the page. In fact, the page is just a few fans away from reaching the FY13 scorecard goal of 20,000 fans. A “Hip Holiday Hostess” sweepstakes over the holiday season, which featured new USPB appetizer recipes, was a big part of the page growth, generating 3,226 new page “likes,” 1,664 contest entries and more than 400 new weekly recipe e-mail sign-ups.

MAXIMIZING RETURN ON GROWER INVESTMENT!

- ♦ Championing potato’s positive nutrition during meaningful conversations at a conference reaching 5,000 MDs
- ♦ Bonus resistant starch research uncovered and presented at Experimental Biology conference as a result of USPB-funded diabetes study

Consumer Publicity Keeps Potato Nutrition in the National Media Spotlight

“Real Moms, Real Meals” Program Brings the Five Seasons of Linda to Life

In July 2012, the USPB kicked off the “Real Moms, Real Meals” program, enlisting a new Real Mom ambassador to help bring each of the five seasons of Linda to life. To-date, the Real Moms included: a top food blogger, an award-winning cookbook author, a media registered dietitian, a trained chef and, coming up this summer, grilling experts “the BBQ Queens.”

MAXIMIZING RETURN ON GROWER INVESTMENT!

- ♦ As of March 2013, the USPB has reached more than 230 million consumers with potato nutrition information and recipes
- ♦ From FY12 to FY13, Potatogoodness.com has seen an 89% increase in visitors, a 112% increase in time spent on the site and a 385% increase in mobile users
- ♦ The USPB’s Facebook page has 19,059 fans
- ♦ The USPB’s weekly recipe email has 13,000 subscribers



Increasing Fresh Potato Sales at Retail

The goal of the USPB's Retail Programs is to increase demand for fresh potatoes by educating and working with both retailers and industry members. All these efforts are built around three central pillars: Retail Knowledge, Retailer Communications and Retail Partnership Programs.

Retail Knowledge includes maintaining a robust library of information and resources which can be accessed by both industry members and their retail customers alike. This content is posted on the USPB Resource Center at www.uspotatoes.com, and encompasses:

- FreshFacts® sales data provided by Nielsen Perishables Group
- Chip, frozen, refrigerated and dehy sales data from Nielsen Scantrack®
- Ranking of high-potential potato stores as identified by Nielsen Spectra®
- Potato basket affinities and shopper insights gleaned from Spire® loyalty card information
- Retail ad monitoring from ECRM Marketgate
- Proven Best Practices in assortment, merchandising, in-store communication, pricing, promotion, packaging and associate training
- Proprietary research studies spanning consumer, shopper, retailer and nutrition science
- Added-value materials, including point of sale, consumer handouts, photos, videos and recipes
- Industry training webinars
- Consultation and advice provided by USPB staff and consultants as well as Nielsen Perishables Group

Retailer Communications strives to disseminate the knowledge we have gathered to the U.S. potato industry as well as the retail trade. The USPB accomplishes this directly through a series of Retail Outreach meetings, where we sit down face-to-face with retailers and share potato category trends, shopper insights and marketing Best Practices,

as well as conducting a business review to identify growth opportunities and offer recommendations for capitalizing on them. We also share information more broadly through our State of the Potato Category (SOPC) newsletter, which goes out five times each year to over 1,700 retail decision-makers.

Retail Partnership Programs involve working directly with retailers and their suppliers to grow potato category sales. These programs take one of two forms: Collaborative Category Optimization (CCO) programs or Test and Learn (T&L) programs. CCO programs occur over a 9-12 month period and follow a process of analyzing the retail situation, identifying opportunities, strategizing the optimal solutions, and then working together with retailers and their suppliers during the implementation phase. T&L programs are focused on exploring and validating promising new marketing tactics and typically take place over an 8-12 week period.



MAXIMIZING RETURN ON GROWER INVESTMENT!

- ♦ **Roundy's** agreed to participate as a CCO partner and has dramatically increased the level and effectiveness of their potato promotions
- ♦ Shopper loyalty card data provided by Spire determined both **Marsh** and **Brookshire** could grow their potato category sales by introducing shoppers to additional types; both retailers subsequently entered the USPB's CCO program
- ♦ A T&L program conducted at **Pick 'n Save** (a Roundy's banner) investigated the potential of cross-merchandising potato recipe cards in other departments and achieved a 6.9% increase in potato category dollar sales
- ♦ Merchandising a custom-printed tote bag, developed in collaboration with the National Onion Association (NOA), delivered a 6.5% increase in bulk potato sales
- ♦ Using retail shopper loyalty card data to target households with personalized offers is a growing practice, and a T&L underway with **Brookshire** will explore the effectiveness of this approach with a compelling offer that encourages the purchase of new potato types
- ♦ Joint promotions can create added interest and sales, and **Defense Commissary Agency** (DeCA) has partnered with the USPB to demonstrate this via a T&L program with McCormick® Grill Mates® during the July 4th holiday
- ♦ **20 retail outreach** meetings have been conducted with the following retailers: Walmart, Publix, Safeway, Kroger, Brookshire's, Winn Dixie/BI-LO, Wakefern, A&P, Aldi, Target, DeCA, WinCo Foods, Harmons, Homeland, Nash Finch, K-VA-T, Giant Eagle, Lowe's, Spartan Stores, and Stater Bros



Industry Education and Training

USPB regularly offers the industry web-based training sessions to help grower-shippers become more valuable partners to their retail customers, focusing on an array of relevant marketing practices to increase sales and profitability.

MAXIMIZING RETURN ON GROWER INVESTMENT!

- ◆ 5 web-based trainings were conducted in FY13. All training sessions are recorded for later viewing and are available on the USPB Resource Center.
 - *New and Improved USPB Data Resources*
 - *Updating USPB Best Practices*
 - *The "New Normal" for Fresh Potato Sales*
 - *More Effective Retail Programs and Presentations*
 - *Potato Pricing 101*

Driving Potato Innovation at Foodservice

The year-end 2012 Mintel Report on potato menu trends showed the number of potato side dish menu mentions at the Top 350 restaurant chains grew 13 percent from Q4 2006 to Q4 2012.

Culinary Seminar Generates New Potato Items for High Volume Restaurants and Food Manufacturers

Chefs from leading foodservice chains and food manufacturers met at the Culinary Institute of America in Napa Valley in October 2013, for the eighth annual custom seminar. This annual seminar is a cornerstone in our work to drive menu innovation and demonstrate potatoes' selling power on the menu. Themed "*The New American Menu*," the seminar took 14 representatives from 12 influential chain operations, including Wendy's, O'Charleys, Sizzler, and Whole Foods, on a culinary exploration of the unique new flavors and healthful ingredients which are sought out by today's consumers. The seminar included a presentation and demonstrations by special guest chef Gary Danko from Restaurant Gary Danko in San Francisco.



MAXIMIZING RETURN ON GROWER INVESTMENT!

- ◆ Altogether, chains in attendance represent 7,530 units and over \$9 billion in annual sales
- ◆ Seminar, content and culinary demonstrations rated as "excellent" (79%) or "good"
- ◆ 35% of this year's participating chefs have reported testing or adding new potato dishes to their menus:
 - Bon Appetit added five new potato dishes to café menus
 - Sizzler introduced a Fingerling Potato Salad and Salted Baked Russets
 - Fuddruckers (Luby's) added a new side: Roasted Purple and New Potatoes with Fresh herbs
 - Whole Foods is offering a Potato Bar with various toppings at catering events
 - Ignite Restaurant Group now menus a Spring Veggie Hash with Red Potatoes
- ◆ More than 50% of seminar alumni have tested or have added new potato items to their menus

USPB Takes the Lead with Chef Education

Each year, more than 25,000 professional chefs and culinary students visit the USPB's e-learning site at cia.prochef.com/potatoes. New video demos and recipes from culinary luminaries are featured on the e-learning site and are also being promoted on the Culinary Institute of America's Facebook and Twitter pages.

MAXIMIZING RETURN ON GROWER INVESTMENT!

- ◆ ProChef.com/Potatoes is updated annually with the USPB's nutrition materials, creating an additional venue for existing content
- ◆ Video demos featuring Chef Gary Danko drive traffic and promote better-for-you menu items with potatoes
- ◆ To date, unique page views and visitors on ProChef.com/Potatoes are up 21% versus last year
- ◆ The ProChef e-newsletter, which reaches over 55,000 subscribers, often spotlights USPB content because of its quality and relevance, resulting in 274,124 impressions to date

NATIONAL FRY PROCESSOR TRIALS: Program Shifts Focus More Towards QSR Capability Analysis of Lower Acrylamide Varieties

Field Trials

The National Fry Processor Trials (NFPT) and Specialty Crop Research Initiative (SCRI) Acrylamide Grant worked collaboratively to expand field trials from the original three sites in Washington, Idaho



and North Dakota, to include Maine and Wisconsin. Expanding the trial sites provides more information each year and reduces the amount of time needed to find new low acrylamide forming raw material.

Acrylamide

Covance Corporation was selected to run analysis of asparagine and acrylamide for all NFPT program material. The vendor change reduced analysis time by 60 days at no additional cost to the program.

The NFPT program continues to identify numerous potato varieties (10-20 per area) with acrylamide levels under 200 ppb. This amount of low acrylamide forming varieties continues to exceed industry expectations.

QSR Analysis

A total of nineteen varieties were submitted for quick-service restaurant (QSR) capability analysis at JR Simplot in Caldwell, ID. Thirty-nine different samples were processed and evaluated for consumer attributes. Two varieties, ND8229-3 and AC96052-1RU, were considered to be capable of making a QSR French Fry.

A QSR Seminar was held in Caldwell, ID. Representatives from all parts of the Fry Industry were present, including QSRs, processors, producers, state potato organizations, breeders, researchers, USPB, USDA/ARS, universities, and other industry representatives. The seminar focused on the identification of two clones which showed promise in making QSR capable fries and expanding QSR analysis in future years.

With numerous varieties showing promise for low acrylamide, the focus of the NFPT Project is shifting towards more QSR capability analysis. McCain and Cavendish Farms have agreed to join Simplot in doing finish product analysis. This will double or triple the number of varieties which can be analyzed each year for QSR capability.

MAXIMIZING RETURN ON GROWER INVESTMENT!

- ◆ NFPT and SCRI Acrylamide Field trials expanded from 3 sites in Washington, Idaho, and North Dakota to 5 sites including Maine and Wisconsin
- ◆ 19 new varieties were submitted for QSR capability analysis; 2 were considered capable of making QSR-quality fries
- ◆ Representatives from all parts of the Fry Industry attended a QSR seminar held in Caldwell, ID
- ◆ Focus of NFPT project is shifting more to QSR capability analysis because of the many new varieties showing attributes of lower acrylamide levels

CHIP/National Chip Processing Trials (NCPT) Program

NexGen Field/Storage Trials

The NexGen field and storage trials achieved a program goal of having enough material to ship loads to every process partner. In 2013, 10 process partners will make potato chips out of approximately 200 loads of NexGen variety material.

Lamoka, from Cornell University, and Nicolet, from the University of Wisconsin, completed their participation in the Fast Track Seed and NexGen Trials. These two varieties are quickly becoming new standards in commercial chip production across the country.

Online Seed Auction

The chip program developed a new method of seed distribution for high potential Fast Track Seed. An online seed auction was developed and implemented in 2013. The new real time auction process proved to be an improvement over the closed bidding system utilized in prior years, allowing for an open competitive bidding process with all lots of seed distributed to the highest bidders.

Fast Track Seed Program

The Fast Track Seed Program sold MSL292-A, MSH228-6 (Michigan State University) and W2324-1, W2717-5 (University of Wisconsin) seed from the seed inventory. This seed sale represents the third year seed was sold from the program. The proceeds were reinvested into the Fast Track Seed Program to help cover some of the cost of producing the seed.

Stem-End Tuber Defect

The stem-end tuber defect received more attention this year. The trial locations were expanded to eight locations, variety screening was expanded to include eight different public varieties, weather information was included, and biosphere testing was repeated.

A stem-end website was developed by the University of Wisconsin to provide immediate access to variety and area trial results: Vegetables.wisc.edu/potatopictures.

MAXIMIZING RETURN ON GROWER INVESTMENT!

- ◆ The Fast Track Variety Program (FTVP) sold a portion of MSL292-A, MSH228-6, W2324-1 and W2717-5 from the USPB seed inventory
- ◆ Fast Track Seed from the 7 varieties promoted in the chip program have generated \$428,000 of revenue
- ◆ The stem-end project is providing the industry with insight into variety susceptibility, sugar profiles, storage management and factors contributing to stem-end on specific years
- ◆ NexGen Trials have provided processors with 200 loads of raw material, allowing producers and processors to improve marketing decisions with regards to raw materials



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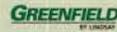
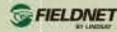


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NATIONAL POTATO COUNCIL



Michigan Potato Industry Commission

Conduct research, promotion & education opportunities for Michigan potato growers

Randy Styma - Chairman Duane Andersen - Vice Chairman Pat DuRussel
Dennis Hanson Greg Iott William Kitchen Brian Sackett Tim Wilkes Tim Young
Ex Officis: Jamie Clover-Adams, MDA - Dr. Dave Douches, MSU

Potato Growers of Michigan, Inc.

Conduct legislative, environmental & regulatory activities for members

Dennis Iott - President Jason Walther - Vice President Duane Andersen Norm Crooks
Don Sklarczyk Randy Styma Tim Young Mike Wenkel - Manager



Michigan Seed Potato Association

Conduct potato certification as authorized by the State of Michigan

Gerald Krueger - President Tom Marker Scott Hanson Dale Johnson Larry Jensen Mike Wenkel
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Having Your Say in Washington, D.C.

The National Potato Council is engaged with lawmakers and regulators daily on a variety of issues – from trade to environmental regulations – to ensure that growers' ability to farm is protected.

But we can't do it alone. Your participation makes the difference.

Who better to share their concerns about policy debates with decision-makers than the very people who will feel the impact? The Potato D.C. Fly-In is open to all growers and industry leaders eager to advance the potato industry's most pressing public policy debates from immigration to trade, tax, and environmental issues.

2014 Potato D.C. Fly-In
February 24-27, 2014
Loews Madison Hotel
Washington, D.C.

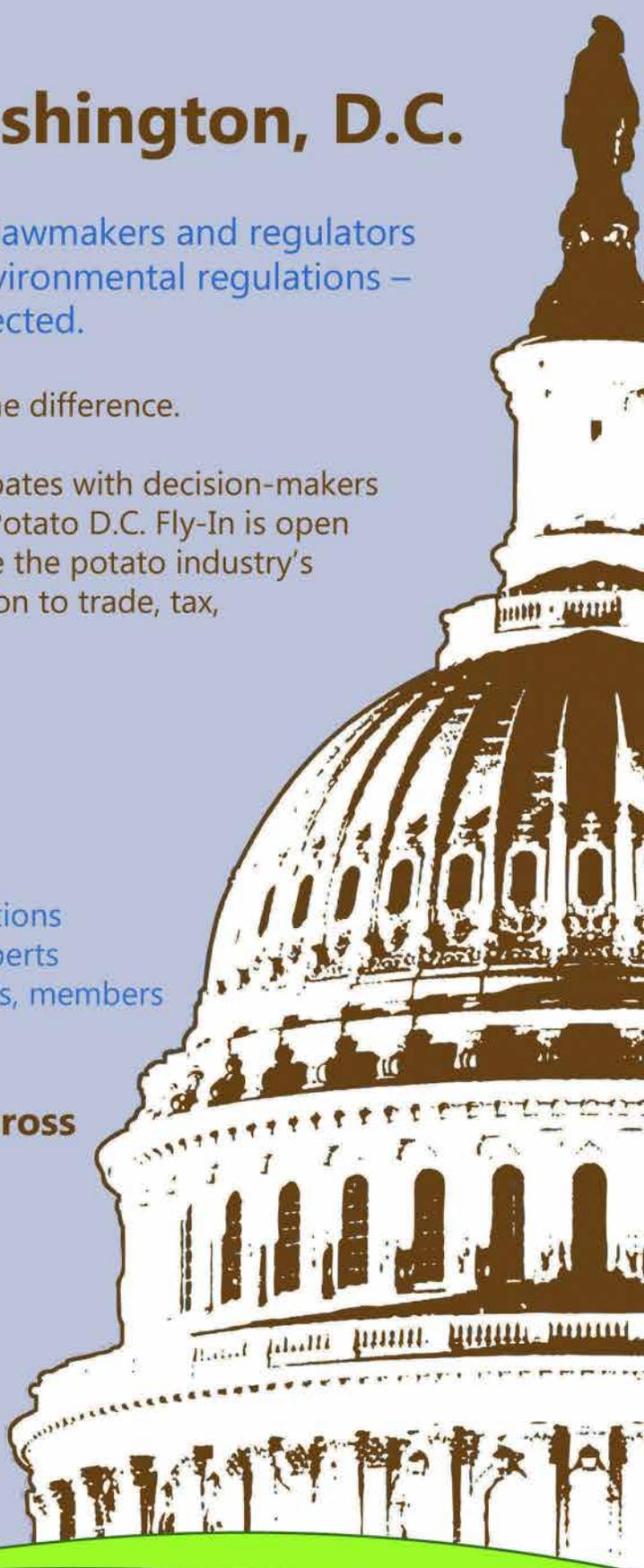
- Learn about policies that will impact your operations
- Hear from political pundits and public policy experts
- Meet face-to-face with high-level federal officials, members of Congress, and key staff to share your story.

Join your fellow potato growers from across the U.S. By working together, we can make a difference.



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Learn more at NationalPotatoCouncil.org



Production, Disposition, and Value of U.S. Potatoes

Year	Acreage		Yield	Production	Total Used for Seed	Farm Disposition Where Grown			Farm Price	Value of	
	Planted	Harvested				Seed, Feed and Home	Shrinkage and Loss	Sold		Production	Sales
	1,000 Acres		Cwt	1,000 Cwt			\$/Cwt	\$ 1,000			
1975	1,298.5	1,259.5	256	321,978	25,615	6,560	22,177	293,241	4.48	1,442,741	1,313,201
1976	1,404.2	1,371.4	261	357,666	25,566	6,760	26,246	324,660	3.59	1,282,521	1,166,539
1977	1,398.9	1,360.2	261	355,334	25,989	6,718	31,119	317,497	3.55	1,255,047	1,127,531
1978	1,401.0	1,374.5	267	366,314	24,331	6,302	34,439	325,573	3.38	1,224,478	1,098,936
1979	1,295.4	1,258.3	272	342,447	22,316	5,904	30,128	306,415	3.44	1,172,108	1,052,542
1980	1,175.4	1,147.8	265	303,905	24,063	6,380	23,237	274,288	6.55	1,985,814	1,795,482
1981	1,255.3	1,232.4	276	340,623	24,931	6,004	26,339	308,280	5.42	1,831,474	1,670,955
1982	1,302.8	1,266.9	280	355,131	24,120	7,242	31,045	316,844	4.45	1,562,639	1,411,309
1983	1,271.1	1,241.5	269	333,726	25,475	5,937	24,664	303,125	5.82	1,934,263	1,763,508
1984	1,333.7	1,297.8	279	362,039	27,159	5,701	30,057	326,281	5.69	2,042,298	1,855,751
1985	1,406.7	1,358.7	299	406,609	24,955	8,061	52,707	345,841	3.92	1,568,296	1,355,438
1986	1,256.6	1,220.2	296	361,743	25,770	6,248	28,355	327,140	5.03	1,810,330	1,644,602
1987	1,316.6	1,293.4	301	389,320	25,544	5,654	31,901	351,765	4.38	1,682,949	1,539,467
1988	1,284.7	1,259.3	283	356,438	25,973	5,810	25,067	325,561	6.02	2,143,971	1,958,373
1989	1,305.0	1,281.5	289	370,444	27,025	5,722	24,974	339,748	7.36	2,716,963	2,501,327
1990	1,399.7	1,370.6	293	402,110	28,061	5,949	28,329	367,832	6.08	2,430,983	2,239,615
1991	1,407.5	1,374.4	304	417,622	26,747	5,995	32,429	379,198	4.96	2,042,899	1,880,156
1992	1,339.3	1,315.0	323	425,367	28,241	5,923	33,807	385,637	5.52	2,336,478	2,129,241
1993	1,389.9	1,321.2	326	430,349	29,081	5,951	30,181	394,217	6.16	2,642,699	2,429,854
1994	1,421.8	1,385.1	339	469,425	29,428	5,904	37,342	426,179	5.56	2,593,446	2,369,130
1995	1,400.7	1,376.1	323	445,099	30,561	5,755	29,630	409,714	6.75	2,995,711	2,765,823
1996	1,454.7	1,425.9	350	499,254	29,138	6,221	41,238	451,795	4.91	2,423,476	2,218,119
1997	1,383.5	1,353.6	345	467,091	29,975	5,475	32,183	429,433	5.64	2,622,621	2,421,212
1998	1,415.8	1,386.9	343	475,667	29,206	5,764	35,449	434,454	5.56	2,633,941	2,416,566
1999	1,376.1	1,331.8	359	478,093	29,580	5,545	35,550	436,998	5.76	2,742,428	2,519,138
2000	1,383.1	1,347.5	381	513,544	27,137	5,287	43,685	464,572	5.08	2,590,053	2,359,162
2001	1,246.9	1,220.9	358	437,673	28,625	5,386	21,227	401,060	6.99	3,055,876	2,802,978
2002	1,299.6	1,265.9	362	458,171	28,149	5,622	30,905	421,644	6.67	3,045,310	2,811,995
2003	1,272.6	1,248.6	367	457,814	26,687	5,543	35,294	416,977	5.89	2,685,822	2,457,640
2004	1,192.4	1,166.0	391	456,041	24,695	4,796	37,408	413,837	5.65	2,565,260	2,344,481
2005	1,108.4	1,086.2	390	423,926	25,659	4,791	28,519	390,616	7.04	2,981,754	2,758,275
2006	1,139.4	1,120.2	393	441,348	26,437	4,738	29,852	406,758	7.31	3,208,632	2,981,414
2007	1,141.9	1,122.2	396	444,875	24,476	4,105	29,561	411,209	7.51	3,339,710	3,088,763
2008	1,059.6	1,046.9	396	415,055	24,533	4,138	26,438	384,478	8.42	3,770,462	3,494,193
2009	1,071.2	1,044.0	414	432,601	24,027	4,535	29,135	398,931	8.25	3,557,574	3,291,800
2010	1,025.7	1,008.0	401	404,273	25,060	4,220	24,990	375,063	9.20	3,721,501	3,448,748
2011	1,099.2	1,077.0	399	429,647	26,497	4,142	27,755	397,750	9.41	4,040,568	3,743,011
2012	1,148.3	1,132.7	412	467,126	-	-	-	-	8.39	3,914,949	-

- Data not available.

Sources: Potatoes 2011 Summary, September 2012, U.S. Department of Agriculture (USDA)/National Agricultural Statistics Service (NASS).
 Crop Values 2012 Summary, February 2013, USDA/NASS.
 Crop Production 2012 Summary, January 2013, USDA/NASS.



Potato Acres Planted and Harvested by Seasonal Group States and United States: 2010-2012

Seasonal Group and State	Area Planted			Area Harvested		
	2010	2011	2012	2010	2011	2012
1,000 Acres						
Spring						
Arizona	3.7	3.8	4.0	3.7	3.8	3.7
California	27.1	28.1	29.5	27.0	28.0	29.0
Florida	33.2	36.4	37.0	31.8	35.6	36.6
Hastings Area	21.5	23.4	23.5	20.3	23.1	23.3
Other Areas	11.7	13.0	13.5	11.5	12.5	13.3
North Carolina	16.0	17.0	16.5	15.0	16.5	16.0
Texas	9.3	8.0	9.8	8.3	7.6	9.3
United States	89.3	93.3	96.8	85.8	91.5	94.6
Summer						
Colorado	4.0	4.5	5.4	3.9	4.4	5.3
Delaware	1.6	1.6	1.6	1.6	1.6	1.6
Illinois	6.5	7.0	7.6	6.3	6.8	7.4
Kansas	4.5	5.5	5.5	4.4	5.3	5.2
Maryland	2.1	2.2	2.3	2.1	2.2	2.2
Missouri	7.3	8.3	9.1	7.2	7.1	8.9
New Jersey	1.9	2.0	2.3	1.7	1.8	2.3
Texas	8.4	11.1	11.0	7.6	10.9	10.8
Virginia	5.8	6.0	5.0	5.6	5.9	4.8
United States	42.1	48.2	49.8	40.4	46.0	48.5
Fall						
California	6.5	8.8	8.8	6.5	8.8	8.8
Colorado	55.5	54.0	55.1	55.2	53.9	54.6
Idaho	295.0	320.0	345.0	294.0	319.0	344.0
10 Southwest Counties	16.0	19.0	20.0	16.0	19.0	20.0
Other Idaho Counties	279.0	301.0	325.0	278.0	300.0	324.0
Maine	55.0	57.0	57.5	54.8	54.0	57.0
Massachusetts	3.9	3.6	3.9	3.8	2.8	3.9
Michigan	44.0	45.0	46.5	43.5	44.0	45.5
Minnesota	45.0	49.0	49.0	42.0	47.0	47.0
Montana	11.5	11.7	12.0	11.3	11.5	11.7
Nebraska	19.0	20.0	23.0	18.6	19.5	22.8
Nevada	(D)	(D)	7.1	(D)	(D)	7.1
New Mexico	(D)	(D)	6.3	(D)	(D)	6.2
New York	16.2	16.5	17.0	16.0	16.2	16.5
North Dakota	84.0	84.0	88.0	80.0	77.0	84.0
Ohio	2.2	2.0	(D)	2.1	1.7	(D)
Oregon	35.5	40.0	42.0	35.5	39.9	41.9
Pennsylvania	9.5	9.2	8.9	9.0	7.8	8.6
Rhode Island	0.6	0.6	(D)	0.6	0.6	(D)
Washington	135.0	160.0	165.0	134.0	160.0	164.0
Wisconsin	62.5	63.0	64.5	61.5	62.5	64.0
Other States ¹	13.4	13.3	2.1	13.4	13.3	2.0
United States	894.3	957.7	1,001.7	881.8	939.5	989.6
All United States	1,025.7	1,099.2	1,148.3	1,008.0	1,077.0	1,132.7

(D) Withheld to avoid disclosing data for individual operations.

¹ Includes data withheld above.

Source: Crop Production 2012 Summary, January 2013, USDA/NASS.

Potato Yield and Production in Cwt by Seasonal Group States and United States: 2010-2012

Seasonal Group and State	Yield per Acre			Production		
	2010	2011	2012	2010	2011	2012
	Cwt			1,000 Cwt		
Spring						
Arizona	280	280	225	1,036	1,064	833
California	405	390	400	10,935	10,920	11,600
Florida	250	256	244	7,950	9,112	8,917
Hastings Area	250	270	240	5,075	6,237	5,592
Other Areas	250	230	250	2,875	2,875	3,325
North Carolina	195	170	200	2,925	2,805	3,200
Texas	235	220	235	1,951	1,672	2,186
United States	289	279	283	24,797	25,573	26,736
Summer						
Colorado	370	355	410	1,443	1,562	2,173
Delaware	275	250	255	440	400	408
Illinois	350	330	380	2,205	2,244	2,812
Kansas	335	280	350	1,474	1,484	1,820
Maryland	340	300	380	714	660	836
Missouri	300	170	300	2,160	1,207	2,670
New Jersey	230	190	280	391	342	644
Texas	420	350	490	3,192	3,815	5,292
Virginia	170	200	250	952	1,180	1,200
United States	321	280	368	12,971	12,894	17,855
Fall						
California	435	490	490	2,828	4,312	4,312
Colorado	390	395	385	21,528	21,291	21,021
Idaho	384	404	416	112,970	128,760	143,240
10 Southwest Counties	545	540	520	8,720	10,260	10,400
Other Idaho Counties	375	395	410	104,250	118,500	132,840
Maine	290	265	275	15,892	14,310	15,675
Massachusetts	285	275	350	1,083	770	1,365
Michigan	360	345	350	15,660	15,180	15,925
Minnesota	405	355	400	17,010	16,685	18,800
Montana	325	330	320	3,673	3,795	3,744
Nebraska	415	400	445	7,719	7,800	10,146
Nevada	(D)	(D)	390	(D)	(D)	2,769
New Mexico	(D)	(D)	460	(D)	(D)	2,852
New York	320	250	285	5,120	4,050	4,703
North Dakota	275	245	300	22,000	18,865	25,200
Ohio	290	270	(D)	609	459	(D)
Oregon	565	585	550	20,058	23,342	23,045
Pennsylvania	245	260	260	2,205	2,028	2,236
Rhode Island	275	250	(D)	165	150	(D)
Washington	660	610	595	88,440	97,600	97,580
Wisconsin	395	415	460	24,293	25,938	29,440
Other States ¹	392	439	241	5,252	5,845	482
United States	416	416	427	366,505	391,180	422,535
All United States	401	399	412	404,273	429,647	467,126

(D) Withheld to avoid disclosing data for individual operations.

¹ Includes data withheld above.

Source: Crop Production 2012 Summary, January 2013, USDA/NASS.



Potato Production, Seed Use, Farm Disposition, Price, and Value States and United States: 2011 Crop

State	Production	Total Used for Seed	Farm Disposition			Price per Cwt	Value of	
			Seed, Feed, Home	Shrink and Loss	Sold		Production ¹	Sales ¹
	1,000 Cwt	1,000 Cwt	1,000 Cwt			\$	\$1,000	\$1,000
Arizona	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
California	15,232	1,145	218	677	14,337	14.70	222,494	210,480
Colorado	22,853	1,573	1,069	1,959	19,825	10.80	245,152	213,389
Delaware	400	24	1	9	390	10.40	4,160	4,056
Florida	9,112	891	-	326	8,786	15.80	144,769	138,658
Idaho	128,760	7,935	925	8,000	119,835	8.10	1,042,956	969,181
Illinois	2,244	158	19	45	2,180	11.50	25,806	25,105
Kansas	1,484	138	-	59	1,425	12.60	18,698	17,980
Maine	14,310	1,210	150	1,500	12,660	10.40	148,824	131,644
Maryland	660	33	1	5	654	11.10	7,326	7,273
Massachusetts	770	93	3	12	755	11.10	8,547	8,366
Michigan	15,180	1,168	260	1,420	13,500	11.60	176,088	156,152
Minnesota	16,685	1,020	109	1,141	15,435	9.60	160,176	148,242
Missouri	1,207	166	-	12	1,195	10.90	13,156	13,055
Montana	3,795	324	227	200	3,368	12.50	47,438	42,201
Nebraska	7,800	585	210	510	7,080	10.70	83,460	75,580
Nevada	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
New Jersey	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
New Mexico	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
New York	4,050	340	50	150	3,850	15.70	63,585	60,256
North Carolina	2,805	391	2	-	2,803	12.30	34,502	34,384
North Dakota	18,865	1,760	220	2,045	16,600	9.20	173,558	152,771
Ohio	459	40	1	13	445	12.30	5,646	5,465
Oregon	23,342	988	90	1,380	21,872	8.05	150,342	175,771
Pennsylvania	2,028	196	33	63	1,932	12.10	24,539	23,283
Rhode Island	150	16	1	3	146	15.70	2,355	2,286
Texas	5,487	304	21	105	5,361	13.50	74,336	72,593
Virginia	1,180	84	2	47	1,131	13.90	16,402	15,734
Washington	97,600	4,125	275	6,000	91,325	7.90	771,040	723,268
Wisconsin	25,938	1,397	250	1,383	24,305	10.30	267,161	250,845
Other States ²	7,251	393	5	691	6,555	9.92	70,491	64,993
United States	429,647	26,497	4,142	27,755	397,750	9.41	4,003,007	3,743,011

United States totals may not add due to rounding.

- Represents zero.

(D) Withheld to avoid disclosing data for individual operations.

¹ May not calculate due to rounding.

² Includes data withheld above.

Source: Potatoes 2011 Summary, September 2012, USDA/NASS.

All Potatoes Price per Cwt and Value of Production - States and United States: 2010-2012

State	Price per Cwt			Value of Production ¹		
	2010	2011	2012	2010	2011	2012
	\$			\$1,000		
Arizona	16.20	(D)	15.60	16,783	(D)	12,995
California	11.40	14.70	12.60	157,313	222,494	201,217
Colorado	12.60	10.80	6.50	290,132	245,152	151,087
Delaware	9.90	10.40	19.00	4,356	4,160	7,752
Florida	17.40	15.80	(D)	138,783	144,769	(D)
Idaho	8.10	8.10	6.55	915,057	1,042,956	938,222
Illinois	9.00	11.50	8.50	19,845	25,806	23,902
Kansas	9.40	12.60	6.00	13,856	18,698	10,920
Maine	10.00	10.40	11.00	158,920	148,824	172,425
Maryland	10.30	11.10	10.60	7,354	7,326	8,862
Massachusetts	9.65	11.10	11.30	10,451	8,547	15,425
Michigan	10.90	11.60	11.50	170,694	176,088	183,138
Minnesota	7.30	9.60	6.90	124,173	160,176	129,720
Missouri	10.50	10.90	12.00	22,680	13,156	32,040
Montana	11.50	12.50	12.60	42,240	47,438	47,174
Nebraska	10.00	10.70	10.00	77,190	83,460	101,460
Nevada	(D)	(D)	6.00	(D)	(D)	16,614
New Jersey	12.20	(D)	(D)	4,770	(D)	(D)
New Mexico	(D)	(D)	(D)	(D)	(D)	(D)
New York	13.50	15.70	13.70	69,120	63,585	64,431
North Carolina	10.60	12.30	11.30	31,005	34,502	36,160
North Dakota	8.75	9.20	9.35	192,500	173,558	235,620
Ohio	12.30	12.30	(D)	7,491	5,646	(D)
Oregon	8.80	8.05	7.50	176,510	187,903	172,838
Pennsylvania	12.10	12.10	16.80	26,681	24,539	37,565
Rhode Island	12.90	15.70	(D)	2,129	2,355	(D)
Texas	15.20	13.50	(D)	77,799	74,336	(D)
Virginia	10.80	13.90	12.90	10,282	16,402	15,480
Washington	7.40	7.90	7.10	654,456	771,040	692,818
Wisconsin	10.60	10.30	8.90	257,506	267,161	262,016
Other States ²	7.89	9.92	16.94	41,425	70,491	345,068
United States ³	9.20	9.41	8.39	3,721,501	4,040,568	3,914,949

(D) Withheld to avoid disclosing data for individual operations.

¹ The value of production is the sum of the value of production of the seasonal groups.

² Includes data withheld above.

³ The 2010 and 2011 prices per cwt are derived from value of sales. The 2012 price is derived from value of production.

Source: Crop Values 2012 Summary, February 2013, USDA/NASS.



Percent of Fall Potato Acreage Planted by Type of Potato Selected States and United States: 2010 and 2011

State	Potato Types ¹							
	Reds		Whites		Yellows		Russets	
	2010	2011	2010	2011	2010	2011	2010	2011
	%							
Colorado	2	1	3	4	10	8	85	87
Idaho	3	3	4	4	1	1	92	92
Maine	4	4	40	38	5	4	51	54
Michigan	2	2	87	85	–	–	11	13
Minnesota	21	18	11	14	1	1	67	67
New York	3	7	90	86	5	5	2	2
North Dakota	22	25	35	35	2	1	41	39
Oregon	3	3	19	17	2	2	76	78
Pennsylvania	5	10	92	89	1	1	2	
Washington	3	3	11	7	1	1	85	89
Wisconsin	10	11	37	37	1	1	52	51
United States	6	7	21	19	2	2	71	72

– Represents zero.

¹ Predominant type shown may include small portion of other type(s) constituting less than 1 percent of State's total. Blue types are reported under red types.

Source: Potatoes 2011 Summary, September 2012, USDA/NASS.

Potato Stocks Held by Growers, Local Dealers, and Processors – 13 Fall States: 2011-2012

Crop Year and State	2011 December	2012		
		February	April	June
	1,000 Cwt			
California	2,500	1,700	850	(D)
Colorado	15,400	11,800	7,700	3,000
Idaho	90,000	69,500	46,000	19,500
Maine	10,600	7,400	4,400	1,600
Michigan	8,600	4,700	1,200	(D)
Minnesota	10,600	7,800	5,000	1,900
Montana	3,600	3,400	1,800	(D)
Nebraska	4,700	3,600	2,000	(D)
New York	2,100	1,000	300	(D)
North Dakota	13,000	8,900	4,700	1,100
Oregon	17,900	12,900	8,000	2,300
Washington	56,500	43,000	28,000	12,500
Wisconsin	17,500	11,800	5,700	700
Other States	-	-	-	740
United States	253,000	187,500	115,650	43,340
Klamath Basin ¹	5,200	3,600	1,800	(D)

Stocks are defined as the quantity (whether sold or not) remaining in storage for all purposes and uses, including seed potatoes that are not yet moved, and shrinkage, waste, and other losses that occur after the date of each estimate.

- Represents zero.

(D) Withheld to avoid disclosing data for individual operations.

¹ Includes potato stocks in California and Klamath County, Oregon.

Source: Potatoes 2011 Summary, September 2012, USDA/NASS.

Top 50 Registered Seed Potato Varieties Grown in Canada Total Hectareage Accepted by Province: 2012

Variety Name	Newfoundland	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Total Hectares
Russet Burbank		1,765.62		715.12	60.06		1,636.22	332.18	1,739.75	7.65	6,256.59
Goldrush	18.87	898.43		205.48	788.61	21.71	36.09	2.17	39.16	0.71	2,011.23
Atlantic	3.11	335.22	17.18	667.90	2.13	6.40	30.40		212.48	3.38	1,278.19
Superior	0.50	791.71		73.75	242.98	17.40	2.70				1,129.04
Shepody		415.37		117.27	0.52	21.73	8.00	52.83	290.98	6.19	912.89
Russet Norkotah		1.21		328.13	0.84		145.90	153.98	218.34	33.55	881.96
Norland		137.83		30.48	174.69	5.39	165.12	158.41	77.23	13.58	762.73
Yukon Gold	1.67	337.68		73.51	42.20	25.36	61.08	3.79	27.74	88.16	661.19
Chieftain		158.48		120.71	232.02	14.83		0.43	20.34	67.92	614.73
Kennebec		384.32		134.29	14.44	15.55	12.80	1.06	14.25	32.06	608.77
Innovator	0.90	109.06		261.43			186.70		12.73		570.83
Dakota Pearl		240.77		48.62	38.14	6.54	101.40		70.51	0.00	505.98
Ac Chaleur		329.01		3.75	107.99	26.50					467.25
Ranger Russet		109.67		12.01			144.73	58.24	80.18	10.34	415.16
Envol					351.99						351.99
Snowden		141.15		180.49	12.65		10.10		4.50		348.89
Umatilla Russet		0.00					197.20	18.80	109.94		325.95
Ho2000		112.94		0.00				51.88	65.71		230.54
Eva		190.34		14.20	0.00						204.54
Baby Boomer		109.33		0.00				54.92	24.21		188.46
Sangre		10.08					82.92	16.74	65.51	0.15	175.40
Binije				0.41		4.50		23.47	124.84	1.10	154.33
Piccolo		102.59		0.00				19.32	31.26		153.18
Cal White				84.26	14.18	31.51	1.00	0.69	2.17	17.28	151.10
Satina			11.38	45.48			6.40		77.54	0.34	141.14
Vivaldi		52.35		0.02	37.63				18.61		108.62
Pacific Russet		26.00			46.00				30.72	1.81	104.53
Viking				0.00	0.24		91.80	7.72	2.97		102.73
Gemstar Russet		2.43		25.76	19.47	28.72		6.17		2.35	84.90
Andover		24.65	7.88	32.18	17.72				0.54		82.96
Adora		0.00		2.63	26.49	9.20	28.70		13.98		81.00
Red Maria					75.07						75.07
Red La Soda			1.58	38.48	0.00				0.04	31.72	71.82
Ac Peregrine Red							48.20	15.32		4.55	68.07
Alturas		0.01		0.01					62.56		62.58
Red Pontiac				41.96			10.00	1.83	1.12	6.48	61.39
Agata							18.20		37.38		55.58
Fabula		28.78		12.01	3.40				7.85		52.04
Valor		27.14		9.20	10.89				2.28		49.50
Darkred Chieftain		24.80		1.21	10.67		7.10		2.42		46.20
Estima				14.00	16.86	0.17			14.07		45.10
Ampera							36.40		7.58		43.98
Norvalley		43.35								0.00	43.35
Fianna						0.17		1.70	41.08		42.95
Rebond					41.19						41.19
Lady Claire		0.40					10.00		28.26		38.67
Carlingford		38.55									38.55
Rosara							3.60	15.57	17.40		36.57
Blazer Russet				7.25	0.85	0.50		12.96	12.54		34.09
lpm-Abr		0.00			8.47				24.05		32.52
Total Top 50 Registered Varieties	25	6,949	38	3,302	2,398	236	3,083	1,010	3,635	329	21,006
Total Other Varieties ¹	16	1,490	52	1,133	463	61	142	190	746	100	4,392
TOTAL ALL	41	8,439	90	4,435	2,862	297	3,225	1,200	4,380	429	25,398

Totals may not add due to rounding.

¹ Other varieties included non registered varieties, varieties grown on smaller hectareage and varieties that were not approved for release by the Canadian Representative.

Source: Canadian Food Inspection Agency, October 2012.



Fall Potato Acres Planted for Certified Seed – Selected States and United States: 2010 and 2011

State	2010 Crop			2011 Crop		
	Entered for Certification	Certified	Percent Certified	Entered for Certification	Certified	Percent Certified
	Acres			Acres		
Alaska	154	154	100	53	53	100
California	618	618	100	704	704	100
Colorado	13,326	12,053	90	14,998	13,287	89
Idaho	30,464	30,461	100	(NA)	34,766	(X)
Maine	11,115	10,755	97	11,546	10,742	93
Michigan	2,277	2,273	100	2,343	2,272	97
Minnesota	8,154	6,976	86	8,279	7,394	89
Montana	9,938	9,938	100	10,187	10,187	100
Nebraska	4,949	4,914	99	5,229	5,211	100
New York	862	862	100	845	845	100
North Dakota	17,926	15,872	89	17,984	14,890	83
Oregon	2,436	2,436	100	2,557	2,557	100
Pennsylvania	271	271	100	278	278	100
Washington	2,915	2,915	100	2,901	2,887	100
Wisconsin	8,133	8,119	100	8,353	8,353	100
United States	113,538	108,617	96	(X)	114,426	(X)

(NA) Not applicable.
(X) Not applicable.

Source: Potatoes 2011 Summary, September 2012, USDA/NASS.

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2012 Certified Seed Potato Acres Accepted, By State, By Variety

Variety	AK	CA	CO	ID	ME	MI	MN	MT	NE	ND	NY	OR	UT	WA	WI	Acres
Russet Burbank				15,040.70	66.92	204.20	1,353.62	4,612.34	12.25	1,665.12		167.20		321.78	66.00	23,510.13
Frito-Lay Varieties		42.00		1,088.00	2076.36	1098.60	47.00		2,588.59	896.22				47.00	2,277.61	10,161.38
Ranger Russet	2.00			4,798.13			14.12	1,066.31	14.24	593.41		344.00		171.00		7,003.21
Norland "Dark Red"	1.50			419.37	409.78	0.60	1,052.36	114.56		2,066.04	7.60			47.82	802.23	4,921.86
Russet Norkotah	18.00			1,192.35	217.50	112.75	22.79	610.18	456.40	236.02		453.30		188.01	266.00	3,773.30
Atlantic	0.50	84.00	226.92	159.70	1073.25	91.20	48.60	9.17	253.22	472.10	0.17	61.00		63.27	708.05	3,251.15
Russet Norkotah Sel 3			1038.57	1,575.13				513.27	23.19			27.00				3,177.16
Alturas				1,935.05			0.01	742.15				161.00				2,838.21
Umatilla Russet				821.60			246.01	1,283.46				161.00		66.10	25.10	2,603.27
Russet Norkotah Sel 296			659.23	1,352.50				1.70	395.72			59.00			28.50	2,496.65
Canela Russet			2278.63									18.00			31.30	2,327.93
Norland "Red"			1.40				444.73	50.44		1,399.67	0.05			0.02	389.58	2,285.89
Snowden	3.00				722.71	486.00	0.10	0.07	139.90	29.42	14.37				812.07	2,207.64
Dakota Pearl				124.00	7.00		346.12		212.98	1,274.64						1,964.74
Yukon Gold	5.00	1.00	363.92	144.70	557.00		205.89	48.39	53.04	94.88	14.89	72.50		139.54	192.49	1,893.24
Miscellaneous	15.00		1,290.03				1.49	0.02				457.00				1,763.54
Red LaSoda	0.40		1.12	34.85	1.39	20.00	247.11		46.70	1,102.20		18.00	25.00	140.12	40.30	1,677.19
Russet Norkotah Sel 278			233.03	1,030.22				141.60	197.48						2.50	1,604.83
Rio Grande Russet			1,170.77	84.20				38.16								1,293.13
Classic Russet			944.02	35.20	26.82		0.01	219.32	3.15			30.00		0.05		1,258.57
Shepody	5.00			566.70	89.87		0.01	28.45	107.95	232.34		143.40				1,173.72
Chieftain	6.00	51.60	62.80	140.40	37.28		273.72	32.45		3.89	8.50	67.90		480.60		1,165.14
Russet Norkotah Sel 8	10.00		308.83	529.20		11.00		0.40	34.00						221.80	1,115.23
Goldrush					183.57	8.00	84.72			144.12	0.30				663.59	1,084.30
Russet Burbank "ID Strain"					958.87											958.87
Cal White	13.00	143.00	6.87	321.90			86.12	102.36		1.80		29.00	40.00	157.81		901.86
Superior "NY Strain"					891.00											891.00
Prospect									246.51	550.34						796.85
Pike	2.00			40.00	51.21	100.50			5.2	0.80	0.09	119.50		80.00	372.37	771.67
Russet Norkotah Sel 112	29.00		179.89	424.00				90.37	41.13							764.39
Reba					552.48	32.80					35.67				20.54	641.49
Bannock Russet				27.65	0.36		0.01			549.77					55.75	633.54
Innovator			158.69	188.10	189.97			89.28						1.04		627.08
Russet Norkotah Strains										529.50				91.90		621.40
Umatilla										433.23				167.00		600.23
Centennial Russet			594.12							0.26						594.38
Kennebec	3.00		2.42	1.00	189.22		319.22	4.81			2.16			2.29	11.95	536.07
Megachip			0.70												522.51	523.21
Superior	1.00				40.20	34.00	5.00				65.57				376.88	522.65
Agata				473.05			0.01			29.00						502.06
Russet Burbank "MT Strain"					497.01											497.01
Chipeta			302.17	139.70												441.87
Sangre			0.18				20.01	3.62		416.50				0.01		440.32
Alpine Russet				158.00			101.01	60.10	6.21	73.58		19.00			13.85	431.75
Dakota Rose			0.24				390.91			33.07						424.22
LaRatte			367.99	12.3			0.01				23.52			9.32		413.14
Red Pontiac			1.55	14.40	56.49		311.73	1.80			0.97			2.52	3.00	392.46
Rosara				386.20			0.01									386.21
Silverton Russet			0.26				0.01			128.59					244.74	373.60
Blazer Russet			177.20	45.00	128.32			16.80								367.32
All Other Varieties	34.10	521.00	3,462.85	2,585.83	2420.12	150.60	459.20	545.02	488.39	1,495.57	577.33	300.50	40.00	741.79	486.17	14,308.47
TOTAL ACRES	148.50	842.60	13,834.40	35,889.13	11,444.70	2,350.25	6081.66	10,426.61	5,326.25	14,452.08	751.19	2,708.30	105.00	2,918.99	8,634.88	115,914.53

Source: Colorado Potato Seed Certification Service, October 2012.



U.S. Monthly and Season-Average Grower Price for Potatoes: 1990-2012

Year	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season Average
\$ per Cwt													
Table Stock:													
1990	7.36	7.71	9.17	10.30	9.32	8.96	9.50	8.09	5.36	4.73	5.24	5.46	8.01
1991	5.66	5.53	6.15	7.03	7.98	7.51	7.95	5.39	4.51	4.06	3.99	4.29	5.65
1992	3.79	4.06	5.56	6.39	5.18	5.82	8.52	9.23	6.27	5.73	5.56	5.43	6.76
1993	5.59	5.95	6.73	8.91	8.36	7.95	9.11	7.96	6.94	6.79	8.25	7.51	7.96
1994	7.14	8.03	10.60	7.90	8.58	8.14	8.90	8.63	5.58	4.95	5.08	5.03	6.87
1995	4.70	5.43	5.84	5.97	7.26	9.85	10.70	9.63	9.31	8.00	7.87	7.54	8.87
1996	7.99	8.52	8.86	9.01	9.78	10.50	9.74	7.06	5.82	5.31	4.02	3.73	5.05
1997	3.21	3.82	3.46	3.92	4.60	5.34	7.02	9.04	7.02	6.65	6.07	6.05	6.65
1998	5.76	6.81	7.54	6.83	7.31	7.23	6.94	6.73	6.62	5.75	5.77	5.41	6.94
1999	6.08	6.94	7.85	8.32	7.70	9.08	9.79	9.67	7.23	6.26	6.58	7.00	6.94
2000	6.21	6.62	6.74	6.61	7.30	7.40	8.81	8.15	5.90	4.66	4.16	4.77	5.27
2001	3.54	5.41	4.48	5.53	7.23	8.31	8.93	12.96	10.96	8.69	8.68	9.37	10.79
2002	10.49	11.63	13.19	12.17	14.69	16.28	16.70	15.31	11.52	8.34	8.62	8.60	9.59
2003	8.05	8.51	8.57	8.35	9.09	9.20	8.95	8.48	6.87	6.21	6.19	6.13	7.34
2004	6.28	6.79	7.38	7.84	7.65	9.01	7.99	7.76	6.75	5.07	4.89	5.57	6.70
2005	6.15	6.64	8.06	7.24	7.36	8.29	10.05	11.00	9.61	8.80	9.04	9.18	10.31
2006	9.58	9.14	13.82	12.39	10.56	12.02	12.70	13.97	9.81	8.67	8.63	8.70	10.25
2007	9.05	10.05	11.04	13.09	10.37	10.36	9.74	10.53	7.85	7.68	8.11	8.52	10.84
2008	9.67	10.30	10.25	11.77	14.56	18.03	18.00	23.66	19.39	17.59	14.97	14.19	14.44
2009	12.95	12.45	12.07	10.60	12.21	13.28	10.56	11.85	8.77	7.46	6.68	6.19	8.35
2010	5.70	6.68	6.56	6.54	9.19	8.21	8.35	13.27	11.14	10.32	10.23	13.63	9.15
2011 p	11.21	12.07	14.50	15.61	16.59	17.49	19.79	23.05	14.21	10.83	10.71	10.72	14.73
2012 p	10.66	11.05	12.06										
Processing:													
1990	5.37	5.66	5.70	5.46	5.15	5.98	5.38	5.15	4.63	4.42	4.75	5.03	4.80
1991	5.04	4.99	5.14	6.00	7.05	5.55	5.41	5.01	4.43	4.09	4.08	4.48	4.55
1992	4.34	4.06	3.96	4.17	3.71	3.93	3.90	5.05	4.56	4.32	4.43	4.77	4.79
1993	4.86	4.88	5.14	6.33	7.09	5.37	5.40	4.97	4.55	4.56	4.75	5.04	4.96
1994	5.08	5.12	5.43	4.96	4.79	5.50	4.95	4.91	4.80	4.51	4.56	4.75	4.83
1995	4.89	4.90	4.80	4.76	4.82	5.07	5.80	4.98	4.90	4.65	5.37	5.39	5.21
1996	5.42	5.44	5.71	5.87	6.59	6.47	5.92	4.91	4.67	4.67	4.67	4.77	4.82
1997	4.98	4.90	5.11	5.02	6.04	5.04	4.33	4.81	4.61	4.60	4.71	4.96	5.00
1998	5.07	5.26	5.24	5.48	5.97	5.58	5.04	4.83	4.55	4.31	4.61	5.22	4.86
1999	5.11	4.94	5.14	5.30	5.32	5.30	5.28	4.43	4.59	4.67	5.04	4.95	4.99
2000	5.18	5.27	5.21	5.41	5.37	5.34	4.89	4.46	4.48	4.34	4.69	5.07	4.70
2001	4.95	5.15	5.10	5.19	5.10	4.96	5.24	4.43	4.56	4.47	4.89	5.15	5.05
2002	5.37	5.27	5.34	5.66	6.02	5.83	6.09	4.67	4.62	4.79	5.14	5.35	5.16
2003	5.29	5.27	5.28	5.49	5.59	5.59	5.38	4.88	4.62	4.46	4.77	5.19	5.11
2004	5.30	5.40	5.24	5.56	5.62	5.53	5.15	4.76	4.59	4.46	4.87	5.10	5.06
2005	5.29	5.28	5.37	5.45	5.69	5.51	5.52	4.91	4.65	4.66	4.89	5.51	5.39
2006	5.65	5.58	5.73	6.04	6.30	6.46	6.40	5.43	5.20	5.11	5.68	5.94	5.90
2007	6.14	6.03	6.36	6.55	6.74	6.65	6.51	5.55	5.34	5.29	5.62	6.14	6.01
2008	6.20	6.34	6.25	6.58	6.72	6.85	6.72	5.75	5.75	5.61	6.01	6.31	6.49
2009	6.89	7.00	7.01	7.50	7.93	7.44	7.27	7.14	7.88	7.06	7.46	8.17	8.15
2010	8.45	8.46	8.74	9.04	8.95	8.40	8.25	6.30	6.16	6.27	6.89	7.55	7.79
2011 p	7.68	7.63	8.26	8.38	8.41	8.21	8.18	7.24	6.57	6.56	7.47	8.10	7.72
2012 p	8.30	8.27	8.35										
All Uses:¹													
1990	7.36	7.71	9.17	10.30	9.32	8.96	9.50	8.09	5.36	4.73	5.24	5.46	6.08
1991	5.66	5.53	6.15	7.03	7.98	7.51	7.95	5.39	4.51	4.06	3.99	4.29	4.96
1992	4.07	4.08	4.64	5.16	4.43	4.71	7.00	6.64	4.89	4.55	4.90	5.06	5.52
1993	5.15	5.29	6.06	7.18	7.18	6.45	7.38	6.25	5.06	4.90	6.34	6.15	6.16
1994	6.04	6.37	7.75	6.68	6.62	6.80	7.38	6.25	4.95	4.57	4.77	4.85	5.56
1995	4.83	4.97	5.37	5.41	5.86	7.12	8.75	6.64	5.76	6.30	6.39	6.33	6.75
1996	6.65	6.92	7.51	7.82	8.09	8.16	7.79	5.58	4.92	4.75	4.44	4.28	4.91
1997	4.22	4.56	4.64	4.67	5.31	4.66	5.66	6.31	5.08	4.93	5.12	5.36	5.64
1998	5.41	5.88	6.41	6.27	6.46	6.13	5.78	5.38	5.08	4.55	5.02	5.29	5.56
1999	5.50	5.75	6.12	6.50	6.06	6.54	7.35	5.91	5.33	4.98	5.58	5.68	5.76
2000	5.56	5.78	6.14	6.49	6.28	5.97	6.58	5.32	4.79	4.39	4.50	4.93	5.08
2001	4.72	5.28	5.12	5.47	5.22	5.71	6.36	7.20	6.23	5.28	6.16	6.73	6.99
2002	7.34	7.33	8.24	8.01	8.59	9.38	10.59	7.39	6.29	5.53	6.24	6.62	6.67
2003	6.44	6.47	6.79	6.98	6.93	6.69	6.82	5.78	5.16	4.85	5.21	5.56	5.88
2004	5.70	5.93	6.11	6.62	6.37	6.44	6.14	5.57	5.16	4.61	4.89	5.28	5.65
2005	5.64	5.83	6.44	6.19	6.06	6.31	7.10	6.48	5.64	5.38	6.35	6.87	7.04
2006	7.09	6.80	8.48	8.36	7.73	8.46	9.32	7.55	6.12	5.68	6.68	6.92	7.31
2007	7.15	7.38	7.92	8.69	7.94	7.74	7.96	6.70	5.79	5.67	6.47	7.02	7.51
2008	7.50	7.76	7.87	8.45	9.23	10.37	10.98	10.71	8.65	7.60	8.77	9.30	9.09
2009	9.27	9.07	9.33	9.44	9.46	9.48	8.63	8.54	8.01	7.11	7.22	7.47	8.19
2010	7.45	7.79	7.86	8.36	8.87	8.22	8.25	7.84	7.22	7.03	8.01	9.94	8.07
2011 p	9.08	9.26	10.74	11.17	11.17	11.59	14.19	10.47	8.30	7.33	8.54	9.08	10.08
2012 p	9.23	9.31	9.98	10.57									

p = Preliminary. -- = Not available. 1 = Average price received by growers for all potatoes.

Source: USDA, National Agricultural Statistics Service, Potatoes Annual Summary & Agricultural Prices. Vegetables and Melons Yearbook Data, revised November 2012. Economic Research Service, USDA.

U.S. Monthly Retail Price, by Product: 2000-2013 ¹

Year	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Annual
\$ per Pound													
Fresh: ²													
2000	0.392	0.401	0.393	0.388	0.379	0.376	0.390	0.400	0.374	0.367	0.351	0.347	0.380
2001	0.355	0.348	0.356	0.362	0.363	0.388	0.409	0.439	0.422	0.418	0.410	0.410	0.390
2002	0.426	0.447	0.465	0.493	0.508	0.517	0.549	0.559	0.511	0.492	0.473	0.479	0.493
2003	0.483	0.472	0.463	0.466	0.466	0.462	0.464	0.464	0.444	0.441	0.438	0.439	0.459
2004	0.457	0.446	0.459	0.461	0.435	0.462	0.471	0.464	0.446	0.450	0.443	0.449	0.454
2005	0.458	0.448	0.440	0.450	0.452	0.455	0.477	0.491	0.482	0.505	0.499	0.498	0.471
2006	0.504	0.517	0.517	0.522	0.533	0.541	0.556	0.572	0.563	0.545	0.517	0.517	0.534
2007	0.517	0.514	0.518	0.529	0.530	0.538	0.545	0.522	0.520	0.517	0.527	0.520	0.525
2008	0.525	0.531	0.542	0.546	0.562	0.598	0.672	0.724	0.763	0.731	0.699	0.678	0.631
2009	0.676	0.660	0.652	0.620	0.616	0.634	0.641	0.638	0.612	0.592	0.561	0.560	0.622
2010	0.563	0.555	0.557	0.553	0.571	0.585	0.593	0.621	0.597	0.579	0.568	0.582	0.577
2011	0.603	0.611	0.636	0.653	0.693	0.685	0.717	0.755	0.735	0.683	0.686	0.666	0.677
2012	0.676	0.673	0.680	0.690	0.675	0.676	0.672	0.652	0.645	0.625	0.625	0.621	0.659
2013	0.627	0.636											
Frozen: ³													
2000	1.066	1.067	1.048	1.045	1.054	1.024	0.984	1.037	1.032	1.058	1.075	1.090	1.048
2001	1.054	1.077	1.061	1.049	1.060	1.071	1.099	1.081	1.095	1.055	1.095	1.114	1.076
2002	1.133	1.129	1.066	1.108	1.081	1.143	1.118	1.142	1.126	1.107	1.094	1.093	1.112
2003	1.040	1.099	1.048	1.088	1.029	0.974	0.965	0.987	1.030	1.033	0.961	0.999	1.021
2004	0.986	0.976	0.969	0.981	1.032	0.956	1.014	0.987	0.981	0.965	0.953	0.933	0.978
2005	0.959	0.901	--	--	--	--	--	--	--	--	--	--	--
Chips: ⁴													
2000	3.386	3.448	3.354	3.409	3.345	3.302	3.310	3.302	3.416	3.341	3.276	3.437	3.361
2001	3.391	3.361	3.378	3.315	3.395	3.564	3.335	3.404	3.397	3.589	3.507	3.477	3.426
2002	3.437	3.278	3.418	3.294	3.162	3.430	3.195	3.312	3.498	3.357	3.418	3.472	3.356
2003	3.483	3.462	3.546	3.581	3.415	3.581	3.367	3.539	3.508	3.425	3.493	3.583	3.499
2004	3.428	3.584	3.435	3.377	3.359	3.446	3.460	3.455	3.244	3.395	3.308	3.350	3.403
2005	3.256	3.315	3.224	3.456	3.377	3.519	3.364	3.363	3.302	3.367	3.412	3.459	3.368
2006	3.426	3.370	3.517	3.457	3.604	3.369	3.467	3.544	3.533	3.494	3.399	3.409	3.466
2007	3.359	3.424	3.485	3.482	3.511	3.473	3.512	3.608	3.558	3.637	3.667	3.646	3.530
2008	3.530	3.759	3.771	3.885	3.837	4.062	4.159	4.120	4.123	4.196	4.330	4.482	4.021
2009	4.534	4.611	4.550	4.683	4.438	4.557	4.566	4.554	4.627	4.533	4.528	4.653	4.570
2010	4.651	4.561	4.570	4.461	4.594	4.706	4.659	4.665	4.631	4.770	4.689	4.742	4.642
2011	4.790	4.724	4.837	4.850	4.944	5.038	5.052	5.185	5.036	5.111	5.015	5.032	4.968
2012	4.995	5.091	5.087	5.010	5.200	5.264	5.029	4.851	4.785	4.938	4.868	4.713	4.986
2013	4.793	4.878											

-- Not available.

¹ Average price data, U.S. city average.

² Commodity code APU0000712112.

³ Frozen french fried potatoes. Commodity code APU0000714111. Data not reported after February 2005.

⁴ Commodity code APU0000718311.

Source: Bureau of Labor Statistics, U.S. Department of Labor.

Farm Marketings of All Potatoes, Percent of Sales, United States: 2002-2011

Month	Marketing Year										
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	
	%										
November	0.1	0.1	--	--	0.1	0.1	--	--	--	--	--
December	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	--	--	--
January	0.2	0.1	0.2	0.2	0.3	0.2	0.2	0.3	--	--	--
February	0.3	0.2	0.3	0.3	0.4	0.2	0.3	0.2	0.1	--	--
March	0.3	0.3	0.3	0.5	0.1	0.4	0.2	0.2	0.2	0.1	0.1
April	0.5	0.4	0.6	0.7	0.8	0.9	0.7	0.4	0.6	1.0	1.0
May	2.0	1.7	1.9	1.4	1.3	1.5	1.7	1.5	1.7	1.7	1.7
June	2.1	3.1	2.8	2.2	2.7	1.7	2.2	2.5	2.5	2.0	2.0
July	2.0	2.0	1.6	1.8	1.8	1.6	2.4	1.7	1.6	1.6	1.6
August	7.9	7.2	8.6	6.6	6.9	6.9	5.9	5.4	4.9	8.3	8.3
September	9.6	9.8	10.7	10.9	11.0	11.2	10.8	11.7	12.2	11.2	11.2
October	12.3	12.7	11.8	13.4	13.0	13.4	14.3	13.1	14.4	12.6	12.6
November	9.1	8.6	8.2	7.3	7.3	7.7	7.4	7.0	7.4	7.2	7.2
December	6.6	7.3	6.6	7.5	6.9	7.0	6.5	6.6	6.6	6.9	6.9
January	6.9	6.5	6.2	6.9	7.3	6.9	6.9	6.3	6.4	6.6	6.6
February	7.1	7.2	6.6	7.1	7.0	7.4	6.5	7.2	7.0	7.3	7.3
March	8.1	8.0	8.2	9.0	8.4	7.9	8.2	8.6	8.6	8.7	8.7
April	8.6	8.7	8.2	8.4	8.3	8.2	8.4	8.6	8.6	8.5	8.5
May	7.9	7.9	6.9	7.6	7.4	7.1	7.1	7.3	7.3	6.8	6.8
June	5.1	5.0	6.4	4.7	5.6	5.0	5.9	6.0	5.7	5.8	5.8
July	3.2	3.1	3.8	3.4	3.3	4.6	4.2	5.3	4.2	3.7	3.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

-- Represents zero.

Source: Potatoes 2011 Summary, September 2012, USDA/NASS.



Quantity of Potatoes Used for Processing – 9 States: 2009-2011

State and Crop Year	Dec.	Jan.	Feb.	March	April	May	June	Season
1,000 Cwt								
Idaho and Malheur County, Oregon								
2009	23,110	29,180	35,170	42,050	49,200	56,100	62,930	79,400
2010	21,040	26,840	32,700	39,240	46,180	52,830	59,440	70,050
2011	28,060	34,800	41,800	49,460	56,680	63,800	71,510	84,780
Maine ¹								
2009	1,575	2,060	2,680	3,265	3,915	4,550	5,260	7,160
2010	1,860	2,080	3,095	3,620	4,320	4,980	5,645	7,490
2011	1,860	2,060	2,680	3,695	4,360	4,940	5,345	6,790
Washington and Oregon ²								
2009	25,395	31,245	36,530	43,780	50,130	56,700	64,805	75,690
2010	27,670	33,570	38,815	46,700	53,660	60,145	67,655	77,940
2011	31,750	38,165	44,475	51,360	58,515	65,320	73,040	84,105
Other States ³								
2009	10,865	13,565	16,305	18,995	21,600	24,355	27,375	34,240
2010	11,820	14,785	17,435	20,370	23,215	25,775	28,690	35,430
2011	14,205	16,770	19,525	21,930	24,910	27,230	29,960	36,200
United States								
2009	60,945	76,050	90,685	108,090	124,845	141,705	160,370	196,490
2010	62,390	77,585	91,950	109,930	127,375	143,730	161,430	190,910
2011	75,875	92,115	108,895	126,715	144,465	161,290	179,855	211,875
Dehydrated ⁴								
2009	10,985	14,035	17,150	19,895	23,155	26,630	30,045	38,915
2010	7,960	10,795	13,645	16,485	19,415	22,740	25,855	32,700
2011	13,375	16,845	20,875	24,410	28,070	31,533	35,310	42,585

Total quantity received and used for processing regardless of the State in which the potatoes were produced.

¹ Includes Maine grown potatoes only. Amounts exclude quantities used for potato chips.

² Oregon excluding Malheur County.

³ Colorado, Minnesota, Nevada, North Dakota, and Wisconsin. Monthly amounts exclude quantities used for potato chips in Wisconsin.

⁴ Dehydrated products except starch and flour. Includes Colorado, Idaho, Nevada, Oregon, and Washington.

Source: Potatoes 2011 Summary; September 2012, USDA/NASS.

Number of Chip and Shoestring Plants and Quantity Used for Chipping and Shoestrings, by Area and United States: 2010-2011

Area	2010		2011	
	Plants #	Quantity 1,000 Cwt	Plants #	Quantity 1,000 Cwt
New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont	3	3,270	3	3,041
Eastern: Delaware, District of Columbia, Maryland, New Jersey, New York, Pennsylvania, Virginia	19	12,940	17	14,042
North Central: Michigan, Ohio, West Virginia	15	4,738	15	4,716
Mid-Central¹: Kansas, Missouri, Nebraska	(D)	(D)	(D)	(D)
Midwest: Illinois, Indiana, Iowa, Minnesota, North Dakota, South Dakota, Wisconsin	14	8,416	13	8,591
Southeast: Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee	8	8,627	10	9,942
Southwest: Arkansas, Oklahoma, Texas	5	4,988	5	5,536
Rocky Mountains¹: Colorado, Idaho, Montana, New Mexico, Utah, Wyoming	(D)	(D)	(D)	(D)
West Coast: Alaska, Arizona, California, Hawaii, Nevada, Oregon, Washington	12	8,354	13	9,449
United States Total	81	54,508	80	58,672

¹ Included in United States total.

(D) Withheld to avoid disclosing data for individual operations.

Source: Potatoes 2011 Summary, September 2012, USDA/NASS.

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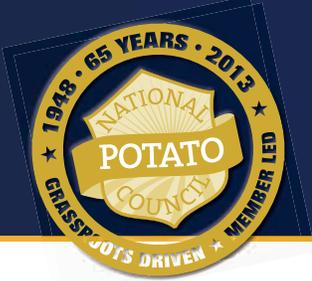
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Marketing Year Average Price Received for Potatoes by States and United States: 2010-2011

State	2010 2011 \$ per Cwt		State	2010 2011 \$ per Cwt	
AK	23.80	23.70	NV	(D)	(D)
AZ	16.20	(D)	NJ	12.20	(D)
CA - All	11.40	14.70	NM	(D)	(D)
Spring ¹	11.80	16.90	NY	13.50	15.70
Fall	10.00	8.80	NC	10.60	12.30
CO - All	12.60	10.80	ND - All	8.75	9.20
Fresh	14.30	12.30	Fresh	13.00	15.80
DE	9.90	10.40	Processing	7.35	7.40
FL	17.40	15.80	OH	12.30	12.30
ID - All	8.10	8.10	OR	8.80	8.05
Fresh	9.55	8.05	PA	12.10	12.10
Processing	7.00	7.70	RI	12.90	15.70
IL	9.00	11.50	TX	15.20	13.50
KS	9.40	12.60	VA	10.80	13.90
ME	10.00	10.40	WA - All	7.40	7.90
MD	10.30	11.10	Processing	6.45	7.10
MA	9.65	11.10	WI - All	10.60	10.30
MI	10.90	11.60	Fresh	11.70	11.70
MN	7.30	9.60	Processing	9.20	8.40
MO	10.50	10.90	U.S. - All	9.20	9.41
MT	11.50	12.50	Fresh	12.71	12.82
NE	10.00	10.70	Processing	7.41	7.84

¹ Includes Winter and Summer.

(D) Withheld to avoid disclosing data for individual operations.

Source: Potatoes 2011 Summary, September 2012, USDA/NASS.

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U.S. per Capita Utilization of Potatoes, by Category: 1970-2011¹

Year	Total	Fresh	Processing				
			Total	Freezing	Chips & Shoestrings	Dehydrating	Canning
Pounds/Person/Year, Farm Weight							
1970	121.7	61.8	59.9	28.5	17.4	12.0	2.0
1971	117.8	56.1	61.7	30.1	17.2	12.3	2.1
1972	119.4	57.9	61.5	30.3	16.7	12.4	2.1
1973	118.3	52.4	65.8	34.2	16.3	13.1	2.2
1974	117.2	49.4	67.8	35.3	15.7	14.5	2.3
1975	121.9	52.6	69.3	37.1	15.5	14.7	2.0
1976	125.3	49.5	75.9	41.8	15.8	16.3	2.0
1977	122.1	50.1	72.0	42.2	16.2	11.4	2.2
1978	119.4	46.0	73.5	42.6	16.5	12.1	2.3
1979	117.8	49.3	68.5	38.5	16.7	11.2	2.1
1980	114.7	51.1	63.6	35.4	16.5	9.8	1.9
1981	116.5	45.8	70.7	41.5	16.6	10.8	1.8
1982	115.0	47.1	67.9	38.6	17.0	10.4	1.9
1983	118.7	49.8	68.9	39.2	17.8	10.0	1.9
1984	122.1	48.3	73.8	43.7	18.0	10.3	1.8
1985	122.4	46.3	76.1	45.4	17.6	11.2	1.9
1986	125.9	48.8	77.1	46.3	18.1	10.9	1.8
1987	126.0	47.9	78.1	47.9	17.6	10.8	1.8
1988	122.3	49.6	72.7	43.3	17.1	10.4	1.9
1989	127.0	50.0	77.0	46.8	17.4	10.8	2.0
1990	123.9	46.7	77.2	46.4	16.4	12.6	1.8
1991	134.1	50.2	83.9	51.1	17.3	13.8	1.7
1992	129.9	48.3	81.6	49.9	17.1	12.8	1.8
1993	136.7	50.1	86.6	53.5	17.7	13.7	1.7
1994	136.7	49.6	87.1	55.7	16.5	13.2	1.7
1995	136.9	49.2	87.7	56.2	16.4	13.2	1.9
1996	145.0	49.9	95.1	60.2	16.4	16.7	1.8
1997	137.8	47.3	90.5	57.8	15.5	15.5	1.7
1998	137.7	46.9	90.8	58.1	14.7	16.5	1.5
1999	136.2	47.7	88.5	58.5	15.9	12.4	1.7
2000	137.7	47.2	90.5	57.5	15.6	15.7	1.7
2001	138.5	46.6	91.9	58.2	17.4	14.8	1.6
2002	131.9	44.3	87.6	55.2	16.3	14.7	1.4
2003	137.9	46.8	91.2	57.1	17.2	15.5	1.4
2004	134.6	45.8	88.8	57.4	16.4	13.8	1.2
2005	125.4	41.3	84.1	54.4	16.1	12.8	0.9
2006	123.7	38.6	85.1	53.3	18.6	12.4	0.8
2007	124.4	38.7	85.7	53.2	18.6	13.0	0.9
2008	118.3	37.8	80.5	51.5	15.7	12.4	0.9
2009	113.5	36.7	76.8	50.5	13.7	11.8	0.8
2010	113.9	36.8	77.1	50.2	15.0	11.2	0.7
2011 p	110.3	34.1	76.2	48.2	16.8	10.6	0.7

p Preliminary.

¹ Calendar-year estimates on a fresh-equivalent basis.

Source: Calculated by Economic Research Service, USDA. Vegetables and Melons Yearbook Data, revised November 2012, Economic Research Service, USDA.



Utilization of Potatoes, United States: 2009-2011

Utilization Items	2009	Crop Year 2010	2011
	1,000 Cwt		
Sales			
Total Table Stock	116,326	107,407	102,655
Processing			
Chips and Shoestrings	42,548	54,508	58,672
Dehydrated ¹	44,477	34,164	45,489
Frozen French Fries	138,589	135,703	144,551
Other Frozen Products	21,004	13,374	15,180
Canned Products	1,983	1,659	1,649
Other Canned Products (Hash, Stews, Soups)	748	700	716
Starch, Flour, and Other	6,504	6,334	6,150
Total Processing	255,853	246,442	272,407
Other Sales			
Livestock Feed	6,533	593	825
Seed	20,219	20,621	21,863
Total Other Sales	26,752	21,214	22,688
Total Sales	398,931	375,063	397,750
Non-Sales			
Seed Used on Farms Where Grown	3,346	3,002	3,012
Household Use and Used for Feed on Farms Where Grown	1,189	1,218	1,130
Shrinkage and Loss	29,135	24,990	27,755
Total Non-Sales	33,670	29,210	31,897
Total Production	432,601	404,273	429,647

Totals may not add due to rounding.

Source: Potatoes 2011 Summary, September 2012, USDA/NASS.

¹ Dehydrated products except starch and flour.

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World Potato Production

Country	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
	Tons									
China	70,223,331	68,139,264	72,256,279	70,906,729	54,075,569	64,837,389	70,839,652	73,281,890	81,594,184	88,350,220
India	24,456,100	23,161,400	27,925,800	28,787,700	29,174,600	28,599,600	34,658,000	34,390,900	36,577,300	42,339,400
Russian Federation	32,870,800	36,746,500	35,914,200	37,279,800	38,572,600	36,784,200	28,846,400	31,134,000	21,140,500	32,681,500
Ukraine	16,619,500	18,453,000	20,754,800	19,462,400	19,467,100	19,102,000	19,545,400	19,666,100	18,705,000	24,248,000
United States of America	20,782,300	20,783,600	20,675,000	19,222,700	19,989,700	20,179,200	18,826,600	19,622,500	18,337,500	19,361,500
Germany	11,491,700	9,915,680	13,043,600	11,624,200	10,030,600	11,643,800	11,369,000	11,617,500	10,201,900	11,800,000
Bangladesh	2,994,000	3,385,910	3,907,120	4,855,380	5,368,400	5,167,000	6,648,000	5,268,000	7,930,000	8,326,390
Poland	15,523,900	13,731,500	13,998,700	10,369,300	8,981,980	11,791,100	10,462,100	9,702,800	8,765,960	8,196,700
France	6,874,390	6,348,130	7,255,380	6,604,600	6,362,820	7,183,100	6,871,970	7,020,600	7,216,210	8,016,230
Belarus	7,420,700	8,649,580	9,902,170	8,184,950	8,329,410	8,743,980	8,748,630	7,124,980	7,831,110	7,721,040
Netherlands	7,362,740	6,468,760	7,487,700	6,777,000	6,239,600	6,870,400	6,922,700	7,180,980	6,843,530	7,333,470
United Kingdom	6,966,000	5,918,000	6,316,500	5,979,000	5,864,000	5,635,000	5,999,000	6,396,000	6,056,000	6,115,000
Iran (Islamic Republic of)	3,756,000	4,210,640	4,453,790	4,830,120	4,218,520	4,026,410	4,706,720	4,107,630	4,274,490	4,822,140
Turkey	5,200,000	5,300,000	4,800,000	4,090,000	4,397,310	4,246,210	4,196,520	4,397,710	4,548,090	4,613,070
Egypt	1,985,320	2,039,350	2,546,610	3,167,430	2,312,790	2,760,460	3,567,050	3,659,280	3,643,220	4,338,430
Canada	4,705,130	5,282,420	5,234,840	4,434,020	5,091,140	4,999,420	4,724,460	4,581,120	4,421,770	4,168,180
Belgium	2,909,000	2,522,100	3,229,620	2,780,870	2,592,820	3,189,820	2,943,210	3,296,080	3,455,800	4,128,670
Romania	4,077,630	3,947,180	4,230,210	3,738,590	4,015,900	3,712,410	3,649,020	4,003,980	3,283,870	4,076,570
Peru	3,298,160	3,143,870	3,008,160	3,289,700	3,248,420	3,388,000	3,597,090	3,765,290	3,814,370	4,073,600
Algeria	1,333,470	1,879,920	1,896,270	2,156,550	2,180,960	1,506,860	2,171,060	2,636,060	3,310,000	3,993,400
Brazil	3,126,410	3,089,020	3,047,080	3,130,170	3,151,720	3,550,510	3,676,940	3,443,710	3,547,510	3,917,230
Pakistan	1,721,700	1,946,300	1,938,100	2,024,900	1,568,000	2,581,500	2,539,000	2,941,300	3,141,500	3,491,800
Malawi	1,403,800	1,884,200	2,182,620	1,485,880	2,309,430	2,858,810	2,993,820	3,427,760	3,673,540	3,123,980
Kazakhstan	2,268,800	2,308,340	2,260,630	2,520,800	2,361,600	2,414,800	2,354,410	2,755,600	2,554,600	3,076,100
Nepal	1,472,760	1,531,320	1,643,360	1,738,840	1,974,760	1,943,250	2,054,820	2,424,050	2,517,700	2,508,040
Kenya	861,566	1,223,530	1,084,410	2,640,600	2,415,080	2,192,280	2,900,000	2,299,090	2,725,940	2,365,260
Spain	3,078,140	2,664,960	2,773,570	2,563,460	2,515,000	2,479,580	2,145,170	2,459,800	2,277,900	2,360,700
Japan	3,074,000	2,939,000	2,884,000	2,749,000	2,635,000	2,873,000	2,743,000	2,459,000	2,290,000	2,349,130
South Africa	1,647,000	1,496,000	1,799,620	1,767,730	1,862,860	1,972,390	2,040,000	1,866,580	2,090,210	2,195,400
Rwanda	1,038,930	1,099,550	1,072,770	1,314,050	1,285,150	967,000	1,162,000	1,289,620	1,789,400	2,171,520
Argentina	2,262,120	2,094,520	2,021,020	1,788,680	1,943,630	1,950,000	1,900,000	1,950,000	1,996,040	2,126,790
Colombia	1,761,060	2,144,160	2,035,930	1,832,920	2,208,070	2,823,360	2,372,860	2,272,770	2,121,880	1,998,250
Morocco	1,334,380	1,401,470	1,481,800	1,478,540	1,569,100	1,437,220	1,536,560	1,234,470	1,604,620	1,947,690
Uzbekistan	777,200	834,400	895,730	924,180	1,020,990	1,188,000	1,398,700	1,524,500	1,629,900	1,824,000
North Korea	1,884,000	2,023,000	2,052,000	2,070,000	2,000,000	1,900,000	1,520,280	1,560,000	1,708,000	1,756,000
Chile	1,303,270	1,093,730	1,144,170	1,115,740	1,391,380	834,223	965,767	924,555	1,081,350	1,676,440
Denmark	1,504,200	1,412,200	1,629,400	1,576,400	1,361,200	1,625,580	1,693,000	1,617,700	1,357,800	1,620,000
United Republic of Tanzania	637,720	684,420	731,120	651,010	660,000	650,000	674,962	860,980	1,472,560	1,555,520
Italy	1,855,320	1,610,440	1,821,510	1,753,530	1,782,810	1,781,650	1,603,830	1,773,920	1,558,030	1,547,050
Mexico	1,483,500	1,661,780	1,506,510	1,634,700	1,522,610	1,750,800	1,670,480	1,501,230	1,536,620	1,433,240
Kyrgyzstan	1,244,030	1,308,200	1,362,530	1,141,460	1,254,760	1,373,780	1,334,900	1,393,140	1,339,420	1,379,220
Australia	1,333,160	1,247,270	1,310,390	1,288,270	1,249,610	1,211,990	1,400,210	1,178,530	1,278,120	1,128,210
Bolivia (Plurinational State of)	728,785	745,343	748,095	761,891	754,807	735,254	747,968	956,953	975,418	966,413
Nigeria	637,000	678,000	726,000	776,000	838,000	662,000	1,105,000	914,778	900,300	950,000
Azerbaijan	694,947	769,047	930,445	1,083,070	999,343	1,037,320	1,077,110	982,979	953,710	938,517
Serbia					930,305	743,282	843,545	898,282	887,363	891,513
Sweden	913,550	857,100	979,100	947,300	777,800	789,000	853,200	857,900	815,600	878,400
Indonesia	893,824	1,009,980	1,072,040	1,009,620	1,011,910	1,003,730	1,044,490	1,176,300	1,060,810	863,680
Tajikistan	356,703	473,331	527,240	555,125	573,687	662,093	679,774	690,853	760,139	863,100
Angola	179,385	369,204	241,945	307,296	295,142	491,216	402,207	823,266	841,279	841,252
All Other Countries	24,113,094	22,231,932	23,458,450	23,580,645	20,605,674	21,065,665	21,183,002	20,642,630	19,824,459	20,934,319
Total World Production	316,440,525	314,858,551	336,198,334	326,752,846	307,343,667	323,915,642	329,909,587	333,955,646	334,262,522	374,382,274

Source: FAOSTAT data, March 2013.



Selected U.S. Exports, by Type: 1986-2011

Year	Fresh	Seed ²	Total ²	Frozen		Flakes and Granules	Chips	Dried ³	Prepared or Preserved
				Fries	Other				
1,000 Pounds									
1986	313,618	26,989	195,066	171,756	23,310	42,624	8,802	8,978	--
1987	340,934	22,281	246,004	212,982	33,022	48,778	12,408	11,068	--
1988	394,379	27,606	309,109	265,636	43,473	58,829	16,582	12,519	--
1989	444,993	22,844	363,318	319,770	43,548	46,067	20,658	5,838	6,363
1990	301,890	25,443	421,597	385,884	35,712	41,192	44,222	6,389	10,234
1991	297,317	44,365	409,779	377,808	31,971	63,800	54,568	10,737	10,870
1992	499,894	38,044	463,826	429,166	34,659	72,138	84,369	13,505	15,544
1993	506,630	32,714	527,749	482,543	45,206	57,945	110,252	14,482	20,348
1994	620,373	34,653	638,061	596,024	42,037	81,368	155,107	8,581	31,329
1995	536,510	47,428	834,178	778,565	55,613	117,870	135,759	14,416	34,519
1996	564,010	46,043	857,557	800,473	57,084	85,581	128,758	13,505	31,714
1997	634,904	35,366	959,434	903,998	55,436	85,432	136,274	17,373	31,442
1998	607,753	43,165	1,037,775	991,076	46,699	71,755	245,529	15,644	51,592
1999	579,378	19,688	1,074,938	1,022,183	52,755	264,648	237,382	13,605	27,565
2000	644,190	32,387	1,147,375	1,072,489	74,886	98,451	201,555	9,294	28,585
2001	579,361	56,815	1,132,898	1,082,887	50,010	89,911	155,147	11,776	23,178
2002	647,119	49,777	1,100,902	1,051,586	49,316	65,279	163,738	6,083	38,660
2003	541,775	48,577	990,751	935,923	54,828	100,080	125,475	5,432	39,173
2004	433,712	50,747	1,118,931	1,049,414	69,517	130,489	154,621	8,580	37,072
2005	586,226	53,163	1,213,363	1,133,521	79,842	123,698	154,424	9,267	53,960
2006	600,715	30,009	1,388,186	1,313,372	74,814	136,284	134,211	9,853	55,717
2007	615,784	24,351	1,567,065	1,472,317	94,748	143,299	125,918	15,681	42,239
2008	616,290	25,224	1,756,231	1,636,239	119,993	117,907	141,075	11,824	45,973
2009	682,190	46,601	1,642,398	1,518,187	124,211	102,548	122,595	19,085	56,627
2010	812,748	42,798	1,626,394	1,477,126	149,268	119,182	106,781	19,967	70,310
2011 p	944,494	45,017	1,866,744	1,633,203	233,541	142,822	138,838	15,800	69,480

-- Not available.

p Preliminary.

1 Exports of processed potatoes are in product weight as reported by the Bureau of the Census.

2 Data for 1986 to 1989 incorporate data on Canadian imports of U.S. potatoes reported by Canada.

3 Excludes flour and starch.

Source: Prepared by ERS using data provided by US Department of Commerce, US Census Bureau. Vegetable and Melon Yearbook Data, revised November 2012, Economic Research Service, USDA.

Selected U.S. Imports, by Type: 1986-2011

Year	Fresh	Seed	Frozen		Chips	Dried	Flour	Starch	Dehy-drated ³	Prepared or preserved ⁴
			French Fries	Other ²						
1,000 Pounds										
1986	280,813	63,645	--	73,527	--	4,226	1,305	47,422	1,194	1,965
1987	402,791	96,995	--	93,901	--	3,702	1,545	60,742	452	1,963
1988	388,394	95,029	--	101,907	--	5,022	571	77,638	201	944
1989	509,346	160,931	96,224	7,982	136	2,758	693	97,406	1,624	586
1990	482,903	201,043	129,685	8,497	3,807	1,082	808	126,354	880	1,543
1991	437,349	178,907	163,744	6,749	3,632	427	833	92,949	2,058	430
1992	273,515	128,071	188,608	7,022	4,147	277	564	95,598	1,161	1,597
1993	541,382	171,200	278,386	12,074	2,511	217	761	125,765	1,679	951
1994	405,899	236,911	289,436	20,212	1,006	288	537	100,436	1,820	1,041
1995	458,925	225,942	332,427	22,573	0	266	473	103,221	3,947	1,334
1996	690,767	295,698	423,322	30,940	1,963	297	476	89,817	3,064	1,046
1997	512,321	252,498	650,695	46,548	1,057	283	271	122,591	2,810	2,035
1998	737,222	323,801	808,800	62,233	5,145	229	718	105,799	5,798	2,555
1999	610,581	312,908	909,011	73,640	10,589	235	931	116,628	10,762	1,889
2000	502,705	302,753	1,060,050	93,092	38,029	122	582	127,317	21,014	2,859
2001	487,888	183,171	1,211,775	85,603	41,259	151	1,888	124,928	23,392	4,273
2002	621,461	261,647	1,348,523	101,220	36,917	189	1,948	160,641	27,929	8,260
2003	635,006	237,363	1,533,890	117,779	61,489	303	1,788	178,530	33,971	5,802
2004	575,374	179,724	1,739,661	108,871	76,172	261	5,383	164,153	16,736	7,252
2005	631,251	156,578	1,515,046	128,871	71,681	245	8,388	207,086	14,969	11,016
2006	611,230	206,190	1,576,576	142,278	61,825	757	3,145	178,898	12,532	12,258
2007	923,573	182,286	1,581,079	122,496	48,901	1,081	3,730	161,590	16,403	12,984
2008	1,071,972	105,573	1,588,141	127,691	23,278	6,508	4,020	150,197	28,527	32,178
2009	794,611	141,712	1,527,559	133,195	31,087	1,134	2,403	184,124	48,429	47,192
2010	762,876	153,489	1,377,853	157,424	32,450	1,615	3,002	188,564	68,044	49,088
2011 p	909,645	174,021	1,432,660	182,787	23,692	969	3,716	179,370	67,465	56,478

-- Not available.

p Preliminary.

1 Imports of processed potatoes are in product weight as reported by Census.

2 Includes french fries prior to 1989.

3 Includes flakes and granules.

4 Largely canned.

Source: Prepared by ERS using data provided by US Department of Commerce, US Census Bureau. Vegetable and Melon Yearbook Data, revised November 2012, Economic Research Service, USDA.

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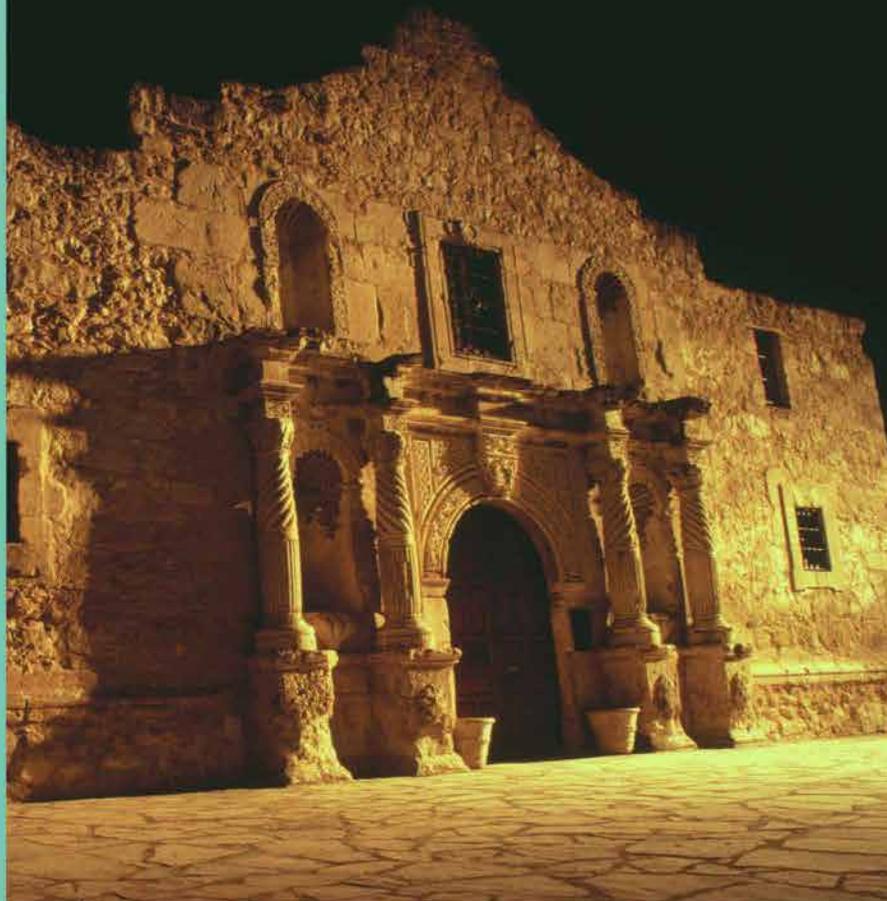


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Nutrition Facts	
Serving Size 1 potato (148g/5.3oz)	
Amount Per Serving	
Calories 110	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Potassium 620mg	18%
Total Carbohydrate 26g	9%
Dietary Fiber 2g	8%
Sugars 1g	
Protein 3g	
Vitamin A 0% •	Vitamin C 45%
Calcium 2% •	Iron 6%
Thiamin 8% •	Riboflavin 2%
Niacin 8% •	Vitamin B ₆ 10%
Folate 6% •	Phosphorous 6%
Zinc 2% •	Magnesium 6%

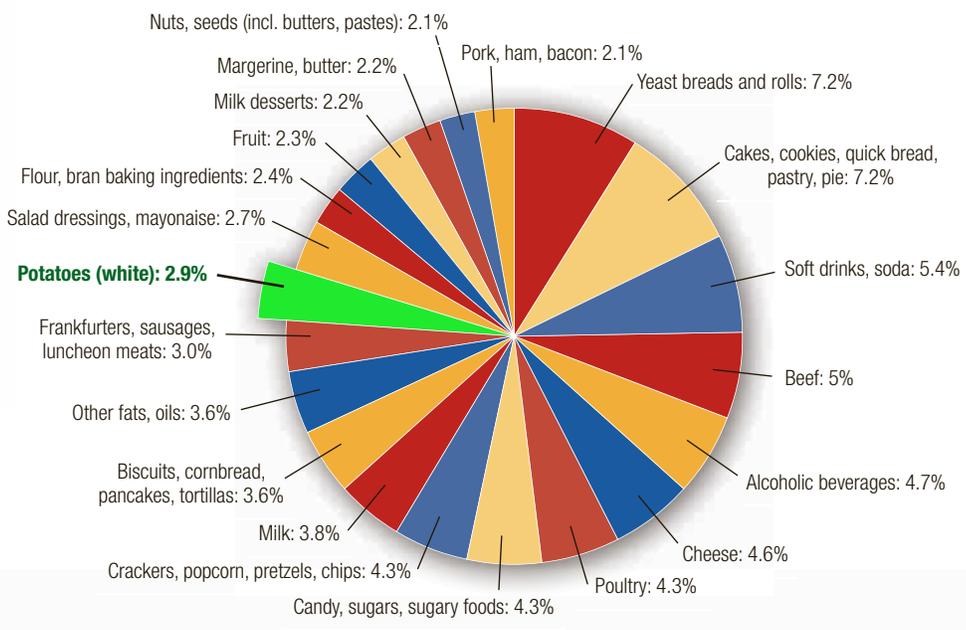
*Percent Daily Values are based on a 2,000 calorie diet.

Potato Nutrition

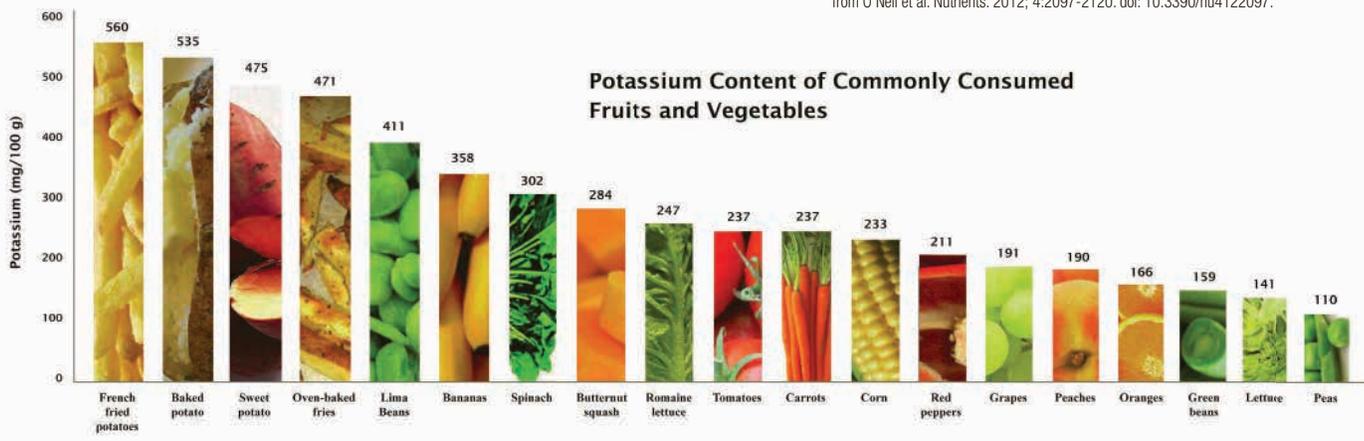
**The Healthy Potato:
Naturally Nutritious.
Always Delicious.**

- Good-for-you fiber
- Rich in Vitamin C
- More potassium than bananas, spinach, and broccoli
- No fat, cholesterol or sodium
- Only 110 calories per serving

Potatoes in All Forms Contribute Less Than 3% of All Calories in Adults' Diets



Source: Food Sources of Energy Among U.S. Adults, National Health and Nutrition Examination Survey (NHANES), 2003-2006. from O'Neil et al. Nutrients. 2012; 4:2097-2120. doi: 10.3390/nu4122097.



Source: U.S. Department of Agriculture, Agricultural Research Service, 2011. USDA National Nutrient Database for Standard Reference, Release 24. Compiled by Alliance for Potato Research & Education.

STATISTICS

Potato Quick Facts

Top 10 Export Markets

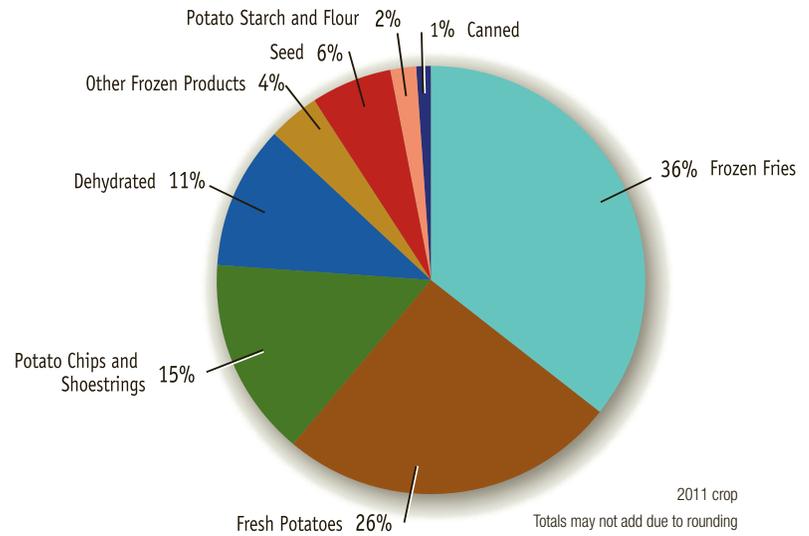
(by value for calendar year 2012)

1	Japan	\$404 million
2	Canada	\$342 million
3	Mexico	\$185 million
4	China	\$115 million
5	South Korea	\$90 million
6	Taiwan	\$59 million
7	Philippines	\$58 million
8	Malaysia	\$52 million
9	Hong Kong	\$40 million
10	Australia	\$37 million

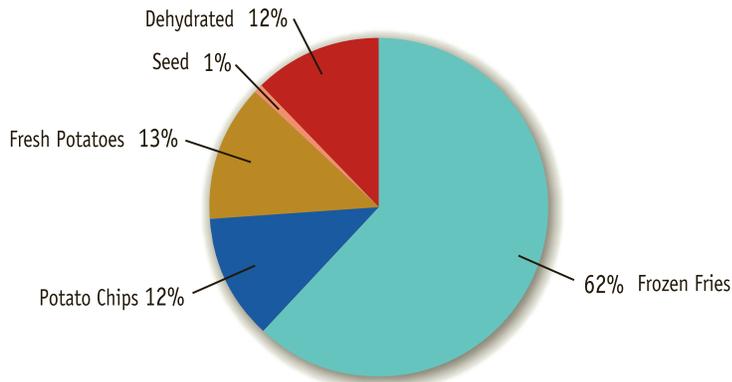
Source: Department of Commerce, U.S. Census Bureau, Foreign Trade Statistics

Production, Consumption, and Exports

Utilization of Potatoes



Market Share of Exported U.S. Potatoes



U.S. Potato Production Figures

Harvested	1,132,700 acres
Planted	1,148,300 acres
Production	46.7 billion pounds
Value of Production	\$3.9 billion
Yield	41,200 pounds per acre

2012 figures
Source: USDA/NASS

Top 10 Producing States

(in billion pounds)

1	Idaho	14.3
2	Washington	9.8
3	Wisconsin	2.9
4	North Dakota	2.5
5	Colorado	2.3
6	Oregon	2.3
7	Minnesota	1.9
8	Michigan	1.6
9	California	1.6
10	Maine	1.6

2012 crop
Source: USDA/NASS

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