

POTATO STATISTICAL YEARBOOK

2018



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POTATO D.C. FLY-IN

STANDING UP FOR POTATOES ON CAPITOL HILL

FEBRUARY 25-28, 2019

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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

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Be informed. Be engaged. Be an ag-vocate.

Attend the Potato D.C. Fly-In

- Hear from policy experts and Washington insiders.
- Get briefed on top issues facing the potato industry.
- Share your story with members of Congress.



Join the conversation and make plans to attend the 2019 Potato D.C. Fly-In February 25-28.

Contribute to POPAC



- The Potato Political Action Committee (POPAC) supports the political campaigns of friends of the potato industry who serve in Congress.
- POPAC relies on voluntary contributions from individuals who understand the value of strong relationships with members of Congress.
- Receptions held during the NPC Annual Meeting, Potato D.C. Fly-In and NPC Summer Meeting aid in raising contributions for the PAC.

Join the NPC Grower Supporter Ag-vocacy Campaign

- What happens in Washington, D.C. affects you and your business.
- A strong voice for the potato industry benefits you.
- Always stay engaged and informed with the weekly Insider Report, video updates and social media alerts.
- A unified potato industry makes policy successes on Capitol Hill possible.
- It's important you are a part of the conversation.



BE A PART OF THE CONVERSATION CONNECT WITH NPC



Message from the President



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In 2018, it is my honor to serve as President of the National Potato Council alongside some outstanding leaders for our industry. This is shaping up to be a year of both challenges and opportunities, as we address a host of domestic and international issues that can significantly impact the potato industry.

This year's Potato D.C. Fly-In provided an outstanding opportunity for attendees to share their knowledge on key issues and then act upon that information in one-on-one meetings with Senators, Representatives and key administration decision-makers. This year, an unprecedented number of Senators and Congressmen addressed our attendees on Capitol Hill. Their participation was an indication of the value these members of Congress place on the success of the potato industry and the jobs it creates across our country.

The following are some of the priorities that we took to Capitol Hill and that we anticipate will challenge us through the balance of 2018:

International Trade

The renegotiation of the North American Free Trade Agreement (NAFTA) has entered its second year. NAFTA was originally negotiated 25 years ago, and many things have changed in the interim. NPC has strong interest in enhancing NAFTA's terms of trade, including strengthening rules and procedures to reduce phytosanitary barriers. Importantly, we do not want to compromise any of the existing tariff benefits for potatoes and potato products previously included in NAFTA. Additionally, the president has stated a desire to reconsider our trading relationship with various other countries including Japan, China and South Korea. NPC has worked directly with the White House, United States Department of Agriculture, United States Trade Representative and Congress to identify improvements in current trade agreements and convey the importance that export markets offer to our industry and the American economy.

Farm Bill

The current Farm Bill expires at the end of September. NPC has been working for nearly two years on enhancing the provisions of the bill that benefit the potato industry. Those programs include export promotion, pest and disease exclusion, research and specialty crop block grants. In all, the 2018 Farm Bill can shape the next half decade of U.S. agricultural policy, and we take our role in shaping that process very seriously.

Regulatory Reform

Burdensome government regulations can stifle the growth of our industry. NPC is front and center in pushing the federal government to eliminate or reform such negative regulations. Already in 2018 we have seen success in pushing the Department of Transportation to change its Electronic Logging Device (ELD) and Hours of Service (HOS) rules to provide more flexibility for our unique industry. The Trump administration has also halted implementation of the overreaching Waters of the U.S. (WOTUS) rule. At the Environmental Protection Agency (EPA), we continue to push for science-based decisions on pesticide registrations and reviews that are so vital to our industry.

NPC's mission is to represent the interests of U.S. potato producers and influence public policy in a positive manner. I hope you will join me and other NPC leaders to advocate for policies that better serve our industry.

Cully G. Easterday
2018 NPC President, Easterday Farms, Pasco, Washington



The Souza family, Atwater, CA
Yosemite Farm Credit customers

**HERE TO HELP
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Key Issues in 2018

Trade

The potato industry is one of the most successful specialty crops in terms of growth in exports. These gains have been the product of careful trade negotiations and enforcement actions over many decades and the commitment of time and resources by our industry in support of those efforts. In addition to the vital North American markets of Canada and Mexico, Asian markets, especially Japan, China, Korea and Taiwan, are top export destinations for fresh and processed potatoes. U.S. potatoes are a U.S. agriculture export success story.

TRANS-PACIFIC PARTNERSHIP AGREEMENT (TPP)

The Obama administration completed the negotiations on the TPP, an Asian-Pacific regional free trade agreement with 11 other countries in the Pacific Rim. The TPP countries officially signed the agreement on February 3, 2016. The 11 countries are: Australia, Brunei Darussalam, Chile, Malaysia, New Zealand, Peru, Singapore, Vietnam, Canada, Mexico and Japan. The TPP was never brought before Congress for consideration and it was uncertain there were enough votes to support passage. Shortly after taking office, President Trump withdrew the U.S. from the TPP process ending the possibility that the U.S. would be a part of a finalized TPP. President Trump announced he intends to be active in negotiating bilateral trade deals and will not participate in broad multilateral deals. The U.S. withdrawal from the Trans-Pacific Partnership will negatively impact exports in markets such as Japan and Vietnam as competitors have signed free trade agreements with those countries and negotiated lower tariffs. These countries will continue to seek free trade agreements around the world to lower the prices of their products. With TPP off the table, initiating and completing bilateral agreements with key export markets, including Japan and Vietnam, are immediate priorities for the U.S. potato industry.

NORTH AMERICAN FREE TRADE AGREEMENT (NAFTA)

The U.S., Canada and Mexico have been attempting to renegotiate NAFTA for over one year. Prior to the commencement of those negotiations, NPC sent President Trump a letter outlining our priorities for enhancing NAFTA. Mexico is the third largest export market for U.S. potatoes. Most exports are processed potatoes, particularly fries. Frozen, dehy and fresh potatoes currently enter Mexico duty-free due to NAFTA. If the U.S. withdrew from NAFTA, U.S. frozen potato exports to Mexico (\$122 million export value) and dehy (\$32 million export value) would immediately face Mexico's Most Favored Nation tariff of 20 percent. U.S. fresh potatoes to Mexico (\$37 million in export value) would face either a 50 percent or 70 percent tariff. Canadian processed potatoes would likely continue to enter duty-free. Over \$150 million in export sales could be lost to Canada if the U.S. fails to either renegotiate a trilateral NAFTA agreement or complete a bilateral deal with Mexico. Retaliatory tariff actions could further undermine these markets, if threats of their utilization become an enduring reality.



A top priority for the potato industry is to maintain and expand trade agreements to increase exports of U.S. potatoes around the world.



MEXICO – FRESH ACCESS

In May 2014, Mexico published documents that allowed U.S. potatoes to enter areas of Mexico outside the 26-kilometer border zone where the U.S. has had access since 2003. That action would have allowed the vast majority of the country’s consumers access to U.S. fresh potatoes. Lawsuits were filed by various potato interests in Mexico, including the National Confederation of Potato Producers (CONPAPA), and within two weeks court rulings suspended the rules allowing imports established by the Mexican authorities.

In response to the litigation against the Mexican government’s efforts to allow U.S. fresh potato exports, NPC (working with U.S. shippers and Mexican importers and grocers) has become a party to the lawsuits in Mexico. In January 2017 Mexican authorities published additional documents, including a more science-based Pest Risk Assessment that provides better support for the movement of U.S. potatoes to Mexico. Legal uncertainty regarding existing legal cases and the likelihood of additional legal challenges are being evaluated to determine next steps to advance this issue. Secretary of Agriculture Sonny Perdue has actively raised the potato market access issue with the Mexican Secretary of Agriculture.

Electronic Logging Devices

In 2015, Congress mandated that trucks meet Hours of Service (HOS) record-keeping requirements using electronic devices rather than paper logs. This mandate was due to be implemented as a final rule (Electronic Logging Device “ELD” rule) by December 18, 2017. As the implementation date neared, substantial trucking shortages became evident. Though it is unclear how large a contribution the impending regulation made to those shortages, the issue was large enough that the Department of Transportation (DOT) moved to extend the ELD compliance date for those truckers hauling “agricultural commodities” by an additional 180 days via successive waivers.

During the comment period on the proposed rule and in subsequent communications with DOT, industry and state officials have expressed concern over the implementation of this rule. A coalition of State Attorneys General raised issues that DOT had no program in place to verify the suitability of the privately-manufactured ELDs to perform the tasks that the rule requires. Additionally, an association representing smaller trucking operators in the U.S. raised cost concerns about the devices themselves. They indicated their view that the rule was tailored to large trucking companies and would disadvantage their smaller competition. Organizations representing agriculture raised concerns over the unclear definition of “source” of the agricultural commodity and the inability of certain ELDs to recognize the 150-mile ag exemption. Without that ability, the exemption effectively wouldn’t exist for any trucker with a deficient ELD. Due to these concerns, NPC joined with other associations in seeking a delay in final implementation.

In late May 2018, DOT announced that they agreed with NPC and other agricultural organizations in regard to packinghouses and cold storage facilities being considered “sources” of agricultural commodities. Coupled with an acknowledgement that unladen trucks are eligible for the 150 air-mile agricultural exemption if they are traveling to pick up a qualified load, these changes in guidance lessened the negative impact of the HOS/ELD regulations.



The potato industry worked hard in 2017 and 2018 to ensure regulations surrounding the Electronic Logging Device and Hours of Service rules do not have a harmful impact on perishable commodities, like potatoes.

Key Issues in 2018



Continuing and expanding potato breeding research is vital to the future success of the potato industry. NPC is urging members of Congress to increase spending in the FY2019 appropriations bill. The potato industry has provided matching funds since 1983.

Potato Breeding Research

Since the Potato Research Special Grants' inception in 1983, the potato industry has provided matching funds for these competitive potato breeding research projects and partnered with the U.S. Department of Agriculture's National Institute of Food and Agriculture (NIFA) on them. Each of these peer-reviewed research projects address actual challenges impacting potato production, utilize the expertise of USDA scientists and independent plant breeders and deliver measurable improvements in the efficiency and quality of potato production. Growers, grower organizations in individual states and land grant universities provide more than a two-to-one match to funding provided by NIFA. For FY2018, Congress provided \$2.5 million for the program. This is the highest level in history and a 60 percent increase over the past decade.

Immigration Reform

The agriculture industry is experiencing a critical shortage of labor to plant and harvest crops. To address the agriculture labor shortage, Congress must approve and the president must sign an immigration reform bill that includes a viable guestworker program and provide an opportunity for the currently improperly-documented workforce to obtain legal work status. Those provisions must be signed into law and fully implemented before any mandatory enforcement program is required. Mandatory E-Verify without a solution for agriculture will cause significant harm to American farmers and force the U.S. to import greater and greater amounts of our food and fiber. In order to avoid a full-blown crisis in agriculture where product either rots in the field or production shifts to overseas competitors, U.S. potato growers support efforts to ensure that agricultural employers have access to a stable and skilled workforce, including current workers without U.S. citizenship.



To alleviate the current agricultural labor crisis, NPC is pushing Congress to create a new guestworker program that meets the current and future needs of the agriculture industry and provides an opportunity for the currently improperly-documented workforce to obtain legal work status.

NPC is working with the Agriculture Workforce Coalition in meeting with House and Senate leadership and member offices on a viable solution for agriculture. Agriculture and the public would benefit from immigration policy that addresses all aspects of the problem in the appropriate sequence. Implementation of Mandatory E-Verify or other employer enforcement actions cannot occur until an industry-supported solution for agriculture's labor crisis is fully implemented and operational. The economic impact of an "enforcement-only" approach would cause tremendous harm to American consumers and the farmers that feed them for years to come.



Key Issues in 2018

Farm Bill

Recognizing that the current Farm Bill will expire on September 30th, 2018, NPC has worked with a coalition of other specialty crop interests to ensure that the successor to this important legislation is as relevant and productive for our industry as possible. The Specialty Crop Farm Bill Alliance (SCFBA) has developed key priorities for a new Farm Bill that include;

- Keeping the Technical Assistance for Specialty Crops (TASC) program operating at its full authorized level beyond September 30th, 2018.
- Ensuring that the Specialty Crop Research Initiative (SCRI) makes \$80 million in research funding available to all specialty crops annually.
- Enhancing the APHIS Pest & Disease Programs to ensure they keep pace with current and future threats.
- Strengthening our export promotion programs to keep pace with international competitors.

The Senate and House Agriculture Committee versions of a new Farm Bill reflect all or portions of these priorities. The SCFBA will be working to enhance and merge the various priorities into the final version of the Farm Bill that can be reported to the president's desk and gain his signature.

Tax Reform

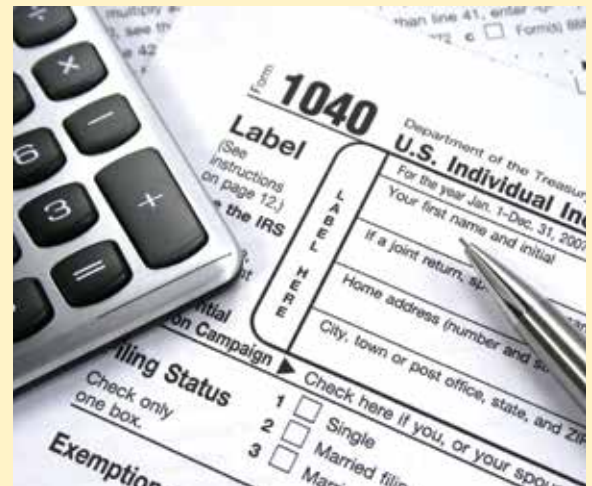
Based on last minute changes to the tax reform bill that secured the votes of several key Republican Senators, the Trump administration achieved one of its highest priorities by passing the Tax Cuts and Jobs Act before the end of 2017. Throughout the push to pass tax reform, NPC was an active member of an ad hoc tax coalition of agriculture interests focused on retaining cash accounting methods, promoting permanent adoption of increased Section 179 expensing, maintaining Section 199 deductions for ag cooperatives and making changes to the estate tax structure that would help preserve family farms.

The final bill made a number of reforms to the tax code including a reduction in the corporate rate to 20 percent, accelerated depreciation/expensing provisions and a doubling of the threshold for the estate tax to \$11 million. The cash accounting provisions and the allowance for stepped up basis were also maintained. The Section 199 "Domestic Activities Production Deduction" was repealed and replaced with several enhanced provisions for pass-through entities, including farmer cooperatives. Ultimately, those changes received great backlash and were modified again in the Omnibus Spending Bill for FY2018.

The final impact of the changes to the tax code in the Tax Cuts and Jobs Act on the tax liability of individual farmers and agricultural businesses will be unclear for some time. Lawyers and accountants will consume many hours and dollars analyzing the complex interactions of the bill. Based on both the structure of the tax changes and the lack of bipartisan support to approve the bill, it is likely that this will lead to increased polarization among the public. Undoubtedly, the Tax Cuts and Jobs Act will be a major focus of discussion in the 2018 midterm elections.



The current Farm Bill is set to expire September 30, 2018. NPC is working with leaders in Congress to ensure that programs the potato industry rely on are continued in the 2018 Farm Bill, such as the Technical Assistance for Specialty Crops and supporting the Market Access Program to enhance funding for vital export programs.



The Tax Cuts and Jobs Act was passed by Congress in December 2017 and made several reforms to the tax code that NPC and agriculture in general supported, including reduction in the corporate rate to 20 percent and doubling the threshold for the estate tax to \$11 million.

Programs and Events



Adrienne Gorny, recipient of the 2017-2018 NPC Scholarship, focuses her research on Northern root-knot and lesion nematodes in potatoes.

NPC Scholarship

The 2017-2018 NPC Scholarship was awarded to Adrienne Gorny, a fourth-year doctoral student in Plant Pathology and Plant-Microbe Biology at Cornell University. The \$10,000 award is given annually to a graduate student working to conduct research and provide information that will improve the future of the U.S. potato industry. Gorny's work focuses on quantitative epidemiology of Northern root-knot and lesion nematodes in potatoes. Through her research she wants to quantify yield loss due to nematodes by measuring pre-plant density of the nematode population. Ultimately, Gorny plans to recreate a pre-planting soil test so that growers whose soil is above the threshold for nematodes can take action early, and those below the threshold could save time and money by not taking unnecessary action.

EPA Field Tour

A group of six staff members from the Environmental Protection Agency's (EPA) Office of Pesticide Programs participated in the 2017 EPA Field Tour in Idaho. This annual field tour gives EPA staff the opportunity to see firsthand potato production, discuss pesticide utilization and interact with farmers at their operations. The 2017 tour was hosted and supported by the Idaho Potato Commission and was held in various locations surrounding Idaho Falls. While visiting Raybould Brothers Farm the group observed potato harvest and saw potato storage practices along with their aquifer recharge program and at Hoff Farms they witnessed an aerial pesticide application demonstration. In addition to visiting local farming operations, the group visited Wilcox Fresh packing shed and SunRain Potato Varieties. While at the Idahoan dehydration plant, the group learned about the variety of consumer products being made there. At the University of Idaho Research Center researchers explained the details of sprout control, variety development and disease and pest management. The event concluded with a tour of Spudnik Equipment Company.



A group from EPA's Office of Pesticide Programs visited farms surrounding Idaho Falls, ID to gain firsthand knowledge of potato production and the industry's pesticide stewardship practices.



Programs and Events

Environmental Stewardship Award

Leon, Jennifer and Lance Hapka of HFC, Inc. in Argyle, Minnesota received the 2017 NPC Environmental Stewardship Award. The award is a component of the Pesticide Environmental Stewardship Program, a partnership between NPC and the U.S. Environmental Protection Agency to safeguard the environment and promote the safe and effective use of pesticides. The Hapka's farm between 700-800 acres of potatoes each year, rotating between corn and rye to improve soil health, reduce pest pressure and minimize the needs for herbicides. Because their land is mainly irrigated using ground water that is readily available, all irrigation pivots are precisely controlled to save both time and water. The Environmental Stewardship Award also focuses on growers who support activities that enhance the long-term viability of their community. The Hapka family volunteers in community projects throughout the year and have donated land to the county for a bike path, seeded native plant species and planted trees throughout the community to be enjoyed by all.

Potato Industry Leadership Institute

AN ANNUAL PROGRAM TO PREPARE THE NEXT GENERATION FOR LEADERSHIP

The 2018 Potato Industry Leadership Institute (PILI) brought together 20 potato growers and industry representatives for a week-long leadership development program focusing on presentation skills, media training and public policy. The annual program organized by NPC and Potatoes USA aims to cultivate the next generation of industry leaders.

The 2018 PILI begin in Denver and the San Luis Valley in Colorado and concluded in Washington, D.C. In Colorado, the class received an overview of the U.S. potato industry and the national organizations and toured various sites, including a native aquatic species restoration facility, solar farm, a state of the art greenhouse and a potato packing and shipping facility. Participants then traveled to our nation's capital to participate in workshops including leadership and interpersonal skills, public policy training and team building activities. The week-long journey culminated with attendees joining their respective state organizations for a day on Capitol Hill meeting Senators, Representatives and legislative aides and advocating for the needs of the potato industry. The institute is made possible each year through a major sponsorship from Syngenta and a supporting sponsorship from Farm Credit.



Leon, Jennifer and Lance Hapka of HFC, Inc. in Argyle, MN were awarded the 2017 NPC Environmental Stewardship Award for their work to protect the environment and promote sustainable practices.



2018 Potato Industry Leadership Institute participants: (front row, left to right): Rod Schutte, Othello, WA; Casey Byram, Grand Forks, ND; Adam Weber, Quincy, WA; Karen Warsh, Denver, CO; Brandy Tucker, Moses Lake, WA; (second row): Paul McCormick, Bliss, NY; Caleb Folsom, Grand Forks, ND; Tim Schutter, Manhattan, MT; Mike Huskinson, Sugar City, ID; (third row) Kory Hansen, Nyssa, OR; Jason Stoddard, Grace, ID; Charles Husnick, Antigo, WI; Nicolas Bushman, Hatley, WI; (fourth row) Alex Grimm, Denver, CO; David Warsh, Center, CO; Kyle Staunton, Tulelake, CA; Jason Tillman, Monte Vista, CO; Eric Jemmet, Parma, ID; Joe Luana, Three Rivers, MI; Dan Blackstone, Caribou, ME; Thomas Shephard, Crystal, ND; and Morgan Andrus, Rexburg, ID

Potato D.C. Fly-In

Standing Up for Potatoes on Capitol Hill



Growers from Colorado met with their members of Congress to discuss key potato industry issues including funding for vital research and hours of service regulations.



Growers from Wisconsin met with Rep. Ron Kind (D-WI) and spoke about critical issues affecting the potato industry, including immigration reform and transportation issues.



Rep. Kurt Schrader (D-OR) addressed attendees at the U.S. Capitol Visitor Center on congressional priorities affecting the potato industry.



To stand up for potatoes on Capitol Hill, growers from Montana had meetings with each of their members of Congress and spoke with a united voice on behalf of the potato industry.

Electronic Logging Devices. Hours of Service. Immigration Reform. Trade Negotiations. Research Appropriations. Farm Bill. All these legislative topics and more were on the table during the National Potato Council's 2018 Potato D.C. Fly-In, which was held February 26 through March 1, when more than 150 potato growers and industry leaders came to Washington, D.C. to advocate for the nation's potato industry.

Fly-In attendees saw a constant stream of speakers giving up-to-date analysis on current issues. Speakers also discussed the current state of affairs in the U.S. and globally. Ambassador Arturo Sarukhan, former Mexican Ambassador to the U.S., spoke on the tenuous relationship between the U.S. and Mexico. Amy Walter, National Editor of the *Cook Political Report* and a regular guest on a variety of political commentary broadcasts, spoke on the political outlook for 2018, and the continued bad blood and lack of civility between Democrats and Republicans in Congress resulting in lack of any bipartisan legislative accomplishments in the House or Senate.

New to the agenda this year, attendees headed to the U.S. Capitol Visitor Center to hear from a half dozen Senators and Congressmen, including, Rep. Dan Newhouse (R-WA); Chairman Pat Roberts (R-KS); Rep. Mike Simpson (R-ID); Rep. Kurt Schrader (D-OR); Chairman Mike Conaway (R-TX); and, Sen. Angus King (I-ME). They also heard from Dan Glickman, former Secretary of Agriculture, during the second term of the Clinton administration. The annual "Standing Up for Potatoes" reception for Senators, Congressmen and their staff aides was also held in the visitor center.

Armed with position papers and talking points, state delegations and individuals went up to Capitol Hill to spend the day walking the halls of Congressional office buildings and meeting with Senators, Representatives and staff aides to make the case for the domestic potato industry. The Fly-In concluded with growers making visits to EPA to discuss pesticide registration reviews and to USDA to hear from agency officials on trade.

Each year, Fly-In attendees are reminded of the importance of coming to Washington, D.C. to stand together and speak as one voice on behalf of the industry. The energy and enthusiasm generated by meeting with lawmakers and regulators showed the power of grassroots advocacy and the importance of participating in the Fly-In activities. The more voices the industry has the greater the impact.



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YOUR VOICE + YOUR STORY = RESULTS



Taking notes, Rep. Bruce Poliquin (R-ME) listens to growers from Maine outline 2018 Farm Bill priority issues.



New York growers met with over a dozen Senators and Congressmen from their state to discuss top priority issues for the potato industry.



Rep. Kathy McMorris Rodgers (R-WA) took the time to meet with Washington growers to discuss policies impacting their business.



At the U.S. Capitol Visitor Center, Sen. Angus King (I-ME) spoke to attendees about potato nutrition and the 2018 Farm Bill.

NPC Priority Action Requests at 2018 Potato D.C. Fly-In

Revise Electronic Logging Devices (ELDs) and Hours of Service Rules

- ✦ Congress should encourage the Department of Transportation (DOT) to extend the ELD agricultural waiver to allow modification in the rule to lessen the impact on industry.

✓ **Progress check:** Agricultural waiver extended for 180 days.

- ✦ ELDs need to be certified to be able to accomplish their intended purpose.
- ✦ DOT should clearly define packing houses, storage facilities and other primary points of aggregation as a “source” of an agricultural commodity.

✓ **Progress check:** Successfully completed.

- ✦ DOT should also make these rules as flexible as possible for agricultural commodities by allowing multiple pick-ups within the 150-mile ag exemption and allowing time spent staging to be considered as exempt time under the Hours of Service regulation.

Immigration Reform Must Precede Enforcement

- ✦ To alleviate the ag labor crisis, an industry-supported agriculture solution must be included in any immigration bill considered by Congress.
- ✦ The solution for agriculture must include a responsive guestworker program and a viable option for current improperly-documented ag workers to obtain legal status.
- ✦ Mandatory E-Verify cannot move forward before ag has a workable labor solution.

✓ **Progress check:** Mandatory E-verify successfully blocked in the House.

Enhance Appropriations Resources for Vital Potato Research

- ✦ Congress should include the Senate’s reported figure of \$2.25 million for the NIFA Potato Research Special Grants program in the final FY18 appropriations bill.

✓ **Progress check:** Successfully completed at the \$2.5 million level.

- ✦ For FY19, at least \$2.75 million should be requested for this vital NIFA potato breeding research.

✓ **Progress check:** Successfully completed in the Senate version of the bill.

- ✦ Appropriations Committees should also include report language in FY19 that recognizes the value of the ARS Potato Collaborative Research Program.

✓ **Progress check:** Successfully completed.

Expand Potato Export Success in Future Trade Negotiations

- ✦ Congress and the administration should work together to enhance NAFTA and avoid withdrawal from it or other agreements benefiting the potato industry.
- ✦ New trade agreements with former TPP countries should be pursued immediately so the U.S. potato industry does not lose the benefits previously agreed upon.
- ✦ Maintain and enhance USDA export programs.

✓ **Progress check:** Technical Assistance for Specialty Crops (TASC) funding restored in Farm Bill.



Potato Expo 2018

**Celebrating 10 Years,
It's a Potato Industry Tradition**

The Potato Expo celebrated its 10th anniversary at Potato Expo 2018 January 10-12 in Orlando, Florida. Over the years, the Potato Expo has developed the reputation as the place to be to start the New Year thinking about the upcoming growing season and collecting new ideas and inputs. Potato Expo 2018 was no different, featuring cutting edge technology, innovative solutions and countless networking opportunities.

Potato Expo 2018 featured a new concept on the trade show floor, the Innovation Hub, which hosted nearly 20 educational sessions and three Spud Nation Throwdown cook-offs. The Innovation Hub sessions were developed through input from the entire Potato Expo community. For the first-time speakers submitted proposals and the Potato Expo community voted for the sessions they were most interested in seeing on the stage. Innovation Hub session topics covered a range of subjects including irrigation technology, potato nutrition, pest and disease management, and aerial imagery. Many sessions on the Innovation Hub were 'standing room only' and attendees walked away with lots of new tools to help their businesses grow. Also featured on the Innovation Hub was Jim Knight, former Hard Rock International Executive, who highlighted best practices to amp up and revolutionize your company culture and Phil Lempert, the Supermarket Guru, who offered his insights on the top 10 retail trends for 2018 and their potential impact on the potato industry.

Also new to the trade show floor in 2018 was the debut of The Eye @PotatoExpo – a live streaming event on Facebook and YouTube. Providing a 360-degree view of the show throughout the three-day event, The Eye featured interviews with speakers and industry leaders, on stage access to the Spud Nation Throwdown cook-offs and all the action on the trade show floor. Check out the Potato Expo on Facebook and YouTube to watch the interviews and see highlights.

Merril Hoge engaged everyone with his experience as a former NFL star and cancer survivor and shared important lessons on overcoming obstacles and achieving success through hard work and perseverance. His message was an inspiration to all.

The third annual Spud Nation Throwdown, hosted by Phil Lempert, was a two-day event with three chefs each competing in two cook-offs culminating with a head to head match up of the two finalists. The award-winning chefs representing the potato industry's finest included Jason Bayes, Hotel de la Poine Moustierlin; Dianna Fricke, Simplot; Brooke Brantley, McCain Foods; RJ Harvey, Potatoes USA; Glenda Murray, Lamb Weston; and, David Macfarlane, Idahoan. In the end, Dianna Fricke was named the 2018 Top Spud.

To give back to the local community, this year at the potato industry raised enough funds to provide weekend meal kits for food insecure children at an Orlando-area elementary school for the remainder of the 2018 school year. The fundraiser was in partnership with the Second Harvest of Central Florida and the Harris Rosen Foundation.

The Potato Expo continues to be the place to see and been seen for anyone in the potato industry. It's the best setting to conduct business, talk non-stop potatoes and connect with friends. It's a potato industry tradition.



Attendees packed the Innovation Hub for discussions on new technologies, pest and disease management, new research findings on potato nutrition and production innovations.



Potato industry chefs competed in the third annual Spud Nation Throwdown to see who would take home the "Top Spud" title.



Innovation Hub speaker discussed new irrigation technology to increase efficiency.



Exhibitors showcased their latest innovations and connected with current and new customers in the trade show.



The Eye @PotatoExpo provided live streaming of all the action on the trade show floor and featured interviews with experts across food, business, agriculture, and technology.

CREATING CONNECTIONS | INSPIRING INNOVATION | IDENTIFYING TRENDS | FINDING SOLUTIONS | CULTIVATING BUSINESS



2018 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 payoff 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.

Issues & Resolutions

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. 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 inconsisten-

cies 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 of at least 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, 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 median 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^{ntn};

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.



CONSUMER MARKETING PROGRAMS OVERVIEW

One Marketing Budget = Many Successful Marketing Programs
See what the Idaho Potato Commission is up to!

NATIONAL COMMERCIAL



So effective that hundreds of thousands of people all over the country are still telling the Big Idaho Potato Truck to go home because the farmer is looking for it! With **550 million media impressions**, it's no wonder.

- Our title sponsorship has the **lowest cost** of all 13 ESPN-owned bowls
- The average television audience is **2.2 million**
- Links Potato Bowl with other well-known bowls: Orange, Rose, Cotton, Peach



A FULL YEAR OF NATIONAL EXPOSURE

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
TRUCK ON THE ROAD			■	■	■	■	■	■	■	■		
COMMERCIAL AIRING	■	■								■	■	



This potato-based local New Year's event makes national and even global news. Rated as one of the **Top 5 Things to see dropped on New Year** by USA Today.



RODS RACING

Athletes racing all over the country to support adoption of Down Syndrome children is a **win-win**. So far we have helped get 35 orphans to their forever families.



A BIG HELPING is the Idaho Potato Commission's chance to help local communities all over the country. For every signature added to our "Big Helping" sign board, \$1 is donated (up to \$500) to a local charity in the community that the Big Idaho Potato Truck visits.

FAMOUS IDAHO® POTATO TOUR



THAT'S
83
YEARS

The Big Idaho Potato Truck is directly compared to the success of the Oscar Mayer Wienermobile that has been around since **1935!** ❤️ People love the truck!



Since 2012 the number one question we still get about the Big Idaho Potato Truck – **"Is that potato real?"**



2018 Executive Committee



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The business affairs of the National Potato Council are managed by a Board of Directors. Board members are appointed by the Executive Committee from recommendations submitted by state potato grower organizations and hold office for one calendar year.

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1957 - 1959	E. Perrin Edmunds
1960	John Bushee
1961 - 1962	John Broome
1963	W.B. Camp, Jr.
1964 - 1965	Claude Aunger
1966	Vernon James
1967	Roy Hirai
1968	Allan Larsen
1969	Headlee Wright
1970	Basil Fox
1971	Don Johnston
1972	Norman Falconer
1973	Merle Anderson
1974	Clarence Parr
1975	David Clark, Jr.
1976	Ed Stastny
1977	Obed Tweten
1978	Dell Raybould
1979	Louis Wysocki
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1983	Gene Shaver
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1985	Doug Michael
1986	Thomas Ford
1987	Robert Sanders
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1990	David Long
1991	Douglas Monter
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1995	Lynn Olsen
1996	Wayne Maggio
1997	Jeff Raybould
1998	Nick Somers
1999	Gary Ball
2000	Chuck Gunnerson
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2002	Todd Michael
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2008	Richard Polatis
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FARM BILL INVESTS IN WASHINGTON POTATO FARM FAMILIES



THE REAUTHORIZATION OF THE AGRICULTURAL ACT OF 2014—"THE FARM BILL"—IS A PRIORITY FOR WASHINGTON POTATO FARM FAMILIES. THE STATE OF WASHINGTON IS THE SECOND MOST AGRICULTURALLY DIVERSE STATE IN THE UNION, GROWING MORE THAN **300 COMMODITIES** FROM POTATOES TO PEPPERMINT, APPLES TO AZALEAS, WINE GRAPES TO WHEAT.

WASHINGTON HAS MORE THAN **37,000 FARMS** SUPPORTING THE STATE'S **\$4.9 BILLION** FOOD AND AGRICULTURE COMMUNITY, EMPLOYING APPROXIMATELY **160,000 PEOPLE**. WITH WASHINGTON'S POTATO COMMUNITY CONTRIBUTING **\$7.4 BILLION** ALONE TO THE STATE'S ECONOMY WHILE PROVIDING **36,000 JOBS** THROUGHOUT THE STATE. AND ALL AGRICULTURE CONTRIBUTING MORE THAN **13 PERCENT** TO WASHINGTON'S ECONOMY.

FARM BILL TOOLS PROVIDE:

- INCREASED FUNDING FOR THE SPECIALTY CROP RESEARCH INITIATIVE
- CONTINUED FUNDING FOR TECHNICAL ASSISTANCE FOR SPECIALTY CROPS
- INCREASED FUNDING FOR THE MARKET ACCESS PROGRAM
- FUNDING FOR AN INTERNATIONAL MAXIMUM RESIDUE LIMITS DATABASE
- CONTINUED FUNDING FOR STATE SPECIALTY CROP BLOCK GRANTS
- FUNDING FOR EARLY DETECTION AND MONITORING OF PESTS
- FUNDING FOR QUALITY SAMPLES PROGRAMS



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(509) 765-8845 PHONE
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POTATOES.COM



From Russets to reds to fingerlings and more, Washington potatoes provide consumers around the globe one of the most versatile, flavorful and nutritious dishes.

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The 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 Voting Delegates allotted per state is based on potato production, with at least one vote allotted per potato producing state.

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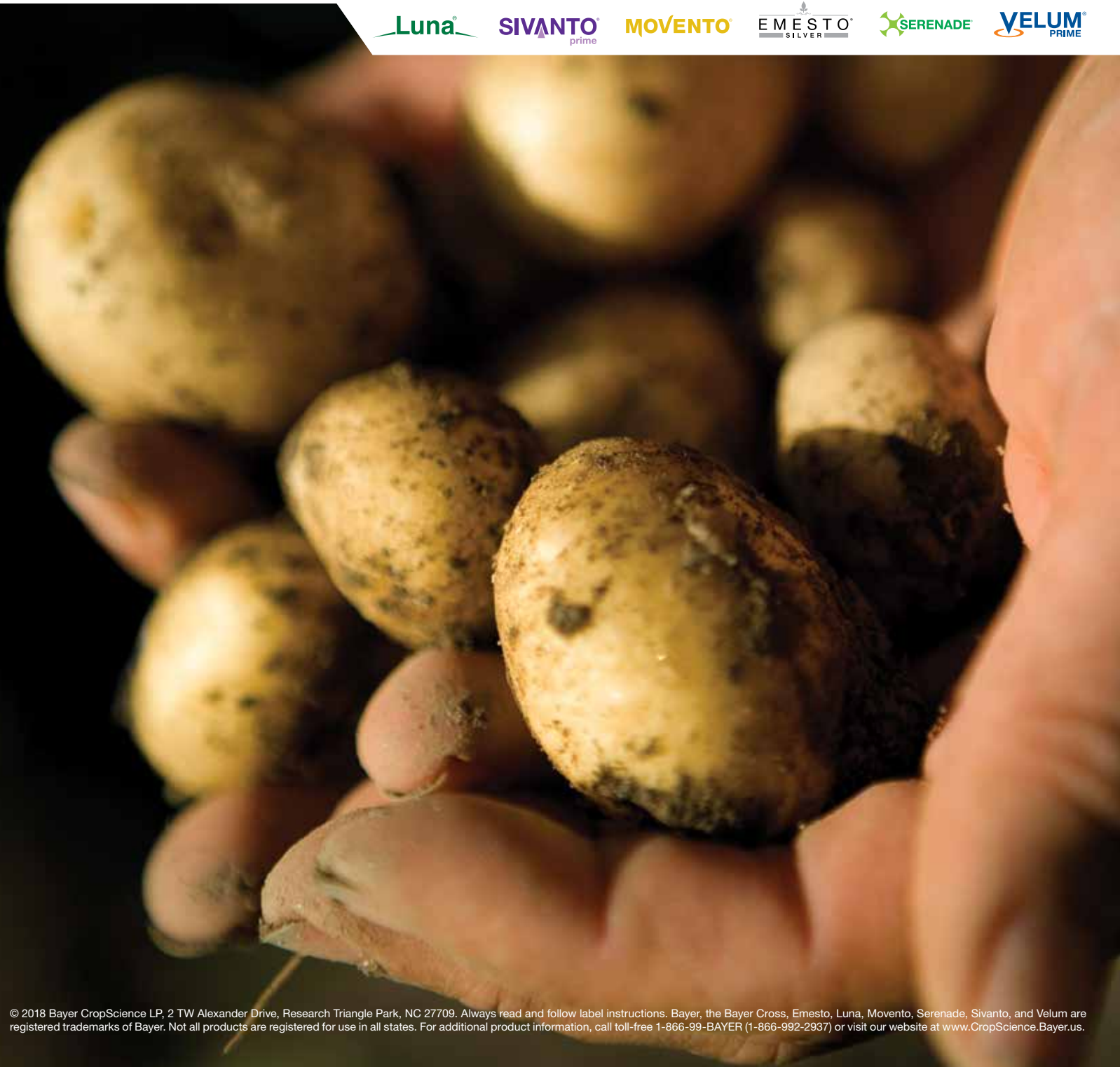
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State Potato Grower Organizations

California

Kern Produce Shippers Association

P.O. Box 98
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e: mazzfran@sbcglobal.net

Tulelake Growers Association

P.O. Box 338
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Tulelake, CA 96134
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e: tgatopromoteag@cot.net

Western Growers Association

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See: Utah – United Growers of the Pacific Northwest

Colorado

Colorado Potato Administrative Committee Area II

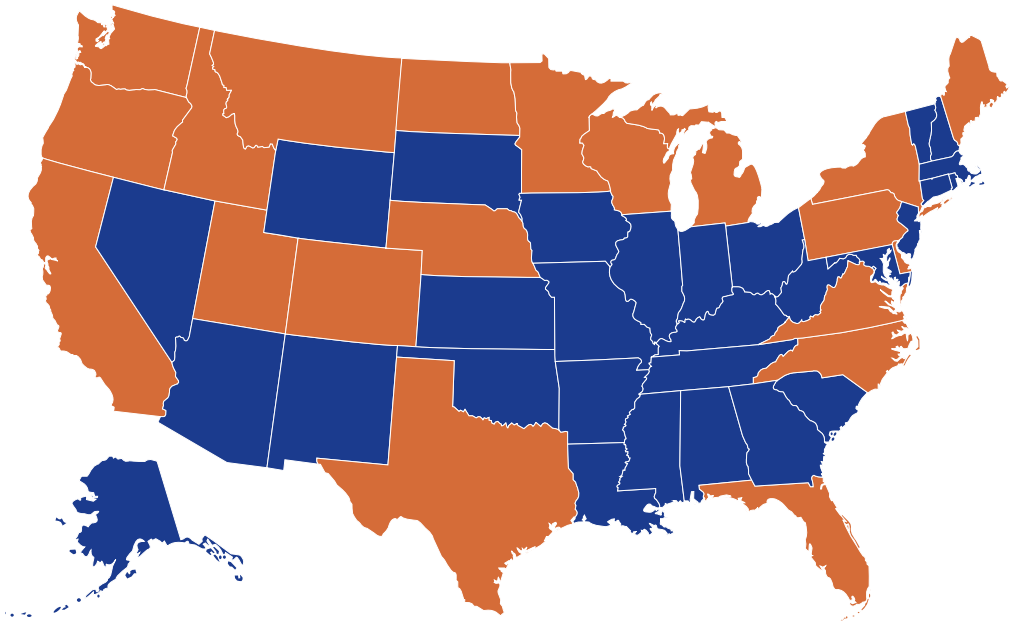
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Colorado Potato Administrative Committee Area III

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Delaware

Delaware Potato Board Delaware Department of Agriculture

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Florida

North Florida Growers Exchange

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South Florida Potato Growers Exchange

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Idaho

Idaho-Eastern Oregon Potato Committee

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Kansas

See: Texas – United Southwest Potato Growers

Maine

Agricultural Bargaining Council

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Maine Potato Board

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Michigan Potato Industry Commission

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Montana Potato Advisory Committee

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Montana Department of Agriculture
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Nebraska Potato Council

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See: Texas – United Southwest Potato Growers

New Mexico

See: Texas – United Southwest Potato Growers

New York

Empire State Potato Growers

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North Carolina Potato Association

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See: Idaho – Idaho-Eastern Oregon Potato Committee

See: Utah – United Growers of the Pacific Northwest

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Washington State Potato Commission

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See: Utah – United Growers of the Pacific Northwest

Wisconsin

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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.

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w: www.14group.com

1,4GROUP, Inc. is a leading supplier of innovative dormancy and sprout inhibiting products for the potato storage industry worldwide. 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'll find a complete family of complimentary treatments that protect the quality and condition of your potatoes. Visit our new website for more information.



ACETO AGRICULTURAL CHEMICALS CORPORATION

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Aceto Agricultural Chemicals Corporation is the world's leading supplier of potato sprout inhibitor products. Aceto provides the potato industry with a complete portfolio of innovative sprout control products, including: our best-in-class, solvent-free Sprout Nip Pellets; our unique Amplify (DIPN) sprout inhibitor; and our reliable, and effective, Shield 3EC and Shelf Life 2EC products for use at packing. In addition, we aggressively carryout research to develop new products to improve stored potato quality and profitability of the potato industry. Aceto is a proud supporter of the National Potato Council.



AG WORLD SUPPORT SYSTEMS

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Ag World Support Systems is unique in the function of providing a professional inspection service focusing on agricultural commodity inspections, sampling and analysis. Ag World provides unbiased, third-party inspection for a variety of agricultural products and assists producers and processors in managing their products. Our inspections provide verification of product quality, condition and integrity, which aids producers and processors in accurate dollar transactions and maximizing performance levels. Through rigorous training and quality assurance programs, our professional staff maintain a consistent inspection standard while always operating with the highest degree of integrity. We strive to employ modern inspection equipment and techniques to help guarantee reliability and accuracy. In addition, our inspection teams utilize the most sophisticated communications network and streamlined management systems to ensure prompt completion and distribution of inspection reports to customers.



AMVAC CHEMICAL CORPORATION

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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 multinational 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.



BASF CROP PROTECTION

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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® H20 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.

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

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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.

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Bayer provides crop protection solutions to the potato market with leading products Sivanto, Luna Tranquility, Movento, Velum Prime and Serenade, as well as others.



CAVENDISH FARMS INC.

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Cavendish Farms is a leading producer of high quality, great tasting frozen potato and appetizer products for restaurant, quick-service, and retail markets throughout North America and around the world. 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. Cavendish Farms also offers an outstanding line of crispy golden onion rings, along with select tempura battered vegetables. We are committed to creating innovative new products to deliver exciting and profitable menu solutions to our customers.



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Agriculture Division of DowDuPont

CORTEVA

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Corteva Agriscience[™], Agriculture Division of DowDuPont (NYSE: DWDP), is intended to become an independent, publicly traded company when the previously announced spinoff is complete by June 2019. The division combines the strengths of DuPont Pioneer, DuPont Crop Protection and Dow AgroSciences. Corteva Agriscience[™] provides growers around the world with the most complete portfolio in the industry — including some of the most recognized brands in agriculture: Pioneer[®], Encirca[®], the newly launched Brevant[™] Seeds, as well as award-winning Crop Protection products — while bringing new products to market through our solid pipeline of active chemistry and technologies. More information can be found at www.corteva.com. Follow Corteva Agriscience[™], Agriculture Division of DowDuPont, on Facebook, Instagram, LinkedIn, Twitter and YouTube.



DOUBLE L

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Double L provides the solutions to your agricultural needs. We design, manufacture, and sell high-quality, high-capacity potato planting, harvesting, and handling equipment. Our equipment can also be used with many other crops such as onions, almonds, and peanuts. We also offer chemical and storage options to increase efficiency in your operation. Talk to a Double L representative today to see what we can do to help you grow your business.



FARM CREDIT

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Farm Credit supports rural communities and agriculture with reliable, consistent credit and financial services, today and tomorrow. Farm Credit has been fulfilling its mission of helping these areas grow and thrive for a century by providing farmers with the capital they need to make their businesses successful and by financing vital infrastructure and communication services. Because a steady flow of capital means more jobs and economic growth, Farm Credit is able to invest in the vibrancy of communities throughout rural America. For more information about Farm Credit please visit farmcredit.com.



FMC AGRICULTURAL SOLUTIONS

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Columbia, MO 65203
contact: Michael C. Harper
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FMC has an expanded portfolio offering a full lineup of products to help protect potato growers' crops. Beleaf[®] 50 SG insecticide helps control both piercing and sucking insects. Coragen[®] insect control handles immature and adult stages of key Lepidopteran pests, delivering fast and long-lasting control, acting fast to rapidly paralyze insects after application. Exirel[®] insect control offers unique, cross-spectrum activity on a broad spectrum of pests including aphids, psyllids and Colorado potato beetle while also having a low impact on many beneficials. Avaunt[®] insecticide offers fast protection from yield-robbing pests including European corn borer, cabbage looper and potato tuberworm.

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FRITO-LAY, INC

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GOWAN USA, LLC

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Gowan USA is a family owned registrant and marketer of crop protection products and champions technology for agriculture and horticulture through innovative product development, public advocacy and quality production. Bringing science, regulatory acumen, innovative investment, and focused execution to the forgotten problems of agriculture has earned Gowan USA the reputation of being "The Go To Company."



ISK BIOSCIENCES CORPORATION

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Omega® 500F Fungicide, Ranman® Fungicide, and Beleaf® Insecticide are outstanding products discovered and developed by Ishihara Sangyo Kaisha, LTD. They are delivered to the potato production industry in partnership with Syngenta, Summit Agro U.S., and FMC.

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LAMB WESTON

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Lamb Weston is a leading supplier of frozen potato, sweet potato, appetizer and vegetable products to restaurants and retailers around the world. For more than 60 years, Lamb Weston has led the industry in innovation, introducing inventive products that simplify back-of-house management for our customer and make things more delicious for their customers. From the fields where Lamb Weston potatoes are grown to proactive customer partnerships, Lamb Weston always strives for more and never settles. Because, when we look at a potato we see possibilities. Learn more about us at lambweston.com.



LINDSAY CORPORATION

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From pumping systems to soil moisture sensors, advanced controls to GPS positioning, there's a product for every potato grower and every field. Zimmatic® by Lindsay offers proven systems and products that are built to be durable and rugged while easily integrating with the latest technology. These systems can be enhanced with a family of plug-and-play add-ons. With so many choices and options, Zimmatic can customize a unique, integrated system that maximizes time, labor and water savings for your individual needs.



LOCKWOOD MANUFACTURING

237 12th Street, NW
West Fargo, ND 58078
contact: Joe Dahlen
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e: sales@lockwoodmfg.com
w: www.lockwoodmfg.com

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LOVELAND PRODUCTS

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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.



2018 Sustaining Members



MONTANA SEED POTATO CERTIFICATION PROGRAM

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e: potatocert@montana.edu
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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.



NATIONAL ALLIANCE OF INDEPENDENT CROP CONSULTANTS

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NAICC, founded in 1978, is the national society of agricultural professionals who provide research and advisory services to clients for a fee. The 700+ members work from bases in 40 states and several foreign countries, and have expertise in the production of most crops grown around the country.



NUFARM AMERICAS INC.

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Nufarm Americas Inc. is a global provider of herbicides, fungicides, insecticides, and plant growth regulators to the agriculture industry. Key products important to potato growers are Ultra Flourish (mefenoxam), Agri Tin (TPTH), Champ copper brands including the new ChampION+++ formulation, Phostrol, Nuprid, and Spirato seed piece treatment.



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The Packer, a publication of Farm Journal Media, has been reporting every week on the produce industry since 1893. ThePacker.com serves fresh fruit and vegetable growers, packers, and shippers; produce retailers; foodservice distributors; fresh-cut processors; wholesale produce distributors, and allied product and service providers.



POTATOES USA

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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.



R.D. OFFUTT COMPANY

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R.D. 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.



JR SIMPLOT COMPANY

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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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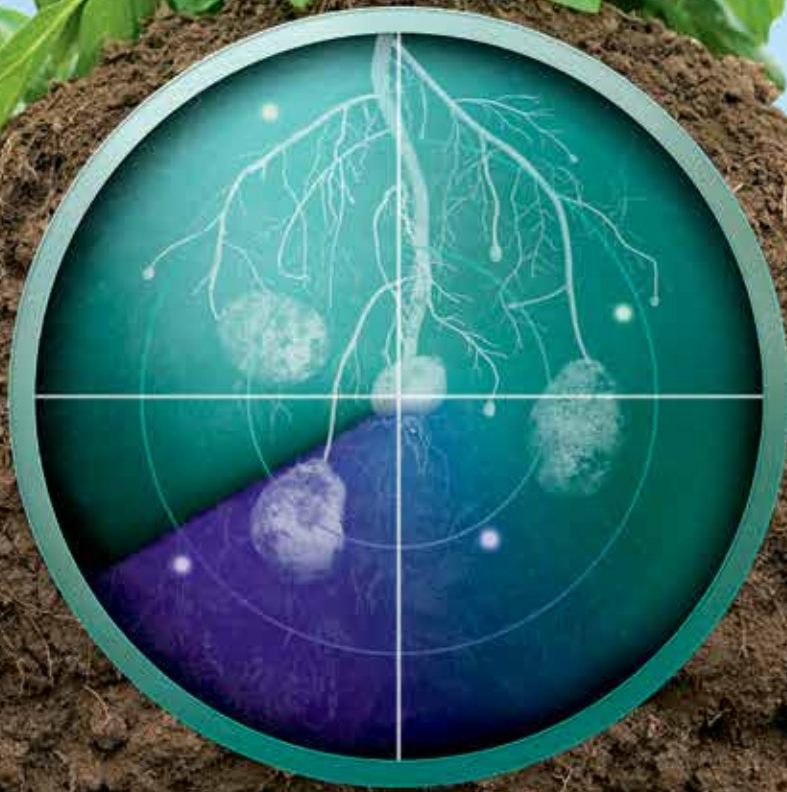


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Seed Potato Certification Offices

Alaska

Plant Materials Center

5310 S. Bodenbug Loop Road
Palmer, AK 99634
contact: Mia Kirk
p: (907) 745-8724
e: mia.kirk@alaska.gov

California

California Crop Improvement Association

Parsons Seed Certification Center
University of California
One Shield Avenue
Davis, CA 95616-8541
contact: Alexander Mkandawire
p: (530) 752-6868
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Colorado

Potato Certification Service

San Luis Valley Research Center
0249 E. Road 9 N.
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Idaho

Idaho Crop Improvement Association

429 S.W. Fifth Avenue, Suite 105
Meridian, ID 83642
contact: Alan Westra
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Maine

Maine Seed Potato Board

744 Main Street, Suite 9
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Michigan

Michigan Seed Potato Association

P.O. Box 1865
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Minnesota

Minnesota Department of Agriculture

Potato Inspection
312 4th Avenue, N.E.
East Grand Forks, MN 56721
contact: Geir Friisoe
p: (615) 201-6076
e: geir.friisoe@state.mn.us

Montana

Montana Seed Potato Certification

P.O. Box 172060
MSU-Bozeman
Bozeman, MT 59717-2060
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p: (406) 994-3150
e: nzidack@montana.edu

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Potato Certification Association of Nebraska

P.O. Box 339
100 Depot Street
Alliance, NE 69301
contact: Amanda Cummings
p: (308) 762-1674
e: acummings@nebraskapotatoes.com

New York

New York Seed Improvement Project

Cornell University
Department of Plant Breeding and Genetics
103C Leland Lab
Ithaca, NY 14853
contact: Phil Atkins
p: (607) 255-9869
e: pma3@cornell.edu

North Dakota

North Dakota State Seed Department

University Station
P.O. Box 5257
Fargo, ND 58105-5257
contact: Kent Sather
p: (701) 231-5400
e: ksather@ndseed.ndsu.edu

Oregon

Oregon Seed Certification Service

Oregon State University
Crop Science Building 31
Corvallis, OR 97331-3003
contact: Jeffrey McMorran
p: (541) 737-4513
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Washington State Department of Agriculture

Plant Protection Division
P.O. Box 42560
Olympia, WA 98504-2560
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Wisconsin

Wisconsin Seed Potato Certification

P.O. Box 328
Antigo, WI 54409
contact: Alex Crockford
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Wyoming

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Canada

Canadian Food Inspection Agency

1081 Main Street, Box 6088
Monton, NB E1C 8R2
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National Potato Industry Organizations

Alliance for Potato Research & Education

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e: research@apre.org

American Frozen Food Institute

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e: info@affi.com
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CropLife America

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p: (202) 296-1585
e: info@croplifeamerica.org
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Food Marketing Institute

2345 Crystal Drive, Suite 800
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e: fmi@fmi.org
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Grocery Manufacturers Association

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Washington, D.C. 20005
p: (202) 369-5900
e: info@gmaonline.org
w: www.gmabrands.com

National Potato Council

1300 L Street, NW, Suite 910
Washington, D.C. 20005
p: (202) 682-9456
e: spudinfo@nationalpotatocouncil.org
w: www.nationalpotatocouncil.org

Potato Association of America

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Ann Arbor, MI 48101
p: (734) 239-8022
e: paaoffice@potatoassociation.org
w: potatoassociation.org

Potatoes USA

4949 S. Syracuse Street, #400
Denver, CO 80237
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e: potatoesusa@potatoesusa.com
w: potatoesusa.com

Produce Marketing Association

1500 Casho Mill Road
P.O. Box 6036
Newark, DE 19711
p: (302) 738-7100
e: solutionsctr@pma.com
w: www.pma.com

SNAC International

1560 Wilson Blvd, Suite 550
Arlington, VA 22209
p: (800) 628-1334
e: info@snacintl.org
w: snacintl.org

United Potato Growers of America

1100 East 6600 South, Suite 305
Salt Lake City, UT 84121
p: (801) 266-5050
e: info@unitedpotatousa.com
w: www.unitedpotatousa.com

United Fresh Produce Association

1901 Pennsylvania Avenue, NW
Suite 1100
Washington, D.C. 20006
p: (202) 303-3400
e: united@unitedfresh.org
w: www.unitedfresh.org



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2017-2018

POTATOES USA

MARKETING PROGRAMS



INTRODUCTION

This past year has been quite the year for U.S. potatoes—a record year, in fact—and Potatoes USA played an integral part in fostering that success.

Globally, U.S. potato exports set a record high of over \$1.8 billion with the fresh weight equivalent of 73 million hundredweight. This international growth was supported by nearly 250 new menu items, 100 new product launches, over 100 endorsements from credible nutrition sources and features in nearly 575 celebratory articles for U.S. potatoes.

Right here in the U.S., potato sales saw a 1.9% increase to 36.7 billion pounds sold. Potatoes are on 97% of U.S. menus, the highest penetration of any item in foodservice. Potatoes continue to maintain the title as U.S. consumers' favorite vegetable, and we continue to see them enjoyed across the country.

The USDA awarded \$2.7 million in funding for a Dickeya research project through its Specialty Crop Research Initiative as a result of work done by the Potatoes USA-led Potato Research Advisory Committee. Additionally, the entire industry now has 24/7 access to beneficial variety development data through the creation of the Variety Data Management System.

Potatoes USA is honored to be a part of the past, present and future accomplishments of the industry.

ABOUT POTATOES USA

Potatoes USA is the marketing organization for the 2,500 commercial potato growers operating in the United States. Potatoes USA promotes five main potato products: fresh table-stock potatoes, fresh chipping potatoes, seed potatoes, frozen potato products and dehydrated potato products. Potatoes USA provides culinary potato inspiration to key audiences, along with useful tools, education and support.

INTERNATIONAL PROGRAM OVERVIEW

AN ENTIRE WORLD OF POSSIBILITIES FOR U.S. POTATOES

The International Marketing Program of Potatoes USA ensures that potato innovation spans the globe. By targeting consumers, foodservice representatives, importers, retailers, food manufacturers and growers, the International Marketing Program drives new sales by inspiring new uses and applications for U.S. fresh, frozen and dehydrated potatoes. Through effective market-driven strategies that focus on the greatest opportunities, Potatoes USA is proving that, no matter where the customer lives, U.S. potatoes offer a world of possibilities.

MARKET ACCESS IS A FOUNDATION FOR GROWTH

Greater access to international markets continues to be a key driver in developing global demand. Potatoes USA works with the National Potato Council, state potato organizations and industry groups to support and assist government-to-government negotiations. Potatoes USA's work with customers in the markets also supports efforts to resolve trade barriers.

BUILDING EXPORT DEMAND IS A COOPERATIVE EFFORT

Potatoes USA wishes to thank the Foreign Agricultural Service of USDA, whose Market Access Program, Quality Samples Program, Emerging Markets Program and Technical Assistance for Specialty Crops Program help fund international marketing work. Marketing programs also benefit from strong support and participation by the U.S. potato industry, National Potato Council and state potato grower organizations.



INTERNATIONAL FOODSERVICE AND INGREDIENT MARKETING

EXPLORING NEW GLOBAL MENUS FOR U.S. POTATOES

Three words describe the strategy for this program: exposure, innovation and engagement. Potatoes USA continues to fuel new sales by putting U.S. potatoes on more menus around the world.

Trade education, technical training, merchandising visits, public relations and trade shows ensure foodservice representatives gain exposure to the potential of the full range of U.S. potato products. *Why Buy U.S.* messaging continues to be a powerful tool, while training offered only to U.S. customers maintains loyalty. Menu development activities, chef seminars, contests and reverse trade missions inspire potato innovation across all foodservice channels by encouraging participants to push the boundaries of potato versatility. Foodservice promotions featuring new menu creations engage and encourage consumers to see U.S. potatoes as global fare.

INTRODUCING ONE OF THE MOST VERSATILE INGREDIENTS

The heart of the International Ingredient Marketing Program is fostering innovation and new usage for U.S. dehydrated and frozen potato products and fresh chip-stock. Targeting food manufacturers, snack manufacturers, bakeries and food developers, this program creates brand-new growth opportunities. Potatoes USA understands the individual foreign markets and develops product ideas that will resonate with each market's consumers, playing to the strengths of the U.S. potato.

Every year, Potatoes USA conducts research and product application studies to find ways to increase the use of U.S. potatoes as an ingredient in new products. These pinpoint the benefits and appropriate formulations. The versatility, functionality and benefits of potatoes as an ingredient are conveyed to the trade through one-on-one meetings, seminars, trade shows and trade communications. Samples and technical assistance are effective at helping to facilitate new product trials.

INTERNATIONAL RETAIL AND CONSUMER MARKETING TRAINING AND PARTNERSHIPS DRIVE NEW RETAIL SALES

Potatoes USA works with international retailers in nine markets to ensure that U.S. potatoes appear on consumers' tables at home more often. High-quality U.S. potato products are introduced to consumers through supermarkets as well as online stores.

The program includes education, such as training seminars to improve knowledge regarding storage, handling and marketing of U.S. potatoes and products. These result in more effective merchandising of U.S. potatoes, ultimately driving more sales. In-store and online promotion partnerships, product sampling and development of point-of-sale materials encourage consumer trial and repeat purchases.

PUTTING POTATOES IN THE GLOBAL CONSUMER'S DAILY DIET

By delivering positive messages about U.S. potatoes, the Consumer Marketing Program is inspiring consumers across the globe to eat more U.S. potatoes at home and in restaurants. The program promotes the health and lifestyle benefits of U.S. potatoes while spreading the word about their great taste and versatility.

These activities engage and inspire consumers and media to see potatoes as a universal ingredient in local and global fare. Recipes continue to be a crucial vehicle in this achievement. Meanwhile, nutrition outreach improves consumer attitudes toward potatoes through seminars, special events, work with influential bloggers and the media. This dispels negative stereotypes while promoting U.S. potato benefits.





INTERNATIONAL SEED MARKETING

SOWING THE (POTATO) SEEDS OF CHANGE

U.S. seed potatoes continue to take root in new areas around the world, thanks to the Potatoes USA Seed Export Program. This program identifies and introduces U.S. seed potatoes to new potential markets. It facilitates trade by obtaining and expanding market access, convincing foreign growers of the benefits of U.S. seed potatoes, and connecting those growers and importers with U.S. suppliers. U.S. seed variety field trials and production training, market visits, reverse trade missions to the United States and a biannual International Seed Symposium work together to establish U.S. seed potatoes as unique in their exceptional quality, multiple varieties and stringent certification process.

Last year, the program sparked the first commercial sales in Senegal and Guatemala, assisted in obtaining formal approval for seed potato imports into Myanmar, concluded successful variety trials in the promising target markets of Guatemala, Myanmar and Morocco, and conducted a mission to Cuba that prompted a market access proposal now under discussion. The current year's program is focused on expanding and fully commercializing sales to target markets and ongoing market access efforts.



INTERNATIONAL SUCCESS

THE U.S. EXPORTED \$80 MILLION MORE POTATOES IN 2016-2017 TOPPING \$1.8 BILLION

More than two years after the U.S. West Coast port slowdown triggered export losses for the potato industry, U.S. potato exports have not only recovered, but surged past previous records to hit \$1,809,852,657 for January–December 2017. U.S. exports of potatoes and all potato products achieved a record volume of 1,763,235 metric tons. At their fresh weight equivalent, this represents the movement of 73,330,309 hundredweight of potatoes out of the U.S. market, approximately 20% of U.S. potato production for the marketing year.

Growth was led by rising demand for frozen potato products, which were up 3.5%, as well as by a strong 9.4% surge in fresh potato exports. The only product to decrease was dehydrated potatoes, down 10%.

U.S. potato exports face many obstacles, such as increasing competition, currency exchange rates that frequently disadvantage U.S. product and ongoing market access barriers. Their continued growth demonstrates the value of a strategic marketing program to strengthen world demand. We are proud to share a sampling of the global successes that aided in increasing exports last year.



DOMESTIC

CULTIVATING AN APPETITE FOR U.S. POTATOES

The Potatoes USA Domestic Marketing Program's objective is quite simple: get more people, eating more potatoes in more ways. This proves that, no matter where consumers are, potatoes offer a world of delicious possibilities. Showcasing unexpected yet delicious potato dishes to consumers while they are navigating their social media feeds, shopping for groceries, satisfying a craving while on the go or enjoying their favorite restaurant is job #1. This is accomplished through engaging and integrated marketing programs with consumers and retailers, as well as professionals in nutrition, foodservice, school foodservice and food manufacturing.

DOMESTIC CONSUMER AND NUTRITION MARKETING

POTATOES LIKE YOU'VE NEVER SEEN 'EM

Celebrating the deliciousness and versatility of cooking with potatoes is at the heart of the *9th Wonder of the World* advertising campaign. The campaign taps into the adventurous nature of Food Enthusiasts, showing there are no limits to the cuisines, flavors and preparation styles one can do with potatoes. Of course, even the most adventurous cooks face time pressures. By featuring convenient dishes and preparation hacks, the Potatoes USA Consumer Marketing Program showcases how potatoes can be the perfect component of any culinary adventure.

Every year, new and expanded consumer marketing programs are reaching consumers and the efforts are making an impact. Last year alone, consumers reported that potatoes were the single most likely item they were eating across all meals. Serving sizes are getting larger, and consumers are enjoying more types of potatoes than ever before.

POTATOES FUEL ATHLETIC PERFORMANCE

Potatoes USA wants consumers to know that Potatoes = Performance. Partnering with registered dietitians, the press and having a strong online presence is now being expanded to the athletic community.

Potatoes were announced as the "Official Performance Vegetable" for IRONMAN 70.3 Boulder. Talk about being in the spotlight!

Athletic performance experts are also providing their take on potatoes. Four influential experts in the athletic performance space have partnered with Potatoes USA to develop a series of new performance-focused potato recipes featured at events and conferences, in brochures, through the media and online.

Potatoes are packed with nutritional benefits and getting the word out through events such as IRONMAN, the Walt Disney World Marathon Expo and a partnership with the American College of Sports Medicine is key to the Potatoes USA Nutrition Program's success.





DOMESTIC RETAIL MARKETING

POTATOES ARE MAKING IT INTO CARTS AND ONTO PLATES

The opportunity at retail lies not only with consumers but with key retail decision makers as well. Potatoes are a key driver for the produce department and for the entire store. They are the #1 vegetable in weekly volume sales per store. In fact, Nielsen data suggests that consumers' basket sizes are on average nearly 2x larger when fresh potatoes are in the basket and nearly 2.2x larger with frozen potatoes, the highest of all adjacent produce categories. Sharing the latest data, market insights, trends, research and merchandising tips, as well as providing nutrition, storage, handling and associate training helps ensure potatoes are available and promoted effectively to consumers to drive retail sales.

Campaigns such as *More Ways to Win* and *Do You Have the Right Mix?* seek to engage retailers with the potato category to learn more and value the importance of the category. *More Ways to Win* features key education to improve the grocery-buying process with consumers through five online training videos from growing practices, type education, nutrition and storage, handling and merchandising. *Do You Have the Right Mix?* helps retailers understand what products are selling in their region and how to optimize the fresh potato mix in their stores to meet consumer demands and bolster potato category sales.



DOMESTIC INGREDIENT AND SCHOOL FOODSERVICE MARKETING

POTATOES, AN INGREDIENT THAT INSPIRES

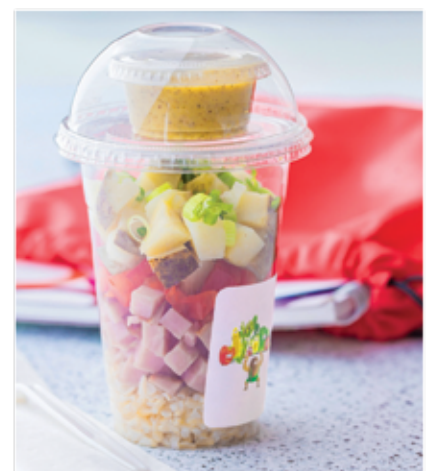
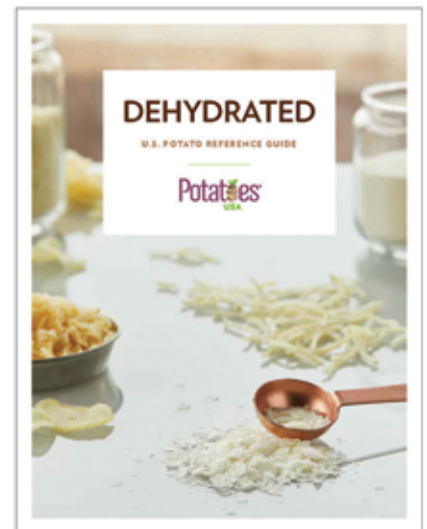
The versatility of the humble spud is a dream for food manufacturers and fresh packaged food manufacturers alike. Not only is it America's favorite vegetable, it also provides many of the nutritional benefits consumers want and the functionality food companies are seeking in their new product development.

POTATOES ARE RAISING THE BAR AT SCHOOLS

Each day, school foodservice operators prepare lunches for 30.4 million students and breakfast for 14.6 million students. This heroic group is increasingly strapped for time, labor and inspiration. Potatoes USA is committed to helping meet the needs of K-12 schools by offering inspiring potato menu ideas.

Staying connected with school foodservice operators throughout the year helps keep potatoes top of mind when they are developing their menus and placing orders.

One of the keys that has unlocked the door to school kitchens has been the donation of over 300 salad bars from the potato industry to schools across the country. By partnering with the potato industry, Potatoes USA has greatly increased the reach into school foodservice and prominently positioned potatoes as a gateway vegetable for the next generation.





DOMESTIC FOODSERVICE MARKETING

SPUD-TACULAR MENUS SHOWCASE THE VERSATILITY OF POTATOES

Innovation and creative recipe development has taken the lead in restaurants across the nation. Knowing potatoes are America's #1 side dish and on 97% of menus, the challenge is to continue to offer familiar food to customers, yet stay on trend in an ever-evolving restaurant scene. Championing the world's finest spuds requires ongoing culinary innovation while also generating wide exposure and engagement.

Innovation is at the heart of the Domestic Foodservice Program. Potato culinary innovation sessions not only challenge the status quo, they tap into the hottest trends such as plant-forward dishes, using flavors and preparation methods from around the globe and creating dishes that are versatile for every daypart. The dishes created through innovation sessions are continuously featured throughout Potatoes USA marketing programs, including presentations and demonstrations at foodservice shows, advertising, brochures, articles in leading foodservice publications, email campaigns and videos. Engaging the foodservice industry through innovation is key to ensuring consumers have the opportunity to enjoy potatoes on more menus in more ways.



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Texas Monthly's "Top 50 BBQ Joints in Texas" includes 7 locations in Austin (two made the top 10)

Travel + Leisure places Austin's airport at #4 on the list of "The Best Domestic Airports"

Orbitz ranked Austin as one of the top 5 "Best Music Cities in the U.S."





Potato Production, Seed Use, Farm Disposition, Price and Value

Year	Production	Total used for seed	Farm disposition			Price	Production	Value of sales
			Where grown	Shrinkage and loss	Sold			
			Seed, feed and home					
			1,000 cwt			\$/cwt	\$ 1,000	
1975	321,978	25,615	6,560	22,177	293,241	4.48	1,442,741	1,313,201
1976	357,666	25,566	6,760	26,246	324,660	3.59	1,282,521	1,166,539
1977	355,334	25,989	6,718	31,119	317,497	3.55	1,255,047	1,127,531
1978	366,314	24,331	6,302	34,439	325,573	3.38	1,224,478	1,098,936
1979	342,447	22,316	5,904	30,128	306,415	3.44	1,172,108	1,052,542
1980	303,905	24,063	6,380	23,237	274,288	6.55	1,985,814	1,795,482
1981	340,623	24,931	6,004	26,339	308,280	5.42	1,831,474	1,670,955
1982	355,131	24,120	7,242	31,045	316,844	4.45	1,562,639	1,411,309
1983	333,726	25,475	5,937	24,664	303,125	5.82	1,934,263	1,763,508
1984	362,039	27,159	5,701	30,057	326,281	5.69	2,042,298	1,855,751
1985	406,609	24,955	8,061	52,707	345,841	3.92	1,568,296	1,355,438
1986	361,743	25,770	6,248	28,355	327,140	5.03	1,810,330	1,644,602
1987	389,320	25,544	5,654	31,901	351,765	4.38	1,682,949	1,539,467
1988	356,438	25,973	5,810	25,067	325,561	6.02	2,143,971	1,958,373
1989	370,444	27,025	5,722	24,974	339,748	7.36	2,716,963	2,501,327
1990	402,110	28,061	5,949	28,329	367,832	6.08	2,430,983	2,239,615
1991	417,622	26,747	5,995	32,429	379,198	4.96	2,042,899	1,880,156
1992	425,367	28,241	5,923	33,807	385,637	5.52	2,336,478	2,129,241
1993	430,349	29,081	5,951	30,181	394,217	6.16	2,642,699	2,429,854
1994	469,425	29,428	5,904	37,342	426,179	5.56	2,593,446	2,369,130
1995	445,099	30,561	5,755	29,630	409,714	6.75	2,995,711	2,765,823
1996	499,254	29,138	6,221	41,238	451,795	4.91	2,423,476	2,218,119
1997	467,091	29,975	5,475	32,183	429,433	5.64	2,622,621	2,421,212
1998	475,667	29,206	5,764	35,449	434,454	5.56	2,633,941	2,416,566
1999	478,093	29,580	5,545	35,550	436,998	5.76	2,742,428	2,519,138
2000	513,544	27,137	5,287	43,685	464,572	5.08	2,590,053	2,359,162
2001	437,673	28,625	5,386	21,227	401,060	6.99	3,055,876	2,802,978
2002	458,171	28,149	5,622	30,905	421,644	6.67	3,045,310	2,811,995
2003	457,814	26,687	5,543	35,294	416,977	5.89	2,685,822	2,457,640
2004	456,041	24,695	4,796	37,408	413,837	5.65	2,565,260	2,344,481
2005	423,926	25,659	4,791	28,519	390,616	7.04	2,981,754	2,758,275
2006	441,348	26,437	4,738	29,852	406,758	7.31	3,208,632	2,981,414
2007	444,875	24,476	4,105	29,561	411,209	7.51	3,339,710	3,088,763
2008	415,055	24,533	4,138	26,438	384,478	8.42	3,770,462	3,494,193
2009	432,601	24,027	4,535	29,135	398,931	8.25	3,557,574	3,291,800
2010	404,273	25,060	4,220	24,990	375,063	9.20	3,721,501	3,448,748
2011	429,647	26,497	4,142	27,755	397,750	9.41	4,040,568	3,743,011
2012	462,766	25,809	4,869	28,356	429,541	8.65	3,993,815	3,728,191
2013	434,652	25,159	4,323	26,211	404,118	9.71	4,222,628	3,929,938
2014	442,170	26,259	4,192	26,762	411,216	8.88	3,928,211	3,658,279
2015	441,205	25,715	4,631	26,509	410,065	8.76	3,865,538	3,597,063
2016	441,411	25,323	4,284	26,460	410,667	9.08	4,009,220	3,735,913

Source: Potatoes 2016 Summary (September 2017), USDA, National Agricultural Statistics Service.

Potato Area Planted and Harvested by Seasonal Group States and United States: 2015-2017

Seasonal group and State	Area planted			Area harvested		
	2015	2016	2017	2015	2016	2017
	1,000 acres					
Spring						
Arizona ¹	3.6	(NA)	(NA)	3.5	(NA)	(NA)
California	27.0	26.0	29.0	26.7	25.1	29.0
Florida	30.0	25.0	29.0	29.6	22.9	28.7
North Carolina ²	13.5	(NA)	(NA)	12.7	(NA)	(NA)
United States	74.1	51.0	58.0	72.5	48.0	57.7
Summer						
Delaware ¹	(D)	(NA)	(NA)	(D)	(NA)	(NA)
Illinois	7.5	7.0	8.1	6.9	6.9	7.6
Kansas	3.8	4.2	4.1	3.6	4.2	4.1
Maryland	2.4	(D)	2.6	2.4	(D)	2.5
Missouri	8.5	8.2	8.8	8.1	7.9	8.5
New Jersey	(D)	(D)	1.7	(D)	(D)	1.7
North Carolina ²	(NA)	14.0	16.0	(NA)	13.6	15.1
Texas	20.0	20.0	22.0	18.2	19.6	21.5
Virginia	5.0	4.4	5.0	4.7	4.1	4.5
Other States ³	3.3	4.4	-	3.2	4.4	-
United States	50.5	62.2	68.3	47.1	60.7	65.5
Fall						
California	8.4	7.9	8.2	8.4	7.9	8.2
Colorado	57.7	57.3	56.7	57.4	57.1	56.4
San Luis Valley	51.9	51.6	51.9	51.8	51.5	51.7
All other areas	5.8	5.7	4.8	5.6	5.6	4.7
Idaho	323.0	325.0	310.0	322.0	324.0	309.0
10 Southwest counties ¹	16.0	(NA)	(NA)	16.0	(NA)	(NA)
Other Idaho counties ¹	307.0	(NA)	(NA)	306.0	(NA)	(NA)
Maine	51.0	47.0	49.0	50.5	46.5	48.5
Massachusetts ¹	3.6	(NA)	(NA)	3.6	(NA)	(NA)
Michigan	46.0	47.0	46.0	45.0	46.0	45.0
Minnesota	41.0	40.0	46.0	40.5	42.0	45.5
Montana	11.0	11.1	11.1	10.9	11.0	11.0
Nebraska	15.5	16.5	19.0	15.3	16.4	18.9
Nevada ¹	(D)	(NA)	(NA)	(D)	(NA)	(NA)
New Mexico ¹	(D)	(NA)	(NA)	(D)	(NA)	(NA)
New York	15.0	15.0	15.0	14.8	14.8	14.9
North Dakota	82.0	80.0	75.0	80.0	72.0	74.0
Ohio ¹	1.3	(NA)	(NA)	1.2	(NA)	(NA)
Oregon	39.0	39.0	39.0	38.9	38.9	38.9
Pennsylvania ¹	5.4	(NA)	(NA)	5.3	(NA)	(NA)
Rhode Island ¹	0.6	(NA)	(NA)	0.6	(NA)	(NA)
Washington	170.0	170.0	165.0	170.0	169.0	165.0
Wisconsin	63.0	65.0	68.0	62.5	64.0	67.0
Other States ³	8.0	-	-	7.9	-	-
United States	941.5	923.8	908.0	934.8	909.6	902.3
All United States	1,066.1	1,037.0	1,034.3	1,054.4	1,018.3	1,025.5

- Represents zero

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

(NA) Not available.

¹ Estimates discontinued in 2016

² Beginning in 2016, North Carolina estimates included with Summer states.

³ Includes data withheld above

Source: Crop Production 2017 Summary (January 2018), USDA, National Agricultural Statistics Service.



Potato Yield and Production in Cwt by Seasonal Group States and United States: 2015-2017

Seasonal group and State	Yield per acre			Production		
	2015	2016	2017	2015	2016	2017
	cwt			1,000 cwt		
Spring						
Arizona ¹	290	(NA)	(NA)	1,015	(NA)	(NA)
California	385	390	435	10,280	9,789	12,615
Florida	230	235	250	6,808	5,382	7,175
North Carolina ²	210	(NA)	(NA)	2,667	(NA)	(NA)
United States	286	316	343	20,770	15,171	19,790
Summer						
Delaware ¹	(D)	(NA)	(NA)	(D)	(NA)	(NA)
Illinois	380	380	410	2,622	2,622	3,116
Kansas	335	300	380	1,206	1,260	1,558
Maryland	330	(D)	365	792	(D)	913
Missouri	305	305	285	2,471	2,410	2,423
New Jersey	(D)	(D)	300	(D)	(D)	510
North Carolina ²	(NA)	220	230	(NA)	2,992	3,473
Texas	375	395	395	6,825	7,742	8,493
Virginia	220	290	265	1,034	1,189	1,193
Other States ³	245	315	-	784	1,387	-
United States	334	323	331	15,734	19,602	21,679
Fall						
California	420	445	450	3,528	3,516	3,690
Colorado	393	389	382	22,575	22,236	21,527
San Luis Valley	385	385	375	19,943	19,828	19,388
All other areas	470	430	455	2,632	2,408	2,139
Idaho	405	430	425	130,400	139,320	131,325
10 Southwest counties ¹	500	(NA)	(NA)	8,000	(NA)	(NA)
Other Idaho counties ¹	400	(NA)	(NA)	122,400	(NA)	(NA)
Maine	320	325	310	16,160	15,113	15,035
Massachusetts ¹	305	(NA)	(NA)	1,098	(NA)	(NA)
Michigan	390	370	400	17,550	17,020	18,000
Minnesota	400	400	405	16,200	16,800	18,428
Montana	325	335	340	3,543	3,685	3,740
Nebraska	450	450	480	6,885	7,380	9,072
Nevada ¹	(D)	(NA)	(NA)	(D)	(NA)	(NA)
New Mexico ¹	(D)	(NA)	(NA)	(D)	(NA)	(NA)
New York	280	240	290	4,144	3,552	4,321
North Dakota	345	300	340	27,600	21,600	25,160
Ohio ¹	230	(NA)	(NA)	276	(NA)	(NA)
Oregon	560	590	550	21,784	22,951	21,395
Pennsylvania ¹	280	(NA)	(NA)	1,484	(NA)	(NA)
Rhode Island ¹	135	(NA)	(NA)	81	(NA)	(NA)
Washington	590	625	600	100,300	105,625	99,000
Wisconsin	445	435	435	27,813	27,840	29,145
Other States ³	415	-	-	3,280	-	-
United States	433	447	443	404,701	406,638	399,838
All United States	418	433	430	441,205	441,411	441,307

- Represents zero

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

(NA) Not available.

¹ Estimates discontinued in 2016

² Beginning in 2016, North Carolina estimates included with Summer states.

³ Includes data withheld above

Source: Crop Production 2017 Summary (January 2018), USDA, National Agricultural Statistics Service.



Potato Production, Seed Use, Farm Disposition, Price and Value States and United States: 2016 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
California	13,305	982	135	661	12,509	19.90	265,305	249,411
Colorado	22,236	1,430	871	1,660	19,705	9.60	213,466	188,986
Florida	5,382	660	16	237	5,129	16.10	86,650	82,605
Idaho	139,320	7,626	903	8,700	129,717	6.95	968,274	903,213
Illinois	2,622	135	-	1	2,621	10.00	26,259	26,259
Kansas	1,206	142	-	13	1,247	9.20	11,592	11,496
Maine	15,113	1,056	205	1,068	13,840	11.50	173,800	159,233
Maryland	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
Michigan	17,020	1,397	280	748	15,992	10.20	173,604	163,051
Minnesota	16,800	923	73	850	15,877	9.05	152,040	143,841
Missouri	2,410	211	89	1	2,320	11.10	26,751	25,837
Montana	3,685	276	180	130	3,375	12.70	46,800	42,715
Nebraska	7,380	600	248	642	6,490	11.00	81,180	71,156
New Jersey	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
New York	3,552	400	72	280	3,200	12.60	44,755	40,366
North Carolina	2,992	312	1	36	2,955	10.90	32,613	32,281
North Dakota	21,600	1,716	280	2,000	19,320	10.30	222,480	199,127
Oregon	22,951	1,026	332	1,410	21,209	7.90	181,313	168,046
Texas	7,742	642	-	-	7,742	17.10	132,531	132,531
Virginia	1,189	76	-	2	1,187	15.30	18,192	18,165
Washington	105,625	4,199	256	6,800	98,569	7.70	813,313	757,919
Wisconsin	27,840	1,440	342	1,220	26,278	11.60	322,944	304,358
Other States ²	1,387	74	1	1	1,385	11.10	15,358	15,317
United States	441,411	25,323	4,284	26,460	410,667	9.08	4,009,220	3,735,913

- 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 2016 Summary (September 2017), USDA, National Agricultural Statistics Service.



All Potatoes Price per Cwt and Value of Production - States and United States: 2015-2017

State	Price per cwt			Value of production ¹		
	2015	2016 ²	2017 ²	2015	2016 ²	2017 ²
	\$			\$1,000		
Arizona ³	(D)	(NA)	(NA)	(D)	(NA)	(NA)
California	13.70	19.90	21.00	188,799	265,305	341,840
Colorado	8.40	9.60	10.10	189,630	213,466	217,423
Delaware ³	(D)	(NA)	(NA)	(D)	(NA)	(NA)
Florida	15.90	16.10	17.40	108,247	86,650	124,845
Idaho	7.00	6.95	9.05	912,800	968,274	1,188,491
Illinois	8.30	10.00	10.00	21,763	26,259	31,160
Kansas	9.25	9.20	9.52	11,156	11,592	14,832
Maine	10.10	11.50	10.80	163,216	173,800	162,378
Maryland	10.50	(D)	(D)	8,316	(D)	(D)
Massachusetts ³	10.40	(NA)	(NA)	11,419	(NA)	(NA)
Michigan	10.40	10.20	9.72	182,520	173,604	174,960
Minnesota	10.00	9.05	9.53	162,000	152,040	175,619
Missouri	11.60	11.10	11.60	28,664	26,751	28,107
Montana	13.00	12.70	12.50	46,059	46,800	46,750
Nebraska	9.85	11.00	10.80	67,817	81,180	97,978
Nevada ³	(D)	(NA)	(NA)	(D)	(NA)	(NA)
New Jersey	(D)	(D)	(D)	(D)	(D)	(D)
New Mexico ³	(D)	(NA)	(NA)	(D)	(NA)	(NA)
New York	12.20	12.60	12.40	50,557	44,755	53,580
North Carolina	(D)	10.90	11.40	(D)	32,613	39,592
North Dakota	9.45	10.30	11.10	255,300	222,480	279,276
Ohio ³	12.80	(NA)	(NA)	3,533	(NA)	(NA)
Oregon	8.20	7.90	8.27	178,629	181,313	176,937
Pennsylvania ³	12.30	(NA)	(NA)	18,253	(NA)	(NA)
Rhode Island ³	11.40	(NA)	(NA)	923	(NA)	(NA)
Texas	15.70	17.10	15.40	107,153	132,531	130,792
Virginia	14.90	15.30	16.30	15,407	18,192	19,446
Washington	7.70	7.70	8.97	772,310	813,313	888,030
Wisconsin	9.70	11.60	12.10	269,786	322,944	352,655
Other States ⁴	11.78	11.10	11.30	91,281	15,358	16,099
United States ⁵	8.76	9.08	10.30	3,865,538	4,009,220	4,560,790

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

(NA) Not available.

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

² Preliminary.

³ Estimates discontinued in 2016.

⁴ Includes data withheld above.

⁵ The 2015 and 2016 prices per cwt are derived from value of sales. The 2017 price is derived from value of production.

Source: Crop Values 2017 Summary (February 2018), USDA, National Agricultural Statistics Service.



Fall Potato Percent of Acreage Planted by Type of Potato Selected States and United States: 2014-2016

State	Potato types ¹											
	Reds			Whites			Yellows			Russets		
	2014	2015	2016	2014	2015	2016	2014	2015	2016	2014	2015	2016
	%											
California ¹	(NA)	(NA)	7	(NA)	(NA)	56	(NA)	(NA)	6	(NA)	(NA)	31
Colorado	5	5	6	11	9	7	9	9	8	75	77	79
Idaho	3	3	3	4	4	3	2	2	2	91	91	92
Maine	3	5	7	42	36	40	3	4	3	52	55	50
Michigan	1	1	3	83	83	84	1	2	1	15	14	12
Minnesota	19	20	20	15	14	5	2	1	5	64	65	70
Montana ¹	(NA)	(NA)	3	(NA)	(NA)	6	(NA)	(NA)	1	(NA)	(NA)	90
Nebraska ¹	(NA)	(NA)	3	(NA)	(NA)	50	(NA)	(NA)	4	(NA)	(NA)	43
New York	3	5	5	95	93	88	2	2	5	(NA)	(NA)	2
North Dakota	25	23	31	29	33	36	1	2	1	45	42	32
Oregon	3	3	6	17	17	19	3	3	4	77	77	71
Pennsylvania ²	3	7	(NA)	89	84	(NA)	7	8	(NA)	1	1	(NA)
Washington	4	4	5	11	11	11	3	3	2	82	82	82
Wisconsin	9	8	8	36	34	34	3	3	2	52	55	56
United States	6	6	7	20	19	19	3	3	3	71	72	71

(NA) Not available

² Estimates discontinued in 2016.

¹ Estimates began in 2016.

Source: Potatoes 2016 Summary (September 2017), USDA, National Agricultural Statistics Service.

Potato Stocks Held by Growers, Local Dealers and Processors – 13 Fall States: 2015-2017

State	Current year	February 1, 2016		Following year	
	December 1, 2015	February 1, 2016		April 1, 2016	
	1,000 cwt				
California	2,400	1,600	1,200	290	
Colorado	16,500	12,300	8,300	3,600	
Idaho	90,000	71,000	46,000	21,500	
Maine	12,500	8,900	5,800	2,300	
Michigan	10,900	6,700	3,500	(D)	
Minnesota	10,400	7,800	4,700	1,400	
Montana	3,400	3,300	1,900	(D)	
Nebraska	4,400	3,100	2,200	(D)	
New York	2,200	1,500	600	(D)	
North Dakota	19,500	14,500	9,200	3,600	
Oregon	17,000	12,000	7,500	3,000	
Washington	56,000	42,000	27,000	11,500	
Wisconsin	17,500	13,400	7,800	2,500	
Other States ¹	-	-	-	1,590	
United States	262,700	198,100	125,700	51,280	
Klamath Basin ²	5,100	3,000	1,650	(D)	

State	Current year	February 1, 2017		Following year	
	December 1, 2016	February 1, 2017		April 1, 2017	
	1,000 cwt				
California	(D)	1,900	(D)	(D)	
Colorado	16,200	11,900	7,600	3,200	
Idaho	100,000	76,000	52,000	21,000	
Maine	11,100	8,000	4,900	1,900	
Michigan	9,900	6,000	2,600	(D)	
Minnesota	10,300	7,800	5,500	3,200	
Montana	3,500	3,400	2,700	(D)	
Nebraska	4,300	3,300	1,400	(D)	
New York	(D)	1,200	(D)	(D)	
North Dakota	16,600	11,800	7,500	2,700	
Oregon	18,700	12,600	7,500	3,700	
Washington	59,000	45,000	29,000	13,000	
Wisconsin	18,800	14,200	8,800	3,900	
Other States ¹	4,500	-	1,900	1,470	
United States	272,900	203,100	131,400	54,070	
Klamath Basin ²	(D)	3,100	1,800	(D)	

- Represents zero.

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

¹ Includes data withheld above.

² Includes potato stocks in California and Klamath County, Oregon.

Source: Potatoes 2016 Summary (September 2017), USDA, National Agricultural Statistics Service.

Top 50 Registered Seed Potato Varieties Grown in Canada Total Hectareage Accepted by Province: 2017

Variety Name	Newfoundland	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Total Hectares
RUSSET BURBANK		907.680	35.200	761.892	52.263		1,263.920	119.353	1,408.071	8.692	4,557.071
GOLDRUSH	14.815	580.434		148.167	913.332	13.504	64.500	3.041	25.977	2.526	1,766.296
HO2000		583.941		0.004				59.658	322.351		965.954
NORLAND	0.215	181.734		37.984	129.116	2.315	139.410	251.932	99.665	13.250	855.621
RANGER RUSSET		287.118		6.870			238.970	21.242	210.922	4.701	769.823
SHEPODY		366.225	16.800	181.905	1.996	4.503	3.410	19.882	115.116	5.302	715.139
EVA	0.160	592.700		5.940		4.800					603.600
ATLANTIC	1.464	183.683		290.166	2.996		0.680	0.001	79.240	4.951	563.181
CHIEFTAIN	1.448	141.543		61.743	230.085	15.278		0.001	17.976	59.278	527.352
PROSPECT		432.321	40.000	21.219							493.540
SUPERIOR	5.329	232.499		34.213	140.732	9.825					422.598
KENNEBEC		211.079		103.233	2.508	22.892	1.220	1.071	24.060	32.315	398.378
PERLINE		177.881		0.002				52.879	138.411		369.173
INNOVATOR		157.871		122.912	4.750		54.910		10.388		350.831
RUSSET NORKOTAH				90.841	0.970			40.227	159.418	15.143	306.599
BABY BOOMER		126.281						46.101	78.411		250.793
YUKON GOLD	0.506	46.991		43.974	30.208	13.682	11.230	2.891	34.781	48.790	233.053
SATINA		29.448		85.000			6.100		104.520		225.068
UMATILLA RUSSET		1.750					92.460	11.491	112.578		218.279
DAKOTA RUSSET		201.407	12.300	0.280							213.987
ENVOL					201.163						201.163
MILVA		6.475						187.940	0.060		194.475
BINTJE				0.311				12.061	176.706		189.078
SANGRE		33.500					89.140	15.471	49.217	0.103	187.431
COLOMBA		49.942		0.010	17.173		41.900	0.280	54.084		163.389
DAKOTA PEARL		61.868			3.410	13.921	42.700		38.734	0.002	160.635
SNOWDEN		8.720		105.064	5.612				19.133		138.529
AC CHALEUR	0.500	9.471		6.460	98.463	22.401					137.295
VIKING		0.010		22.100	57.435		45.590	6.371	2.290		133.796
CLEARWATER RUSSET		64.462		6.310	0.230	11.032		19.402	2.713		104.149
YELLOW STAR		0.810		3.200		20.200		48.630	23.088		95.928
IVORY RUSSET		10.118		0.101					85.256		95.475
GEMSTAR RUSSET		2.025		16.800	21.772	37.702				13.152	91.451
VIVALDI		10.112		0.010	74.201				5.011		89.334
SIFRA		33.525		0.010	7.982	29.000			14.451	3.502	88.470
DARKRED CHIEFTAIN		19.985			59.636						79.621
FABULA		48.745		24.010					2.128		74.883
MYSTÈRE					74.838						74.838
WHITNEY		18.222		0.010	27.075			8.900	18.831		73.038
SMART		4.777		0.010			64.800	0.450	2.670		72.707
RED LA SODA		0.810		34.864				2.190	5.149	25.816	68.829
ALTURAS									65.711		65.711
YUKON GEM		48.421				14.583					63.004
CARIBE		0.086		0.209				56.241	0.180	0.046	56.762
RED PONTIAC				37.611			10.600	2.331	0.011	4.123	54.676
PURPLE PRINCE		25.191						10.132	15.881		51.204
CALWHITE				30.521	0.573	9.082			6.750	3.133	50.059
MUSICA							43.900		5.888		49.788
AGATA							23.900		23.839		47.739
PACIFIC RUSSET		0.002		10.000				0.001	34.484	2.021	46.508
Total top 50 registered varieties	24	5,900	104	2,294	2,159	245	2,239	1,000	3,594	247	17,806.301
Total other varieties ¹	6	786	5	946	651	68	390	200	846	62	3,958.335
TOTAL ALL	31	6,686	109	3,240	2,809	313	2,629	1,200	4,440	308	21,764.636

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

Note: To convert hectares to acres multiply the number of hectares x 2.471, i.e. 100 hectares equals 247.1 acres.

Source: Canadian Food Inspection Agency, October 2017.

Fall Potato Acres Planted for Certified Seed – Selected States and United States: 2014-2016

State	2014 Crop			2015 Crop			2016 Crop		
	Entered for certification	Certified	Percent certified	Entered for certification	Certified	Percent certified	Entered for certification	Certified	Percent certified
	acres			acres			acres		
Alaska	32	32	100	46	46	100	46	46	100
Arizona	–	–	(NA)	125	63	50	–	–	(NA)
California	1,018	1,018	100	1,172	1,142	97	879	877	100
Colorado	12,730	10,975	86	10,238	9,307	91	11,400	10,500	92
Idaho ¹	32,893	32,367	98	33,945	33,108	98	32,812	32,554	99
Maine	10,861	10,861	100	10,647	10,647	100	9,917	9,917	100
Michigan	2,250	2,185	97	2,450	2,255	92	2,468	2,468	100
Minnesota	6,754	5,580	83	6,476	5,699	88	6,615	5,889	89
Montana	10,194	10,194	100	10,243	10,243	100	10,398	10,398	100
Nebraska	6,127	6,016	98	5,870	5,270	90	5,015	4,411	88
Nevada	143	143	100	207	188	91	229	188	82
New York	617	617	100	715	715	100	623	623	100
North Dakota	18,465	16,104	87	19,199	14,888	78	15,582	11,924	77
Oregon	2,736	2,623	96	2,536	2,529	100	2,520	2,520	100
Pennsylvania	367	367	100	382	382	100	210	210	100
Washington	3,215	3,215	100	3,235	3,235	100	3,415	3,415	100
Wisconsin	8,675	8,643	100	8,869	8,827	100	8,919	8,910	100
Wyoming	857	857	100	821	794	97	303	265	87
United States	117,934	111,797	95	117,176	109,338	93	111,351	105,115	94

– Represents zero.

(NA) Not available.

¹ Includes certified acreage in northern Utah.

Source: Potatoes 2016 Summary (September 2017), USDA, National Agricultural Statistics Service.



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STATISTICS



2017 Total Certified Seed Potato Acres Accepted, United States

Cultivar/Clone	AK	CA	CO	ID	ME	MI	MN	MT	NE	ND	NV	NY	OR	WA	WI	Acres
Russet Burbank				12,463.10	136.26	244.00	1,028.91	3,882.55	219.50	724.10			56.60	341.12	61.80	19,157.94
Frito-Lay Varieties		124.00			1,472.17				2,861.00	757.30			301.56	60.00	2,301.59	7,877.62
Ranger Russet				3,400.02				1,122.02	16.76	822.29			122.00	150.50		5,633.59
Umatilla Russet				897.80		5.00	41.02	1,789.25	419.30	1,748.20			232.97	235.75	15.50	5,384.79
Miscellaneous	1.20		824.68	2,454.22	1.51	1,194.84	0.37	1.48		11.68		0.26	13.52	0.53	224.50	4,728.79
Norland "Dark Red"	0.40		16.01	506.35	597.85		1,334.77	169.02		1,174.40		2.04		25.75	637.67	4,464.26
Russet Norkotah 296			874.42	1,688.61				75.72	584.80	206.10			202.60		83.40	3,715.65
Russet Norkotah 278			479.23	1,887.00				517.13	336.90	10.60			179.85			3,410.71
Atlantic		70.00	227.63	94.56	999.51	17.00	31.74	10.02	191.40	225.55		0.40	109.01	55.80	728.94	2,761.54
Lamoka			221.28	103.00	586.37	229.50	135.71	24.37	345.00	113.95		68.00	102.25	95.05	678.38	2,702.86
Norland "Red"				7.00			361.25	27.66		1,813.30				1.00	309.82	2,520.03
Clearwater Russet				1,008.51			0.59	697.61	44.24	2.60			142.00	34.00		1,929.55
Snowden					606.32	258.70		23.55	110.20			16.65	69.63	16.00	716.86	1,817.91
Russet Norkotah Sel 3			519.89	886.00				267.73	39.97				27.75	10.00		1,751.34
Alturas				898.18				626.93	13.06				109.00			1,647.17
Dakota Pearl				141.30			324.32		0.40	1,149.89						1,615.91
Shepody	0.40			794.03	46.96			105.90	93.10	268.33			227.73	48.00		1,584.45
Canela Russet			1,244.57										30.00	0.50		1,275.07
Russet Norkotah	2.00			152.00	199.70	93.50	54.05	155.30	151.20	0.90			46.80	179.60	171.52	1,206.57
Bannock Russet				155.80			0.02			1,045.67						1,201.49
Waneta				111.00	523.45		21.01		25.89	170.50		103.82	53.89		15.50	1,025.06
Goldrush	0.40				81.77		9.00			319.80		0.60			586.99	998.56
Red LaSoda		47.00	0.05		27.37	0.25			43.09	719.80				140.69		978.25
Teton Russet			543.22	224.57				194.36							13.71	975.86
Chieftain	0.40	25.00	58.30	125.25	16.17		238.85	19.39		5.40		8.68	24.00	431.98		953.42
Silverton Russet			0.60						0.55	105.10					818.67	924.92
Yukon Gold	6.00		263.46	109.30	154.91		120.94	9.39	6.61	43.75		8.48	21.90	1.06	139.72	885.52
Ciklamen			91.65	128.07			16.00		19.08					563.38		818.18
Gala				120.00					32.23				577.38	1.00		730.61
Centennial Russet			680.40													680.40
Prospect										606.90						606.90
Russet Burbank (MT Strain)					600.92											600.92
Modoc			239.07				30.01			211.65			54.10	2.98	2.04	539.85
Cascade		7.00					505.01			4.00				22.36		538.37
Russet Norkotah Jorde				321.00						209.50						530.50
Satina			135.52	25.12	98.16		16.12	22.11		62.00		19.34		144.60		522.97
Chipeta			435.64	57.40												493.04
Manistee					9.10	356.80			5.36	35.40					62.26	468.92
Russet Norkotah Sel 8			290.62							1.30					168.64	460.56
Russet Burbank (ID Strain)					459.63											459.63
Red LaSoda-New York		73.00			162.00		224.18									459.18
Sangre							197.52	3.11		240.45				1.00		442.08
Russet Norkotah 112			0.90	406.20				7.00	1.66	2.50						418.26
Superior (NY Strain)	0.20				415.86											416.06
Alegria		49.00	259.10											97.05	0.49	405.64
Kennebec	0.10		3.97	45.32	146.99		183.99	3.40				1.77		0.75	7.44	393.73
Norland				64.00						325.63						389.63
Cal White	6.00	81.00		207.97			26.66							61.95		383.58
Agata				375.30			2.01									377.31
Dakota Russet				12.00			59.02	54.00	237.30	7.40						369.72
Lehigh					328.53							36.19				364.72
All Other Varieties	17.40	229.00	2,302.47	2,715.69	2,071.94	161.19	916.66	388.71	712.10	784.58	0.00	365.49	454.73	802.45	1,255.17	13,177.57
Total Acres	34.50	705.00	9,712.67	32,585.67	9,743.45	2,560.78	5,879.73	10,197.68	6,510.70	13,930.52	0.00	631.74	3,159.27	3,524.84	9,000.61	108,177.16

Source: Colorado Potato Seed Certification Service, October 2017.



U.S. Monthly and Season-Average Grower Price for Potatoes: 1999-2017

Year	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Marketing Year
\$ per cwt													
Table Stock:													
1999	6.08	6.94	7.85	8.32	7.7	9.08	9.79	9.67	7.23	6.26	6.58	7	
2000	6.21	6.62	6.74	6.61	7.3	7.4	8.81	8.15	5.9	4.66	4.16	4.77	
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	
2002	10.49	11.63	13.19	12.17	14.69	16.28	16.7	15.31	11.52	8.34	8.62	8.6	
2003	8.05	8.51	8.57	8.35	9.09	9.2	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	6.7
2005	6.15	6.64	8.06	7.24	7.36	8.29	10.05	11	9.61	8.8	9.04	9.18	10.31
2006	9.58	9.14	13.82	12.39	10.56	12.02	12.7	13.97	9.81	8.67	8.63	8.7	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	8.97	10.84
2008	9.67	10.3	10.25	11.77	14.56	18.03	18	23.66	19.39	17.59	14.97	14.19	14.44
2009	12.95	12.45	12.07	10.6	12.21	13.28	10.56	11.85	8.77	7.46	6.68	6.19	8.35
2010	5.7	6.68	6.56	6.54	9.19	8.21	8.35	13.29	11.2	11.2	10.32	13.51	12.71
2011	11.03	12.02	14.51	14.6	15.33	16.58	18.9	22.65	13.7	11.01	10.89	10.86	12.82
2012	10.68	10.67	12.21	15.06	13.62	11.58	9.9	12.26	7.44	6.75	6.64	6.4	9.16
2013	6.26	6.89	7.31	9.98	10.96	14.27	17.11	20.72	12.7	11.44	11.03	10.35	12.63
2014	9.86	10.08	10.6	12.17	11.53	12.98	9.92	11.47	9.84	8.97	9.24	9.4	10.28
2015	9.68	9.66	9.58	9.75	11.98	10.47	9.7	10.73	8.95	8.78	8.96	8.64	9.79
2016	9.05	8.94	9.29	9.39	12.99	13.5	11.77	12.8	10.48	9.59	9.91	9.59	10.6
2017	8.27	8.42	8.65	8.4	9.4	10.25	10.79	14.61	13.86	11.33	11.22	11.39	-
Processing:													
1999	5.11	4.94	5.14	5.3	5.32	5.3	5.28	4.43	4.59	4.67	5.04	4.95	-
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	-
2001	4.95	5.15	5.1	5.19	5.1	4.96	5.24	4.43	4.56	4.47	4.89	5.15	-
2002	5.37	5.27	5.34	5.66	6.02	5.83	6.09	4.67	4.62	4.79	5.14	5.55	-
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	5.3	5.4	5.24	5.56	5.62	5.53	5.15	4.76	4.59	4.46	4.87	5.1	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	6.3	6.46	6.4	5.43	5.2	5.11	5.68	5.94	5.9
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	6.2	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	7.01	7.5	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	8.4	8.25	6.36	6.21	6.21	6.93	7.58	7.41
2011	7.62	7.52	8.38	8.8	8.44	8.51	8.6	7.34	6.56	6.6	7.48	8.11	7.84
2012	8.38	8.28	8.37	9.04	9.15	8.74	8.88	7.71	7.29	7.14	7.81	8.39	8.27
2013	8.76	8.51	8.84	9.02	9.29	9.03	9.41	7.89	7.56	7.38	8.18	8.75	8.52
2014	8.84	8.86	8.69	8.75	8.55	9.48	9.63	8.08	7.3	6.88	7.68	8.23	8.55
2015	8.74	8.43	8.5	8.47	9.35	8.94	8.77	7.63	7.17	6.88	7.83	8.25	8.03
2016	8.26	8.16	8.33	8.59	8.41	9.2	8.659	7.56	7.15	7.01	7.64	8.29	8.03
2017	8.28	8.13	8.07	8.34	8.93	8.63	8.16	-	-	-	-	-	-
All Uses: ¹													
1999	5.5	5.75	6.12	6.5	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	4.5	4.93	5.08
2001	4.72	5.28	5.12	5.47	5.22	5.71	6.36	7.2	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	5.7	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	7.1	6.48	5.64	5.38	6.35	6.87	7.04
2006	7.09	6.8	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	6.7	5.79	5.67	6.47	7.21	7.51
2008	7.5	7.76	7.87	8.45	9.23	10.37	10.98	10.71	8.65	7.6	8.77	9.3	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	8.25
2010	7.45	7.79	7.86	8.36	8.87	8.22	8.25	7.88	7.26	7.26	8.08	9.92	9.2
2011	8.95	9.17	10.77	10.85	10.7	10.91	12.81	10.08	8.05	7.47	8.59	9.06	9.41
2012	9.14	9.14	10.16	11.42	10.56	9.66	9.42	9.04	7.32	7.04	7.41	7.76	8.63
2013	7.87	8.12	8.72	10.48	9.56	10.4	12.24	11.31	8.63	8.08	9.12	9.24	9.75
2014	9.22	9.39	9.62	10.01	9.53	10.28	9.72	8.88	7.76	7.3	8.19	8.63	8.88
2015	9.14	9.15	9.39	9.7	10.34	9.41	9.02	8.45	7.98	7.24	8.23	8.38	8.76
2016	8.63	8.64	9.41	9.61	9.99	10.54	9.59	9.07	7.53	7.66	8.51	8.85	9.08
2017	8.57	8.82	9.13	9.38	9.53	9.24	9.31	-	-	-	-	-	10.3

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

Source: Quick Stats, USDA, National Agricultural Statistics Service, March 2018.



U.S. Monthly Retail Price, by Product: 2002-2018 ¹

Year	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
\$ per pound												
Fresh: ²												
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
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
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
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
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
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
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
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
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
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
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
2013	0.627	0.636	0.611	0.619	0.636	0.646	0.704	0.756	0.746	0.688	0.675	0.667
2014	0.688	0.684	0.678	0.672	0.678	0.685	0.696	0.689	0.671	0.669	0.641	0.636
2015	0.668	0.646	0.639	0.645	0.646	0.647	0.668	0.661	0.650	0.655	0.633	0.637
2016	0.659	0.659	0.652	0.652	0.679	0.688	0.699	0.711	0.702	0.691	0.697	0.686
2017	0.696	0.703	0.689	0.698	0.706	0.733	0.752	0.750	0.745	0.748	0.733	0.731
2018	0.730	0.736	0.727									
Chips: ³												
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
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
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
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
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
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
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
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
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
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
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
2013	4.793	4.878	4.970	4.811	4.510	4.507	4.688	4.577	4.528	4.576	4.601	4.536
2014	4.411	4.411	4.538	4.419	4.372	4.350	4.308	4.437	4.357	4.328	4.247	4.270
2015	4.263	4.298	4.400	4.412	4.427	4.442	4.480	4.411	4.504	4.355	4.490	4.413
2016	4.444	4.421	4.622	4.544	4.462	4.477	4.444	4.427	4.440	4.507	4.391	4.353
2017	4.390	4.334	4.365	4.369	4.439	4.428	4.391	4.370	4.389	4.480	4.521	4.431
2018	4.386	4.344	4.446									

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

2 Commodity code APU0000712112.

3 Commodity code APU0000718311.

Source: Bureau of Labor Statistics/U.S. Department of Labor, Consumer Price Indexes. (April 2018)



Farm Marketings of All Potatoes, Percent of Sales, United States: 2007-2016

Month	Marketing year									
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
	%									
Previous year										
November	0.1	-	-	-	-	-	-	-	-	-
December	0.1	0.2	0.1	-	-	-	-	-	-	-
Current year										
January	0.2	0.2	0.3	-	-	-	-	-	0.1	0.1
February	0.2	0.3	0.2	0.1	-	-	-	0.1	0.2	0.1
March	0.4	0.2	0.2	0.2	0.1	0.1	-	0.2	0.4	0.2
April	0.9	0.7	0.4	0.6	1.0	1.6	1.1	0.5	0.4	0.3
May	1.5	1.7	1.5	1.7	1.7	1.7	1.2	1.1	1.1	1.0
June	1.7	2.2	2.5	2.5	2.0	1.5	1.6	1.7	1.6	1.9
July	1.6	2.4	1.7	1.6	1.6	1.7	1.5	1.8	1.5	1.2
August	6.9	5.9	5.4	4.9	8.3	7.7	6.9	6.9	6.9	7.4
September	11.2	10.8	11.7	12.2	11.2	11.5	11.2	10.4	11.6	10.5
October	13.4	14.3	13.1	14.4	12.6	12.3	12.7	12.8	12.7	10.1
November	7.7	7.4	7.0	7.4	7.2	7.3	7.7	7.6	7.3	7.8
December	7.0	6.5	6.6	6.6	6.9	6.9	7.3	7.0	6.9	6.8
Following year										
January	6.9	6.9	6.3	6.4	6.6	6.5	7.0	7.0	6.9	7.1
February	7.4	6.5	7.2	7.0	7.3	7.5	7.6	7.8	7.2	7.1
March	7.9	8.2	8.6	8.6	8.7	8.4	8.4	8.3	8.6	9.3
April	8.2	8.4	8.6	8.6	8.5	8.2	8.3	8.9	8.8	9.1
May	7.1	7.1	7.3	7.3	6.8	7.7	7.7	7.2	7.3	8.3
June	5.0	5.9	6.0	5.7	5.8	5.6	5.9	6.3	6.0	7.5
July	4.6	4.2	5.3	4.2	3.7	3.8	3.9	4.4	4.5	4.2

- Represents zero.

Source: Potatoes 2016 Summary (September 2017), USDA, National Agricultural Statistics Service.

Quantity of Potatoes Used for Processing – 9 States: 2014-2017

State and crop year	December 1	January 1	February 1	March 1	April 1	May 1	June 1	Season
	1,000 cwt							
Idaho and Malheur County, Oregon								
2014/2015	27,685	33,995	40,850	47,985	54,665	63,025	70,600	86,870
2015/2016	26,850	33,115	39,655	46,455	53,710	61,050	68,435	86,250
2016/2017	25,720	32,650	39,475	46,880	54,625	61,950	70,110	92,760
Maine¹								
2014/2015	1,320	1,710	2,260	2,735	3,230	3,700	4,130	5,170
2015/2016	1,170	1,590	2,050	2,490	2,980	3,495	4,065	5,724
2016/2017	1,260	1,665	2,175	2,660	3,080	3,470	3,825	5,059
Washington and Oregon²								
2014/2015	31,870	37,190	42,715	50,380	57,340	64,525	72,365	88,615
2015/2016	33,955	39,970	46,320	54,455	60,985	67,560	74,285	91,720
2016/2017	36,700	42,180	47,835	55,365	62,125	68,705	76,635	90,785
Other States³								
2014/2015	13,705	17,295	20,865	24,685	28,550	32,080	35,415	41,379
2015/2016	8,995	12,515	16,380	20,720	24,550	28,665	33,020	39,249
2016/2017	10,035	13,570	17,140	21,005	25,085	28,505	32,385	38,631
United States								
2014/2015	74,580	90,190	106,690	125,785	143,785	163,330	182,510	222,034
2015/2016	70,970	87,190	104,405	124,120	142,225	160,770	179,805	222,943
2016/2017	73,715	90,065	106,625	125,910	144,915	162,630	182,955	227,235
Dehydrated⁴								
2014/2015	13,045	16,325	19,965	23,645	26,345	31,515	35,490	46,340
2015/2016	12,155	15,885	19,620	23,560	27,605	31,585	35,645	47,135
2016/2017	11,560	15,305	19,085	22,675	26,565	30,545	34,890	46,317

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, Minnesota, Nevada, Oregon, and Washington.

Source: Potatoes 2016 Summary (September 2017), USDA, National Agricultural Statistics Service.

Number of Chip and Shoestring Plants and Quantity Used for Chipping and Shoestrings, by Area and United States: 2014-2016

Area	2014		2015		2016	
	Plants #	Quantity 1,000 cwt	Plants #	Quantity 1,000 cwt	Plants #	Quantity 1,000 cwt
New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont	3	4,135	6	2,587	6	3,707
Eastern: Delaware, District of Columbia, Maryland, New Jersey, New York, Pennsylvania, Virginia	17	12,687	18	10,111	18	11,152
North Central: Michigan, Ohio, West Virginia	16	7,779	15	6,882	15	7,042
Mid-Central¹: Kansas, Missouri, Nebraska	(D)	(D)	3	1,911	3	1,972
Midwest: Illinois, Indiana, Iowa, Minnesota, North Dakota, South Dakota, Wisconsin	15	13,256	18	9,403	15	9,422
Southeast: Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee	11	11,369	11	9,057	11	9,238
South Central: Arkansas, Oklahoma, Texas	6	7,841	7	5,771	7	5,909
Rocky Mountains¹: Colorado, Idaho, Montana, New Mexico, Utah, Wyoming	(D)	(D)	3	1,523	3	1,609
West Coast: Alaska, Arizona, California, Hawaii, Nevada, Oregon, Washington	14	11,830	15	9,562	14	10,215
United States	86	73,960	96	56,807	92	60,266

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

¹ Included in United States total.

Source: Potatoes 2016 Summary (September 2017), USDA, National Agricultural Statistics Service.



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Marketing Year Average Price Received for Potatoes by States and United States: 2014-2016

State	2014	2015	2016	State	2014	2015	2016
		\$ per cwt				\$ per cwt	
Alaska	21.90	20.60	22.50	New Jersey	11.90	(D)	(D)
Arizona ¹	(D)	(D)	(NA)	New Mexico ¹	(D)	(D)	(NA)
California				New York	12.60	12.20	12.60
All potatoes	11.90	13.70	19.90	North Carolina	(D)	(D)	10.90
Spring	12.80	15.50	22.90	North Dakota			
Fall	9.15	8.35	11.70	All potatoes	9.40	9.25	10.30
Colorado				Fresh	(D)	(D)	15.10
All potatoes	8.25	8.40	9.60	Processing	(D)	8.95	8.85
Fresh	9.30	9.95	11.20	Ohio	11.70	12.80	(NA)
Delaware	14.80	(D)	(NA)	Oregon	7.90	8.20	7.90
Florida	18.70	15.90	16.10	Pennsylvania	13.30	12.30	(NA)
Idaho				Rhode Island	13.00	11.40	(NA)
All potatoes	7.20	7.00	6.95	Texas	17.30	15.70	17.10
Fresh	5.55	5.55	4.90	Virginia	16.60	14.90	15.30
Processing	7.50	7.05	7.10	Washington			
Illinois	9.70	8.30	10.00	All potatoes	7.60	7.70	7.70
Kansas	8.55	9.25	9.20	Processing	7.35	7.35	7.35
Maine	10.50	10.10	11.50	Wisconsin			
Maryland	11.70	10.50	(D)	All potatoes	10.40	9.70	11.60
Massachusetts	10.40	10.40	(NA)	Fresh	10.00	9.45	13.70
Michigan	11.70	10.40	10.20	Processing	9.40	9.25	7.85
Minnesota	9.25	10.00	9.05	United States			
Missouri	11.90	11.60	11.10	All potatoes	8.88	8.76	9.08
Montana	12.80	13.00	12.70	Fresh	10.28	9.79	10.60
Nebraska	10.60	9.85	11.00	Processing	8.55	8.03	8.03
Nevada	(D)	(D)	(NA)				

(D) Withheld to avoid disclosing data for individual operations.
(NA) Not available.

¹ Estimates discontinued in 2016.
Source: Potatoes 2016 Summary (September 2017), USDA, National Agricultural Statistics Service.



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U.S. per Capita Utilization of Potatoes, by Category: 1970-2017 ¹

Year	Fresh	Freezing	Chipping	Dehydrating	Canning	Total Processing	Total
Pounds/person/year, farm weight							
1970	61.8	28.5	17.4	12.0	2.0	59.9	121.7
1971	56.1	30.1	17.2	12.3	2.1	61.7	117.8
1972	57.9	30.3	16.7	12.4	2.1	61.5	119.4
1973	52.4	34.2	16.3	13.1	2.2	65.8	118.2
1974	49.4	35.3	15.7	14.5	2.3	67.8	117.2
1975	52.6	37.1	15.5	14.7	2.0	69.3	121.9
1976	49.4	41.8	15.8	16.3	2.0	75.9	125.3
1977	50.1	42.2	16.2	11.4	2.2	72.0	122.1
1978	46.0	42.6	16.5	12.1	2.3	73.5	119.5
1979	49.3	38.5	16.7	11.2	2.1	68.5	117.8
1980	51.1	35.4	16.5	9.8	1.9	63.6	114.7
1981	45.8	41.5	16.6	10.8	1.8	70.7	116.5
1982	47.1	38.6	17.0	10.4	1.9	67.9	115.0
1983	49.8	39.2	17.8	10.0	1.9	68.9	118.7
1984	48.3	43.7	18.0	10.3	1.8	73.8	122.1
1985	46.3	45.4	17.6	11.2	1.9	76.1	122.4
1986	48.8	46.3	18.1	10.9	1.8	77.1	126.0
1987	47.9	47.9	17.6	10.8	1.8	78.0	126.0
1988	49.6	43.3	17.1	10.4	1.9	72.8	122.4
1989	50.0	46.8	17.4	10.8	2.0	77.0	127.0
1990	46.7	46.4	16.3	12.7	1.8	77.3	123.9
1991	50.2	51.1	17.2	13.8	1.7	83.8	134.0
1992	48.3	49.9	17.0	12.8	1.8	81.5	129.8
1993	50.1	53.5	17.5	13.7	1.7	86.4	136.5
1994	49.6	55.7	16.2	13.2	1.7	86.8	136.5
1995	49.2	56.1	16.1	13.2	1.9	87.4	136.6
1996	49.9	60.3	16.2	16.7	1.8	95.0	145.0
1997	47.3	58.0	15.2	15.5	1.7	90.4	137.7
1998	46.9	58.4	14.3	16.5	1.5	90.7	137.6
1999	47.7	58.9	15.5	12.4	1.7	88.5	136.2
2000	47.2	57.8	15.6	15.7	1.7	90.9	138.0
2001	46.6	58.4	17.4	14.8	1.6	92.2	138.7
2002	44.3	55.2	16.3	14.7	1.4	87.6	131.8
2003	46.8	57.1	17.2	15.5	1.4	91.1	138.0
2004	45.8	57.3	16.4	13.8	1.2	88.8	134.6
2005	41.3	54.3	16.1	12.8	0.9	84.1	125.4
2006	38.6	53.2	18.6	12.4	0.8	85.1	123.6
2007	38.7	53.2	18.6	13.0	0.9	85.6	124.4
2008	37.8	51.5	15.7	12.4	0.9	80.5	118.3
2009	36.7	50.4	13.7	11.8	0.8	76.7	113.3
2010	36.8	50.1	15.0	11.2	0.7	77.0	113.8
2011	34.1	48.3	16.8	10.6	0.7	76.3	110.3
2012	34.5	48.0	17.6	13.8	0.8	80.2	114.7
2013	34.5	47.6	17.8	12.9	0.6	78.8	113.3
2014	33.6	47.0	19.9	12.1	0.3	79.3	112.8
2015	34.1	49.7	19.5	11.6	0.4	81.2	115.3
2016	33.6	47.4	16.8	12.0	0.4	76.4	110.0
2017	33.4	50.46	18.3	13.3	0.4	82.4	115.8

Most recent year is preliminary.

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

Source: Vegetable and Pulses Yearbook, March 2018, USDA, Economic Research Service.



Potato Utilization, United States: 2014-2016			
Utilization items	2014	Crop year 2015	2016
	1,000 cwt		
Sales			
Table stock	107,344	110,960	113,634
Processing	280,330	272,538	269,640
Other sales			
Livestock feed	768	919	1,083
Seed	22,774	25,648	26,310
Other Sales Total	23,542	26,567	27,393
Total sales	411,216	410,065	410,667
Non-sales			
Seed used on farms where grown	3,343	3,765	3,605
Household use and used for feed on farms where grown	849	866	679
Shrinkage and loss	26,762	26,509	26,460
Total non-sales	30,954	31,140	30,744
Total production	442,170	441,205	441,411

Source: Potatoes 2016 Summary (September 2017), USDA, National Agricultural Statistics Service.

Potato Processing, United States: 2014-2016			
Utilization items	2014	Crop year 2015	2016
	1,000 cwt		
Sales			
Processing			
Chips and shoestrings	73,960	56,807	60,266
Dehydrated (including starch and flour)	48,707	48,016	48,015
Frozen french fries	152,832	152,329	156,985
Other frozen products	9,208	13,573	12,695
Canned products	435	985	1,234
Other canned products (hash, stews, soups)	886	730	698
Other (including fresh pack, potato salad, vodka, etc.)	6,907	6,420	6,000
Total	292,935	278,860	285,893

Source: Potatoes 2016 Summary (September 2017), USDA, National Agricultural Statistics Service.

World Potato Production

Country	2007	2008	2009	2010	2011 Tons	2012	2013	2014	2015	2016
China	64,837,389	70,839,652	73,281,886	81,594,188	88,353,841	92,807,929	95,993,641	95,571,063	94,916,653	99,122,420
India	28,599,600	34,658,000	34,390,900	36,577,300	42,339,400	41,483,000	45,343,600	46,395,000	48,009,000	43,770,000
Russian Federation	27,195,248	28,846,360	31,133,958	21,140,539	32,681,467	29,532,530	30,199,126	31,501,354	33,645,799	31,107,797
Ukraine	19,102,000	19,545,400	19,666,100	18,705,000	24,248,000	23,250,200	22,258,600	23,693,350	20,839,270	21,750,290
United States of America	20,179,192	18,826,578	19,622,476	18,350,034	19,506,150	21,090,685	19,715,480	20,056,500	20,012,720	19,990,950
Germany	11,643,769	11,369,000	11,683,100	10,143,090	11,837,200	10,665,600	9,669,700	11,607,300	10,370,200	10,772,100
Bangladesh	5,167,000	6,648,000	5,268,000	7,930,000	8,326,389	8,205,470	8,603,000	8,950,000	9,254,285	9,474,099
Poland	11,791,072	10,462,100	9,702,800	8,448,180	9,361,848	9,091,900	7,290,427	7,689,180	6,313,669	8,872,445
France	7,189,093	6,817,622	7,119,239	6,622,043	7,440,219	6,376,058	6,957,008	8,085,184	7,119,837	6,834,680
Netherlands	6,870,400	6,922,700	7,180,981	6,843,529	7,333,472	6,765,618	6,576,860	7,100,258	6,651,692	6,534,338
Belarus	8,743,976	8,748,630	7,124,981	7,831,111	7,147,938	6,910,669	5,911,160	6,279,715	5,995,298	5,985,810
United Kingdom	5,635,000	5,999,000	6,396,000	6,056,000	6,310,000	4,553,000	5,685,000	5,911,000	5,588,000	5,373,000
Iran (Islamic Republic of)	4,026,412	4,733,002	4,109,013	4,275,001	4,708,003	5,069,000	4,597,631	4,988,655	5,140,623	5,164,891
Egypt	2,760,460	3,567,050	3,659,284	3,643,217	4,338,431	4,758,040	4,265,178	4,611,065	4,955,445	5,029,022
Algeria	1,506,859	2,171,058	2,636,057	3,300,312	3,862,194	4,219,476	4,886,538	4,673,516	4,539,577	4,782,690
Turkey	4,246,207	4,225,168	4,425,439	4,548,383	4,648,081	4,821,937	3,955,294	4,166,000	4,760,000	4,750,000
Peru	3,388,000	3,597,091	3,765,289	3,814,373	4,072,455	4,474,713	4,570,673	4,704,987	4,704,976	4,400,295
Canada	4,999,182	4,707,273	4,584,500	4,416,045	4,198,727	4,579,136	4,653,773	4,575,182	4,327,176	4,324,110
Pakistan	2,581,500	2,539,000	2,941,300	3,141,500	3,491,800	3,393,000	3,802,275	2,901,029	3,997,579	4,000,361
Brazil	3,550,510	3,676,938	3,443,712	3,547,510	3,917,234	3,731,798	3,553,772	3,689,836	3,867,681	3,851,396
Kazakhstan	2,414,770	2,354,440	2,755,570	2,554,580	3,076,135	3,126,437	3,343,594	3,410,536	3,521,048	3,545,695
Belgium	3,189,817	2,943,205	3,296,077	3,455,800	4,128,669	2,929,800	3,428,000	4,380,556	3,689,994	3,402,787
Uzbekistan	1,188,900	1,398,700	1,530,500	1,694,800	1,862,600	2,057,200	2,250,400	2,452,400	2,696,914	2,925,020
Nepal	1,943,246	2,054,817	2,424,048	2,517,696	2,508,044	2,584,301	2,690,421	2,817,512	2,586,287	2,805,582
Romania	3,712,410	3,649,020	4,003,980	3,283,866	4,076,570	2,465,150	3,289,722	3,519,329	2,699,684	2,689,733
Colombia	2,823,362	2,372,862	2,272,772	1,867,899	1,709,950	1,847,145	2,129,319	2,157,568	2,582,147	2,354,862
Japan	2,873,000	2,743,000	2,459,000	2,290,000	2,387,000	2,500,000	2,408,000	2,456,000	2,354,000	2,158,000
South Africa	1,917,422	2,040,000	1,866,580	2,090,214	2,197,192	2,228,713	2,173,829	2,247,495	2,486,647	2,150,844
Spain	2,479,582	2,145,171	2,719,291	2,326,654	2,455,101	2,192,284	2,199,600	2,543,930	2,284,073	2,096,475
Denmark	1,625,580	1,693,000	1,617,700	1,357,800	1,620,000	1,664,200	1,646,300	1,733,400	1,772,466	1,954,016
Mexico	1,750,797	1,670,480	1,501,232	1,536,617	1,433,239	1,801,618	1,629,938	1,678,833	1,727,346	1,796,814
Argentina	1,950,000	1,900,000	1,950,000	1,936,154	1,915,858	1,877,657	1,850,920	1,824,737	1,800,269	1,750,000
Morocco	1,437,215	1,536,560	1,234,470	1,604,620	1,721,402	1,656,891	1,928,606	1,950,982	1,924,430	1,743,617
North Korea	1,900,000	1,520,280	1,560,000	1,708,000	1,756,000	1,520,000	1,804,000	1,575,000	1,683,000	1,698,511
United Republic of Tanzania	650,000	795,542	860,980	1,472,560	1,555,516	1,235,041	1,767,536	1,738,017	1,480,716	1,499,508
Kyrgyzstan	1,373,780	1,334,900	1,393,135	1,339,416	1,379,223	1,312,699	1,332,020	1,320,700	1,416,370	1,388,369
Italy	1,781,648	1,603,828	1,753,217	1,558,030	1,547,047	1,486,292	1,272,211	1,365,440	1,369,101	1,368,920
Kenya	2,192,280	2,900,000	2,299,086	2,725,936	2,365,263	2,915,067	2,192,885	1,626,027	1,963,495	1,335,883
Nigeria	662,000	1,105,000	1,000,000	1,021,462	1,072,293	1,085,963	1,126,067	1,166,171	1,206,276	1,246,380
Indonesia	1,003,730	1,044,492	1,176,304	1,060,805	955,488	1,094,232	1,124,282	1,347,818	1,219,270	1,213,041
Chile	834,223	965,767	924,555	1,081,349	1,676,444	1,093,462	1,158,922	1,061,324	960,502	1,166,024
Australia	1,211,988	1,409,195	1,178,534	1,278,118	1,128,208	1,288,186	1,273,243	1,171,259	1,154,503	1,130,175
Bolivia (Plurinational State of)	735,254	747,968	956,953	1,002,902	1,032,492	1,006,249	1,054,757	1,064,384	1,058,683	1,073,744
Malawi	2,858,811	2,993,818	3,427,764	3,673,538	3,613,290	4,152,204	4,535,955	1,023,981	1,065,833	1,043,338
Ethiopia	525,657	402,508	572,332	447,333	475,441	863,348	784,993	921,832	1,039,737	921,403
Azerbaijan	1,037,317	1,077,114	982,979	953,710	938,517	968,545	992,780	819,319	839,795	902,396
Tajikistan	662,093	679,774	690,853	760,139	863,100	991,044	1,115,696	853,738	887,418	898,116
Sweden	789,000	853,200	857,900	816,300	882,000	805,400	806,100	822,100	802,500	862,500
Austria	668,755	756,945	722,098	671,722	816,070	665,416	604,051	750,637	536,473	767,261
Rwanda	967,283	1,161,943	1,289,623	1,789,404	2,171,518	2,337,706	2,240,715	1,886,082	1,502,759	751,284
All Other Countries	21,083,063	20,707,169	20,774,463	19,768,951	21,105,141	19,586,790	20,129,644	20,185,991	19,547,158	20,352,671
Total World Production	314,255,852	329,460,320	334,187,011	332,573,730	374,547,660	369,118,799	374,773,242	381,023,272	376,868,374	376,883,663

Source: FAOSTAT data, April 2018.



U.S. Exports and Imports, by Volume: 2013-2018

Potatoes: U.S. exports by volume (1,000 pounds)			Potatoes: U.S. imports by volume (1,000 pounds)			Difference Exports Minus Imports
	Market Year	Annual Total		Market Year	Annual Total	
Chips	2017/18	45,921	Chips	2017/18	16,804	29,116
	2016/17	113,594		2016/17	39,339	74,254
	2015/16	110,894		2015/16	36,278	74,616
	2014/15	105,646		2014/15	33,926	71,720
	2013/14	99,939		2013/14	24,293	75,646
	Annual Total				Annual Total	
Dried, flour, and meal	2017/18	8,227	Dried, flour, and meal	2017/18	8,309	(82)
	2016/17	22,624		2016/17	10,765	11,860
	2015/16	28,804		2015/16	4,633	24,171
	2014/15	37,852		2014/15	7,036	30,817
	2013/14	43,973		2013/14	3,007	40,966
	Annual Total				Annual Total	
Flakes and Granules	2017/18	65,328	Flakes and Granules	2017/18	33,260	32,068
	2016/17	172,641		2016/17	79,089	93,552
	2015/16	174,454		2015/16	66,979	107,475
	2014/15	200,501		2014/15	69,957	130,544
	2013/14	178,535		2013/14	76,725	101,810
	Annual Total				Annual Total	
Fresh or Chilled	2017/18	359,226	Fresh or Chilled	2017/18	404,056	(44,829)
	2016/17	1,093,258		2016/17	938,789	154,469
	2015/16	991,578		2015/16	891,250	100,328
	2014/15	900,681		2014/15	712,349	188,332
	2013/14	915,578		2013/14	920,101	(4,523)
	Annual Total				Annual Total	
Frozen, fries	2017/18	808,808	Frozen, fries	2017/18	781,705	27,103
	2016/17	2,026,638		2016/17	1,849,754	176,884
	2015/16	1,997,162		2015/16	1,727,024	270,138
	2014/15	1,794,451		2014/15	1,479,395	315,056
	2013/14	1,964,004		2013/14	1,467,889	496,116
	Annual Total				Annual Total	
Frozen, other	2017/18	112,339	Frozen, other	2017/18	90,507	21,832
	2016/17	248,905		2016/17	194,978	53,928
	2015/16	218,246		2015/16	173,313	44,933
	2014/15	189,275		2014/15	259,361	(70,086)
	2013/14	237,915		2013/14	268,152	(30,237)
	Annual Total				Annual Total	
Prepared or preserved 1	2017/18	32,671	Prepared or preserved 1	2017/18	22,841	9,830
	2016/17	79,197		2016/17	57,123	22,075
	2015/16	82,292		2015/16	59,853	22,439
	2014/15	75,586		2014/15	58,364	17,222
	2013/14	71,235		2013/14	61,503	9,732
	Annual Total				Annual Total	
Seed	2017/18	10,119	Seed	2017/18	26,488	(16,369)
	2016/17	109,271		2016/17	165,695	(56,423)
	2015/16	35,577		2015/16	159,891	(124,314)
	2014/15	33,131		2014/15	140,207	(107,076)
	2013/14	37,967		2013/14	155,670	(117,703)
	Annual Total				Annual Total	
Starch	2017/18	6,663	Starch	2017/18	98,279	(91,616)
	2016/17	24,035		2016/17	223,591	(199,557)
	2015/16	19,283		2015/16	234,744	(215,461)
	2014/15	19,526		2014/15	225,022	(205,497)
	2013/14	17,967		2013/14	210,744	(192,778)
	Annual Total				Annual Total	

NA = Not available or null. Most recent month indicated in the charts.

1 Largely canned. (Based on source data published: April 16, 2012)

Sources: U.S. Department of Commerce, U.S. Census Bureau, Foreign Trade Statistics and ERS calculations using Census trade statistics, May 2018.



The Facts

Potato Nutrition Label

DID YOU KNOW?

Potatoes provide key nutrients at an affordable price. Potatoes have the highest score per dollar (along with sweet potatoes and carrots) on eight important nutrients – potassium, fiber, protein, vitamins C and E, calcium, iron and magnesium.¹

ONLY 110 CALORIES PER SERVING

SODIUM- AND CHOLESTEROL-FREE

MORE POTASSIUM THAN A BANANA

Potassium helps maintain normal blood pressure

AN EXCELLENT SOURCE OF VITAMIN C

Vitamin C may help support the body's immune system

Nutrition Facts	
Serving size 1 potato (148g/5.2oz)	
Amount per serving	
Calories	110
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 26g	9%
Dietary Fiber 2g	7%
Total Sugars 1g	
Includes 0g Added Sugars	0%
Protein 3g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 1.1mg	6%
Potassium 620mg	15%
Vitamin C 27mg	30%
Vitamin B ₆ 0.2mg	10%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

FAT-FREE

GLUTEN-FREE

A GOOD SOURCE OF VITAMIN B6

Vitamin B6 plays an important role in metabolism

Stats based on one medium potato (5.2 oz.) with the skin.
Source: Potatoes USA

Potato Quick Facts

Top 10 Export Markets

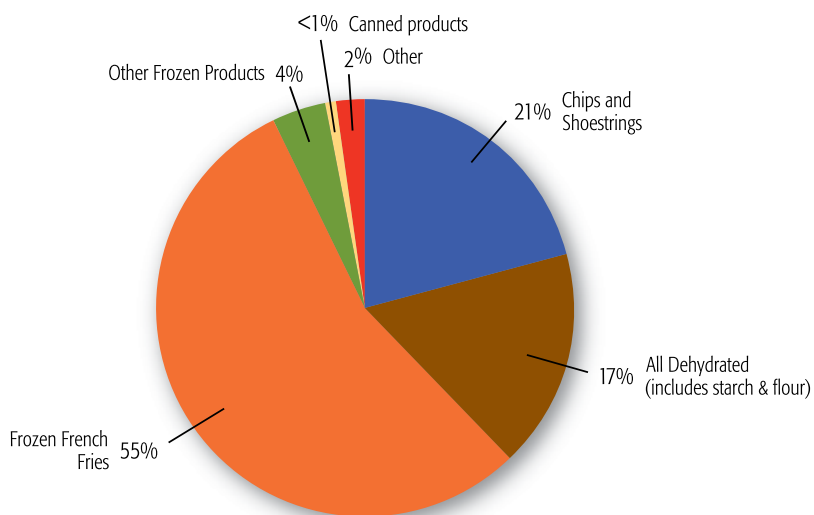
(by value for calendar year 2017)

1	Japan	\$371 million
2	Canada	\$314 million
3	Mexico	\$261 million
4	South Korea	\$111 million
5	Philippines	\$103 million
6	China	\$92 million
7	Taiwan	\$82 million
8	Malaysia	\$61 million
9	Saudi Arabia	\$41 million
10	Singapore	\$39 million

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

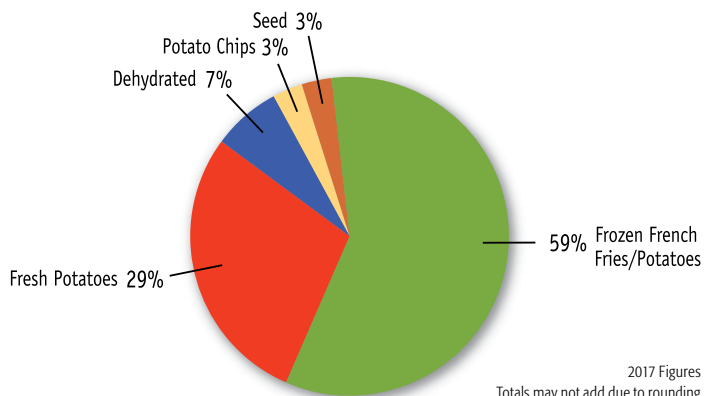
Production, Consumption and Exports

Utilization of Potatoes in U.S.



2016 crop
Totals may not add due to rounding
Source: USDA/NASS

Exports by Product & Market Share



2017 Figures
Totals may not add due to rounding
Source: U.S. Department of Commerce

Top 10 Producing States (in billion pounds)

1	Idaho	13
2	Washington	10
3	Wisconsin	2.8
4	North Dakota	2.8
5	Colorado	2.3
6	Oregon	2.2
7	Michigan	1.8
8	Minnesota	1.6
9	Maine	1.6
10	California	1.4

2016 figures
Source: USDA/NASS

U.S. Potato Production Figures

Harvest	1,025,500 acres
Planted	1,034,300 acres
Production	44 billion pounds
Value of Production	\$3.7 billion
Yield	43,000 pounds per acre

2016 crop
Source: USDA/NASS

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2018



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