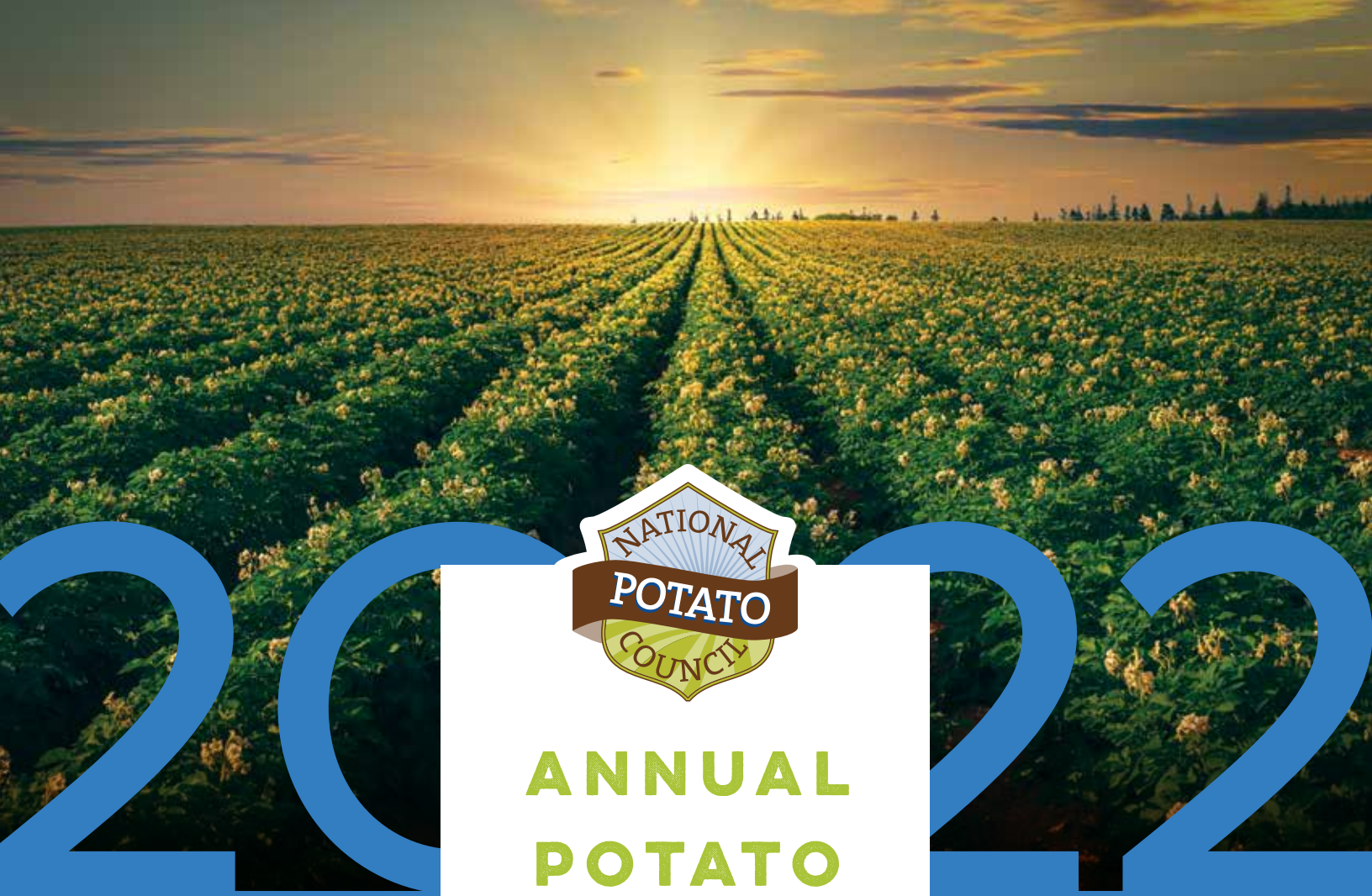

2022

NATIONAL POTATO COUNCIL

ANNUAL POTATO YEARBOOK

OUR MISSION

STANDING UP FOR POTATOES ON CAPITOL HILL

NPC is the voice 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
- Washington Summit 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 industry issues
- Ensuring fair market access to foreign markets for potatoes and potato products
- Promoting science-based phyto sanitary 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 leaders

SUPPORTED BY GROWERS & INDUSTRY

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

MESSAGE FROM THE PRESIDENT

Despite all the changes the nation has experienced over the two-plus years of this pandemic, it is good to see that the U.S. potato industry remains as committed as ever to fighting for federal policies that protect our businesses, our families, and the communities we support.

When I attended the Potato Industry Leadership Institute many years ago, my current role in representing this great industry as the NPC President seemed a long way off. However, when I was passed the gavel by 2021 NPC President Dominic LaJoie in February, I reflected on how hopeful I was that we could continue to use the momentum we have built – despite a global pandemic – to leave NPC and the entire industry in a strong position for the future. Whether it is in the area of trade, nutritional regulations, environmental policies, or labor rules, we have seen firsthand what we can do as an industry when we stand together.

As challenging as it was to operate in a mostly virtual environment, I'm pleased to report that we delivered tremendous results for our industry over the course of this two-year crisis. These results have occurred due to your continued engagement with NPC and the strong competitive organization we have built over the past few years.

Based on the final data, we now know that over $350 million in federal assistance was provided to support the potato industry throughout the pandemic. This is an historic level of federal assistance to growers that reflected the magnitude of the crisis we faced when the government shutdowns impacted many of our customers.

The experienced NPC team worked long hours with the state organizations in delivering this outcome for all of us. I want to specifically call out our professional staff – Kam, Mike, Hollee, and Mark – for using their creativity to organize and advocate on behalf of all of us while much of Washington, D.C. was shuttered. Far beyond keeping the lights on, the staff continued to propel this organization forward by identifying new opportunities for NPC to meet the evolving needs of the potato industry, bringing us through this challenging time stronger than we could have ever imagined at the start of the pandemic.

Clearly, the unprecedented challenges of the pandemic have forced NPC to play a lot of defense to protect the industry over the past two years. As the country – and the world – reopens, we all look forward to returning a new normal and the strong proactive policy agenda that NPC strives for in creating a better future for the industry.

NPC is well positioned to deliver on those goals. The last few years have seen a comprehensive modernization of the organization – with new capabilities delivered for you at reduced costs – while building on our commitment to work with our state and national partners to communicate to growers about the value of the organization and what we are able to achieve on your behalf. The results of these efforts speak for themselves and I'm proud to have been on the Executive Committee as they took place.

Thanks to the relationships we have built with elected officials and policymakers in D.C., and with our partnerships with Potatoes USA and the state associations, we have set the stage to better protect our industry for years to come.

Jared Balcom
2022 NPC President, Balcom and Moe, Inc., Pasco, Washington

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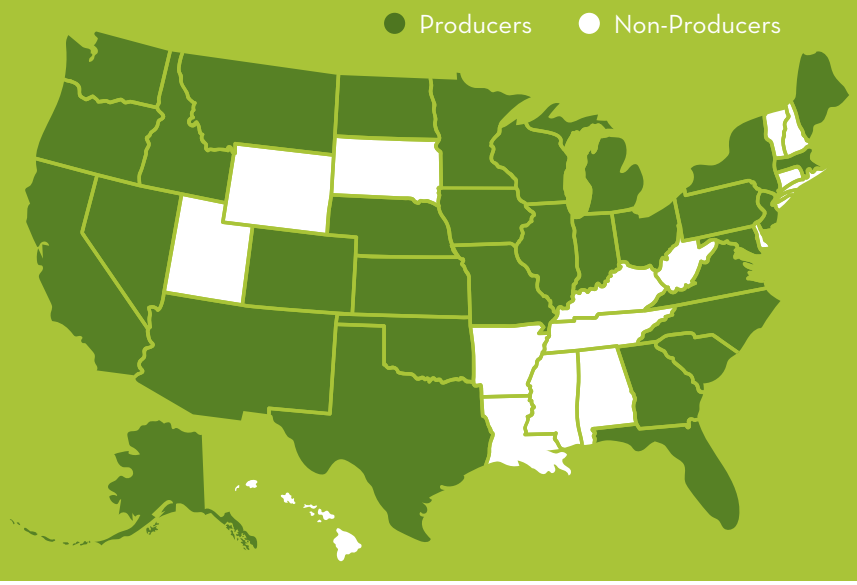
Photos courtesy of Bill Schaeffer

POTATO

WHERE POTATOES ARE PRODUCED?



TOP 10 PRODUCING STATES

1. IDAHO: **12.89** BILLION LBS.
2. WASHINGTON: **9.33** BILLION LBS.
3. WISCONSIN: **2.91** BILLION LBS.
4. OREGON: **2.64** BILLION LBS.
5. NORTH DAKOTA: **2.18** BILLION LBS.
6. COLORADO: **2.09** BILLION LBS.
7. MICHIGAN: **1.95** BILLION LBS.
8. MAINE: **1.87** BILLION LBS.
9. MINNESOTA: **1.86** BILLION LBS.
10. CALIFORNIA: **1.19** BILLION LBS.

Pulled from page 69 of Crop Production 2021 Summary

UTILIZATION OF POTATOES IN THE U.S.

Millions of Pounds (Fresh Weight Equivalent)

40%	25%	23%	7%	3%	2%
FROZEN	FRESH	CHIPS	DEHY	REFRIDGE	OTHER

Pulled from Potatoes USA 2020/2021 U.S. Potato Sales & Utilization Report

PRODUCTION

2020

PLANTED: 918,500 acres
HARVESTED: 911,700 acres
PRODUCTION: 42 billion pounds
VALUE OF PRODUCTION: $3.9 billion
YIELD: 46,100 pounds per acre

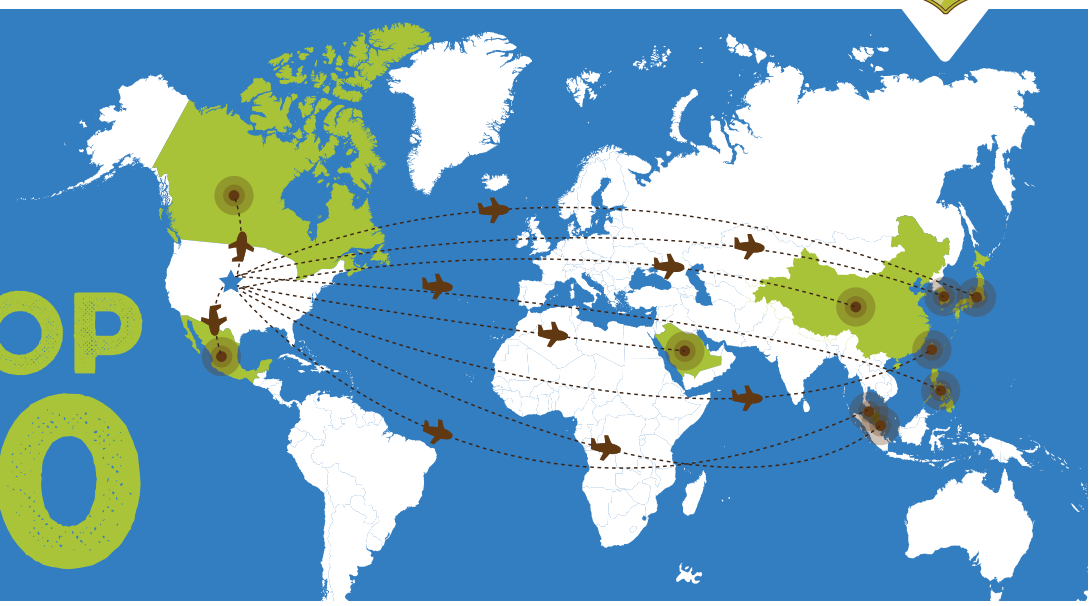
2021

PLANTED: 943,000 acres
HARVESTED: 935,700 acres
PRODUCTION: 41 billion pounds
VALUE OF PRODUCTION: $4.06 billion
YIELD: 43,800 pounds per acre

Pulled from pages 69 of Crop Production 2021 Summary and Page 39 of Crop Values 2021 Summary

FACTS

EXPORTS TOP 10



1. MEXICO: $366 MILLION
2. CANADA: $303 MILLION
3. JAPAN: $345 MILLION
4. SOUTH KOREA: $126 MILLION
5. TAIWAN: $84 MILLION
6. PHILIPPINES: $84 MILLION
7. MALAYSIA: $60 MILLION
8. CHINA: $47 MILLION
9. SINGAPORE: $40 MILLION
10. SAUDI ARABIA: $40 MILLION

Pulled from United States Statistical Summary for Potato Commodities from Trade Stat Northwest

NUTRITIONAL VALUE

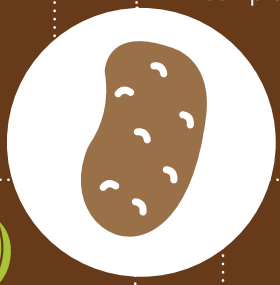
A nutritional powerhouse, potatoes are more energy packed than any other popular vegetable.

VITAMIN C

30% of your daily value

CARBOHYDRATE

Potatoes are a nutrient-dense complex carbohydrate.



POTASSIUM

A skin-on potato has more potassium than a medium size banana.

PROTEIN

A medium-size (5.2oz) potato with skin has 3 grams of protein.

110 CALORIES

110 calories for a medium-sized (5.2oz) potato with skin.

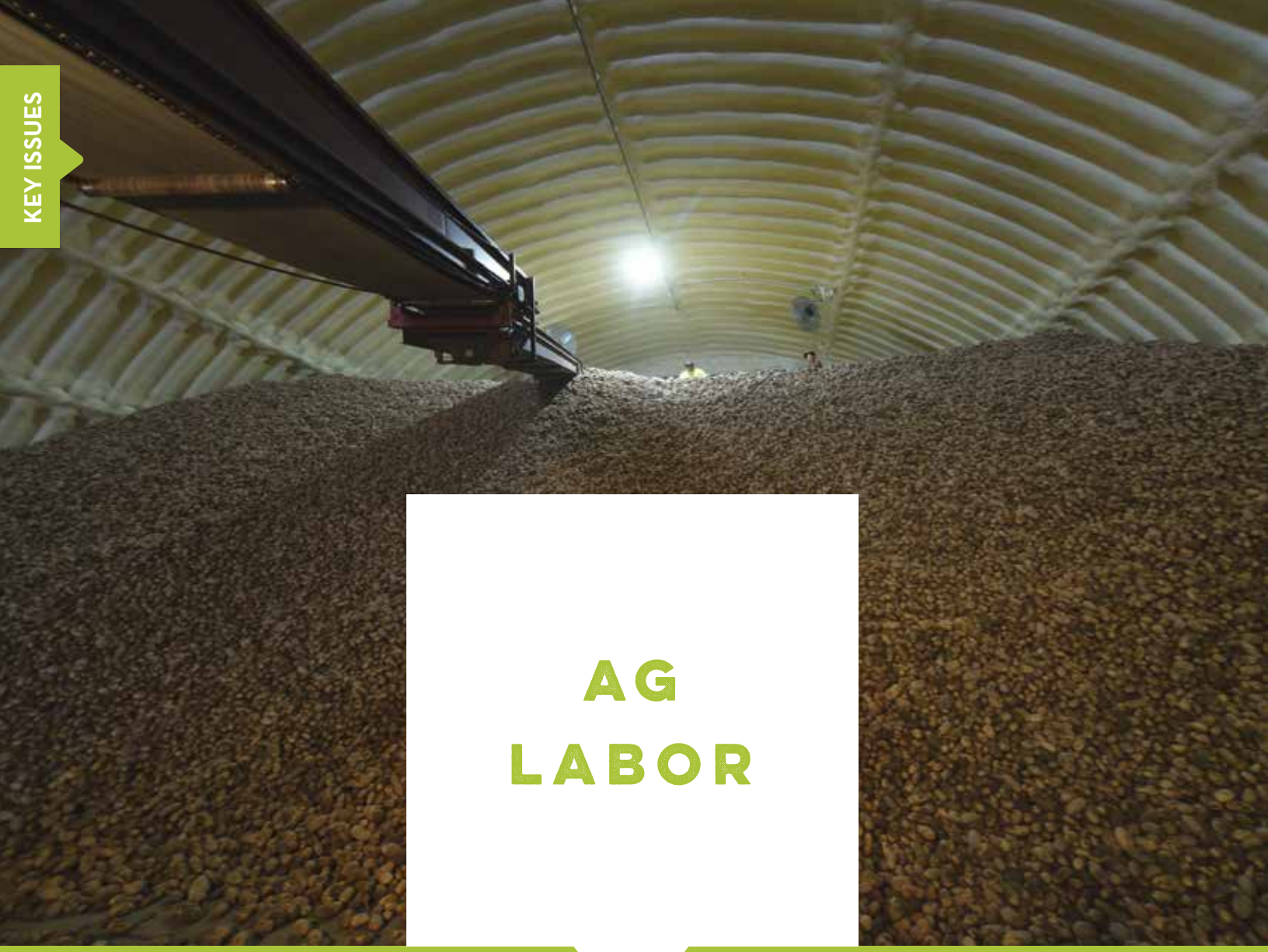
FIBER

One medium potato with skin contributes 2 grams of fiber, or 7% of the daily value per serving.

EXPORTS BY PRODUCT

57%	31%	8%	3%	1%
French Fried Potatoes	Fresh Potatoes	Dehydrated Potatoes	Potato Chips	Seed Potatoes

Pulled from United States Statistical Summary for Potato Commodities from Trade Stat Northwest



AG LABOR

American agriculture depends on a stable workforce to plant, harvest, process, and ship its crops. However, domestic workers provide an insufficient source of labor for the potato industry and for other specialty crop producers. The National Potato Council supports a national immigration policy that establishes effective border security, a path to legal work status for undocumented agricultural workers, and a sustainable guest worker program to fulfill the ongoing needs in the potato industry.

FARM WORKFORCE MODERNIZATION ACT

GUEST-WORKER PROGRAM

AG WORKFORCE COALITION

FARM WORKFORCE MODERNIZATION ACT

NPC, as a member of the Ag Workforce Coalition, is working to enact long-term solutions that establish effective border security, a path to legal work status for undocumented agricultural workers, and sustainable guest worker programs to fulfill the ongoing needs in the potato industry. The passage of the Farm Workforce Modernization Act in late 2019 was the first time the House of Representatives had successfully acted upon agricultural labor reform in more than 30 years.

NPC welcomed the reintroduction of the bipartisan Farm Workforce Modernization Act by Reps. Zoe Lofgren (D-CA) and Dan Newhouse (R-WA) and cheered its House passage on March 19, 2021. In the Senate, NPC is advocating for improvements to the bill, including addressing the unpredictable wage rate for employers taking part in the agricultural guest worker program (H-2A). NPC and its partners throughout the agricultural industry are focused on getting a comprehensive labor solution passed by both chambers and signed by the president to ensure both growers and workers alike are provided long-term certainty and security.

GUEST-WORKER PROGRAM

The sole agricultural guest worker program (H-2A) supplies only 10 percent of the necessary agricultural workforce, in part because it operates in a cumbersome and unresponsive manner. In particular, the Adverse Effect Wage Rate (AEWR) that is required for the H-2A program has skyrocketed recently by over 20 percent in certain states. This unworkable structure drives employers away from the program and harms investment in rural America that would otherwise occur.

AG WORKFORCE COALITION

NPC is a leader in the Ag Workforce Coalition (AWC). The coalition represents the combined interests of U.S. agriculture on legislation to address the ag labor crisis. The AWC was actively engaged in the negotiations on the Farm Workforce Modernization Act that passed the House of Representatives in 2021. NPC continues to advocate that the Senate take reciprocal action and send a workable solution to the president's desk before the end of this Congress.

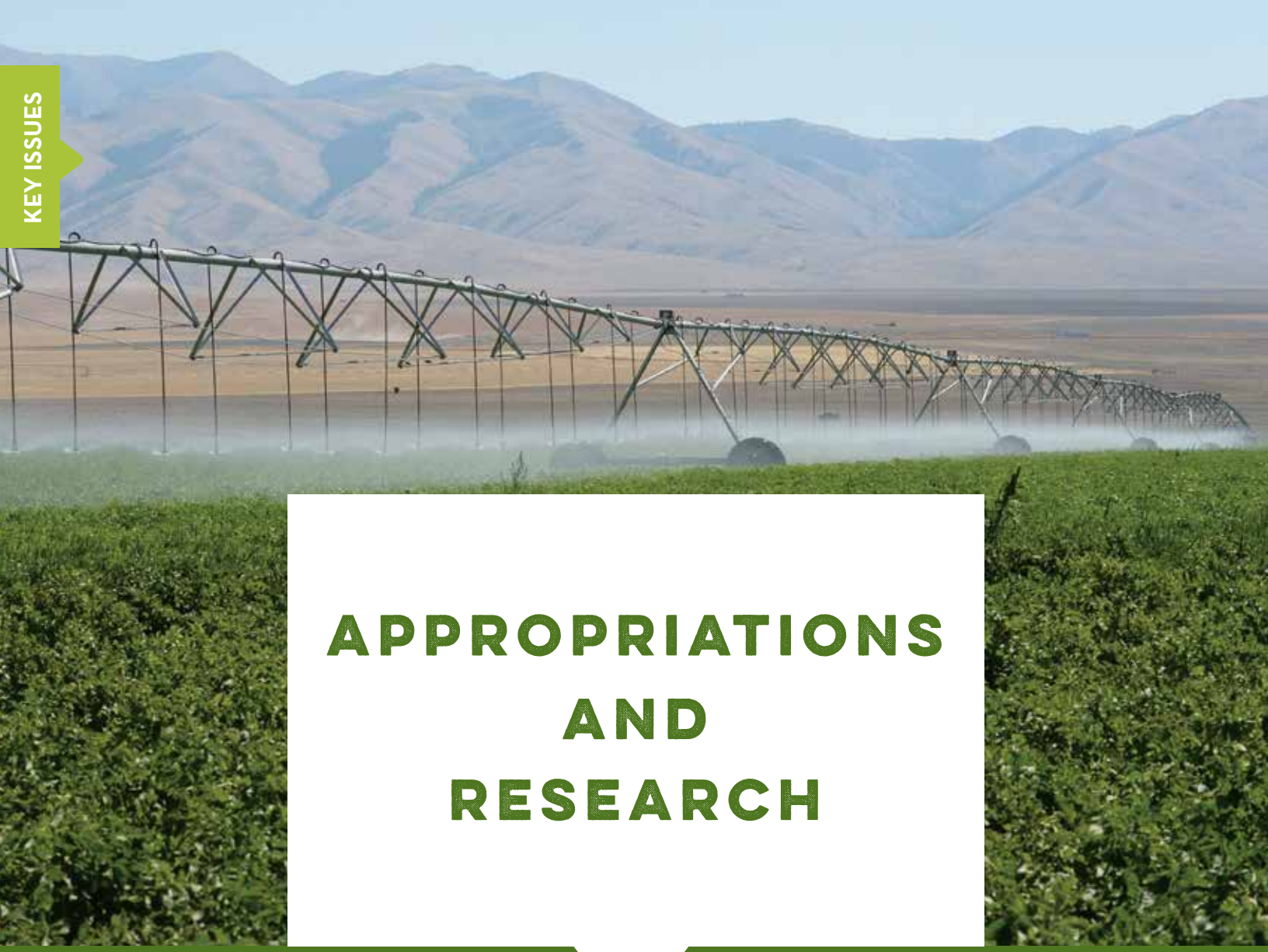
OUR POLICY ON AG LABOR

American agriculture depends on a stable workforce to plant, harvest, process and ship its crops. Domestic workers provide an important but insufficient source of labor for the potato industry. The Council supports a national immigration policy that establishes effective border security, a path to legal work status for undocumented agricultural workers and a sustainable guest worker program(s) to fulfill the ongoing needs in the potato industry.

Immigration policy should reflect the realities of the marketplace and provide the access to agricultural workers potato producers require to grow high-quality crops for consumption in both the domestic and international markets. This includes avoiding arbitrary quotas and unnecessary regulatory requirements.

Labor disputes, strikes or work slowdowns can have devastating impacts on the production, transportation and distribution of perishable commodities including potatoes. The Council encourages the adoption of new policies or regulations to better manage labor disputes with the goal of avoiding preventable losses.

U.S. potato producers recognize their responsibility to maintain a safe work environment for workers, to provide appropriate worker safety training and to utilize farming practices that ensure worker safety. Farm worker safety regulations should protect workers, based on realistic assessments of risk, provide flexibility for the appropriate participation of family members and ensure that implementation costs are matched by health and safety benefits.



APPROPRIATIONS AND RESEARCH

Research is of critical importance to address the challenge of providing food and fiber to a growing population. The National Potato Council supports a coordinated public and private research effort to improve U.S. potato nutrition, quality and yield.

NIFA POTATO BREEDING RESEARCH

ARS POTATO COLLABORATIVE RESEARCH PROGRAM

SPECIALTY CROP RESEARCH INITIATIVE

POTATO SUSTAINABILITY ALLIANCE

ALLIANCE FOR POTATO RESEARCH AND EDUCATION

NIFA POTATO BREEDING RESEARCH

For more than 30 years, NPC has worked with the House and Senate Appropriations Committees to secure funding for the National Institute of Food and Agriculture's (NIFA) Potato Research Special Grants that support competitive potato breeding projects across the country. As advocated for by the potato industry, funding was maintained at $3 million in FY22 for NIFA's potato research special grants.

For FY23, given the solid return on investment from NIFA's potato breeding research program and the demands placed upon it due to phytosanitary challenges facing the potato industry, NPC is requesting enhanced funding to $3.25 million.

ARS POTATO COLLABORATIVE RESEARCH PROGRAM

In each of the last 20-plus years, Congress has appropriated funds to ARS to help solve specific production and disease problems of the U.S. potato industry. ARS allocates a portion of these funds via non-assistance cooperative agreements for cooperative research with extramural partners in state agricultural experiment stations and other institutions with active potato research programs. Proposals address potato diseases, insect pests, marketing issues, and postharvest disorders of critical concern to potato producing states and the national potato industry. Proposals are normally funded for only one year, but once funded, proposals for second- or third-year funding may be submitted to the program.

In FY22 NPC is requesting members of Congress to ask the Appropriations Committees to maintain report language in their respective bills that recognizes the value of the ARS Potato Collaborative Research Program. ARS funding for the potato research projects under this program is typically around $1.12 million.

SPECIALTY CROP RESEARCH INITIATIVE

The 2018 Farm Bill inadvertently left out the matching fund waiver authority for the Specialty Crop Research Initiative (SCRI). This could compromise otherwise valuable research. At the request of NPC and the U.S. potato industry, this waiver authority was restored in the FY22 Appropriations Bill and should be maintained in any successor.

POTATO SUSTAINABILITY ALLIANCE

Members of the Potato Sustainability Alliance, which include NPC and more than 550 U.S. and Canadian farmers, are committed to advancing a common vision of potato sustainability and delivering economic, environmental and social outcomes at scale.

ALLIANCE FOR POTATO RESEARCH AND EDUCATION

As a member of the Alliance for Potato Research and Education (APRE), NPC is supporting the advancement of scientific understanding of the role potatoes play in promoting the health of all people.

OUR POLICY ON RESEARCH

Research is of critical importance to address the challenge of providing food and fiber to a growing population. The Council supports a coordinated public and private research effort to improve U.S. potato nutrition, quality and yield. This includes support for federal and state-based research that relies on producer input to establish objectives and priorities.

The Council engages researchers to identify research needs and encourages collaborations to combine resources in a coordinated effort to advance the research objectives of the potato industry. The Council will work closely with all members of the potato industry and the research community to develop industry-wide research priorities and support funding those projects.

The application of emerging technologies can drive tremendous advances in productivity and support efforts to continue enhancing agriculture sustainability. Potato producers should have the opportunity to access technology proven to be safe for humans and the environment.

ENVIRONMENT

U.S. potato growers are largely family farmers with operations that span generations. They are stewards of the land and contribute to the protection and management of the nation's environment. The National Potato Council encourages public and private partnerships that support sound stewardship of public and private working lands and associated waters that will maintain the health and productivity of those resources.

WATERS OF THE UNITED STATES
WORKER PROTECTION STANDARDS
INDUSTRY REGISTRATION REVIEW INITIATIVE
ENDANGERED SPECIES ACT REFORM
NATIONAL POLLUTANT DISCHARGE ELIMINATION SYSTEM CLARIFICATION

WATERS OF THE UNITED STATES

In February 2022, NPC communicated to EPA serious concerns with a new Waters of the United States (WOTUS) proposed rule. Similar to the 2015 WOTUS rule, the comments argued that "the rulemaking would exacerbate policy tensions between the Clean Water Act (CWA) and the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA); adversely affect the timely use of EPA-registered pesticides; expose pesticide users to unwarranted legal uncertainties; and interfere with well-established state pesticide and water programs and policies."

EPA concluded a series of roundtable discussions in the spring of 2022 seeking input on the rule. NPC continues to monitor the issue and identify opportunities for engagement.

WORKER PROTECTION STANDARDS

Regulations involving Worker Protection Standards (WPS) are currently in the process of implementation. NPC is strongly committed to the intent of ensuring that the potato industry's valued workers are able to work in as safe a manner as possible. This has become particularly important as the COVID-19 issue has taken hold of the global economy and agriculture. Several provisions of WPS appeared to depart from the overall goal of protecting farm workers and instead created opportunities for predatory litigation. NPC is working to ensure the final regulations meet their intended purpose.

OUR POLICY ON ENVIRONMENT

U.S. potato producers respect the need to protect and manage the environment. Regulations to achieve species protection and preservation should balance biologic and economic risks and benefits. Potato producers rely on clean water and healthy soil to maintain sustainable, productive farms. The Council encourages public and private partnerships that support sound stewardship of public and private working lands and associated waters that will maintain the health and productivity of those resources. Environmental and conservation programs should be based on scientific assessments of the risks and benefits.

The Council encourages local and region-specific land and water conservation and water infrastructure initiatives.

INDUSTRY REGISTRATION REVIEW INITIATIVE

The Environmental Protection Agency (EPA) is responsible for both the initial registration of vital pesticides and the regular review of ongoing registrations. NPC is working to ensure that EPA has access to timely and relevant information related to the application, use and industry benefits of these tools. NPC conducts outreach on data and submits comments intended to inform EPA during their regulatory process.

ENDANGERED SPECIES ACT REFORM

NPC is actively involved in agriculture's efforts to reform the Endangered Species Act (ESA). The negative impact that environmental activist lawsuits and adverse regulatory decisions have generated under ESA are constraining reasonable activities by the agriculture industry in managing its natural resources. For this effort to be successful, a two-pronged effort is generally assumed to be necessary that will involve regulatory reform within EPA, the National Marine Fisheries Service and the U.S. Fish and Wildlife Service, along with legislative reforms undertaken by Congress.

NATIONAL POLLUTANT DISCHARGE ELIMINATION SYSTEM CLARIFICATION

NPC is working with a broad ag coalition to pass legislation to eliminate an unnecessary conflict between the Clean Water Act (CWA) and the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) that creates tremendous regulatory jeopardy for farmers. Though farmers may be following EPA's FIFRA pesticide requirements exactly, activist lawsuits have also required CWA National Pollutant Discharge Elimination System (NPDES) permits for each application. NPDES was created for major polluters such as chemical plants, but these lawsuits have exposed farmers to fines of over $37,500 per day per application for permits that EPA acknowledges have no environmental benefit.

FOOD SAFETY

Domestic and global markets require that U.S. potato producers deliver a safe and sustainable product. To achieve that goal, the National Potato Council supports risk-based, commodity-specific programs to ensure the safety of all U.S.-grown potatoes.

PROTECTION OF THE FOOD SUPPLY CHAIN – COVID-19

WORKER SAFETY UNDER COVID-19

PROTECTION OF THE FOOD SUPPLY CHAIN – COVID-19

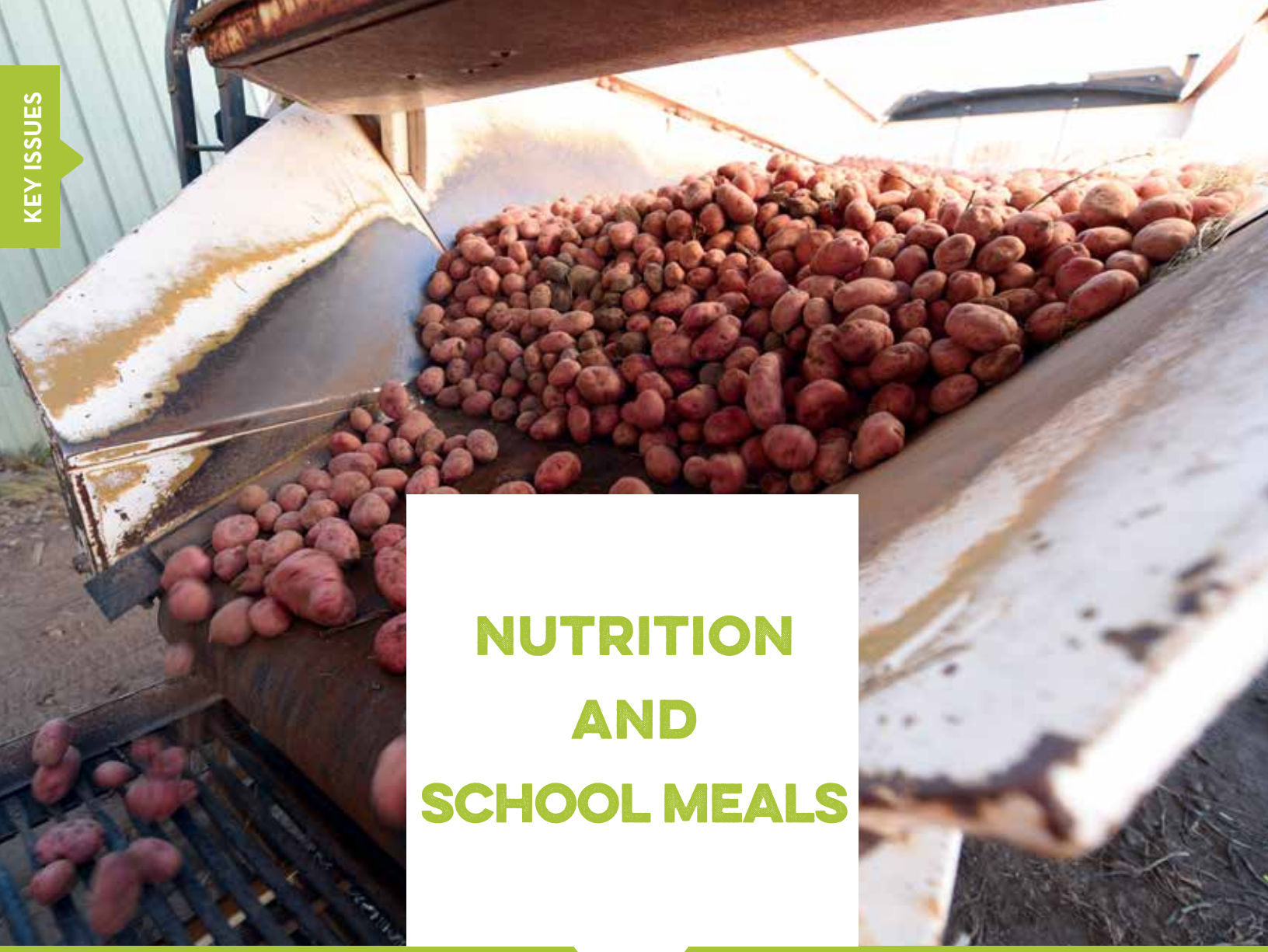
The coronavirus pandemic caused far-reaching impacts for the American economy and specifically the potato industry. Sixty percent of the potato industry serves the food service sector and much of those sales disappeared as the shutdown began. In one of several attempts to provide some relief, the U.S. Food and Drug Administration issued an emergency order to provide flexibility in food labeling. This order allowed packaging designed for food service to be amended to allow sales at retail establishments.

WORKER SAFETY UNDER COVID-19

NPC has been actively engaged with the federal government in ensuring that worker safety is implemented in a strong, effective and productive way. Federal regulations related to Worker Protection Standards have been in the process of updating for several years. NPC is committed to their goal while also ensuring they limit opportunities for activist litigation against well intended farmers. As the agriculture industry confronts the future challenges of physical distancing and personal protection in the wake of COVID-19, NPC continues to work with the federal government for resources to ensure our essential workers can do their jobs safely.

OUR POLICY ON FOOD SAFETY

Domestic and global markets require that U.S. potato producers deliver a safe and sustainable product. To achieve that goal, The Council supports risk-based, commodity-specific programs to ensure the safety of all U.S.-grown potatoes. The Council encourages all federal agencies to apply the same principals and standards to food imports, including any related grading and packaging requirements.



NUTRITION AND SCHOOL MEALS

Potatoes are nutrition powerhouses, offering both affordability and flexibility as America's favorite vegetable. The National Potato Council helps ensure that potatoes are recognized by policymakers for their health benefits to families and children. NPC works with government officials to ensure that federal dietary recommendations for feeding and nutrition programs and that the Dietary Guidelines acknowledge the unique contributions of potatoes.

GOVERNMENT PURCHASES FOR FEEDING PROGRAMS

SCHOOL BREAKFAST ACCESS FOR WHITE POTATOES

DIETARY GUIDELINES FOR AMERICANS

SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM

GOVERNMENT PURCHASES FOR FEEDING PROGRAMS

In 2020, NPC and state organizations worked with Congress and the administration to move oversupplies of potatoes and potato products to food banks, charitable organizations and other needy recipients. In May 2020, USDA announced $50 million in surplus potato purchases, which was largest of all the COVID-related specialty crop purchases and the largest surplus potato purchase in history. This action served two purposes in providing nutritious products to food insecure communities and allowing family farms to weather the global crisis with more confidence.

SCHOOL BREAKFAST ACCESS FOR WHITE POTATOES

In the FY19 Agriculture Appropriations Bill, a bipartisan amendment was included that prohibited USDA from placing limits on potatoes in the school breakfast program. Prior to this amendment's adoption, USDA required a substantial amount of "underserved" vegetables to be provided to schoolchildren before potatoes could be offered. These regulations were not in keeping with the Dietary Guidelines for Americans, broader nutrition science, or the wishes of school food service professionals across the country. NPC requests that the House and Senate Appropriations Committees maintain this bipartisan provision in the FY23 Agriculture Appropriations Bill and/or any full or partial year spending bill that reaches the president's desk.

DIETARY GUIDELINES FOR AMERICANS

Every five years USDA and the Department of Health and Human Services jointly issue the Dietary Guidelines for Americans (DGA), updating the Federal Government's nutrition policy for healthy Americans. These guidelines set the foundation for nutrition policies for the federal government and inform numerous public statements. In December 2020, the USDA and the Department of Health and Human Services released the 2020-2025 Dietary Guidelines for Americans, which recommends the increased consumption of vegetables for all age groups. NPC welcomed the recommendations, which supports the importance of including nutrient-rich vegetables, including potatoes, in all diets.

SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM

The Farm Bill, which deals with agriculture policy issues as well as the Supplemental Nutrition Assistance Program (SNAP), was renewed most recently in December 2018. NPC continues to participate in the SNAP coalition and promote to members of Congress and the administration the benefits of all potato products being a part of SNAP. At the same time, we are monitoring federal rulemaking that may seek to amend the definition of "healthy" and inform consumers about products meeting that definition.

OUR POLICY ON NUTRITION

Potatoes are a complex carbohydrate the is rich in key nutrients, proteins and amino acids. The Council will provide potato nutrition and dietary health information to food and nutrition policy experts and government officials to ensure that federal dietary recommendations for feeding and nutrition programs and for the Dietary Guidelines acknowledge the unique contributions of potatoes. The Council supports continued research on the relationship of potatoes to a healthy and active lifestyle.

TAXES AND REGULATIONS

U.S. potato producers support a tax structure that rewards entrepreneurship and business investment. The National Potato Council supports a government presence in those activities not efficiently performed by private industry including the infrastructure to market U.S. agricultural products both domestically and abroad.

PANDEMIC RESPONSE

CORONAVIRUS FOOD ASSISTANCE PROGRAM 2

STIMULUS RELIEF AND FEDERAL POTATO PURCHASES

PANDEMIC RESPONSE

Since the start of the pandemic, nation-wide food service disruptions have caused tremendous financial pain to our nation's family farmers and the entire U.S. food supply chain. In response, NPC worked tirelessly to advocate for relief for the potato industry.

NPC and our state partners estimated that more than 70 percent of the potato industry was directly impacted by the government-mandated shutdowns and food service restrictions. With 60 percent of all potatoes grown in the United States destined for food service customers, the nationwide closures of and operating restrictions on restaurants, bars, schools, and entertainment venues dried up the potato supply chain. The resulting oversupply of 1.5 billion pounds of potatoes could have filled the U.S. Capitol Building 14 times over. The industry estimated that between $750 million-$1.3 billion in potatoes and potato products were clogged up in the pipeline.

Due to the U.S. potato industry's efforts, the federal government delivered around $250 million in support, including:

- In May 2020, USDA announced $50 million in surplus potato purchases, which was largest of all the COVID-related specialty crop purchases and the largest surplus potato purchase in history.
- Potato growers were delivered $46.5 million in direct relief under the first Coronavirus Food Assistance Program (CFAP).
- The second CFAP delivered even more relief, at around 2.5-times more than the initial program.
- Finally, there was substantial potato participation in USDA's Farmers to Families Food Box Program.

OUR POLICY ON TAXES AND REGULATIONS

U.S. potato producers support a tax structure that rewards entrepreneurship and business investment. The Council supports a government presence in those activities not efficiently performed by private industry including the infrastructure to market U.S. agricultural products both domestically and abroad.

The Council supports a science-based transparent regulatory structure that seeks meaningful input from all stakeholders.

CORONAVIRUS FOOD ASSISTANCE PROGRAM 2

On Sept. 18, 2020, NPC welcomed an expansion of USDA's Coronavirus Food Assistance Program. The program, CFAP 2, provided an additional $14 billion for agricultural producers who continued to face market disruptions and associated costs due to the government-imposed food service disruptions in response to the COVID-19 pandemic.

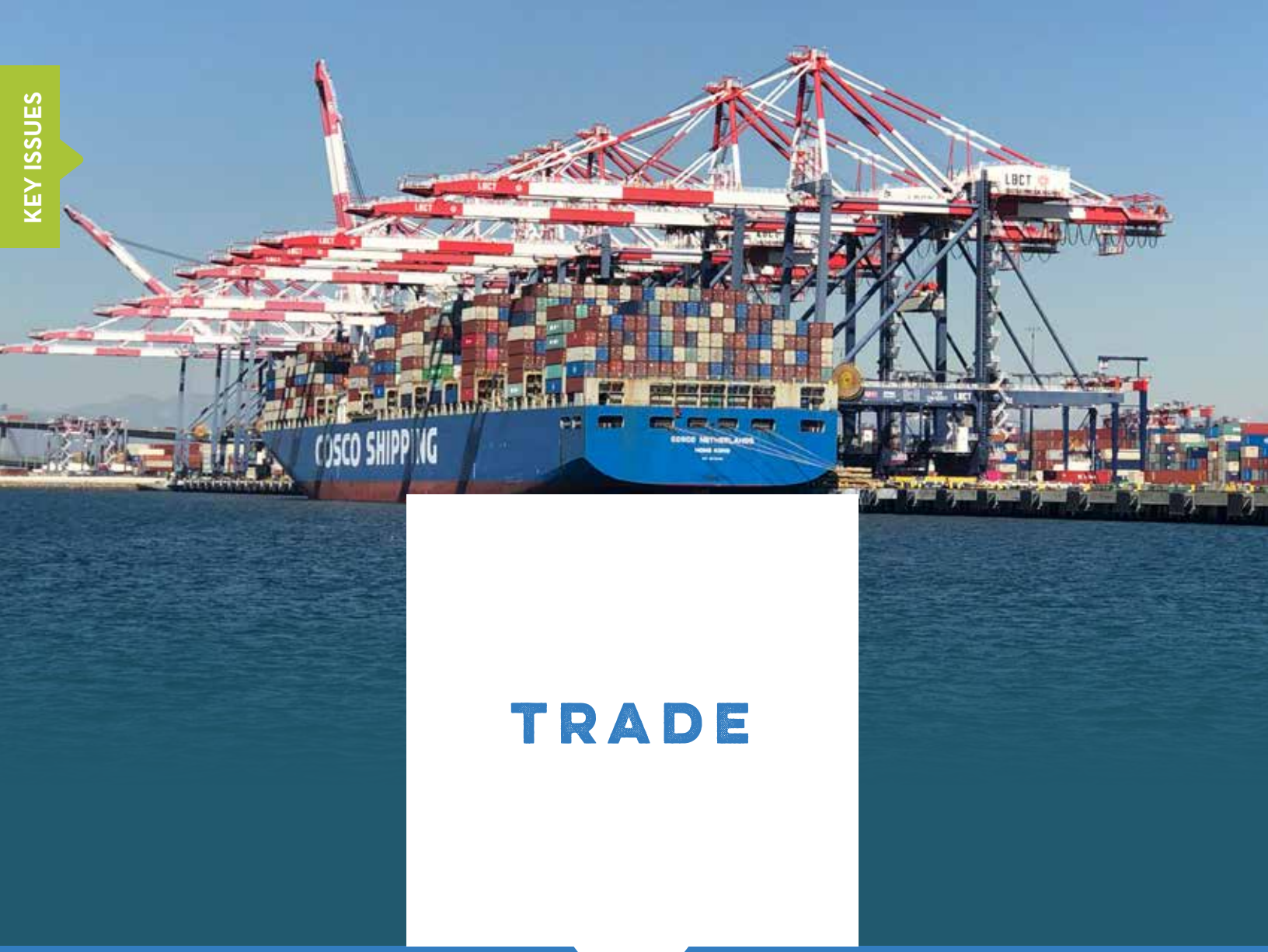
For specialty crop growers, including potato growers, CFAP 2's payment calculations were based on a sales-based approach, where producers were paid based on five payment gradations associated with their 2019 sales. The program ran in parallel to the previous CFAP, which was based upon nationwide commodity price declines from Jan. 1 through March 15, 2020. The potato industry estimated that more than 70 percent of the potato industry was directly impacted by the government-mandated shutdowns and food service restrictions, with much of the financial impact occurring well after CFAP's March 15 deadline.

Although potatoes are the most widely produced specialty crop in the country, many impacted potato growers could not participate in USDA's relief efforts due to challenges with the original CFAP's structure. These impediments included losses occurring beyond April 15 being ineligible for relief, inadequate payment rates for certain potatoes, many of which were vastly below those of comparable commodities, and ambiguous eligibility for contracted potato acres.

STIMULUS RELIEF AND FEDERAL POTATO PURCHASES

In response to the COVID-19 pandemic, Congress passed the $2 trillion Coronavirus Aid, Relief and Economic Security Act (CARES) stimulus package in late March 2020, which, among other things, provided loan and tax relief to small businesses. NPC continues to advocate for additional federal resources to assist growers and related facilities with implementing physical distancing and other virus prevention mandates. These include support for testing, personal protective equipment, housing enhancements, and other expensive yet vital investments.

NPC welcomed USDA's announcement of a $50 million surplus potato purchase to support the industry. The potato purchase was the largest of all the specialty crop purchases announced by USDA and also the largest surplus potato purchase in history. This purchase, as well as the inclusion of potatoes in USDA's Farmers to Families Food Box Program, helped address the national oversupply of fresh potatoes.



TRADE

With 20 percent of the U.S. potato crop destined for foreign consumers, the National Potato Council supports multilateral, bilateral and regional trade agreements that promote fair access for fresh and processed potato exports. As a result of the pandemic and due to the transition to the Biden Administration, the federal government paused its efforts to expand trade access over the past year. Even so, USDA Secretary Vilsack and USTR Ambassador Tai have both signaled their commitment to enforcing existing trade pacts, most notably the U.S.-Mexico-Canada Agreement (USMCA).

FRESH POTATO ACCESS TO MEXICO

CHINA MARKET ACCESS

RESTORATION OF TARIFF BENEFITS LOST UNDER TPP WITHDRAWAL

EUROPEAN UNION FRY SURGES

FRESH POTATO ACCESS TO MEXICO

After the Mexican government finally agreed to allow U.S. potatoes full access to their market, Mexico's potato cartel sued their own government to maintain their domestic monopoly and prevent competition. Those legal cases prevented the Mexican federal government from implementing regulations to allow for the full importation of fresh U.S. potatoes throughout the country. For more than 20 years, Mexico has violated numerous trade pacts by preventing fresh U.S. potatoes from being shipped beyond a 26 kilometer-area along the U.S.-Mexico border. The trade dispute costs the U.S. potato industry upwards of $200 million per year in unrealized revenue.

On April 28, 2021, the Mexican Supreme Court unanimously ruled against the Mexican potato industry's lawsuits that sought to maintain the barriers to U.S. potatoes. This action occurred due to the unwavering efforts of USDA, USTR and the officials at the U.S. Embassy in Mexico City.

Now that the legal objections have effectively been removed, in May 2022 the Mexican government allowed the first shipments of U.S. fresh potatoes to access the entire country. NPC is urging USDA to continue working with the Mexican government to ensure that this valuable market access remains in place.

CHINA MARKET ACCESS

For over a decade, the U.S. potato industry has requested access to China for fresh potatoes, in addition to reasonable access for processed products. In early February 2019, 14 Senators and 25 House members wrote to President Trump urging him to include potato market access to China in any resolution of the current trade war. In response, under the Phase 1 agreement China committed to opening their market to U.S. chipping potatoes. The United States must ensure that this commitment is implemented and is unencumbered by unreasonable provisions that could result in U.S. exports being slowed or stopped based on protectionist desires.

RESTORATION OF TARIFF BENEFITS LOST UNDER TPP WITHDRAWAL

In early 2020, the U.S. and Japan announced the completion of a new trade agreement. The U.S.- Japan FTA restored tariff benefits lost after the U.S. withdrawal from the Trans-Pacific Partnership Agreement. This action should also be pursued in other TPP signatory countries, by either rejoining the TPP or any other viable means.

OUR POLICY ON TRADE

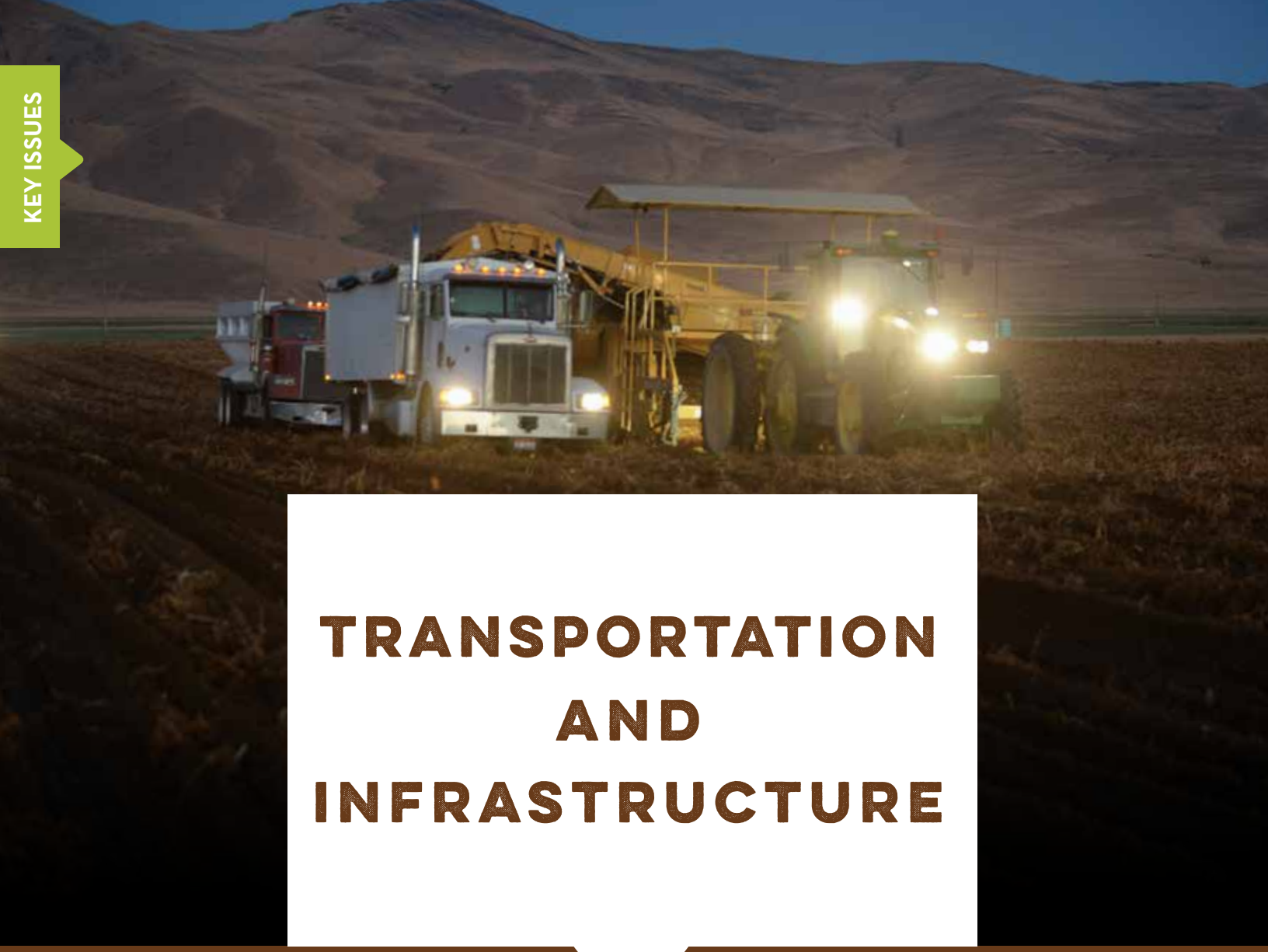
The Council supports multilateral, bilateral and regional trade agreements. Such agreements should support fair access for fresh and processed potato exports. Fair access includes eliminating tariffs, non-tariff trade barriers, restrictive tariff-rate quotas, and trade-distorting subsidies that limit the competitiveness of U.S. fresh and processed potato exports. The Council will work directly with the appropriate branches and agencies of the U.S. government to gain their support and active engagement in achieving these trade objectives.

The Council supports the inclusion of risk-based phytosanitary standards and the elimination of barriers to the adoption of scientifically accepted technology in all trade agreements. Trade agreements should create a strong framework that encourages all countries to conduct science-based risk assessments and implement the least restrictive mitigation measures that are consistent with managing the identified risks. Phytosanitary regulations in all countries should adhere to the principle of "National Treatment."

Trade policies should encourage countries to set Maximum Residue Levels (MRLs) based on international Codex standards or to harmonize MRLs with U.S. MRLs. MRLs should be based on the scientific evaluation of the actual risk associated with any chemical residues. MRLs should reflect the best estimate of actual risk and should not be based on the identification of a hazard or a "precautionary policy." The U.S. potato industry is committed to working with registrants to establish MRLs in all key export markets for crop protection products used on potatoes.

EUROPEAN UNION FRY SURGES

The U.S. is aware of the explosive growth of European Union fries into the U.S. In April 2020, NPC alerted USDA and USTR that this action was likely to continue once shuttered potato processing facilities in the EU began shipping product again as the COVID recovery eventually began. These surges in processed product have the ability to substantially harm a weakened and recovering U.S. domestic market. USDA and USTR should consider the use of available countermeasures, including tariffs, to ensure that irrational volumes of EU fries do not prolong the recovery for U.S. growers.



TRANSPORTATION AND INFRASTRUCTURE

U.S. potato producers require a reliable and competitive transportation network of roads, bridges, port facilities, ocean shipping, and railroad capacity to move crops from field to market. The National Potato Council supports efforts to increase the efficiency, competition and rate transparency of ocean, rail and truck carriers, while maintaining safe highways and railroad beds.

TRUCK WEIGHT LIMITS

HOURS-OF-SERVICE AND ELECTRONIC LOGGING DEVICES

TRUCK WEIGHT LIMITS

Multiple studies have shown that trucks operating with an additional (sixth) axle improve highway safety. These heavier trucks exhibit greater braking efficiency and better weight distribution, which reduces road wear. In terms of enhanced safety, the biggest single factor in the number of accidents involving trucks is vehicle miles traveled. Heavier loads would reduce the number of trucks in operation and miles traveled, thereby, concurrently reducing the number of accidents and reducing emissions. NPC strongly supports increasing federal truck weight limits from 80,000 lbs. to 110,000 lbs. for trucks utilizing a sixth axle, along with issues such as funding for road and bridge upgrades.

HOURS-OF-SERVICE AND ELECTRONIC LOGGING DEVICES

The shortage of trucks can impact the agriculture industry throughout the year and particularly during the planting and harvest seasons. These shortages can be increased, in part, due to issues surrounding the Electronic Logging Device (ELD) and Hours-of-Service (HOS) regulations. Throughout 2018, NPC worked successfully with Congress and the administration to improve those regulations. Since then, NPC has been advocating for additional enhancements to further reduce the regulatory burden on the agriculture industry.

NPC supports changes to HOS rules to acknowledge the unique challenges for transporting perishable commodities. Consideration should be given to expanding the current 150-mile loading exemption to cover both loading and unloading activities. Truck drivers should not be penalized for encountering delays at loading points or congestion at distribution warehouses or port facilities. Such operations are not over-the-road in nature and time spent idling in a marshalling yard should not be counted against HOS mandates.

OUR POLICY ON TRANSPORTATION AND INFRASTRUCTURE

U.S. potato producers require a reliable and competitive transportation network of roads, bridges, port facilities, ocean shipping and railroad capacity to move crops from field to market. The Council supports efforts to increase the efficiency, competition and rate transparency of ocean, rail and truck carriers, while maintaining safe highways and railroad beds. This includes increasing the size and/or weight of transportation options.

To ensure reliable and safe production and transportation of all U.S. potato products, the Council encourages investment by both state and federal governments in transportation networks, communication infrastructure and power grids. Ongoing investments in maintaining existing and building new transportation and infrastructure systems will help U.S. potato producers remain competitive in the domestic and global markets and reduce some of the risk associated with growing perishable products.

The Council supports research to identify additional transportation and infrastructure resources that will move and power the U.S. into the future while also recognizing that existing transportation and power systems play a key role in growing the world's food. Any initiatives must also address practical and financial considerations of moving to or integrating the new systems.

2022 NPC WASHINGTON SUMMIT

U.S. potato growers and allied partners from across the country united as an industry to fulfill NPC's mission of "Standing Up for Potatoes on Capitol Hill" during NPC's 2022 Washington Summit, Feb. 28-March 3.

During the first day, 2021 President Dominic LaJoie of Van Buren, Maine, passed the gavel to incoming President, Jared Balcom of Pasco, Wash. NPC also held a series of committee meetings where key issues impacting the potato industry were discussed and debated.

Attendees then moved to Capitol Hill, where they were updated on a number of the council's policy priorities. Members of Congress joined the group to address their priorities and hear from attendees on their policy concerns, including Reps. Dan Newhouse (R-Wash.), Mike Simpson (R-Idaho), Frank Lucas (R-Okla.), and Glenn "GT" Thompson (R-Penn.), Republican Leader of the House Agriculture Committee.

The annual Standing Up for Potatoes on Capitol Hill Reception, sponsored by McCain Foods, was well attended by key staffers and more than 16 members of Congress including Senate Agriculture Committee Ranking Member John Boozman (R-Ark.) and House Ag Committee Republican Leader Thompson. Long-time potato industry champion Sen. Susan Collins (R-Maine) also addressed the group and congratulated outgoing NPC President and Maine potato grower Dominic LaJoie for a successful term leading the organization.

The event culminated with growers meeting with members of Congress to deliver our potato priorities and provide real-world examples of how it is impacting their farms.

KEY ISSUES DELIVERED TO CAPITOL HILL:

Supply Chain Challenges and Inflation's Impact on the Potato Industry

Enhancing the U.S. Potato Industry Through Proactive Trade Policies

The Senate Must Improve Upon the Farm Workforce Modernization Act

Investing In the U.S. Potato Industry Via the Appropriations Process

Encourage USDA Meal Patterns Updates and Legislative Language that Protects Potatoes in School Meal Programs

EYE ON POTATOES PODCAST

Launched in January 2020, NPC's Eye on Potatoes podcast is the place to tune in to listen in on conversations with growers and thought leaders on advocacy, production, and all things potatoes. In just over two years, the podcast has published over 50 episodes and generated nearly 10,000 downloads. In 2022, the podcast welcomed its first Presenting Sponsor: Syngenta.

NPC's Kam Quarles and Matt Lantz, Vice President for Global Access, Bryant Christie Inc., record an Eye on Potatoes podcast episode on trade issues during Potato Expo 2022 in Anaheim, California.

FEATURED EPISODES INCLUDE:

Washington Summit LIVE! Taking Stock of the 2022 Leadership Institute

Potato Industry Sustainability: Learning, Creating, and Telling our Story

2022 NPC President Jared Balcom and VP RJ Andrus on the Industry's Unified Voice in D.C.

Political Analyst Amy Walter: What's Shaping Today's Political Climate

Nutrition Regulations – How Will They Impact Your Business?

Knocking on the Mexican Fresh Access Door, and other International Trade Efforts

Fighting Against Tax Hikes on Family Farms

POTATO POLITICAL ACTION COMMITTEE

The Potato Political Action Committee (Potato PAC) is a grassroots, bipartisan, industry-specific PAC that works to support elected leaders and candidates who are friends of the potato industry. NPC is the only organization in Washington, D.C. solely focused on the well-being and future of the potato industry and the Potato PAC is an essential tool which allows us to support candidates who prioritize our issues and advance our agenda. By bringing the industry's resources together, Potato PAC helps continue NPC's mission to stand up for potatoes on Capitol Hill.

Please note that participation with the Potato PAC is by invitation-only and solicitations from it are limited to NPC members meeting specific criteria established by the Federal Election Commission.

U.S. Rep. John Moolenaar (R-Mich) joined guests at the Potato PAC reception during the 2022 Washington Summit.

POTATO EXPO 2022

NPC was pleased to host the first in-person meeting of the U.S. and international potato industry in two years on January 5-6 in Anaheim, California. Overcoming national airline and pandemic disruptions, Potato Expo 2022 provided industry attendees the opportunity to network, reconnect, and learn about the latest services and technologies to improve their businesses.

The two days of programming and networking opportunities included: a live recording of the Eye on Potatoes Podcast on the topic of inflation and supply chain forecasting, featuring University of Idaho assistant professors of agricultural economics Pat Hatzenbuehler and Liang "Jimmy" Lu; and numerous NPC-hosted policy discussions, including a breakout session looking at the prospects for a congressional solution to the U.S. ag labor crisis, featured in a story by Expo media partner The Packer.

Potato Expo also made a social media splash when Family Favorites Potato Challenge co-hosts Simon Majumdar – a Food Network judge, celebrity chef, and TV personality – and Potatoes USA Culinary Director RJ Harvey posted a picture on Twitter about their love of potatoes. Other celebrity chefs, including Charm City Cakes chef Duff Goldman and Ted Allen, host of Food Network's "Chopped," weighed in about their shared appreciation for America's #1 vegetable. Check out a write up of the humorous exchange on the food blog Mashed.

POTATO LEADERSHIP, EDUCATION & ADVANCEMENT FOUNDATION

BOARD OF DIRECTORS

Chairman of the Board, Shelley Olsen, Othello, Washington

Vice Chairman, Dan Moss, Rupert, Idaho

RJ Andrus, Idaho Falls, Idaho

Gregg Halverson, Grand Forks, North Dakota

Keith McGovern, Fargo, North Dakota

Dick Pavelski, Hancock, Wisconsin

Ex-offico, Kam Quarles, National Potato Council, Blair Richardson, Potatoes USA, Kelly Turner, Michigan Potato Industry Commission

Created by the National Potato Council Board of Directors in 2019 the Potato Industry Leadership, Education, and Advancement Foundation (Potato LEAF) is a nonprofit 501(c)3 organization to provide the industry with a the long-term funding source to support leadership development, educational programs, and other efforts to advance the potato industry in the United States.

Potato LEAF serves to encourage members to commit their time and energy to the betterment of the U.S. potato industry. Potato LEAF supports the cultivation of future leaders through three key programs:

- **Leadership development.** Growers and industry members will learn what it takes to become effective communicators, influencers and decision-makers for the industry.
- **Educational training.** Future leaders will be taught how to broaden their understanding of the key opportunities, practices and challenges affecting national potato production.
- **Advancement opportunities.** Participants will build their industry network through opportunities for collaboration with grower-leaders from around the country.

STATEMENT OF FINANCIAL POSITION JUNE 30, 2021

Assets	
Cash and cash equivalents	$154,101
Investments	$1,265,772
Accounts and contributions, net	$830,392
Total Assets	$2,250,265
Liabilities and net assets	
Total Liabilities, net	$443
Net Assets	
Without donor restrictions	
Undesignated	$187,707
Board-designated	$1,562,115
Total without donor restrictions	$1,749,822
With donor restrictions	$500,000
Total net assets	$2,246,822
Total liabilities and net assets	$2,250,265

SCHEDULE OF ACTIVITIES
FOR YEAR ENDING JUNE 30, 2021

Revenue and support	
Meetings	$1,800
Contributions	$564,481
Investment return, net	$65,909
Total Revenue and support	$632,190

Expenses	
Education programs	$10,543
General and administrative	$10,335
Total Expenses	$20,878

Change in net assets	**$611,312**
Net Assets, beginning of year	$1,638,510
Net assets, end of year	$2,250,265

Potato LEAF | Leadership, Education & Advancement Foundation

ANNUAL ACADEMIC SCHOLARSHIP

Annually, Potato LEAF awards one $10,000 academic scholarship to a graduate student with strong interest in research that can directly benefit the potato industry.

Thilani Jayakody, a third-year graduate student Michigan State University's Department of Plant, Soil and Microbial Sciences, was the recipient of the 2021-22 Academic Scholarship. As a Ph.D. candidate and graduate research assistant, Jayakody's research involves connecting her interests in genome editing to the applied goals of Michigan State's breeding program. For her, these interests have been set in the application of new breeding techniques for crop improvement – which has been propelled by the recent popularity of genome editing.

Applications are accepted annually from April through June.

Recipient of the 2021-22 Academic Scholarship Thilani Jayakody from Michigan State University's Department of Plant, Soil and Microbial Sciences.

LEADERSHIP INSTITUTE ALUMNI SUMMIT

Continued investment in graduates of the Potato Industry Leadership Institute is the goal of the Leadership Institute Alumni Summit. which brings together Leadership Institute graduates to network, refresh skills and learn new techniques to better position themselves for success in the potato industry.

The first Alumni Summit was virtual in July of 2021, with three 90-minute workshops that were active, engaging, fast-paced, high energy, and packed with tips participants can use immediately.

The 2022 Alumni Summit was a half-day event held in Nashville, TN, June 18.

Potato LEAF Board Member RJ Andrus working the live auction at Potato Expo 2022.

WAYS TO CONTRIBUTE TO POTATO LEAF

Annual Contribution
Tax-deductible donations to support the programs of the foundation can be made online at pleaf.org/contribute or mailed to Potato LEAF, 50 F St NW #900, Washington, DC 20001.

Designate Potato LEAF with Amazon Smile
Make Potato Leadership, Education, and Advancement Foundation your charity of choice with Amazon Smile, smile.amazon.com, and the Amazon Smile Foundation will make a donation to the foundation with each eligible purchase.

Live and Silent Auction at Potato Expo
The auction at Potato Expo 2022 raised $45,470 to benefit the programs of the foundation. You can support the foundation through by either donating or bidding on items during Potato Expo 2023.
Email info@pleaf.org for more information.

POTATO INDUSTRY LEADERSHIP INSTITUTE

In 2022, the industry celebrated 20-years of the Potato Industry Leadership Institute recognizing the foundation and success of the potato industry that has been built on the hard work and participation of its grower leaders. Now run by Potato LEAF, the Leadership Institute provides up-and-coming leaders with the tools they need to achieve success in the potato industry.

The 2022 class traveled to Long Beach and Bakersfield, CA, before heading to Washington, D.C. In 2023, the Potato Industry Leadership Institute will be held February 22-March 2 and is currently scheduled to begin in New York state and travel to Washington, D.C. Participants will receive an overview of the local and national potato industry, including some of the challenges and issues beyond the production sector, tours local agricultural businesses, and then travel to Washington, D.C, and hear from public policy and communication experts and practice how to effectively deliver key messages. Participants joined other growers from their state to educate members of Congress on the U.S. potato industry and policies impacting it.

POTATO INDUSTRY LEADERSHIP INSTITUTE

2022 Potato Industry Leadership Institute class at the Long Beach Container Terminal.

"All aspiring leaders should be fighting to participate in the PILI experience. In two short weeks, I learned challenging lessons, met face to face with government leaders and made new friends who I will grow with throughout my whole career." – 2022 participant Kevin Schleicher, Wysocki Produce Farm, Bancroft, Wisconsin

"The Potato Industry Leadership Institute proved to be an unparalleled opportunity for personal and professional growth, specifically tailored to the leaders within the potato industry. The connections established during my experience with the class of 2022 will last a lifetime." – 2022 participant, Melissa Boersema, Sklarczyk Seed Farm, Johannesburg, MI

FOUNDERS SOCIETY MEMBERS

The Potato LEAF Founders Society was developed to recognize inaugural contributors making pledges and contributions of $10,000 or more to the Potato Leadership, Education, and Advancement Foundation. These 30 individuals and businesses have pledged $2,158,000 to establish the foundation.

Diamond Business Members
$250,000+
- Idaho Potato Commission
- National Potato Council
- Potatoes USA
- Washington State Potato Commission

Platinum Business Members
$100,000+
- RD Offutt Farms

Gold Business Member
$50,000+
- Allied Potato
- Alsum Farm & Produce, Inc.
- Colorado Potato Administrative Committee
- Farm Credit
- J.R. Simplot Company
- Maine Potato Industry
- McCain Foods, USA
- Michigan Potato Industry Commission
- Northern Plains Potato Growers Association
- Oregon Potato Commission
- Sklarczyk Seed Farm
- Wisconsin Potato & Vegetable Growers Association

Individual Member
$10,000+
- RJ & Nancy Andrus, Idaho Falls, ID
- Black Gold Farms, Grand Forks, ND
- Blatchford Farms, Haines, OR - In memory of Dave Blatchford
- Countrywide Potato LLC, Alliance, NE
- Todd & Jill Michael, Urbana, OH
- Montana Potato Advisory Committee
- Dan & Jann Moss, Rupert, ID
- Marty & Ann Myers, West Linn, OR
- Lynn J. & Marthann Olsen, Othello, WA
- Richard Pavelski, Hancock, WI
- Blair & Marti Richardson, Denver, CO
- Kam & Karen Quarles, Washington, DC
- Mike Wenkel, Washington, DC

Potato LEAF | Leadership, Education & Advancement Foundation

PLEAF ANNUAL DONORS

We appreciate the contributions to Potato LEAF by the following individuals and businesses in 2021.

INDIVIDUAL DONORS

Visionary - $5,000+
- James Wysocki, Custer, WI

Leader - $2,500+
- Ted & Meri Tschirky, Pasco, WA

Changemaker - $1,000+
- Josh Bunger, Pasco, WA
- Bob & Gail Mattive, Monte Vista, CO

Influencer - $250+
- Milt Carter, Watertown, SC
- Jace Jensen, Idaho Falls, ID
- Klaren Koompin, American Falls, ID
- Dave Masser, Sacramento, PA
- James Tiede, American Falls, ID

Contributor - up to $250
- Jeffrey DeWald, Duxbury, MA
- Tamas Houlihan, Antigo, WI
- Art Littlefield, Naperville, IL
- Tyler Mitchell, Monte Vista, CO
- Sid Stauton, Malin, OR
- Ritchey Toevs, Aberdeen, ID

BUSINESS DONORS

Contributor – less than $2,500
- Lincoln Agribusiness Services, Boston, MA

Kyle Noyes (NV), reflects on the names listed at the Vietnam Memorials during the Monuments by Moonlight tour in Washington, D.C. as a part of the Potato Industry Leadership Institute. *Photo courtesy of Taylor Grant.*

Bevin Lenz (CO) is in the spotlight for an interview with NPC Podcast Host Lane Nordlund as part of the weeklong training.

Taylor Grant (ID), Rick Miller (ID) and Trina VanAtta (MI) put the finishing touches on there dish during the InstaCart-InstaPot Challenge at the Potato Industry Leadership Institute.

2022 SUSTAINING MEMBERS

To achieve our goals in Washington, NPC works hand in hand with companies and organizations throughout the supply chain. Our Sustaining Members helps us to amplify our voice and efforts on the most pressing policy issues.

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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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PENNSYLVANIA

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WASHINGTON

Josh Bunger
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Albert Stahl
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Adam Weber
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Marvin Wollman
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Warden, WA
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p: (509) 760-1809

WISCONSIN

Mark Finnessy
Okray Family Farms
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Jeremie Pavelski
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Hancock, WI
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p: (715) 249-5555

Eric Schroeder
Schroeder Brothers Farms, Inc.
Antigo, WI
e: eric@sbfi.biz
p: (715) 623-2689

2022 COMMITTEES

GROWER OUTREACH AND INDUSTRY RESEARCH COMMITTEE

The Grower Outreach & Industry Research Committee is primarily responsible for potato research, communications and industry outreach.

Dean Gibson (ID) - Chair
Les Alderete (CO)
Nick Blanksma (ID)
Tom Bulgrin (WI)
Ellie Charvet (WA)
Todd Cornelison (ID)
Jon Gilley (NE)
TJ Hall (ND)
Greg Harris (OR)
Chris Hopkins (NC)
Peter Imle (MN)
Eric Jemmett (ID)
Kraig Knutzen (WA)
Mike Madsen (WA)
Dave Masser (PA)
Darrell McCrum (ME)
Tyler Mitchell (CO)
Michael Murphy (NY)
Eric Schroeder (WI)
Craig Searle (ID)
Kathy Michael Sponheim (OH)
Harry Strohauer (CO)
Ritchey Toevs (ID)
Dillon VanOrden (ID)
Lynn Wilcox (ID)
Rebecca Williams (MI)
Marvin Wollman (WA)
Jim Wysocki (WI)

ENVIRONMENTAL AFFAIRS COMMITTEE

The Environmental Affairs Committee addresses all environmental issues affecting the United States potato industry including, but not limited to, pesticides, EPA regulations, water quality, and endangered species; and serves as the liaison with chemical manufacturers.

Bob Mattive (CO) - Chair
Larry Alsum (WI)
Nick Blanksma (ID)
Dan Chin (OR)
Mark Darrington (ID)
Miguel Diaz (CO)
Mark Finnessy (WI)
Jon Gilley (NE)
Heath Gimmestad (WA)
Greg Harris (OR)
Chris Hopkins (NC)
Peter Imle (MN)
Robbie Irving (ME)
Klaren Koompin (ID)
Dan Lake (MT)
Darrell McCrum (ME)
Keith McGovern (ND)
Grant Morris (WA)
Michael Murphy (NY)
Allen Olberding (WA)
Lynn Olsen (WA)
Jeremie Pavelski (WI)
Nick Somers (WI)
Jason Stoddard (ID)
Kevin Storm (MI)
Harry Strohauer (CO)
Alex Tiede (ID)
Brian Vculek (ND)
Mark Ward (OR)
Adam Weber (WA)
Marvin Wollman (WA)

TRADE AFFAIRS COMMITTEE

The Trade Affairs Committee is primarily responsible for addressing trade negotiations and other opportunities to expand potato export markets and protect domestic potato markets from unfair trade practices.

Ted Tschirky (WA) - Chair
Larry Alsum (WI)
Wendy Alsum-Dykstra (WI)
Ellie Charvet (WA)
Ralph Child (NY)
Dan Chin (OR)
Todd Cornelison (ID)
Mark Darrington (ID)
Cully Easterday (WA)
Mark Hammer (WA)
Roger Hawley (WA)
Darrell McCrum (ME)
Tyler Mitchell (CO)
Randy Mullen (WA)
Kent Palmgren (CO)
Jordan Reed (WA)
Eric Schroeder (WI)
Kevin Storm (MI)
Alex Tiede (ID)
Dillon VanOrden (ID)
Tim Venhuizen (MT)
Mark Ward (OR)
Dave Warsh (CO)
Lynn Wilcox (ID)

LEGISLATIVE AFFAIRS COMMITTEE

The Legislative Affairs Committee addresses regulatory and legislative issues as they relate to the potato industry.

RJ Andrus (ID) – Chair
Nick Blanksma (ID)
Josh Bunger (WA)
Ralph Child (NY)
Dan Chin (OR)
Todd Cornelison (ID)
Lance Hapka (MN)
Randy Hardy (ID)
Greg Harris (OR)
Peter Imle (MN)
Robbie Irving (ME)
Eric Jemmett (ID)
Brett Jensen (ID)
Klaren Koompin (ID)
Dan Lake (MT)
Dave Masser (PA)
Darrell McCrum (ME)
Keith McGovern (ND)
Todd Michael (OH)
Roger Mix (CO)
Grant Morris (WA)
Chris Olsen (WA)
Jeremie Pavelski (WI)
Mark Peterson (CO)
Jaren Raybould (ID)
Ed Schneider (WA)
Craig Searle (ID)
Kathy Michael Sponheim (OH)
Jason Stoddard (ID)
Kevin Storm (MI)
Ritchey Toevs (ID)
Brian Vculek (ND)
Jim Wysocki (WI)
Mark Finnessy (WI)
Tim Venhuizen (MT)

2022 COMMITTEES CONT.

FINANCE COMMITTEE

The Finance Committee addresses all matters relating to, but not limited to, NPC financial records, budgeting, state quota investment formulas, personnel policies, insurance, bylaws, and expense reporting.

Ben Sklarczyk (MI) - Chair
Larry Alsum (WI)
Josh Bunger (WA)
Ellie Charvet (WA)
Miguel Diaz (CO)
Brett Jensen (ID)
Chris Olsen (WA)
Jeremie Pavelski (WI)
Jaren Raybould (ID)
Craig Searle (ID)
Albert Stahl (WA)
Dillon VanOrden (ID)
Mark Ward (OR)
Dave Warsh (CO)
Jim Wysocki (WI)
Wendy Alsum-Dykstra (WI)

LONG RANGE PLANNING COMMITTEE

The Long-Range Planning Committee develops a strategic vision for the future of the potato industry.

Dominic LaJoie (ME) - Chair
Dan Chin (OR)
Robbie Irving (ME)
Klaren Koompin (ID)
Allen Olberding (WA)
Jason Stoddard (ID)
Mark Ward (OR)
Dave Warsh (CO)
Adam Weber (WA)
Lynn Wilcox (ID)

NPC PAST PRESIDENTS

1948-1950	S.A. Wathen
1951-1953	E.J. Peters
1954	Sol Lavit
1955-1956	W.B. Whiteley
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
1980-1981	Bernard Shaw
1982	Herschel Heilig
1983	Gene Shaver
1984	Jerry Larson
1985	Doug Michael
1986	Thomas Ford
1987	Robert Sanders
1988	Larry Young
1989	Michael Cranney
1990	David Long
1991	Douglas Monter
1992-1993	Richard Watt
1994	Ron Mack
1995	Lynn Olsen
1996	Wayne Maggio
1997	Jeff Raybould
1998	Nick Somers
1999	Gary Ball
2000	Chuck Gunnerson
2001	Allen Olberding
2002	Todd Michael
2003	Dave Warsh
2004	Keith Masser
2005	Dan Moss
2006	Jim Wysocki
2007	Don Sklarczyk
2008	Richard Polatis
2009	Ed Schneider
2010	Roger Mix
2011	Justin Dagen
2012	Steve Crane
2013	Randy Mullen
2014	Randy Hardy
2015	Dan Lake
2016	Jim Tiede
2017	Dwayne Weyers
2018	Cully Easterday
2019	Larry Alsum
2020	Britt Raybould
2021	Dominic LaJoie

2022 STATE ORGANIZATIONS

COLORADO

Colorado Potato Administrative Committee Area II
P.O. Box 348
1305 Park Avenue
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contact: Jim Ehrlich
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Colorado Potato Administrative Committee Area III
P.O. Box 1774
528 7th Street
Greeley, CO 80632
p: (970) 352-5231
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e: brenda.cpaciii @yahoo.com

IDAHO

Idaho Grower Shippers Association
P.O. Box 51100
3670 S. 25th East, Suite 3
Idaho Falls, ID 83404
p: (208) 529-4400
contact: Shawn Boyle
e: sboyle@idahoshippers.org
w: idahoshippers.org

Idaho Potato Commission
661 S. Rivershore Lane, Suite 230
Eagle, ID 83616
p: (208) 334-2350
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w: idahopotato.com

MAINE

Maine Potato Board
744 Main Street, Room 1
Presque Isle, ME 04769
p: (207) 769-5061
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e: flannery@ mainepotatoes.com
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MICHIGAN

Michigan Potato Industry Commission
3515 West Road, Suite A
East Lansing, MI 48823
p: (517) 253-7370
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e: kelly@mipotato.com
w: mipotato.com

MINNESOTA/ NORTH DAKOTA

Minnesota Area II Potato Growers Research & Promotion Council
9029 80th Avenue
Clear Lake, MN 55319
p: (320) 743-2837
contact: Paul Gray
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Northern Plains Potato Growers Association
420 Business Hwy 2
East Grand Forks, MN 56721
p: (218) 773-3633
contact: Donovan Johnson
e: djohnson@nppga.org
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MONTANA

Montana Potato Advisory Committee
Rural Development Bureau
Montana Department of Agriculture
P.O. Box 200201
Helena, MT 59620-0201
p: (406) 444-3571
contact: Dani Jones
e: Danielle.jones@mt.gov

NEBRASKA

Nebraska Potato Council
6541 Jefferson Road
Alliance, NE 69301
p: (208) 221-9475
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NEW YORK

Empire State Potato Growers, Inc.
P.O. Box 5
Malone, NY 12953
p: (518) 569-8448
contact: Ralph Child
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NORTH CAROLINA

North Carolina Potato Association
P.O. Box 2066
Elizabeth City, NC 27909
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w: ncpotatoes.org

OREGON

Oregon Potato Commission
1207 NW Naito Pkwy
Suite 154
Portland, OR 97209
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w: oregonspuds.com

PENNSYLVANIA

Pennsylvania Cooperative Potato Growers, Inc.
3107 N. Front Street
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Harrisburg, PA 17110-1328
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w: pacooppotatoes.com

VIRGINIA

Association of Virginia Potato and Vegetable Growers, Inc.
P.O. Box 26
Onley, VA 23418
p: (757) 787-5867
contact: Heather Wheeler
e: heather.wheeler@vdacs. virginia.gov
w: vdacs.virginia.gov

WASHINGTON

Washington State Potato Commission
108 Interlake Road
Moses Lake, WA 98837
p: (509) 765-8845
contact: Chris Voigt
e: wspc@potatoes.com
w: potatoes.com

WISCONSIN

Wisconsin Potato & Vegetable Growers Association
P.O. Box 327
Antigo, WI 54409
p: (715) 623-7683
contact: Tamas Houlihan
e: thoulihan@ wisconsinpotatoes.com
w: wisconsinpotatoes.com

2022 GROWER SUPPORTERS

DIAMOND - $500

High Country Potato, ID
Jason Davenport, Allied Potato Inc., CA
CSS Farms, LLC, NE
HALLS G4, LLP, ND
Randy Hardy, Hardy Farms Inc., ID
Lake Seed, Inc., MT
Kyle Lennard, Lennard Ag Company, IN
Grant Morris, Schneider Farms Pasco LLC, WA
Schneider Farms Pasco LLC, WA
Dan Moss, Moss Ag, ID
Ryan Moss, Moss Farms, ID
Lynn Olsen, L J Olsen Inc., WA
Peterson Farms LLC, CO
Raybould Brothers Farms, ID
Brian Sackett, Sackett Potatoes, MI
Ed Schneider, Schneider Farms Pasco LLC, WA
Eric Schroeder, Schroeder Brothers Farms Inc., WI
David Warsh, CO
Larry, Heidi Randall, Wendy Dykstra Alsum, Alsum Farms Inc., WI
Jared Balcom, Balcom & Moe, Inc., WA
Josh Bunger, Bunger Farms, WA
Bart Connors, Skone & Connors Produce, WA
David Crapo, Crapo Brothers, ID
Mel Davenport, Potandon Produce, ID
Kimberly Freeman, Airway Farms, Inc., WA
Bill Kimm, Kimm Seed Potatoes, MT
Brian Kirschenmann, Kirschenmann Farms, Inc., CA
Susan Lake, Lake Farms Inc., MT
Dave Moquist, O.C. Schulz & Sons, ND
Randy Mullen, Mullen Farms, WA
AJ Ochoa, Terra Gold Farms, Inc., WA
Blake and Fred Olberding, Cloud 9 Farms, WA
Randall Palmgren, Palmgren Farms, Inc., CO
Nick Somers, Plover River Farms Alliance, WI
Tony Wisdom, Skagit Valley Farm, WA
AgriNorthwest, WA
G-2 Farming, LLC, OR
LaJoie Growers, LLC, ME
Sterman Masser Potato Farms, PA
Worley Family Farms, LLC, CO

PLATINUM - $200

Steve Diercks, Coloma Farms Inc., WI
Jeff Jennings, John E Ferebee Farming Inc., NC
Gary Mahany, NY
Behrend Behrend and Knittel Farms, ID
Robert Bender, Tasteful Selections, CA
Mike Brooks, Dusty Lane Farms LLC, NJ
Ralph Child, Childstock Farms Inc., NY
Cottom Seed Inc., MT
Keith Doyen, W C Doyen & Sons, ME
John Halverson, Black Gold Farms, AR
Brett Jensen, Brett Jensen Farms, ID
Kitchen Farms, MI
Koompin Farms, ID
Rob Lane, Lane Farms Inc., OR
Andrew McGlinn, Crown Farms, ME
Todd Michael, Michael Family Farms, OH
Kathy Michael Sponheim, Michael Family Farms, OH
Roger Mix, Mix Farms, CO
Katie Neumiller-Floming, Neumiller Farms, IL
Richard Okray, WI
Sheldon Rockey, Rockey Farm LLC, CO
Schroeder Brothers Farms Inc., WI
Scott Searle, Pine View Farms LLC, ID
Ed Staunton, Staunton Farms, CA
Harry Strohauer, Strohauer Farms Inc., CO
Ritchey Toevs, ID
ABC Ag, ND
Marvin Wollman, WHB, WA
Dee Ann Amstad, OR
RJ Andrus, High Country Potato, ID
Eric and Jeremy Arnold, Arnold Seed Potatoes, ID
Randy Baucher, B & H Farms, ID
Blake Bennett, Tri-Cities Produce, Inc., WA
Troy Betz, Bud-Rich Potato, OR
Daren Bitter, Bittersweet Farms, ID
John Bobek, Trembling Prairie Farms, WI
Dave Budd, Metzler Systems, Inc., NJ
Steven Caron, G & S Farms, Inc., ME
Ellie Charvet, WA
Steve Crane, Crane Bros. Farms, ME
Richard Crapo, Nor Vue Farms, ID
Segundo and Miguel Diaz, Martinez Farms, CO
E.J. Dorsey, United Insurance, ME
Jared Gehring, Gehring Agri-Business, ID
Brian Goenner, Clear Valley Farms, MN
Doug Hanks, Hanks Farms, ID
Brent Heisler, Johnson Foundation Seed, ND
Gene Herr, Herr Foods, Inc., PA
Phil Hickman, Dublin Farms, Inc., VA
Keith Holland, Holland Farms, CO
Ragen Horst, E.K. Bare & Sons, Inc., PA
Dennis Iott, Iott Seed Farms, MI

Scott James, Triple J Inc., NC
Charlie Mattek, J.W. Mattek & Sons, Inc., WI
Gerald Miller, Aroostock Produce Dist Inc., ME
Bradley Nilson, Nilson Farms, Inc., ND
Walter Parkins, Royal Farms, Inc., MN
Laura Pickard, Flying A Ranch, ID
Richard Polatis, Polatis Farms, ID
Steve Striech, Steich & Associates, MT
Joseph Thompson, Thompson Seed Potatoes, NE
Tom, Andrew, and Evan Torkelson, Torkelson Bros. Inc., NE
Mark Trotman, Baley-Trotman Farms, OR
Margaret Trujillo, Goehl Ranches, Inc., CO
Garth Van Orden, Garth Van Orden Farms, ID
Weston Walker, Gold Dust Potato Processors, Inc., OR
Ken Wiles, Mack Farms, Inc., FL
Droge Farms, Inc., MT
JMR Farms, IN
Norm Nelson, Inc., WA
Sandyland Farms, MI

GOLD - $100

Rex Baum, Rex Baum Farms, ID
Todd Forbush, Techmark Inc., MI
Bryan Alford, Alford Farms Inc., Pasco, WA
Bula Potato Farms, WI
Dennis Bula, Bula Potato Farms Inc., WI
Dagen Heritage Farms, MN
Scott Fenters, Easy Growing LLC, OR
Blake Haney, Reddi Kut Potatoes LLC, TX
Mark Hickman, Dublin Farms, VA
Lisa Hickman, Countrywide Potato, NE
Tater Traders, CO
Andy McGlinn, Crown Farms, ME
Joseph L Meyer & Sons Inc., NY
M&W Seed Company, NY
Brian Neufeld, Neufeld Farms Ltd, CO
Neufeld Farms Ltd, CO
Henry Nira, Walther Farms, NE
Rockey Farm LLC, CO
R. Abrams, Abrams Homestead Farms, LLC, NJ
Clen and Emma Atchley, Flying A Ranch/Cea Corp, ID
Brian Baglien, Tobiason Potato Co, Inc., ND
Keith Barrett, Richard Barrett Produce Co Inc., TX
David Bartlett, Bartlett Farms, ME
Eric Blaser, Blaser Sandy Sage Farms, ID
Jonathan Blass, Coolridge Farms, PA
Bill Buyan, Buyan Ranch, Inc., MT
John Coombs, Coombs Sod Farms, NJ
Terrence Droge, London Hills Farm, MT
Daniel Dyk, Dyk Seed Potato LLC, MT
Greg Ebe, Ebe Farms LLC, WA
Jeff Edling, Edling Farms, Inc., MN
Brent Flewelling, ME
Paul Fossum, K.A. Fossum, Inc., ND
Oscar Gutbrod, OR
Karl Hofmann, Hofmann Potatoes, NY
Peter Imle, Pine Lake Wild Rice Farm, Inc., MN
Robbie Irving, Irving Farms, Inc., ME
Reuben James, James Bros., Inc., NC
Eric James, James Bros., Inc., NC
Danny Johns, Blue Sky Farms, FL
Rodney and Dale Johnson, Johnson Brothers, MI
Russ Kehl, Kehl Farms, LLC, WA
Martin Kimm, Kimm Brothers Farming LLC, MT
Gerald King, King's Potatoes, PA
Keith Labrie, Labrie Farms, LLC, ME
Rodney Lake, South Wind Farms, ID
Nolan Masser, Red Hill Farms, Inc., PA
Frank Nightingale, Nightingale Farms, LLC, ME
Erica Peabody, Fitzpatrick & Peabody Farms LLC, ME
Nick Phelps, M K Phelps Farms, Inc., NY
David Pickett, Pickett Ranch & Sheep Co., ID
Chris and Valery Robbins, Barnett Farms, PA
Doug Ruff, Ruff Times Farms, ID
Leroy Salazar, Salazar Farms, CO
Craig Searle, Searle Farms, ID
Joe Seis, Sterling Farms, LLC, WI
Bernard Smiarowski, Teddy C. Smiarowski Farm, MA
Jeffery Smith, Jeff & Owen Smith, Inc., ME
Roger Starkel, Starkel Farms, Inc., MT
Ed Stastny, Stastny Farms, OR
Wade Stults, Cornerstone Production Company, CO
John Wallace, John R Wallace Farms, NY
Donald Wirz, Wirz, Inc., WI
Alan Collette Farming Association, ND
Doug Michael - Ohio, FL
GPOD of Idaho, ID
Kirk Jacobs Farms, ID
Mountain View Seed Farms LLC, ME
Skyline Potato Co., CO

SILVER - $50

Rex Baum Farms, ID
J W Farms, Ltd., TX
Trever Belnap, Ball Brothers, ID
Daniel Chin, Chin Family Farms Organic, OR
Jeff DeWald, Agribusiness Succession Advisors, MA
Mathew Skogman, Skogman Seed Farm, MI
Paul Stangeland, 3 Rivers Potato Service, Inc., WA
AgriNorthwest, WA

Rod Schutte, Airway Farms, WA
Robert Schutte, Airway Farms, WA
Alford Farms, WA
Allied Potato NW, WA
American Lady Growers, WA
B & B Potato LLC, WA
Reid Baker, Baker Farms, WA
Basin Gold, WA
Gilbert Hintz, Bench Mark Farms, WA
Brett Bergeson, Bergeson Farms LLC, WA
Bob Diefenbach, Better Tater Farms, WA
Gary Diefenbach, Better Tater Farms, WA
Ann Van Dyke, Blakal Packing, Inc., WA
Brian Drouhard, Bluewater Farms, WA
Boorman Farms LLC, WA
Bradlea Farms Inc., WA
Josh Bunger, Bunger Farms, WA
Stacey Calvert, Calvert Farms, WA
Tom Solbrack, Canyon Crest Farms, WA
Jeff Bedlington, Cascade Farms Inc., WA
Fred Olberding, Cloud 9 Farms, WA
Scott Galbreath, Columbia Bank, WA
Regan Grabner, CSS Farms, LLC, WA
Del Christensen and Sons, WA
Andrew Hyer, Desert Ridge Produce, WA
Dan Holt, DH Farming, WA
Diana Bedlington, Diamond Seed Co., WA
Dick Bedlington Farms, LLC, WA
Bob Dodge, Dodge & Dodge Farms, WA
Tom Dodge, Dodge & Dodge Farms, WA
Jerry Nelson, Double N Potatoes, WA
Easterday Farms, WA
Greg Ebe, Ebe Farms, LLC, WA
Troy Fletcher, Fletcher Farms, WA
Friehe Farms, WA
Chris Hyer, Genesis Organic Farms, WA
John McLeod, Glen Lewis Farms, WA
Tom Elliot, Grandview Farms, WA
Frank Tiegs, Greenridge Farms, WA
Roger Hawley, Hawley Farms, LLC, WA
Robert Hayton, Hayton Farms, WA
Heilig Farms, WA
Jack Holzer, Holzer Farms, WA
Allen Horning, Horning Brothers LLC, WA
Greg Horning, Horning Brothers LLC, WA
Warren Horning, Horning Brothers LLC, WA
Jeff Hughes, Hughes Farms, WA
Bob Hughes, Hughes Farms, WA
Hughes Farms, WA
Ed Hummel, Hummel Farms, WA
Brandon Schaapman, Integrity Ag Inc., WA
Larry Schaapman, Integrity AG Inc., WA
Erik Rogers, Island Potatoes, WA
James Baker, James L Baker Farms, LLC, WA
Adam Jensen, Jensen Farms, Inc. / AJ Farms, Inc., WA
Jordan Reed, JM Farms, WA
Johnson Agriprises, Inc., WA
Mike Jones, Jones Farms, WA
Jones Produce, Inc., WA
Russ Kehl, Kehl Farms, WA
Kiska Farms, WA
Knutzen Farms LP, WA
Keith Teigs, KT Farms, LLC, WA
Lynn J. Olsen, L.J. Olsen, Inc., WA
Maple Wood Farms, Inc., WA
Marlin Hutterian Brethren, WA
Phillip Mehlenbacher, Mehlenbacher Farms, Inc., WA
Mt. View Acres, WA
Mullen Farms, WA
Randy Mullen, Mullen Farms, WA
Allen Olberding, Olberding Seed, WA
Derek Olsen, Olsen Ag Inc., WA
Lynn Olsen II, Olsen Ag Inc., WA
Connor Olsen, OSR Ag, WA
Owen Olsen, OSR Ag, WA
Mike Pink, Pink Farms, WA
Pioneer Potatoes, WA
Stephen Piper, Piper Farms, WA
Chris Piper, Piper Farms, WA
Eric Piper, Piper Farms, WA
Kris Butcher, Providence Farms, WA
Samantha Bedlington, Pure Potato LLC, WA
Traye Radach, Radach Farms, WA
Davina Ward Pink, Ramkissoon Ag, WA
Brett Reynolds, Reynolds Agribusiness LLC, WA
Rob Davis, RHD, Inc., WA
Doug Poe, RHD, Inc., WA
Glen Roundy Jr, Roundy Farms/Columbia Waters Farms, WA
Randee Bergeson, RW Bergeson Farms, WA
S & B Farms, Inc., WA
Frank Martinez, Saddle View Farms, WA
Ubaldo Martinez, Saddle View Farms, WA
Juan Martinez, Saddle View Farms, WA
Ted Tschirky, Tschirky Farms, WA
Tyler Tschirky, Tschirky Farms, WA
Wiley Allred, Sand Slopes Acres, WA
Schneider Farms-Pasco LLC, WA
Schoonover Farms, WA
Ken Schutte, Schutte Farms Inc., WA
Darrin Morrison, Skagit Valley Best, WA
Keith Morrison, Skagit Valley Best, WA
Skagit Valley Farm LLC, WA

Skone & Connors Produce Inc., WA
Pat Connors, Skone & Connors Produce, Inc., WA
Spokane Hutterian Brethren, WA
Stahl Hutterian, WA
Steve Jorgensen, Steve Jorgensen Farms, WA
Blake Higley, Sun Valley Ranch Inc., WA
Ray Wardenaar, Sunray Farms, LLC, WA
AJ Ochoa, Terra Gold Farms, Inc., WA
Austin Ochoa, Terra Gold Farms, Inc., WA
Thaemert Farms LLC, WA
Tom Kummer, Tom Kummer Farms Inc., WA
Tom Shane, Treehouse Produce, Inc., WA
Brian Waltner, Treehouse Produce, Inc., WA
Blake Bennett, Tri-Cities Produce, WA
Two O's, WA
Richard Underwood, Underwood Farms, W**A**
Van Dyke and Cedergreen Farms, WA
Max Burns, Virgil Max Burns Farms, WA
Walker Brothers, WA
Wallace Farms/G&D Wallace, Inc., WA
Warden Hutterian Brethren, WA
Weber Farms, WA
Adam Weber, Weber Farms, WA
Weber Farms, WA
Weyns Farms, WA
Dave Wyckoff, Wyckoff Farms, WA
David Yorgesen, Yorgesen Farms Inc., WA
Kevin Yorgesen, Yorgesen Farms Inc., WA
Ellie Charvet, WA
Benny Johnson, WA
Boe Stallings, WA
Wesley Beutler, Beutler Farms, ID
Pete Brummer, Brummer Farms, PA
Kevin Datthyn, Abe Datthyn Farms, NY
Tj Dykema, Tr Dykema LLC, MT
John Evans, Evans Farms, OH
Patrick Fleming, Fleming Farms Inc., MT
W.S. Floyd, W.S. Floyd Farms, VA
Jennifer Gogan, Miller Farms LLC, ME
Ken Gray, Bushwick Commission Co., NY
Peggy Grover, Bench Park Potato Company, ID
Justin Halverson, Halverson Farms, MN
Mike Hartman, Hartman Farms Inc., WI
Darek Jentzsch, Jentzsch-Kearl Farms, ID
Ernie Myers, Mountain Valley Produce, LLC, CO
Wes Pahl, Pahl Farms, ID
Scott Poulson, Scott Poulson Farms, ID
Henry Reiner, PA
Guy Smith, Triple G Farms, NY
Joe Sobolik, Clemenson-Sobolik Farm, ND
Jim Story, Story Farms, NY
Travis Stuber, Gallatin Grown LLC, MT
Matt Vanray, Vanray Farms, ND
Tom Wild, Wild Seed Farms LLC, WI
David Wingard, Wingard Farms, MN
Robert Woyak, Woyak Farms, Inc., WI
Crawford Farms, Inc., CA
M&M Grain and Produce, CO
Starvation Ridge Farming LLC, OR

2021–2022

POTATOES USA

MARKETING PROGRAMS

Potatoes® USA

Merchandising BEST PRACTICES

FRESH POTATOES

INTRODUCTION

DID YOU KNOW?

Retailers who have diverse potato sets not only sell more potatoes but also get a higher everyday price for potatoes. Commissioned by Potatoes USA, IRI completed a merchandising best practices study to help grocery decision-makers across the country optimize their in-store displays for America's Favorite Vegetable. The merchandising study revealed key tactics top grocery retailers use to optimize in-store displays of potatoes to increase the value of the category.

BACKGROUND

Retailers fell into three categories within the research with distinct differences between each. Potato sales as well as in-store merchandising was evaluated by IRI to determine what was driving growth for some retailers and not others. Data was analyzed before, during, and after 2020 panic buying to ensure recommendations are based around normal buying patterns.

1. **Top Performing Retailers:***
   Retailers who grew sales during panic buying of early 2020 and maintained increased potato sales through July 2021.
2. **Middle Performing Retailers:***
   Retailers who grew sales during panic buying of early 2020 and maintained increased total store sales through July 2021. However, potato sales did not increase after panic buying subsided.
3. **Bottom Performing Retailers:***
   Retailers who decreased both store sales and potato sales once panic buying subsided.

*Retailers by Tier – Top Retailers: 24 retailers, Middle Retailers: 25 retailers, Bottom Retailers: 24 retailers

TABLE OF CONTENTS

- Methodology
- Potato Types
- Package Size
- Spacing
- Shelving
- Signage
- Promoting Potatoes
- Key Takeaways

POTATO TYPES

Grocery stores carry eight different types of potatoes. While some are more well known to grocery consumers than others, they all play an important role in building a strong fresh potato category.

POTATO TYPE CATEGORIES

Traditional mainstays: russet and red

The base of the fresh potato category, traditional mainstays are commonly known and regularly purchased by retail consumers.

Key options: yellow and white

Key options are commonly known, but not purchased as frequently by retail consumers.

Growth drivers: petite and medley

Growth drivers are growing significantly in percentage sales. While the percentage is increasing, they still make up only a small portion of overall retail potato sales.

Up-and-comers: purple and all other potatoes

Up-and-comers like purple and fingerling potatoes are growing in percentage sales.

BUILDING THE POTATO SET

Start with russet potatoes

Russet potatoes make up the largest volume share sales of potatoes and are the base of a potato category. It is a good place to start when building the category, but it is not the only potato that matters.

Red, yellow, and white

These three types of potatoes are commonly known by consumers. They are just as important to the potato set as russet potatoes, and consumers expect to see these.

Petite, medley, and all other potatoes

These three types of potatoes make up a smaller percentage of volume sales but are important to a strong potato set. These potatoes offer incremental growth to top-performing retailers.

DID YOU KNOW?

More variety in types of potatoes leads to increased potato sales for top-performing retailers. Russet, red, yellow, white, petite, medley, and all other types of potatoes are important for increased growth.

PACKAGE SIZE

There has been an increase in demand for packaged potatoes and small pack sizes. While pack size preferences have changed, there is still a place for a variety of pack sizes in grocery stores.

PACKAGE SIZE CATEGORIES

Fresh potatoes can be broken into four different package size categories based on the weight of the bag:

- Small package: 0.1-3 lbs
- Medium package: 3-9.9 lbs
- Large package: 10+ lbs
- Bulk, random weight

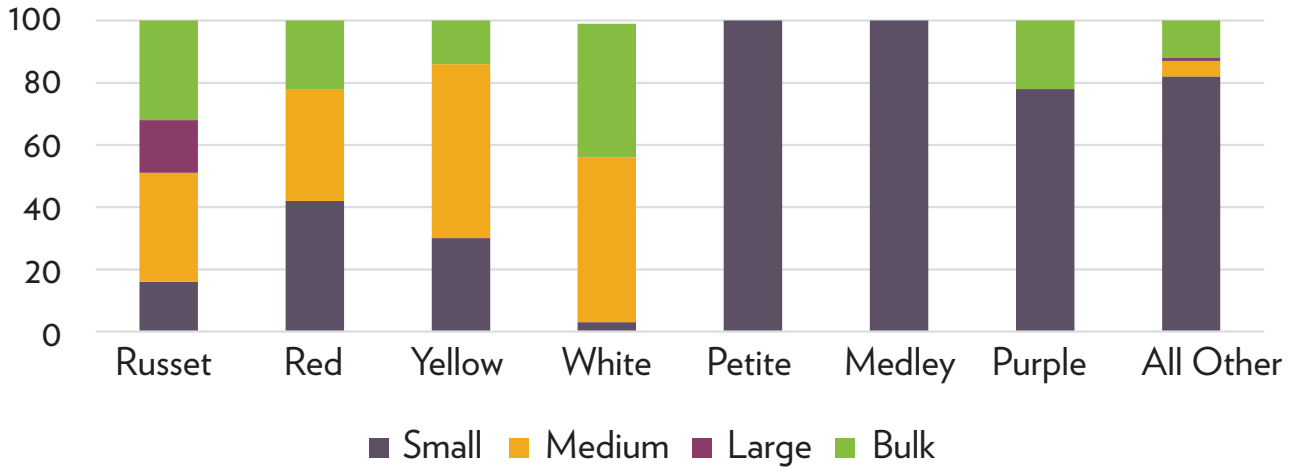
PACKAGE SIZE RECOMMENDATIONS

Top-performing retailers allocate a specific amount of space for each pack size based on consumer preferences:

- Small package: 33%
- Medium package: 35%
- Large package: 8%
- Bulk, loose potatoes: 24%

ASSORTMENT BY PACKAGE SIZE AND POTATO TYPE

Top-performing retailers allocate the below percentages to each type of potato in the various pack sizes.



DID YOU KNOW?

Top-performing retailers have more variety in bulk potatoes, and offer more type options in smaller pack sizes.

SPACING

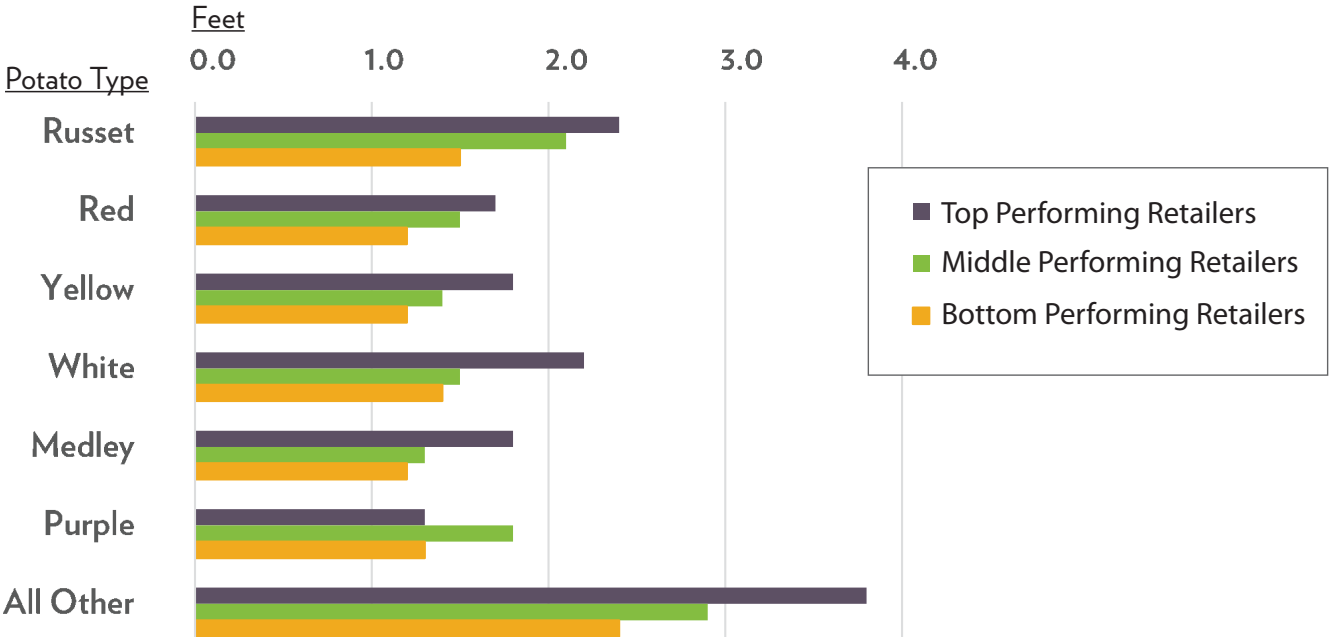
Space is a precious commodity in grocery stores. Finding the right balance of what will sell, and in what quantities, is important to all grocery merchandisers for potatoes and across the whole store.

SPACE DEDICATION

Below is the space three types of retailers dedicate to potatoes. More space equals more sales for top-performing retailers.

PRIORITIZING SPACE BY POTATO TYPE

Top retailers distribute their space more evenly amongst types of potatoes, providing shoppers more opportunities to see faster-growing products. The chart below shows the amount of space the three types of retailers dedicate to potatoes.



DID YOU KNOW?

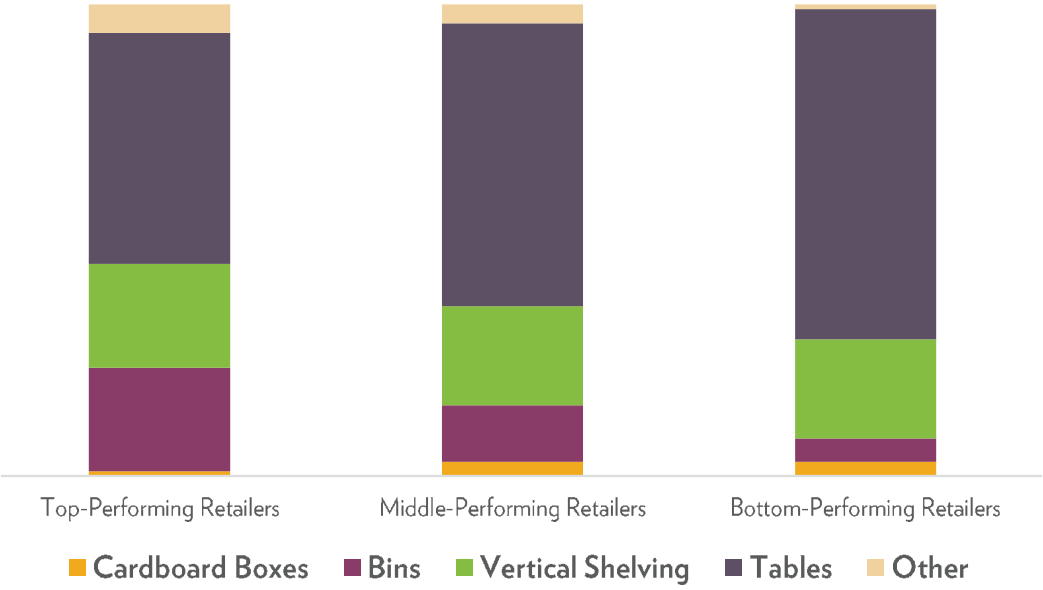
Top-performing retailers dedicate 15 feet on average to potatoes and have higher potato sales than middle- and bottom-performing retailers. More potatoes equals more sales across all types.

SHELVING

When it comes to potatoes in the produce department, grocery stores utilize four different types of shelving for displays. Displays help consumers identify and access potatoes in various ways.

SHELVING DISTRIBUTION

Top-performing retailers diversify their displays significantly to offer visually appealing ways for consumers to buy potatoes. Bottom-performing retailers rely almost exclusively on tables.



TYPES OF POTATO SHELVING

Cardboard Boxes

Bins

Vertical Shelving

Tables

DID YOU KNOW?

Grocery retailers who use more than one type of shelving to display potatoes in stores sell more potatoes. Use more than one type of shelving fixture to display potatoes.

SIGNAGE

Grocery stores have two types of potato signs: signs featuring a price, and signs helping sell the product.

TYPES OF POTATO SIGNAGE

Potato signage can be divided into two different categories: marketing signs and price signs.

Price signs are self-explanatory; they tell consumers what they will pay for potatoes.

Marketing signs clearly mark where consumers can find potatoes in the produce department.

SIGNAGE RECOMMENDATIONS

- Make the number of marketing signs even with the number of price signs. This tactic leads to increased sales of potatoes for top-performing retailers.
- Do not use an excess number of price signs. Middle-performing retailers use too many price signs, which confuses the consumer. This leads to a decrease in potato sales.
- Mark the potato category clearly with a marketing sign. If consumers are reminded to buy potatoes and can clearly see the price, they buy more across all types.

DID YOU KNOW?

An even amount of marketing signs to price signs will help grow potato sales, make it easy for consumers to find potatoes, and find the price regardless of if they are full price or discounted.

PROMOTING POTATOES

Promotion can mean a discounted product, but it can also mean highlighting a potato to bring consumers into the store. 76% of potatoes are purchased at full price, so promotions and discount dollars can be used strategically to add growth.

STRATEGIZING PROMOTIONS

Top-performing retailers diversify their promotions more strategically leading to a higher average everyday price and fewer discounts throughout the year overall.

- Promote potatoes consumers are looking for such as russet, red, yellow, and white potatoes during high volume sales months by adding additional displays.
- Promote potatoes consumers are less familiar with how to use such as petite medley, and purple during high volume sales months with temporary price reductions.
- Use less-heavy discounts to reach consumers. Potatoes are already affordable, so use promotional dollars to remind consumers to buy potatoes as opposed to training them to look for a deep discount.
- Reduce the number of discounts on russet, red, yellow, and white potatoes during months with heavy volume sales.
- Strategize discount dollars to drive more sales during slower sales months. For example discount russets in June rather than in November.

DID YOU KNOW?

Grocery retailers who promote potatoes strategically get a higher average everyday price for all types.

KEY TAKEAWAYS

If bottom-performing retailers adopt merchandising tactics used by top-performing retailers, they could see potato sales grow by nearly 12% in volume sales across the potato category.

ASSORTMENT

- More variety in potato types leads to increased potato sales for top-performing retailers. Russet, red, yellow, white, medley, and all other types of potatoes are important for increased growth.
- Top-performing retailers offer more variety in bulk potatoes and more options in smaller pack sizes.
- More diversity in smaller pack sizes and value-added potato SKUs add incremental growth to potato sales. Over-indexing on large pack-sizes of russets has the opposite effect.

DISPLAY

- Top-performing retailers dedicate 15 feet on average to potatoes and have higher potato sales than middle- and bottom-performing retailers. More potatoes equal more sales across types.
- Grocery retailers who use more than one type of shelving to display potatoes in-store sell more potatoes. Use more than one type of shelving fixture to display potatoes.
- An even amount of marketing and price signs will help grow potato sales, making it easy for consumers to find potatoes and their price, whether full price or discounted.

PROMOTION

- Grocery retailers who promote potatoes strategically get a higher average everyday price for all potato types.

DID YOU KNOW?

Additional information based on IRI regions can be accessed by contacting retail@PotatoesUSA.com.

July 2020–June 2021

U.S. POTATO SALES AND UTILIZATION REPORT

KEY FINDINGS

TOTAL U.S. POTATO UTILIZATION

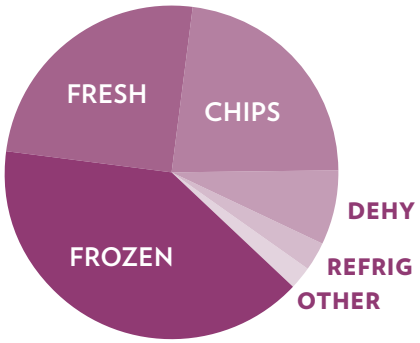
Millions of Pounds (Fresh Weight Equivalent)

15,595	+	16,495	+	7,238	-	7,124	=	32,204
Retail		Foodservice		Exports		Imports		Total Utilization
-0.4% YOY		-7.7% YOY		+2.1% YOY		+12.2% YOY		-6.0% YOY

SHARE OF TOTAL UTILIZATION BY PRODUCT

Millions of Pounds (Fresh Weight Equivalent)

40%	25%	23%	7%	3%	2%
Frozen	Fresh	Chips	Dehy	Refrig	Other



CHANNEL SALES: RETAIL VS. FOODSERVICE

Millions of Pounds (Fresh Weight Equivalent)

TOTAL U.S. POTATO SALES RETAIL & FOODSERVICE

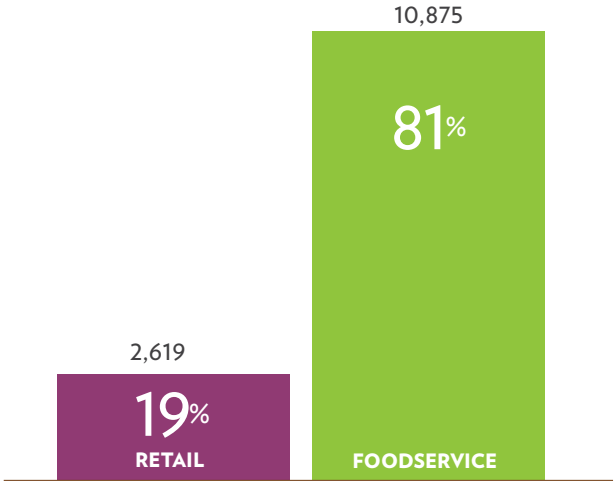
Millions of Pounds (Fresh Weight Equivalent)

TOTAL U.S. Domestic Sales	2021	1 yr % Chg (TUS)	3 yr CAGR (TUS)	5 yr CAGR (TUS)
Retail	15,595	-0.4%	+2.4%	+1.3%
Foodservice	16,495	-7.7%	-6.9%	-4.1%
Total U.S.	**32,090**	**-4.3%**	**-2.8%**	**-1.7%**

KEY FINDINGS

FROZEN SALES BY CHANNEL

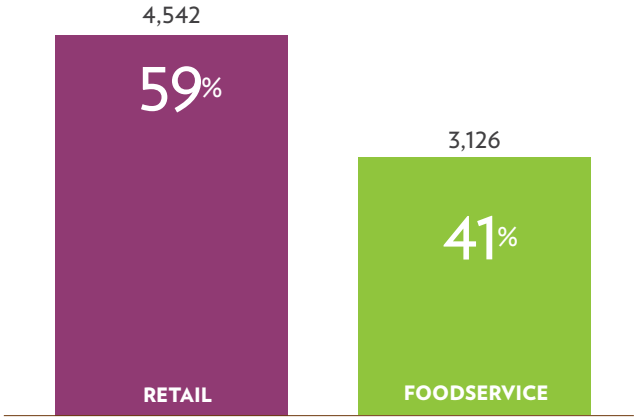
Millions of Pounds



Total Frozen: 13,495

FRESH SALES BY CHANNEL

Millions of Pounds



Total Fresh: 7,667

DOMESTIC SALES BY PRODUCT AND CHANNEL

Millions of Pounds (Fresh Weight Equivalent)

Retail	MY21	% Chg
Fresh	4,542	-1.8%
Chips	6,227	-1.8%
Dehydrated	1,021	+0.1%
Frozen	2,619	+4.6%
Refrigerated	587	+5.3%
Ready to Eat	241	+0.9%
Canned	93	-6.8%
Key Categories Containing Potatoes*	263	-1.1%
Total	**15,595**	**-0.4%**

Foodservice	MY21	% Chg
Fresh	3,126	-10.6%
Chips	1,065	-18.7%
Dehydrated	919	-16.6%
Frozen	10,875	-3.9%
Refrigerated	510	-21.7%
Ready to Eat	n/a	n/a
Canned	n/a	n/a
Key Categories Containing Potatoes*	n/a	n/a
Total	**16,495**	**-7.7%**

* Key Categories Containing Potatoes represents the estimated pure potato pounds for the categories of Canned Soup, Canned Stew, Frozen Meals, Frozen Breakfast, and Frozen Pot Pies.

Potatoes USA

STRENGTHENING THE DEMAND FOR U.S. POTATOES

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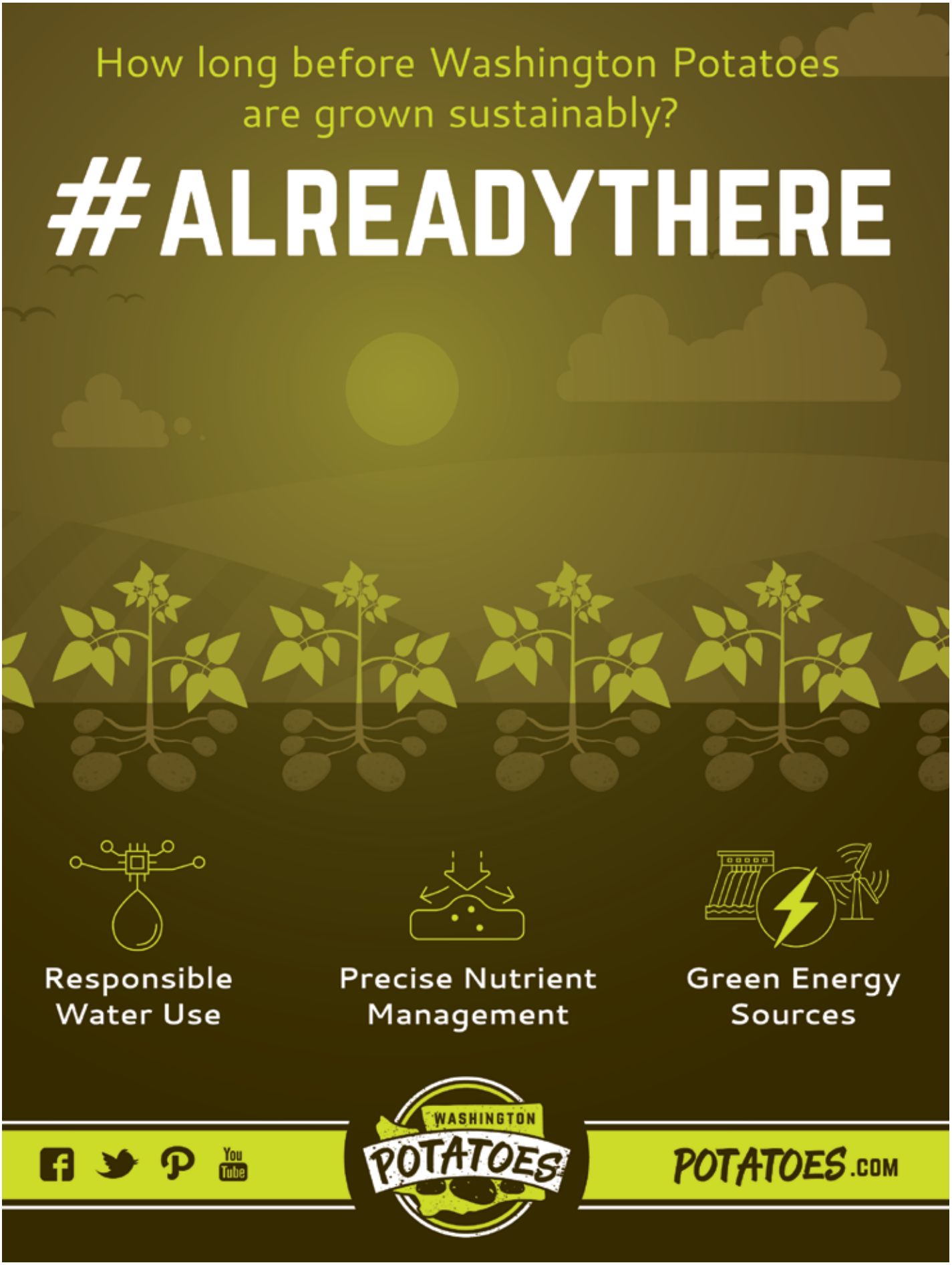
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Steve Diercks of Coloma Farms, Coloma, Wisconsin, is a well-known and highly respected potato grower. He has served as President of the Wisconsin Potato & Vegetable Growers Association as well as the Wisconsin Potato Industry Board. Here's what Steve has to say about Wisconsin Certified Seed Potatoes:

"Our Wisconsin seed has performed very well over the years. The stands have been very consistent and the yields have been very good. The Wisconsin seed potato growers have adopted the latest technologies in producing their seed. They utilize the strong backing of the University of Wisconsin, and the nation's strictest production standards to assure clean, disease-free seed stocks. Due to the vigorous winter testing and strong certification program, we feel Wisconsin produces the highest quality seed potatoes in the country."

"We feel Wisconsin produces the highest quality seed potatoes in the country."

--Steve Diercks

Todd Michael is co-owner of Michael Farms, Inc., Urbana, Ohio. He is a Past President of the United States Potato Board and a former President of the National Potato Council. Here is what Todd has to say about his experience using Wisconsin Certified Seed Potatoes:

"Picking your seed is one of the most important decisions to make each season, and Wisconsin seed potatoes have performed very well on my farm. I have always had great service from the Wisconsin seed growers. They work together well, making sure that the customer's needs come first. Wisconsin has a well-run system that produces good results. I buy with confidence knowing the people and the seed will both deliver."

"Wisconsin has a well-run system that produces good results."

--Todd Michael

Nick Somers of Plover River Farms, Stevens Point, Wisconsin, is widely recognized as a leader in the potato industry. He has served as President of the Wisconsin Potato & Vegetable Growers Association and the Wisconsin Potato Industry Board. He has also served as President of the National Potato Council. Here's what Nick has to say about Wisconsin Certified Seed Potatoes:

"I've been pleased with the vigor and performance of Wisconsin seed potatoes. The yields have been excellent and the price is very competitive. I see a real value in the Wisconsin seed certification program. There is a very sound approach with the winter testing and the backing of the program by the University of Wisconsin. That's what makes Wisconsin seed superior to that from other states. A quality program and quality growers make Wisconsin seed potatoes a good investment."

"A quality program & quality growers make Wisconsin seed potatoes a good investment."

--Nick Somers

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