



# INSIDER

The Official Newsletter of the Potato Association of America

Vol. 6, No. 2 April 2002

## Letter From the President

**W**ith the PAA's 86<sup>th</sup> Annual Meeting only months away, I hope you have made your reservations and taken advantage of the April 15th deadline for discounted rates. Reservations will close on July 28th. The registration desk will open again on August 11th for late comers.

A copy of the last issue of the PAA Insider newsletter which contained registration materials and specific information about this year's meeting was mailed to PAA members in January. It is a good tool to use when planning your trip to the meeting so keep it handy.

Even though this year will be a joint meeting with the International Horticultural Congress, our Local Arrangements Committee is doing a great job of making sure the PAA doesn't get lost in all the other programs which will be taking place. We have our own hotel, the Toronto Hilton, where the majority of PAA events will be held...the executive, sections and committee meetings, the President's Reception and the Awards Luncheon. The accommodation for the workshops have not been finalized at this time, but all symposiums will be held at the Metro Convention Center which is about a 15-minute walk.

This year we have a new sponsor, Bayer Agriculture Canada and Bayer Value US. They will be sponsoring the President's Reception on Sunday, August 11th from 4:00 to 5:00 p.m. before the Opening Ceremony at the Roy Thompson Hall in the Metro Convention Center. Our Award's luncheon on Friday, August 16th from 11:30 a.m. to 2:00 p.m. will be sponsored by Syngenta Crop Protection USA & Canada. Be sure when you register to check off you're a PAA member so that we may get an estimation of the number of participants attending these events...both of which will be free of charge.

The PAA website is keeping all program events up-to-date as the newest information becomes available. You may check it out at: <http://www.ume.maine.edu/PAA/2002annualmeet.htm>. I'm looking forward to an excellent annual meeting this year. Even though the format will be different, the chance to visit with old friends and meet new ones makes it all worthwhile.

**Joe Guenther**  
President, 2001-2002

## Dates

### July

14-19: EUROPEAN ASSOCIATION FOR POTATO RESEARCH TRIENIAL CONFERENCE 2002, Freien und Hansestadt Hamburg in the international Congress Centrum, Hamburg, Germany. Contact: <http://www.eapr-2002.de>

14-16--POTATO MARKETING ASSOCIATION OF NORTH AMERICA SUMMER MEETING, Concourse Hotel, Madison, WI. Contact: Stacy Steckbauer, (715) 623-7683; e-mail: [ssteckbauer@potatowis.org](mailto:ssteckbauer@potatowis.org)

16--CENTRAL WISCONSIN POTATO FIELD DAY, UW-Hancock Agricultural Research Station, Hancock, WI. Contact: Chuck Kostichka (715) 249-5961

17--ANTIGO AREA POTATO GROWERS TOUR, Langlade County Agricultural Research Station, Antigo, WI. Contact: Ken Williams (715) 627-6236

## News From Headquarters

Plans for the 2002 Annual Meeting continue to move forward. With only four months to go, I hope that everyone has taken advantage of the discounted registration rates. I have kept the website as up-to-date as possible to help with your meeting plans.

Just a reminder that you need to send in your membership dues when you receive the invoice. This will help avoid cancellation and then trying to decide which publications are missing. The same goes for keeping me up-to-date on address and e-mail changes.

Our membership numbers are going down instead of up as members move on to new career fields, retiring and company mergers. If you know of any one that would be interested in becoming part of "the family," please let Sustaining Chair Sam Thornton (sam.thornton@usgrpp01p.syngenta.com) and Individual Membership Chair, Rikki Sterrett (vat0rs@vt.edu) know.

If you know of members, including yourself, that have received an award, special recognition or anything else you feel is of interest to the membership, please let me know so I may put it into the next Insider.

Until the next issue, take care of yourself!

Lori Wing

## International Horticultural Congress/ PAA Annual Meeting 2002 Update

**Program:** The program for the Potato Symposium of the International Horticultural Congress 2002 is coming together nicely. We are delighted with the International scope of the accepted oral and poster submissions for the Potato symposium. More than 120 abstracts were accepted from across Canada and United States, as well as Mexico, Peru, Brazil, Iran, Oman, Egypt, the United Kingdom, the Netherlands, Sweden, Croatia, Poland, Hungary, Pakistan, India, Korea, China, and Australia.

**President's Reception:** We will hold a President's Reception, sponsored by Bayer, at the Hilton Hotel on Sunday August 11th, before we join the opening festivities for the Congress. It will only be an hour long, (4 to 5 p.m.) to fit into a very full day, so don't be late! You won't want to miss the great selection of appetizers!

**Hotel:** The Toronto Hilton is the place to be for the PAA. All special PAA events, such as the President's reception, the section & annual meetings and the Awards banquet will be taking place at the Hilton. To get the group rate for the Congress, you must book by July 2nd, 2002, and state you are attending the International Horticultural Congress. However, August is high tourist season in Toronto, so book early to avoid disappointment. Parking is available underground at the hotel, for \$22 (Cdn) per day. Unless you are planning on touring outside of Toronto, I do not advise renting a

car. All of the Congress venues are within walking distance of the Hilton hotel. It is even possible to reach the Convention Centre from the hotel via an underground shopping concourse.

**Industry tour:** Don't forget the Potato Industry tour following the Congress, on August 17<sup>th</sup> from 8:00 a.m. to 6:00 p.m. Eugenia Banks, Potato Specialist for Ontario Ministry of Agriculture, Food and Rural Affairs has lined up a full day highlighting Ontario's potato industry. The tour will visit the most significant areas of potato production in Ontario, near the town of Alliston. Production, storage, packing and processing facilities will be visited. As well, there will be a tour of variety trials and a field demonstration of Grimme harvesting equipment. The tours depart and return to the Metro Toronto Convention Centre. Cost is \$75.00 plus tax, and includes transportation, beverage breaks and lunch. The deadline for registration is July 1st, 2002.

Where do you find information? Keep watching the PAA conference page: [www.ume.maine.edu/PAA/2002annualmeet.htm](http://www.ume.maine.edu/PAA/2002annualmeet.htm) and the IHC webpage: [www.ihc2002.org](http://www.ihc2002.org)! Don't hesitate to contact me at [lcopp@uoguelph.ca](mailto:lcopp@uoguelph.ca), if you have questions. Remember, this meeting will be a very different format from previous meetings, so check the websites for information to make the most of all the Congress and PAA annual meeting has to offer.

**Leslie Copp**  
Chair, LAC for PAA at IHC2002

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## 5th World Potato Congress & Trade and Technology Show

The fifth World Potato Congress is to be held in Kunming, Yunnan Province, China from April 20th to 25th, 2003. It offers a unique opportunity for friends who have been engaged in the development of the potato industry, and those who have been concerned with Asian and Chinese potato markets, to communicate and cooperate with each other

in the areas of potato production, processing technology, business collaboration and bilateral trade.

This conference looks like it will be a very interesting program with speakers and subject matter of importance to the potato industry. There

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World Potato Congress 2003

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will also be pre- and post-Congress agricultural and cultural tours which promises to be of great interest.

Kunming is noted for its rich tourist resources and ethnic folklore. It has a mild climate with flowers all year round with mountains to the north, east and west. Kunming has a population of

approximately 4 million. Yunnan Province has a population of 42 million. This province grows about 300,000 hectares (740,000 acres) of potatoes.

For those wanting additional information on the Congress as it becomes available, please send via fax, your business card information to WPC

Headquarters at (902) 628-2225 requesting such information, or contact me. Thanks.

**Frank Fronck, [frfronek@aol.com](mailto:frfronek@aol.com)  
International Advisory Committee  
World Potato Congress**

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## PAA Background

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Annual Meeting:  
August 11-17, 2002  
Toronto, Canada

PAA Insider is published quarterly starting in January. Contact: Lori Wing, Admin. Asst./Editor, Potato Association of America, 5715 Coburn Hall, Room 6, University of Maine, Orono, ME, 04469-5715 USA. Phone: 207-581-3042; Fax: 207-581-3015; E-mail: [umpotato@mail.maine.edu](mailto:umpotato@mail.maine.edu); Website: <http://www.umaine.edu/PAA>

# PAA Members in The News

**Jose A.C. de Souza-Dias from APTA/IAC/CPDFitos** received an award from the Bank of Brazil Foundation and UNESCO (The United Nation Education and Science Organization) last November 2001. This award was granted after a selection was made by a national board of professional experts in Brazilian social issues. For the technology of producing virus free minitubers by planting sprouts detached from high grade seed-potato tuber stocks which are annually imported by Brazilian seed potato growers in order to supply themselves with basic/foundation stocks for their field plantings under local state-regulated seed-potato multiplication programs. Part of the results of this awarded technology was presented at the 2001 PAA meeting in St. Augustine - FL. [de Souza-Dias, J.A.C.; C.M. de Meo; A Greve; L.J. Paes. 2001. "High Quality Minituber Production by Planting Sprouts Detached from Imported Basic Seed Tubers under Aphid-Proof Screenhouse in a Brazilian Citrus Region." American Journal of Potato Research. 78(6):450].

Carla Maria de Meo (UNIATA-Limeira City Agric. Dept.) and Ariovaldo Greve (CATI/SAA-SP) were the other main collaborators on this paper. This selection and recognition of the technology is one of the 100 most social interesting for Brazilians (out of over 500 evaluated). An outline of this technology is listed in the Bank of Social Technologies, ("Banco de Tecnologia Social") by the Bank of Brazil Foundation and UNESCO. They can be accessed at [www.tecnologiasocial.org.br](http://www.tecnologiasocial.org.br) or [www.cidadania-e.com.br](http://www.cidadania-e.com.br).

Jose A.C. de Souza-Dias

A message from **Martin S. Cipar**...Dear Friends, Sooner or later, it seems, all good things come to an end. Therefore this letter is to notify you that I will not be renewing my membership in the PAA. I have enjoyed the relationship for many years, and my New Year's wish for the Association is a very successful year followed by many more, each more successful than the previous.

One final thought that may or may not have any merit is that the Journal would someday be published quarterly, saving the Association two publication/distribution costs with no loss of quality or content to the membership.

Sincerely,  
**Martin S. Cipar**  
4057 Keewatin Trail  
Verona, WI 53593

We received a note from Honorary Life Member **Bob Mercer** letting us know he is still very much alive. His name was inadvertently marked as deceased on the Colorado Springs 2000 banquet brochure. A note of apology and recognition was sent to congratulate him on his life.

**Tim O'Connor**, President/CEO of the Potato Board, announced at the annual meeting in Denver, March 15th-16th, 2002 that the National Promotion Board's new name has become: United States Potato Board. "We represent growers of all potatoes, regardless of the state they reside or the type of potato they grow. We are about adding value to the entire potato category throughout the country. We aren't changing any part of our strategy or direction. We're simply clarifying our role to those whom we work with."

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**Steven Johnson**, crop specialist with the University of Maine Cooperative Extension, received the President's Award at the National Potato Council's annual meeting on January 25th, 2002. Maine Potato Board President, Tom Qualey, expressed that over the years, their operation had called on Steven on several issues. He always gave an answer, although not necessarily the one we wanted. His efforts were praised during the "potato wart crisis" to keep the industry informed. He helped keep the issue at a scientific level, and never allowed this to become a political or personal issue.

Maine Potato News  
February 2002