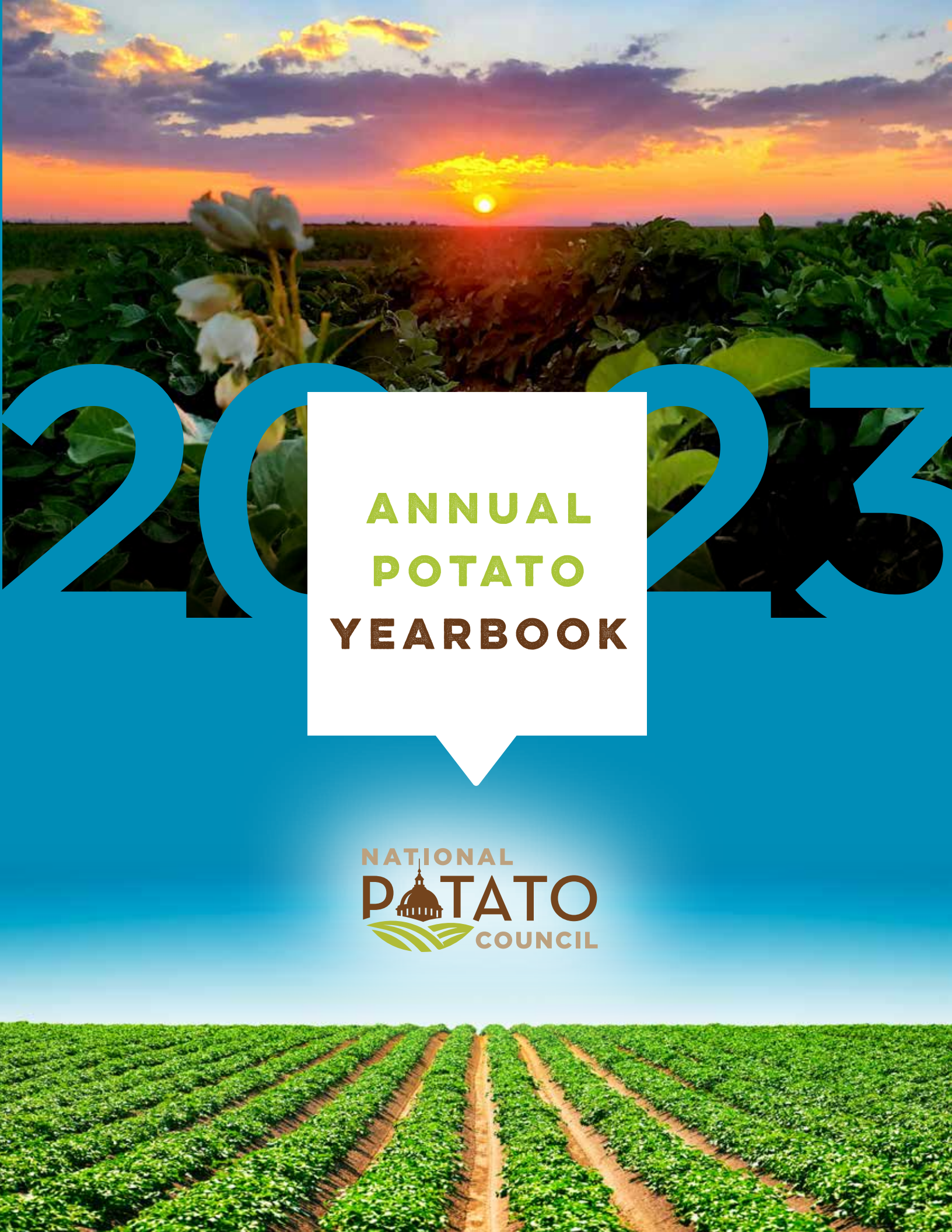




2023

**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 organization 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



It's a pleasure to lead this vital industry as the current president of the National Potato Council. Over the past few years, the industry has made great strides on a number of issues, including protecting our growers through the pandemic, expanding our trade opportunities with important export partners, and defending the reputation of potatoes in federal feeding programs. Though we are proud of these successes, challenges remain and we look forward to taking them on. In addition to being a Farm Bill year, the industry is fighting back against overreaching environmental regulations, the proposed SEC disclosure rule, and efforts to change the definition of potatoes in the forthcoming Dietary Guidelines for Americans update.

Building on our record of success means remaining unified. We must continue to work together to move our agenda forward. After having served as an NPC Board Member and on the Executive Committee for so many years, I've seen firsthand what we can achieve when we speak with one voice for this great industry.

Our success in making the U.S. potato industry more competitive on trade, tax, environmental, nutrition and all the other important federal policies is a tremendous benefit to our country as a whole. How do we know this? Late last year, NPC partnered with Michigan State University on a comprehensive study of the national economic contribution of the U.S. potato industry to the United States.

Released during the 2023 Washington Summit, this report, "Measuring the Economic Significance of the U.S. Potato Industry," provided our industry and the federal government with a full perspective on the economic significance of this great industry. We've always known that as America's most-consumed vegetable, potatoes are an important source of nutrition for consumers. Now, for the first time, this report allowed us to demonstrate to lawmakers that potatoes are an incredibly important crop that supports the economy of America's rural communities and the country.

According to our report, which we've dubbed "Spud Nation," the U.S. potato sector is a driving force of America's economic prosperity and here's why: Potatoes made an estimated contribution of \$100.9 billion in 2021. This contribution stems from direct and indirect economic activity, including:

- \$10.8 billion in agriculture production and agribusiness services;
- \$49.1 billion in processing, wholesaling, and retail;
- And, \$41 billion in food service industries and household consumption.

In the area of job creation, we now know the U.S. potato sector supports 714,000 domestic jobs that provide \$34.1 billion in wages to employees throughout our supply chain. All told, an impressive 0.4% of the entire U.S. workforce relies on the potato industry for their livelihoods, contributing \$53 billion towards annual GDP growth.

NPC's Spud Nation report cements the fact that potatoes are an essential component to our prosperity as a nation, built and sustained by America's potato growers, who put people to work in every city and town across our great country. Armed with this report and the relationships we have built with our allies in Congress, NPC and our state partners look forward to "Standing Up for Potatoes on Capitol Hill" and moving our industry's policy interests forward this year and beyond.

A handwritten signature in black ink that reads "RJ AA" with a long horizontal stroke extending from the end.

RJ Andrus, President, National Potato Council

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# POTATO

The 2021 total economic contribution of the potato sector is estimated to be

**\$100,900,000,000+**



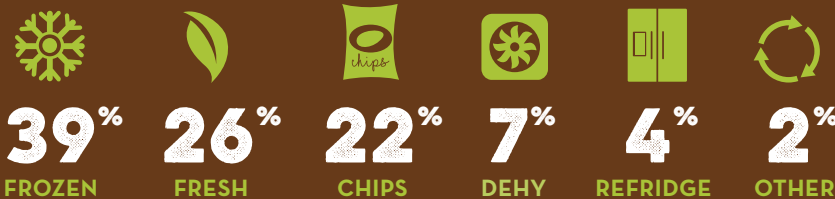
The U.S. potato sector is responsible for generating an estimated

**714,000+ DOMESTIC JOBS**

Measuring the Economic Significance of the U.S. Potato Industry 2023 pg. 5

## UTILIZATION OF POTATOES IN THE U.S.

Millions of Pounds (Fresh Weight Equivalent)



Source: Potatoes USA 2021/2022 U.S. Potato Sales and Utilization Report

## TOP 10

### PRODUCING STATES

- 1 IDAHO:** 12.07 BILLION LBS.
- 2 WASHINGTON:** 9.04 BILLION LBS.
- 3 WISCONSIN:** 2.79 BILLION LBS.
- 4 OREGON:** 2.49 BILLION LBS.
- 5 NORTH DAKOTA:** 2.29 BILLION LBS.
- 6 COLORADO:** 2.11 BILLION LBS.
- 7 MINNESOTA:** 2.01 BILLION LBS.
- 8 MAINE:** 1.81 BILLION LBS.
- 9 MICHIGAN:** 1.65 BILLION LBS.
- 10 CALIFORNIA:** 772.8 MILLION LBS.

Source: Crop Production 2022 Summary (January 2023) USDA, National Agricultural Statistics Service pg. 68

## PRODUCTION

2021

PLANTED: 933,000 acres  
HARVESTED: 923,600 acres  
PRODUCTION: 41 billion pounds  
VALUE OF PRODUCTION: \$4.2 billion  
YIELD: 44,400 pounds per acre

2022

PLANTED: 901,000 acres  
HARVESTED: 895,600 acres  
PRODUCTION: 39.2 billion pounds  
VALUE OF PRODUCTION: \$5.1 billion  
YIELD: 43,800 pounds per acre

Source: Crop Production 2022 Summary (January 2023) USDA, National Agricultural Statistics Service pg. 68 and Crop Values 2022 Summary (February 2023) USDA, National Agricultural Statistics Service pg. 39



# FACTS



## EXPORTS

## TOP 10



- 1 MEXICO: **\$421** MILLION
- 2 JAPAN: **\$388** MILLION
- 3 CANADA: **\$338** MILLION
- 4 SOUTH KOREA: **\$150** MILLION
- 5 PHILIPPINES: **\$110** MILLION
- 6 TAIWAN: **\$88** MILLION
- 7 MALAYSIA: **\$77** MILLION
- 8 GUATEMALA: **\$55** MILLION
- 9 SAUDI ARABIA: **\$52** MILLION
- 10 SINGAPORE: **\$45** MILLION

Source: United States Statistical Summary for Potato Commodities from Potatoes USA 2022 pg. 46

## NUTRITIONAL VALUE

A nutritional powerhouse, potatoes are a nutrient-dense vegetable that provides the energy, potassium and vitamin C you need to fuel your day.

### VITAMIN C

**30%** of your daily value.

Potatoes are considered to be an excellent source of this antioxidant.

### VITAMIN B6

Potatoes have 0.2 mg of vitamin B6 per serving, which is 10% of the daily value and are considered to be a good source.

### PROTEIN

Potatoes have 3 grams of protein per serving.

### FIBER

Potatoes have 2 grams of fiber per serving, which is 7% of the daily value.

### POTASSIUM

**15%** of your daily value and more than a medium-sized banana.

### IRON

Potatoes have 1.1 mg of iron per serving, which is 6% of the daily value and more than half the amount in a 3-ounce beef patty.



## EXPORTS BY PRODUCT

**58%**  
Frozen Processed

**30%**  
Fresh Potatoes

**7%**  
Dehydrated Potatoes

**3%**  
Potato Chips

**2%**  
Seed Potatoes

Source: United States Statistical Summary for Potato Commodities from Potatoes USA 2022 pg. 5



# 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 improperly documented agricultural workers, and a sustainable guest worker program to fulfill the ongoing needs in the potato industry.

**FARM WORKFORCE MODERNIZATION ACT**

**NEW GUESTWORKER PROGRAM**

**INCENTIVIZE WORKERS TO REMAIN IN AMERICAN AGRICULTURE**



## 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 agriculture industry is experiencing a critical shortage of labor to plant and harvest crops. Estimates are that upwards of 70 percent of the overall agriculture labor in the U.S. is provided by an improperly documented immigrant workforce. This highly vulnerable workforce creates uncertainty for the workers and the farms and ranches that employ them.

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 annually in certain states. This unworkable structure drives employers away from the program and harms investment in rural America that would otherwise occur.

The passage of the bipartisan Farm Workforce Modernization Act in the 116th Congress was the first time the House of Representatives had successfully acted upon agricultural labor reform in over 20 years. In the 117th Congress, the House passed this bipartisan compromise for the second time. Unfortunately, the Senate failed both times to provide improvements and both efforts died. NPC is working to advance a bipartisan solution to our workforce crisis in the 118th Congress.

Additionally, the Adverse Effect Wage Rate (AEWR) increases for 2023 are unreasonable and harm producers using the H-2A program. The unpredictability of a wage that can fluctuate by over 15 percent drives employers away from the program and harms investment in rural America that would otherwise occur. These drastic increases should be repealed for 2023 and a new market-based wage rate installed immediately.

## NEW GUEST-WORKER PROGRAM

Congress must create a new guestworker program with the flexibility to meet the current and future demands of American agriculture that includes:

- Predictable market-based wage rate
- Administration by the Dept. of Agriculture instead of the Dept. of Labor
- Responsive visa terms and no “hard caps” on participation
- Preventing predatory lawsuits against employers
- Reducing costs of program participation
- Stabilize improperly documented workers

## 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 access to agricultural workers potato that 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.*

## INCENTIVIZE WORKERS TO REMAIN IN AMERICAN AGRICULTURE

Congress must also stabilize the current improperly-documented workforce by taking into consideration the following goals:

- Respect that some of these workers may have lost their ties to their home countries and may be unable to self-deport or “touchback”
- Consider that workers may have family members (either American or foreign) that will factor into their decision to participate in the program

These pieces must be in place before any additional enforcement measures can be implemented. Mandatory E-Verify (alone or with an “agriculture exemption”) would be extremely destructive to our industry and cannot move forward before an ag labor solution has been fully implemented.



# APPROPRIATIONS AND RESEARCH

Research is of critical importance to address the future challenges 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 NIFA's Potato Research Special Grants, which supports the future of the U.S. potato industry through the funding of competitive potato breeding projects across the country.

Each of these peer-reviewed research projects addresses actual challenges impacting potato production, utilizes the expertise of USDA scientists and independent plant breeders and delivers measurable improvements in the efficiency and quality of potato production. The “non-federal” contributions to these vital projects (provided by growers, state grower organizations and land grant universities) provide more than a two-to-one match to funding provided by NIFA.

For FY23, the Omnibus Appropriations Bill provided \$4 million for NIFA's potato research special grants. NPC thanks both the House and Senate Appropriations Committees for continuing to support this vital program.

For FY24, 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 requests enhanced funding to \$4.5 million. Examples of successful new potato varieties developed in recent years as a result of these funding dollars include Clearwater (Idaho, Oregon and Washington), Caribou (Maine), Manistee (Michigan), and Lamoka (New York), providing the industry with various levels of disease resistance and other traits that have reduced grower losses.

## ARS POTATO COLLABORATIVE RESEARCH PROGRAM

For FY24 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.

We request the following language regarding NIFA Integrated Activities on Pest Management Programs be included in the FY24 Agriculture Appropriations Bill:

*Potato Research – To minimize the application of pesticides and to maximize the yield and quality of harvested potatoes, the Committee directs the Secretary to support pest management programs in potato growing states. Such programs help scientists track potential pest outbreaks and provide growers and industry professionals with current information on specific and timely treatments. Additionally, the programs help identify serious diseases, such as late blight, in their early stages, allowing for preventive measures to be put into place quickly to avoid crop losses.*

## 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 FY23 Appropriations Bill and should be maintained in any successor.

## POTATO SUSTAINABILITY ALLIANCE

Members of the Potato Sustainability Alliance (PSA), 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 industrywide 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  
ENDANGERED SPECIES ACT REFORM  
SEC CLIMATE DISCLOSURE RULE  
SCIENCE-BASED DECISION MAKING IN THE REGULATION OF PESTICIDES

## WATERS OF THE UNITED STATES

In January 2023, the Environmental Protection Administration and U.S. Army Corps of Engineers published the Administration's long-expected WOTUS rule, which reverts back to the Obama Administration's era of federal jurisdiction to regulate navigable waters under the Clean Water Act, including wetlands, ephemeral streams and ditches.

Rep. Sam Graves (R-MO) and Rep. David Rouzer (R-NC) led 152 House members in introducing a joint resolution of disapproval to block this new WOTUS rule. An identical measure was also introduced in the Senate by 49 Senators. During the NPC 2023 Washington Summit, attendees advocated for the joint resolution of disapproval of the WOTUS rule due to its unnecessarily broad and negative impact on farmers and the entire agriculture industry.

On March 29, the Senate passed an NPC-endorsed joint resolution of disapproval to overturn the Biden Administration's WOTUS rule by a vote of 53-43. The bipartisan action follows a 227-198 vote by the House on March 9. On April 6, President Biden vetoed the joint resolution, which currently does not have the two-thirds majority support in both chambers to overturn the veto. NPC continues to advocate for the Biden Administration to reconsider this tremendously broad overreach of the federal government's authority over every farm ditch in America.

## ENDANGERED SPECIES ACT REFORM

The negative impact that environmental activist lawsuits and adverse regulatory decisions have generated under ESA are substantial and constraining reasonable activities by the agriculture industry in managing its natural resources. Productive agricultural land is being taken out of production and access to essential water resources is being reduced or eliminated. The results are generational competitive losses and negative economic impacts.

In order to correct this broken system, a multi-pronged effort is necessary that will involve:

- Regulatory reform primarily within "the Services" (National Marine Fisheries Service and the U.S. Fish and Wildlife Service);
- Legislative reforms undertaken by Congress to restore reasonable economic considerations in the regulatory process; and,
- Congress should enact necessary reforms and press the Services to reform processes to minimize these unnecessary economic impacts.

## SEC CLIMATE DISCLOSURE RULE

In 2021, the Securities and Exchange Commission proposed a rule that would require publicly traded companies to disclose their climate impacts and, also, those of their entire supply chain. Due to the expansive way in which the proposed rule is written, it would mandate that nearly all U.S. farms, regardless of size, to report greenhouse gas emissions at great cost and potential liability.

In the 118th Congress, Rep. Lucas (R-OK) and Sen. Boozman (R-AR) introduced the Protect Farmers from the SEC Act, H.R. 1018 and S. 391. The NPC-supported legislation was written narrowly to address the concerns of farmers and ranchers that do business with public companies.

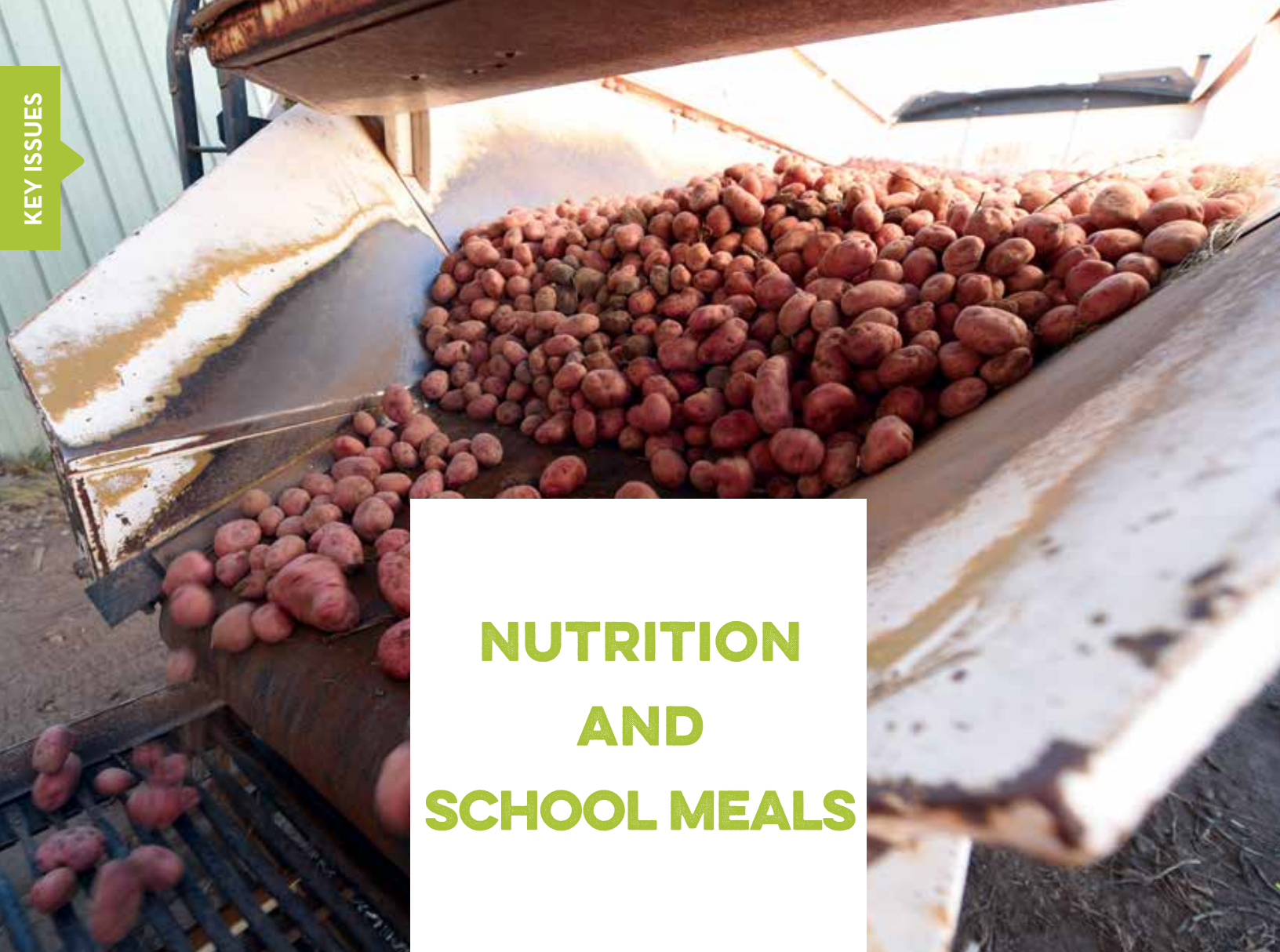
## SCIENCE-BASED DECISION MAKING IN THE REGULATION OF PESTICIDES

Thoroughly reviewed and well-regulated pesticides are essential to maintaining a competitive agriculture industry and keeping pace with pests and diseases that are constantly evolving and causing damage to valuable crops.

Unfortunately, activists have pressured House and Senate members to reject science-based decisions on pesticide registration. Most recently in early February 2023, Sen. Booker (D-NJ) introduced the SB269, the Protect America's Children from Toxic Pesticides Act of 2023 (PACTPA), which would revoke registrations of EPA-approved pesticides and herbicides, including organophosphate insecticides, neonicotinoid insecticides, and paraquat herbicide. This effort follows legislation in the previous Congress by Rep. Joe Neguse (D-CO) that sought to avoid the science-based EPA regulatory process mandated by Congress under the Pesticide Registration Improvement Act and simply revoke pesticide registrations based upon public pressure. NPC is calling for Congress to reject these unwise departures from a transparent science-based process.

## 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.*



## **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.

**DIETARY GUIDELINES FOR AMERICANS**  
**SCHOOL BREAKFAST ACCESS FOR WHITE POTATOES**  
**PROPOSED USDA SCHOOL MEAL RULE**  
**SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM**



## DIETARY GUIDELINES FOR AMERICANS

The 2025 Dietary Guidelines for Americans must recognize what we all know: potatoes are a vegetable.

As the 2025 Dietary Guidelines for Americans (DGAs) process has begun, the Administration posed a question to the Advisory Committee whether potatoes should be categorized as a vegetable or a grain. The Committee must reflect the overwhelming science-based determination that potatoes are a vegetable and consumption should be encouraged as they are nutritionally valuable, flexible and low-cost.

NPC recognizes that certain activist voices will be extremely loud during this process and intend to place burdens on potatoes and/or attempt to reclassify America's favorite vegetable into the grains category. Such efforts have no basis in science, raise costs for consumers, and further burden already-expensive federal nutrition programs with substantial new costs. Those costly, misleading and unscientific efforts should be rejected by the DGAs and all federal policymakers outright.

## SCHOOL BREAKFAST ACCESS FOR WHITE POTATOES

Congress must continue to allow equal access for potatoes in federal school meals regulations through the appropriations process. For seven years, a bipartisan provision has been included in every fiscal year's enacted Agriculture Appropriations Bill that prevents USDA from enforcing limitations on potatoes in accessing the school breakfast program. While the regulations are being reconsidered, they still propose to limit potatoes in support of other vegetables and do not reflect current science.

Congress has appropriately stepped in and prevented the regulations from being enforced, as they raise costs on the federal government and burden individual school districts in their daily attempts to comply with overly complicated mandates for school meals. Potatoes should be an option for those school meals professionals in constructing school breakfasts that kids will consume. This appropriations provision must continue to be maintained and/or updated as school meals regulations evolve.

## PROPOSED USDA SCHOOL MEAL RULE

The Administration should eliminate provisions in the School Meals Proposed Rule that classify potatoes differently than other vegetables. In February 2023, USDA released a proposed rule to update federal school meals regulations. This proposed rule does allow greater access for potatoes than the prior overt limitations but continues to restrict potatoes from being served all five days of the week.

The proposed rule continues to classify potatoes (via the "starchy vegetable" category) as materially different than other vegetables. Due to this inaccurate difference, the proposed rule provides unrestricted access for other vegetables five days a week but limits the access for potatoes to only four. There is no nutrition science to support this limitation and the reference data that USDA utilizes as justification is nearly a decade old.

NPC strongly urges that potatoes be considered as equivalent with other vegetables. Additionally, we encourage Congress to maintain and enhance the Appropriations provision to ensure that current AND future regulations do not constrain potato access to the school meals programs.

## 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 that 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.*



# 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).

**JAPAN FRESH MARKET ACCESS**  
**FRESH POTATO ACCESS TO MEXICO**  
**PRINCE EDWARD ISLAND POTATO WART**  
**RESTORATION OF TARIFF BENEFITS LOST UNDER TPP WITHDRAWAL**

## JAPAN FRESH MARKET ACCESS

Although the U.S. has market access to Japan for chipping potatoes since 2006 (and that market has grown considerably) the U.S. is seeking market access for all fresh potatoes, including table stock potatoes. Once opened, Japan will become a massive market for U.S. fresh potato exports estimated at \$150 million to \$200 million annually.

Due to the political sensitivity of this issue, Japan has delayed negotiations with USDA-APHIS for over three years. This situation will continue indefinitely unless Japan is forced to engage. USDA and USTR must press Japan to move forward with these negotiations. Without political pressure, the Japanese will delay the market access process for years to come.

## FRESH POTATO ACCESS TO MEXICO

NPC welcomed the news that the first shipments of U.S. fresh potatoes crossed into Mexico on May 11, 2022, signaling the start of Mexico's process to restore full market access for U.S. fresh potatoes after more than 25 years of disputes and legal obstructions by Mexico. The shipments occurred one year after the Mexican Supreme Court ruled unanimously that U.S. fresh potatoes were legally authorized to be imported.

Since that time, U.S. fresh potato shipments have been steadily flowing and without significant obstruction. To ensure that the Mexican authorities adhere to their international commitments, the U.S. government must remain vigilant and continue to utilize all necessary political and diplomatic pressure to ensure Mexico upholds its promise to open its market.

Should Mexico return to past practices of limiting or outright closing their market to U.S. fresh potatoes, the U.S. government should immediately suspend reciprocal fruit and vegetable access requests, including the recently agreed to enhanced Mexican avocado access.

## PRINCE EDWARD ISLAND POTATO WART

The province of Prince Edward Island (PEI) in Canada has been dealing with a virulent disease called potato wart for over 20 years. This disease is not present in the U.S., but if it were allowed to become established in production areas, it would cause immediate impact to U.S. growers of over \$300 million in damages and billions of dollars more in indirect harm to the communities the U.S. potato industry supports.

Following an Oval Office meeting between Prime Minister Trudeau and President Biden, a USDA embargo on PEI potatoes was largely lifted in Spring of 2022. Trade resumed before CFIA had completed disease testing.

In October 2022, APHIS released an analysis of the risks associated with potato wart entering the U.S. from PEI. This report indicated that the overall infestation is likely "larger than previously reported" and there is a significant risk of the disease being transmitted by seed potatoes among other pathways. In late January 2023, CFIA stated that potato wart has been found in every county on PEI and "this is a significant amount of detections for a disease that we (CFIA) have zero tolerance for." NPC continues to urge CFIA and USDA to reduce the risk of potato wart being shipped to the U.S. from PEI.

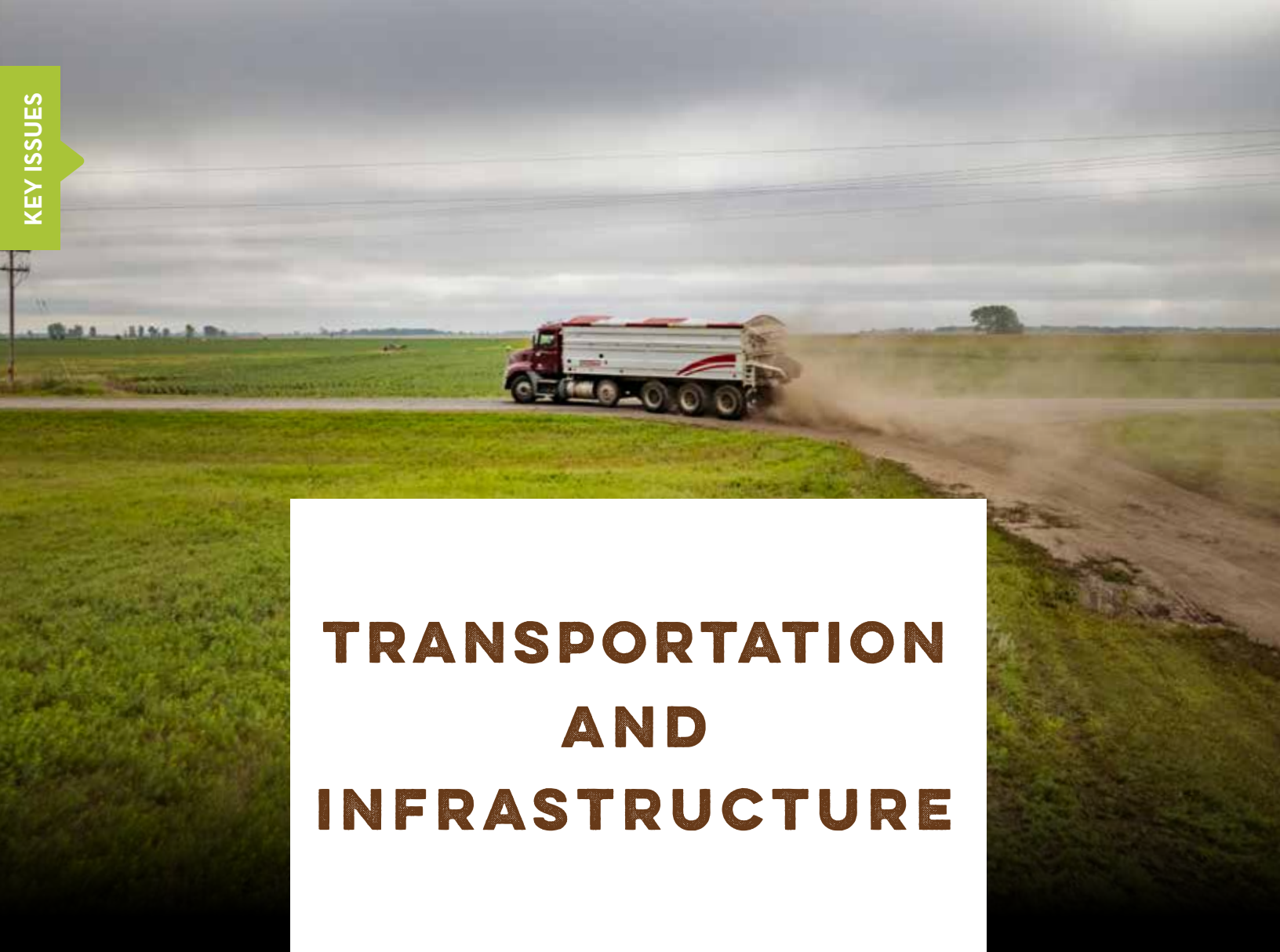
## OUR POLICY ON TRADE

*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.*

## 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. While this news was welcomed in the most important TPP market, the U.S. is losing market share in Vietnam to its competitors due to higher tariffs. Interest in additional markets joining TPP, such as Taiwan, Thailand, the Philippines, and even the UK, demonstrate the importance of rejoining the group.





# 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

A shortage of trucks can impact the agriculture industry throughout the year and particularly during the planting and harvest seasons. The negative impact of ongoing shortages can be made worse, 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.*



# 2023 WASHINGTON SUMMIT

## KEY ISSUES DELIVERED TO CAPITOL HILL:

### 2023 Farm Bill U.S. Potato Industry Priorities

**Agriculture Immigration Reform Must Address Both the Current Workforce and Future Guest Workers**

**Pushing Back Against Government Over-Regulation**

**Reinforcing the Nutritional Value of Potatoes in Federal Policies**

**Investing in U.S. Potato Industry Research Via the Appropriations Process**

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

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 the 2023 Washington Summit, Feb. 27-March 3.

The first day kicked off with NPC's first-ever virtual media roundtable during which CEO Kam Quarles, Immediate Past President Jared Balcom, and Incoming President RJ Andrus shared the news of the Council's groundbreaking report "Measuring the Economic Impact of the U.S. Potato Industry." A dozen industry news editors and reporters were provided with highlights of the comprehensive analysis of the potato industry's \$100.9 billion economic contribution to the U.S. economy.

That evening at the meeting of Voting Delegates, outgoing President Jared Balcom passed the gavel to incoming President RJ Andrus.

Throughout the next day, committee members met to report on and discuss the status of issues facing our industry, including Finance Committee led by Ben Sklarczyk; Legislative Affairs Committee led by Dean Gibson; Environmental Affairs Committee led by Bob Mattive; Grower Outreach and Industry Research Committee led by TJ Hall; and Trade Affairs Committee led by Ted Tschirky.

On Wednesday morning, business began earlier than expected with the arrival of Secretary of Agriculture Tom Vilsack who praised potato growers for their significant contribution in providing America with nutritious, delicious potatoes, while supporting rural communities and the entire U.S. economy. Prior to his remarks, Immediate Past President Jared Balcom presented the Secretary with a Golden Potato Award to thank him for his leadership over two Administrations in helping open the full Mexican market to fresh U.S. potatoes - a victory two decades in the making.

On Wednesday afternoon at the Dirksen Senate Office Building, members of Congress joined the group to address their priorities and hear from attendees on their policy concerns. Speakers included Rep. Dan Kildee (D-MI); Parish Braden, Republican Staff Director of the House Agriculture Committee; Senator John Boozman (R-AR), Ranking Member of the Senate Agriculture, Nutrition and Forestry Committee; and Senator Angus King (I-ME).

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.



During the Summit, USDA Secretary of Agriculture Tom Vilsack addressed attendees and recognized their contributions to the U.S. economy.



# EYE ON POTATOES PODCAST



Ted Allen, Duff Goldman and Simon Majumdar join Eye on Potatoes host Lane Nordlund for an episode recorded at Potato Expo 2023.

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 three years, the podcast has published over 70 episodes and generated nearly 14,000 downloads. In January, Presenting Sponsor, Syngenta, renewed its support for the podcast for 2023.



## FEATURED EPISODES INCLUDE:

**Ted Allen, Duff Goldman and Simon Majumdar at Potato Expo 2023**

**Congressman Frank Lucas on Protecting Farmers from SEC Climate Overreach**

**Washington Summit LIVE! Taking Stock of the 2023 Leadership Institute**

**Inflation Heats Up: Checking in with Ag Economics Experts**

**BREAKING: U.S. Fresh Potatoes Cross into Mexico**

**Getting to Know 2022-23 Academic Scholarship Recipient Paige Hickman**

**Political Forecasting with Charlie Cook**



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.

# POTATO POLITICAL ACTION COMMITTEE

# POTATO EXPO 2023



On January 4-5, more than 1,800 U.S. potato growers and industry members from a dozen countries turned out for Potato Expo 2023, hosted by the National Potato Council, at the Gaylord Rockies Resort and Convention Center in Aurora, Colo., to do business and prepare their operations for the future. Celebrating its 15th year, Potato Expo 2023 broke previous attendance records for an event hosted outside of Las Vegas, with 1,816 registered attendees and 175 exhibitors covering more than 90,000 square feet in the Aurora Exhibit Hall.

For the first time on the Expo stage, attendees were treated to a special potato-themed cook-off, “This Spud’s for You – Celebrity Chef Edition,” hosted by Ted Allen, the Emmy Award-winning host of Chopped and Chopped Junior. Two Colorado potato industry chefs (Jason Morse, CEC, Owner and Executive Chef of 5280 Culinary in Littleton, Colo., and RJ Harvey, RDN, CEC, the Culinary Director of Potatoes USA) paired up with Food Network personalities Duff Goldman and Simon Majumdar for a competition around creating dishes that put potatoes at the center of the plate. Working with Yellow Potatoes donated by Bob Mattive from Hi-Land Potatoes in San Luis Valley, Colo., and Caribou Russet Potatoes donated by Dominic LaJoie from LaJoie Farms in Van Buren, Maine, the teams were tasked with preparing a main dish as well as their “best version of mashed potatoes.”

Potato Expo serves as a forum to foster collaboration between national and state potato associations, as well as the rest of the industry. Maintaining its reputation as a place to help better position the industry for the future, the Potato Expo 2023 addressed many current topics from weather trends to sustainability to new export opportunities.



# POTATO LEADERSHIP, EDUCATION & ADVANCEMENT FOUNDATION

## BOARD OF DIRECTORS

**Chairman of the Board, Gregg Halverson,**  
Grand Forks, North Dakota

**Vice Chairman, RJ Andrus, Idaho Falls, Idaho**

**Shelley Olsen, Othello, Washington**

**Brett Jensen, Idaho Falls, Idaho**

**Keith McGovern, Fargo, North Dakota**

**Wendy Alsum-Dykstra, Friesland, Wisconsin**

---

### Ex-officio:

**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 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, 2022

### Assets

|                                 |                    |
|---------------------------------|--------------------|
| Cash and cash equivalents       | \$250,369          |
| Investments                     | \$1,285,007        |
| Accounts and contributions, net | \$669,490          |
| <b>Total Assets</b>             | <b>\$2,204,866</b> |

### Liabilities and net assets

|                        |          |
|------------------------|----------|
| Total Liabilities, net | \$79,543 |
|------------------------|----------|

### Net Assets

|                                  |             |
|----------------------------------|-------------|
| Without donor restrictions       |             |
| Undesignated                     | \$ (34,162) |
| Board-designated                 | \$1,701,951 |
| Total without donor restrictions | \$1,667,789 |
| With donor restrictions          | \$457,533   |

|                         |                    |
|-------------------------|--------------------|
| <b>Total net assets</b> | <b>\$2,125,323</b> |
|-------------------------|--------------------|

|                                         |                    |
|-----------------------------------------|--------------------|
| <b>Total liabilities and net assets</b> | <b>\$2,204,866</b> |
|-----------------------------------------|--------------------|

## STATEMENT OF ACTIVITIES FOR YEAR ENDING JUNE 30, 2022

### Revenue and Support

|                                  |                 |
|----------------------------------|-----------------|
| Meetings                         | \$69,315        |
| Contributions                    | \$96,596        |
| Investment return, net           | \$ (\$130,815)  |
| <b>Total revenue and support</b> | <b>\$35,096</b> |

### Expenses

|                            |                  |
|----------------------------|------------------|
| Education programs         | \$136,885        |
| General and administrative | \$22,711         |
| <b>Total Expenses</b>      | <b>\$159,596</b> |

|                             |                     |
|-----------------------------|---------------------|
| <b>Change in net assets</b> | <b>\$ (124,500)</b> |
|-----------------------------|---------------------|

|                                      |                    |
|--------------------------------------|--------------------|
| <b>Net assets, beginning of year</b> | <b>\$2,249,822</b> |
|--------------------------------------|--------------------|

|                                |                    |
|--------------------------------|--------------------|
| <b>Net assets, end of year</b> | <b>\$2,125,322</b> |
|--------------------------------|--------------------|



2022-23 academic scholarship recipient, Paige Hickman of Idaho State University.

## ANNUAL ACADEMIC SCHOLARSHIP

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

Paige Hickman, a Ph.D. student at the University of Idaho, studying plant-parasitic nematodes, insect pests, and diseases of potatoes, was the recipient of the 2022-23 Academic Scholarship. As a Ph.D. student, Hickman's research focuses on creating practical control strategies and educating growers on sustainable pest and disease management. Her research is currently focused on potato cyst nematode (PCN), a quarantined pest in Idaho.

As a Ph.D. student, Hickman's research focuses on creating practical control strategies and educating growers on sustainable pest and disease management. Her research is currently focused on potato cyst nematode (PCN), a quarantined pest in Idaho. The initial PCN discovery in 2006 caused a halt in international export of Idaho potatoes, severely impacting growers and the related supply chain. USDA APHIS, in coordination with the State of Idaho and the industry, contained the threat and trade resumed.

Over the succeeding years, control and eradication strategies resulted in the quarantined area being substantially reduced, but the PCN-afflicted growers that remain are desperate for better eradication strategies.

In her application, Hickman shared "I want to offer practical solutions and prepare strategies to control PCN. I am evaluating new trap crops and developing crop rotation schemes with trap crops and resistant varieties, developing predictive models to illustrate impact of PCN infestations on common potato varieties. Ultimately, my goal is to help eradicate PCN and preemptively establish controls to safeguard the potato industry."

As a part of her campus life, Hickman is secretary of the Aldrich Entomology Club and helps organize community outreach events to educate community members on insects including elementary school educational classroom visits, serves as a peer reviewer for scientific journals, and teaches lab techniques to students. Applications are accepted annually from April through June.



## POTATO INDUSTRY LEADERSHIP INSTITUTE

*The Potato Industry Leadership Institute was an incredible experience. The leadership lessons learned, and the people I met will stay with me my entire career. The value of this program and what it will do for my career is invaluable. I can't say enough good about the PILI experience.*

– Trey Jones, Three S Ranch, Colorado



2023 Potato Industry Leadership Institute class at Gettysburg.

## POTATO INDUSTRY LEADERSHIP INSTITUTE

In 2023, Potato LEAF hosted the 21st class of the Potato Industry Leadership Institute and recognized 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 2023 class traveled through New York and Pennsylvania on their way to Washington, D.C.

In 2024, the Potato Industry Leadership Institute will be held February 21-March 1 and is scheduled to begin in the State of Idaho 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 will join other growers from their state to educate members of Congress on the U.S. potato industry and policies impacting it.

## WAYS TO CONTRIBUTE TO POTATO LEAF

### ANNUAL CONTRIBUTION

1

#### Tax-deductible Donations

Support the programs of the foundation

- Online at [pleaf.org/contribute](https://pleaf.org/contribute)
- Mail to Potato LEAF, 50 F St NW #900, Washington, DC 20001



Randy Mullen, a potato grower from Washington during the live auction at Potato Expo 2023.

2

#### Live and Silent Auction at Potato Expo 2024

The auction at Potato Expo 2023 raised over \$57,000 to benefit the programs of the foundation. You can support the foundation by either donating or bidding on items during Potato Expo 2024.

Visit [pleaf.org/expo-events](https://pleaf.org/expo-events) or email [info@pleaf.org](mailto:info@pleaf.org) for more information.

## 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

## PLEAF ANNUAL DONORS

We appreciate the contributions to Potato LEAF by the following individuals and businesses in 2022.

### INDIVIDUAL DONORS

#### Visionary - \$5,000+

- Jason Davenport, Bakersfield, CA
- Ritchey Toevs, Aberdeen, ID
- Ted & Meri Tschirky, Pasco, WA

#### Influencer - \$250+

- Todd Cornelison, Rexburg, ID
- Mike Pink, Pasco, WA
- Kam & Karen Quarles, Washington, D.C.

#### Contributor - less than \$250

- Mike Behrendt, Yorktown, IN
- Bryan Bender, Chambersburg, PA
- Nathan Bender, Bakersfield, CA
- Jess Blatchford, Haines, OR
- Kevin Bowersox, Selinsgrove, PA
- Natalia Cervantes, Denver, CO
- Jeffery DeWald, Duxbury, MA
- Jim Ehrlich, Monte Vista, CO
- Tom Enander, Grenora, ND
- Taylor Grant, Rupert, ID
- Alyssa Green, Denver, CO
- Leah Halverson, Grand Forks, ND
- CJ Harris, Aberdeen, ID
- Donald Krautscheid, Pasco, WA
- Dominic LaJoie, Van Buren, ME
- Braden Lake, Rupert, ID

#### Changemaker - \$1,000+

- Russell Patterson, Heyburn, ID

- Kevin Schleicher, Bancroft, WI
- Eric Schroeder, Antigo, WI
- Kevin Searle, Shelley, ID
- Sid Staunton, Tulelake, CA
- Mike Wenkel, Washington, D.C.

- Mike Larson, Rupert, ID
- Beven Lenz, Wray, CO
- Tyler Mitchell, Monte Vista, CO
- Lynn Olsen, Othello, WA
- Shelley Olsen, Othello, WA
- Trevor Meacham, Moses Lake, WA
- Simon Majumdar, Los Angeles, CA
- John Mesko, Kissimmee, FL
- Roger Mix, Center, CO
- Blair Richardson, Denver, CO
- Ben Sklarczyk, Johannesburg, MI
- Nick Somers, Stevens Point, WI
- Ed Staunton, Tulelake, CA
- Colin Szawlowski, Hadley, MA
- Kelly Turner, Fenton, MI
- Dillon VanOrden, Pingree, ID

### BUSINESS DONORS

#### Leader Level - \$25,000+

- Valley Irrigation-  
Valmont Company

#### Influencer - \$2,500+

- L.J. Olsen
- National Potato Council
- Potatoes USA
- Schneider Farms-Pasco LLC
- Sklarczyk Seed Farm
- Techmark, Inc.

#### Changemaker - \$10,000+

- CSS Farms

#### Contributor - less than \$2,500

- Double L
- Gaylord Rockies Resort  
& Convention Center
- Brett Jensen Farms
- Idaho Grower Shippers Association
- Idaho Potato Commission
- Lincoln Agribusiness Services,  
Boston, MA
- Lindsay Corporation
- Maine Potato Board
- Michigan Potato Industry Commission
- Sun Valley Resort
- Washington State Potato Commission





## 2023 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.



# 2023 EXECUTIVE COMMITTEE

## PRESIDENT

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## FIRST VICE PRESIDENT & VICE PRESIDENT, ENVIRONMENTAL AFFAIRS

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## VICE PRESIDENT, FINANCE

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## VICE PRESIDENT, TRADE AFFAIRS

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## IMMEDIATE PAST PRESIDENT

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# 2023 BOARD OF DIRECTORS

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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### Sid Staunton

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### Darrell McCrum

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## MICHIGAN

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### Kevin Storm

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## MINNESOTA

### Lance Hapka

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### Peter Imle

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## MONTANA

### Dan Lake

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## NORTH CAROLINA

### Chris Hopkins

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# 2023 BOARD OF DIRECTORS CONT.

## NORTH DAKOTA

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Edinburg, ND  
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**Brian Vculek**  
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## NEBRASKA

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## NEW YORK

**Ralph Child**  
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## OHIO

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## OREGON

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**Mark Ward**  
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## PENNSYLVANIA

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## TEXAS

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## WASHINGTON

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**Adam Weber**  
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## Marvin Wollman

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## WISCONSIN

**Mark Finnessy**  
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**Jeremie Pavelski**  
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e: jpavelski@heartland.farm  
p: (715) 249-5555

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

# 2023 COMMITTEES

## GROWER OUTREACH AND INDUSTRY RESEARCH COMMITTEE

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

### TJ Hall (ND) - Chair

Nick Blanksma (ID)  
Tom Bulgrin (WI)  
Ellie Charvet (WA)  
Mark Finnessy (WI)  
Greg Harris (OR)  
Chris Hopkins (NC)  
Peter Imle (MN)  
Robbie Irving (ME)  
Eric Jemmett (ID)  
Danny Johns (FL)  
Kraig Knutzen (WA)  
Dominic LaJoie (ME)  
Mike Madsen (WA)

David Masser (PA)  
Josh McBride (NE)  
Tyler Mitchell (CO)  
Dan Moss (ID)  
Eric Schroeder (WI)  
Craig Searle (ID)  
Kathy Michael  
Sponheim (OH)  
Harry Strohauser (CO)  
Ritchey Toeves (ID)  
Dillon VanOrden (ID)  
Tim Venhuizen (MT)  
Lynn Wilcox (ID)  
Marvin Wollman (WA)  
Jim Wysocki (WI)

## LEGISLATIVE AFFAIRS COMMITTEE

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

### Dean Gibson (ID) - Chair

Nick Blanksma (ID)  
Josh Bunger (WA)  
Tom Campbell (ND)  
Ralph Child (NY)  
Dan Chin (OR)  
Mark Finnessy (WI)  
Lance Hapka (MN)

Randy Hardy (ID)  
Greg Harris (OR)  
Peter Imle (MN)  
Robbie Irving (ME)  
Eric Jemmett (ID)  
Brett Jensen (ID)  
Danny Johns (FL)  
Klaren Koopman (ID)  
Darrell McCrum (ME)

## 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)  
Tyler Backemeyer (TX)  
Nick Blanksma (ID)  
Dan Chin (OR)  
Mark Darrington (ID)  
Miguel Diaz (CO)  
Andy Diercks (WI)  
Heath Gimmestad (WA)  
Jackson Hall (ND)  
Greg Harris (OR)  
Chris Hopkins (NC)  
Robbie Irving (ME)  
Danny Johns (FL)  
Klaren Koopman (ID)  
Dominic LaJoie (ME)  
Dan Lake (MT)

Darrell McCrum (ME)  
Grant Morris (WA)  
Allen Olberding (WA)  
Lynn Olsen (WA)  
Luke Parr (MI)  
Jeremie Pavelski (WI)  
Jaren Raybould (ID)  
Nick Somers (WI)  
Sid Staunton (CA)  
Jason Stoddard (ID)  
Kevin Storm (MI)  
Harry Strohauser (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)  
Tyler Backemeyer (TX)  
Ellie Charvet (WA)  
Ralph Child (NY)  
Dan Chin (OR)  
Mark Darrington (ID)  
Cully Easterday (WA)  
Mark Hammer (WA)  
Roger Hawley (WA)  
Brett Jensen (ID)  
Danny Johns (FL)  
Klaren Koopman (ID)  
Darrell McCrum (ME)

Tyler Mitchell (CO)  
Dan Moss (ID)  
Randy Mullen (WA)  
Luke Parr (MI)  
Mark Peterson (CO)  
Jaren Raybould (ID)  
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)

Grant Morris (WA)  
Chris Olsen (WA)  
Luke Parr (MI)  
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 Toeves (ID)  
Brian Vculek (ND)  
Tim Venhuizen (MT)  
Adam Weber (WA)  
Jim Wysocki (WI)

## 2023 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)  
Wendy Alsum-Dykstra (WI)  
Josh Bunger (WA)  
Ellie Charvet (WA)  
Miguel Diaz (CO)  
Randy Hardy (ID)  
Danny Johns (FL)

Dominic LaJoie (ME)  
Chris Olsen (WA)  
Jeremie Pavelski (WI)  
Craig Searle (ID)  
Dillon VanOrden (ID)  
Mark Ward (OR)  
Jim Wysocki (WI)

### LONG RANGE PLANNING COMMITTEE

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

#### Jared Balcom (WA) - Chair

Dan Chin (OR)  
Robbie Irving (ME)  
Danny Johns (FL)

Jason Stoddard (ID)  
Mark Ward (OR)  
Lynn Wilcox (ID)

## NPC PAST PRESIDENTS

|           |                   |           |                 |      |                 |
|-----------|-------------------|-----------|-----------------|------|-----------------|
| 1948-1950 | S.A. Wathen       | 1976      | Ed Stastny      | 1997 | Jeff Raybould   |
| 1951-1953 | E.J. Peters       | 1977      | Obed Tweten     | 1998 | Nick Somers     |
| 1954      | Sol Lavit         | 1978      | Dell Raybould   | 1999 | Gary Ball       |
| 1955-1956 | W.B. Whiteley     | 1979      | Louis Wysocki   | 2000 | Chuck Gunnerson |
| 1957-1959 | E. Perrin Edmunds | 1980-1981 | Bernard Shaw    | 2001 | Allen Olberding |
| 1960      | John Bushee       | 1982      | Herschel Heilig | 2002 | Todd Michael    |
| 1961-1962 | John Broome       | 1983      | Gene Shaver     | 2003 | Dave Warsh      |
| 1963      | W.B. Camp, Jr.    | 1984      | Jerry Larson    | 2004 | Keith Masser    |
| 1964-1965 | Claude Auger      | 1985      | Doug Michael    | 2005 | Dan Moss        |
| 1966      | Vernon James      | 1986      | Thomas Ford     | 2006 | Jim Wysocki     |
| 1967      | Roy Hirai         | 1987      | Robert Sanders  | 2007 | Don Sklarczyk   |
| 1968      | Allan Larsen      | 1988      | Larry Young     | 2008 | Richard Polatis |
| 1969      | Headlee Wright    | 1989      | Michael Cranney | 2009 | Ed Schneider    |
| 1970      | Basil Fox         | 1990      | David Long      | 2010 | Roger Mix       |
| 1971      | Don Johnston      | 1991      | Douglas Monter  | 2011 | Justin Dagen    |
| 1972      | Norman Falconer   | 1992-1993 | Richard Watt    | 2012 | Steve Crane     |
| 1973      | Merle Anderson    | 1994      | Ron Mack        | 2013 | Randy Mullen    |
| 1974      | Clarence Parr     | 1995      | Lynn Olsen      | 2014 | Randy Hardy     |
| 1975      | David Clark, Jr.  | 1996      | Wayne Maggio    | 2015 | Dan Lake        |
|           |                   |           |                 | 2016 | Jim Tiede       |
|           |                   |           |                 | 2017 | Dwayne Weyers   |
|           |                   |           |                 | 2018 | Cully Easterday |
|           |                   |           |                 | 2019 | Larry Alsum     |
|           |                   |           |                 | 2020 | Britt Raybould  |
|           |                   |           |                 | 2021 | Dominic LaJoie  |
|           |                   |           |                 | 2022 | Jared Balcom    |



# 2023 STATE ORGANIZATIONS

## COLORADO

### Colorado Potato Administrative Committee Area II

P.O. Box 348  
1305 Park Avenue  
Monte Vista, CO 81144  
p: (719) 852-3322  
contact: Jim Ehrlich  
e: jehrich@coloradopotato.org  
w: coloradopotato.org

### Colorado Potato Administrative Committee Area III

P.O. Box 1774  
528 7th Street  
Greeley, CO 80632  
p: (970) 352-5231  
contact: Brenda Breikler  
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  
contact: Jamey Higham  
e: jamey.higham@potato.idaho.gov  
w: idahopotato.com

## MAINE

### Maine Potato Board

744 Main Street, Room 1  
Presque Isle, ME 04769  
p: (207) 769-5061  
contact: Don Flannery  
e: flannery@mainepotatoes.com  
w: mainepotatoes.com

## MICHIGAN

### Michigan Potato Industry Commission

3515 West Road, Suite A  
East Lansing, MI 48823  
p: (517) 253-7370  
contact: Kelly Turner  
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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w: minnesotapotato.org

### Northern Plains Potato Growers Association

420 Business Hwy 2  
East Grand Forks, MN 56721  
p: (218) 773-3633  
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w: nppga.org

## 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  
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## NEBRASKA

### Nebraska Potato Council

6541 Jefferson Road  
Alliance, NE 69301  
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## NEW YORK

### Empire State Potato Growers, Inc.

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Malone, NY 12953  
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## NORTH CAROLINA

### North Carolina Potato Association

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Elizabeth City, NC 27909  
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## OREGON

### Oregon Potato Commission

1207 NW Naito Pkwy  
Suite 154  
Portland, OR 97209  
p: (503) 239-4763  
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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  
p: (717) 232-5300  
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## 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  
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w: potatoes.com

## WISCONSIN

### Wisconsin Potato & Vegetable Growers Association

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Antigo, WI 54409  
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w: wisconsinpotatoes.com

# 2023 GROWER SUPPORTERS

## DIAMOND - \$1,000

**Jared Balcom**, Balcom & Moe Inc., WA  
**Taylor Grant**, Grant 4-D Farms, ID  
**Randy Hardy**, Hardy Farms, Inc., ID  
**Lake Seed, Inc.**, MT  
**Okray Family Farms**, WI  
**Lynn J. Olsen**, L.J. Olsen, Inc., WA  
**Richard Pavelski**, Heartland Farms, Inc., WI  
**Britt Raybould**, Raybould Brothers Farms, ID  
**Edward Schneider**, Schneider Farms Pasco LLC, WA  
**Schutter Seed Farm**, MT  
**Sid Schutter**, Schutter Seed Farm, MT  
**Benjamin Sklarczyk**, Sklarczyk Seed Farm LLC, MI  
**Donald Sklarczyk**, Sklarczyk Seed Farm, MI  
**Tim Venhuizen**, Spring Creek Farms, MT  
**David Warsh**, Warsh Farms, CO  
**Lynn Wilcox**, Floyd Wilcox & Sons, Inc., ID  
**Tony Wisdom**, Skagit Valley Farm LLC, WA  
**James Wysocki**, Wysocki Family of Companies, WI  
**Worley Family Farms, LLC**, CO

## PLATINUM - \$500

**Larry Alsum, Heidi Alsum-Randall, and Wendy Alsum-Dykstra**, Alsum Farms, Inc., WI  
**AgriNorthwest**, WA  
**B & H Farms**, ID  
**Dennis Bula**, Bula Potato Farms, Inc., WI  
**Josh Burger**, Burger Farms, WA  
**Richard Crapo**, Nor Vue Farms, ID  
**Mark Darrington**, Big D Farms LLC, ID  
**Steve Diercks**, Coloma Farms Inc., WI  
**Peter Ewing**, Ewing Farms Inc., MN  
**Kimberly Freeman**, Airway Farms, Inc., WA  
**Steve Gangwish**, CSS Farms, LLC, NE  
**TJ and Jackson Hall**, Hall's G4, ND  
**Eric Halverson**, Black Gold Farms, Inc., ND

**Lisa Hickman**, Countrywide Potato / Thompson Seed Potato, NE  
**Dublin Farms, Inc.**, VA  
**Keith Holland**, Holland Farms, CO  
**Scott James**, Triple J Inc., NC  
**Micheal Cohen & Jeff DeWald**, Agribusiness Succession Advisors, CO  
**Brett Jensen**, Brett Jensen Farms, ID  
**Alan Jones**, Jones Potato Farm, FL  
**Brian Jones**, Sun Valley Potatoes, Inc., ID  
**Keith Jorgensen**, Jorgensen Farms, ID  
**Greg Juul**, G-2 Farming, LLC, OR  
**Bill Kimm**, Kimm Seed Potatoes, MT  
**Dominic & Rachel LaJoie**, LaJoie Growers LLC, ME  
**Dave Masser**, Sterman Masser, Inc., PA  
**Andy McGlinn**, Crown Farms, ME  
**Dave Moquist**, O.C. Schulz & Sons, ND  
**Grant Morris**, Schneider Farms-Pasco LLC, WA  
**Dan Moss**, Moss Farms, ID  
**Ryan Moss**, Moss Farms, ID  
**Randy Mullen**, Mullen Farms, WA  
**Fred & Blake Olberding**, Cloud 9 Farms, WA  
**Randall Palmgren**, Palmgren Farms, Inc., CO  
**Brian Sackett**, Sackett Potatoes, MI  
**Joseph Thompson**, Thompson Seed Potatoes, NE  
**Jason Tillman**, Monte Vista Potato Growers, CO  
**Palmgren Farms, Inc.**, CO  
**LaJoie Growers, LLC**, ME  
**R.D. Offutt Farms Wadena**, ND

## GOLD - \$200

**Les Alderete**, Skyline Potato, Colorado  
**Bryan Alford**, Alford Farms, Inc., WA  
**Tony Amstad**, Amstad Farming Co., OR  
**RJ Andrus**, TBR Farms, ID  
**Dean Bair**, Thompson Seed Potatoes, NE  
**David Bartlett**, Bartlett Farms, ME  
**Chelley Beck**, WI  
**Nic Behrend**, ID  
**Blake Bennett**, Tri-Cities Produce, Inc., WA  
**Bittersweet Farms**, ID  
**Micheal Brooks**, Dusty Lane Farms, NJ  
**Dave Budd**, Metzler Systems, Inc., NJ  
**Ellie Charvet**, RDT, LLC, WA  
**Ralph Child**, Childstock Farms, NY  
**Daniel Chin**, Chin Family Farms Organic, OR  
**Bart Connors**, Skone & Connors Produce, WA  
**Steve Crane**, Crane Bros. Farms, ME  
**Justin Dagen**, Dagen Heritage Farms, MN  
**Segundo & Miguel Diaz**, Martinez Farms, CO  
**E.J. Dorsey**, United Insurance, ME  
**Keith Doyen**, Willard C. Doyen & Sons, ME  
**Daniel Dyk & Bill Lee**, Dyk Seed Potatoes, LLC, MT  
**Nate and Tim Eames**, Eames Acres, Inc., ID  
**Katie Floming**, Neumiller Farms, Inc., IL  
**Jared Gehring**, Gehring Agri-Business, ID  
**Dean Gibson**, Magic Valley Produce, Inc., ID  
**Roderick Gumz**, Gumz Muck Farms LLC, WI  
**John Halverson**, Black Gold Farms, MO  
**Doug Hanks**, Hanks Farms, Inc., ID

**Greg Harris**, Castle Rock Farming, OR  
**Brent Heisler**, Johnson Foundation Seed, ND  
**Ragen Horst**, E.K. Bare & Sons, Inc., PA  
**Peter Imle**, Pine Lake Wild Rice Farm, Inc., MN  
**Dennis Iott**, Iott Seed Farms, MI  
**Jeff Jennings**, John E. Ferebee Farming, Inc., NC  
**Klaren Kooppin**, Kooppin Farms, ID  
**Lloyd Kuster**, Bremer Insurance Agencies, Inc., ND  
**Glenn Leep & Ryan Tucker**, 4L Family Farms, LLC, MI  
**Mike & James Macy**, Macy Farms, OR  
**John Marker**, Marker Farms, MI  
**JW Mattek**, J.W. Mattek & Sons, Inc., WI  
**Blake Matthews**, Matthews Land & Cattle LLC, ID  
**Tim May**, Frenchman Valley Produce, NE  
**Dayle Mecham**, Mecham Bros, LLC, ID  
**Todd Michael**, Michael Family Farms, FL  
**Kathy Michael Sponheim**, Michael Family Farms, OH  
**Bryan Mickelsen**, Rigby Produce, Inc., ID  
**Gerald Miller**, Aroostook Produce Dist Inc., ME  
**John Miller**, John Miller Farms, Inc., ND  
**Tyler Mitchell**, Mike Mitchell Farms, LLC, CO  
**Roger Mix**, Mix Farms, CO  
**Norm Nelson**, Sterling Hill LLC, WA  
**Brian Neufeld**, Neufeld Farms Ltd., CO  
**Bradley Nilson**, Nilson Farms, Inc., ND  
**Kent Palmgren**, Kant Palgren Farms, CO  
**Walter Parkins**, Royal Farms, Inc., MN  
**Nick Phelps**, M K Phelps Farm, Inc., NY  
**Richard Polatis**, Polatis Farms, ID  
**Jay Savage**, Savage Farms, Inc., MA  
**Kevin & Heidi Schleicher**, WI  
**Craig Searle**, Sage View Ag, LLC, ID  
**Kevin Searle**, GPOD of Idaho, ID  
**Scott Searle**, Pine View Farms, LLC, ID  
**Joe Seis**, Sterling Farms, LLC, WI  
**Jason Selvidge**, Buttonwillow Land & Cattle Company, CA  
**Daniel Sifer**, Herr Foods Inc., PA  
**Michael Sitzmann**, Dawson Farms, LLP, ND  
**Rodney Smith**, Blanca Potato LLC., CO  
**Nick Somers**, Plover River Farms Alliance, WI  
**Ed Stastny**, Stastny Farms, OR  
**Ed Staunton**, CA  
**Steve and Paul Streich**, Steich & Associates, MT  
**Harry Strohauer**, Strohauer Farms, Inc., CO  
**PA Cooperative Potato Growers**, PA  
**Jeannie Tapley**, Maine Potato Board, ME  
**Johnny Thiele**, Gilleshammer-Thiele Farms Inc., ND  
**Preston Thiele**, Gilleshammer-Thiele Farms Inc., ND  
**Evan, Tom, & Andrew Torkelson**, Torkelson Bros. Inc., ND  
**Kevin Troyer**, Troyer Land Resources, PA  
**Margaret Goehl Trujillo**, Goehl Ranches, Inc., CO  
**Jeff VanOrden**, VanOrden Enterprises, ID  
**Bryan Wada**, Wada Farms, ID  
**Gold Dust & Walker Farms**, OR  
**Jack Wallace**, J W Farms, Ltd., TX  
**Jake Wardenaar**, Sunray Farms, LLC, WA  
**Mack Farms, Inc.**, FL  
**Marvin Wollman**, Warden Hutterian Brethren, WA  
**Sandyland Farms**, MI

## SILVER - \$100

**Ronald Abrams**, Abrams Homestead Farms, LLC, NJ  
**Clen & Emma Atchley**, Flying A Ranch/CEA Corp, ID  
**Brian Baglien**, Tobiason Potato Co., Inc., ND  
**Keith Barrett**, Richard Barrett Produce Co Inc., TX  
**Beutler Farms**, ID  
**Jeffrey Blanksma**, Golden Sun Farms, ID  
**Eric Blaser**, Blaser Sandy Sage Farms, ID  
**Jonathan Blass**, Coolridge Farms, PA  
**Mike Brooks**, Dusty Lane Farms LLC, NJ  
**Bill Buyan**, Buyan Ranch Inc., MT  
**Alan Collette Farming Association**, ND  
**John Coombs**, Coombs Sod Farms, NJ  
**Greg Ebe**, Ebe Farms LLC, WA  
**Jeff Edling**, MN  
**Scott Fenters**, Easy Growing LLC, OR  
**Brent Flewelling**, Flewelling Family Farms, ME  
**W.S. Floyd**, W.S. Floyd Farms, VA  
**Vernon Frederickson**, Frederickson Farming, LLC, OR  
**Lawrence Good**, Crestone View Farms, CO  
**Hartman Farms, Inc.**, WI  
**Mark Hickman**, Dublin Farms, VA  
**Barry Hill**, Hill Family Farms, ME  
**Karl Hofmann**, Hofmann Potatoes, NY  
**Jimmy Holland**, F. A. Holland & Sons, VA  
**Robert Jackson**, Robert Jackson Farms, ND  
**Kirk Jacobs**, Silver K Farms, ID  
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# ***Measuring the Economic Significance of the U.S. Potato Industry***

PREPARED BY  
**William Knudson & Steven R. Miller**  
February 2023

**MICHIGAN STATE  
UNIVERSITY**

Department of Agricultural, Food  
and Resource Economics  
Center for Economic Analysis



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# Letter from our President



On behalf of the National Potato Council (NPC) and the growers we represent, I'm pleased to offer this exciting and impactful insight into the U.S. potato industry and its contributions throughout the American economy.

This analysis marks the first time any organization has measured and reported on the national economic impact of America's favorite vegetable.

Given its prominence in our diet and wellbeing, potatoes provide a significant contribution to America's economic activity, including direct activity (growth, processing, wholesaling, and retail) and job creation—making potatoes an essential component of our prosperity as a nation built and sustained by potato growers who indirectly put people to work in every city and town across our great country.

The U.S. potato sector is vital to America's economic lifeblood, generating an estimated \$100.9 billion in economic activity in 2021 alone. Our sector is responsible for supporting an estimated 714,000 domestic jobs and providing wages of \$34.1 billion annually to those employed along our supply chain. An impressive 0.4% of the entire U.S. workforce relies on our industry for their livelihoods, contributing \$53 billion towards annual GDP growth.

I want to thank the economists and researchers at Michigan State University for this analysis. The staggering results of this study are reinforced by the fact that potatoes are the number one consumed vegetable by U.S. consumers annually and are a beneficial source of vitamins and minerals in all diets.

Thanks to U.S. potato growers, our partners and workers up and down the supply chain, and the consumers who love our products, America is indeed a spud nation.

Sincerely,

**RJ Andrus**

TBR Farms, Idaho Falls, Idaho

President, National Potato Council





# Executive Summary

This analysis assesses the national economic contribution of the potato sector on the United States. It also analyzes the supply chain for potatoes and the level of exports and imports of potatoes and potato products. The 2021 total economic contribution of the potato sector is estimated to be **\$100.9 billion**. The contribution stemming from farm production makes up about **\$10.8 billion**. These estimated economic contribution estimates entail **\$37.2 billion** direct economic activity arising from growing, processing, wholesaling, and retailing potatoes and potato products. The remaining **\$63.7 billion** is made up of indirect activity from affected industries and expenditures from household consumption that can be traced back to activity generated by the potato sector.

Total employment generated by the potato sector is estimated to be in excess of **714,000 domestic jobs**, of which approximately **405,000** are directly employed along the potato supply chain and more than **309,000** are employed in related industries or other

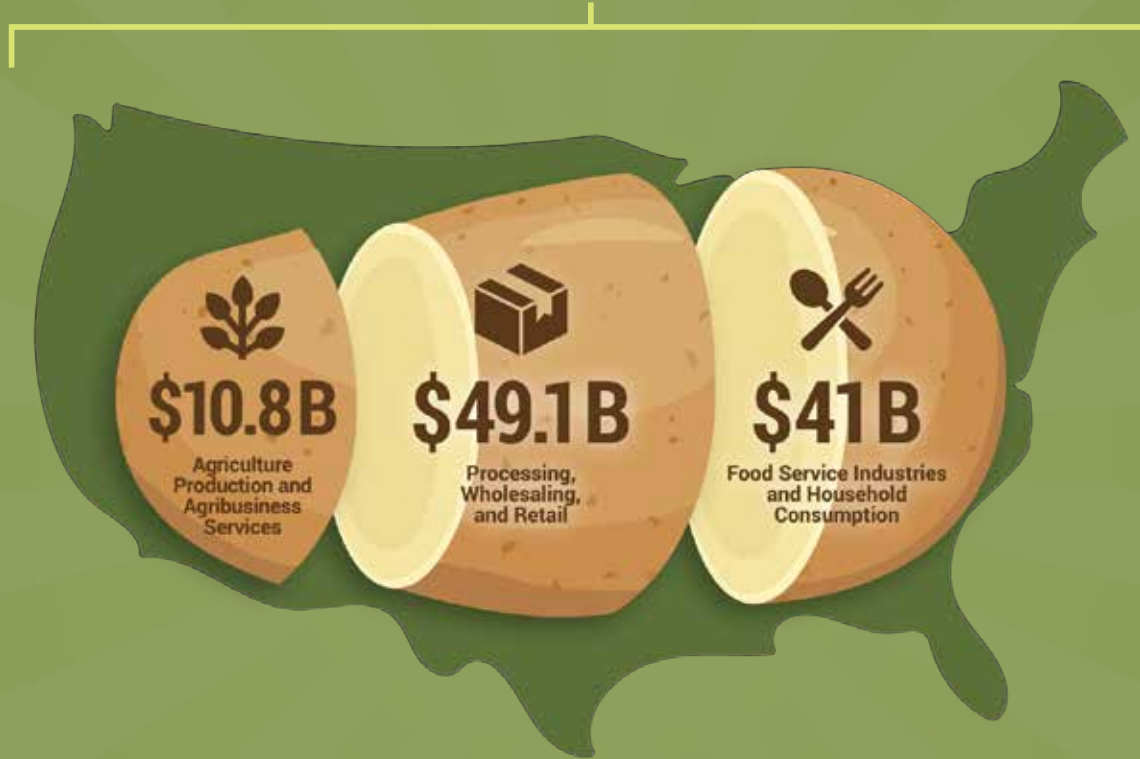
businesses. These jobs command about **\$34.1 billion in wages and salaries** per year and contribute **\$53.5 billion** to the annual gross domestic product (GDP) of the United States. To place these findings into context, about **0.4 percent of the U.S. domestic workforce** is supported by the domestic potato industry supply chain.

The potato industry entails a wide spectrum of activity, from agricultural production, through wholesaling and processing and distribution ending with consumer purchases of final products through retail channels or through food service providers. Farms and businesses producing, processing, and distributing potato and potato products can be found in all parts of the U.S. and accordingly, the potato industry is present throughout the nation.

The U.S. is the **world's fifth largest producer**, and potatoes are the **number one consumed vegetable** by U.S. consumers. Potatoes are a remarkably versatile vegetable and have many desirable characteristics that make it a staple

The 2021 total economic contribution of the potato sector is estimated to be

# \$100,900,000,000+



The U.S. potato sector is responsible for generating an estimated

# 714,000+

domestic jobs

which provide

## \$34.1 Billion

annually in wages & salaries

and contribute

## \$53.5 Billion

to the annual GDP of the U.S.

food. It is rich in antioxidants, potassium, and potato skins are high in fiber (UC Davis 2022). It is also an inexpensive source of calories which is very important in developing countries where food security is an issue.

In the U.S., the largest producing state of potatoes is **Idaho**, followed by **Washington**. Other major producing states include **Wisconsin, Oregon, North Dakota, Colorado, Minnesota, Maine, Michigan, Nebraska** and **California**. States tend to specialize in the variety categories grown, though all varieties are viable in every state. Many, if not most, of the potatoes grown in the U.S. are produced under contract (Source Trace Systems 2020). Contracts are most pervasive for processing potatoes, especially for potatoes grown for fries and chips.

More than two thirds of the potatoes sold in the U.S. were used for processing in 2018.

One quarter of those were used for sales to households; the rest were allocated to other uses. Food service is an especially important outlet for potatoes primarily in the form of fries.

While most potatoes grown in the U.S. are consumed domestically, foreign trade is an important outlet for potatoes. Approximately **20 percent of the potatoes grown or processed in the U.S. are exported** either as fresh or processed potatoes, though the U.S. both imports and exports fresh, processed and products derived from potatoes. Canada and Mexico are major markets for U.S. fresh and dehydrated potatoes and Japan and South Korea are major markets for U.S. frozen potatoes. Canada is a leading source of imports for potatoes used in processing. These Canadian imported potatoes may be subsequently exported as processed potatoes or in potato-derived products.





# Introduction

While native to South America, potatoes are grown around the world. This vegetable is so adaptable and vital to human nutrition that it is now grown throughout the Americas, all of Europe, south and east Asia, Australia and Africa (Monfreda, Ramankutty & Foley 2008). That is, potatoes are grown on six of the seven continents.

Prior to the war in Ukraine, the four largest global producers of potatoes were China, India, Russia, and Ukraine (USDA: Agricultural Marketing Resource Center 2021). The U.S. is the world's fifth-largest producer. Potatoes are a remarkably versatile vegetable and have many desirable characteristics that make it a staple food. It is rich in antioxidants, potassium, and potato skins are high in fiber (UC Davis 2022). It is also an inexpensive source of calories which is very important for food-insecure consumers..

Potatoes are the most consumed vegetable in the United States (Kantor & Blazejczyk 2020) and are the only vegetable whose level of consumption is consistent with U.S. Department of Agriculture (USDA) dietary guidelines (Guthrie et al., 2013). In addition to being cooked and eaten whole, they can be processed into a wide variety of value-added products. Over one-third of U.S.-grown potatoes are processed as frozen potatoes (USDA: NASS 2022) and about 93 percent of those are utilized as fries (USDA: NASS 2022; Lucier, 2020). Fresh table-stock and potatoes for potato chips represent about 25 and 23 percent of U.S. potato utilization, respectively (Potatoes USA, 2021d). Potatoes

are also a common ingredient in soups and salads. Industry statistics often break out potato utilization into three categories: at-home consumption, food service, and institutional utilization. The latter entails consumption at public institutions like schools and hospitals. Food service utilization makes up the largest use of U.S.-grown potatoes, and fries make up the largest portion of food service uses. An additional category of utilization is animal feed, which is usually made up of grower stocks with blemishes or size characteristics that make them less fit for human food markets.

Potatoes are grown throughout the United States. The largest producing state of potatoes is Idaho, followed by Washington. Other major producing states include Wisconsin, Oregon, North Dakota, Colorado, Minnesota, Maine, Michigan, Nebraska and California. States tend to specialize in the variety categories grown. For example, Idaho is an important source of Russet potatoes (Idaho Potato Commission 2023), Michigan is the largest producer of potatoes for chips (Michigan Potato Industry Commission 2022), and 80 percent of Washington's potato crop goes to fry production (Steury 2023). Regardless, all categories are viable in every state.

This analysis assesses the national economic contribution of the potato sector for the year 2021. It also analyzes the supply chain for potatoes and the level of exports and imports of potatoes and potato products. The total economic contribution of the potato sector



is estimated to be \$100.9 billion, where farm production alone accounts for \$10.8 billion. Estimates suggest that \$37.2 billion of this contribution is direct economic activity resulting from growing, processing, wholesaling, and retailing potatoes and potato products while \$63.7 billion is indirect activity from related industries and household consumption resulting from activity generated along the potato sector. Total employment generated by the entire potato supply chain is estimated to be in excess of 714,000 of which approximately 405,000 are directly employed in the potato sector and

more than 309,000 are employed in related industries or other businesses. The next section presents an overview of the U.S. domestic supply of potatoes. The supply chain represents all the processes from raw material inputs to final products for human consumption. This is followed by a brief overview of the international trade of potatoes. The next section discusses the methods and data used for measuring the economic significance of the potato industry and the resulting estimates. The final section summarizes the findings and concludes the report.

# The Supply Chain of Potatoes

Table 1 shows U.S. domestic production of potatoes from 2009 to 2021. The data shows a long-term trend of growth in U.S. domestic potato production that has experienced a recent reversal since 2019, primarily due to adverse weather conditions. The decline in production is one reason why the average farm gate price of potatoes has increased from \$8.90 a hundredweight in 2018 to \$10.20 in 2021; an increase of 14.6 percent (USDA: NASS 2022). The onset of war in Ukraine, the general pace of U.S. and global inflation, and the re-opening of

restaurants from COVID-19 closures, have likely placed added upward pressure on potato prices.

Table 1 further shows that farm use makes up about one percent of total production. About 5.5 percent of total production is used for seed and approximately another 5.5 percent of output is lost due to shrinkage and other factors. Potatoes remain one of the most abundantly available vegetable crops for U.S. consumers, as approximately 49.4 pounds of potatoes were available per person in the U.S. in 2019 (Kantor & Blazejczyk 2020).

TABLE 1 *U.S. Potato Production 2009-2021*

| Year | Production (Cwt.) | Seed (Cwt.) | Farm Use (Cwt.) | Shrinkage and Loss (Cwt.) | Sold (Cwt.) |
|------|-------------------|-------------|-----------------|---------------------------|-------------|
| 2009 | 432,601,000       | 24,027,000  | 4,535,000       | 29,135,000                | 398,921,000 |
| 2010 | 404,549,000       | 25,100,000  | 4,227,000       | 24,996,000                | 375,326,000 |
| 2011 | 430,037,000       | 26,527,000  | 4,146,000       | 27,789,000                | 398,102,000 |
| 2012 | 464,970,000       | 25,656,000  | 4,850,000       | 28,505,000                | 431,615,000 |
| 2013 | 434,652,000       | 25,249,000  | 4,323,000       | 26,211,000                | 404,118,000 |
| 2014 | 442,170,000       | 26,259,000  | 4,192,000       | 26,762,000                | 411,216,000 |
| 2015 | 441,205,000       | 25,715,000  | 4,631,000       | 26,509,000                | 410,065,000 |
| 2016 | 450,324,000       | 26,167,000  | 4,437,000       | 26,683,000                | 419,004,000 |
| 2017 | 450,921,000       | 24,673,000  | 4,410,000       | 25,139,000                | 421,372,000 |
| 2018 | 450,020,000       | 24,973,000  | 4,047,000       | 25,526,000                | 420,447,000 |
| 2019 | 424,419,000       | 22,761,000  | 4,608,000       | 25,016,000                | 394,795,000 |
| 2020 | 420,020,000       | 23,010,000  | 4,550,000       | 23,453,000                | 392,017,000 |
| 2021 | 409,829,000       | 22,158,000  | 3,579,000       | 23,367,000                | 382,883,000 |

Source: USDA, *Agricultural Statistics*





While there exists a wide range of potato varieties, commercial production of potatoes is largely focused upon a few key varieties. Within each variety there may exist a number of sub-varieties. This is especially true for Russet potatoes (Potato Association of America 2020). Major potato variety classes, and their common uses are:

- **Russet potatoes:** Baked or roasted, mashed, fried, processing for fries and dehydrated potatoes
- **Yellow potatoes:** Grilled, baked or roasted, mashed, salads
- **Red potatoes:** Baked or roasted, salads, soups, stews, grilled, steamed
- **White potatoes:** Mashed, salads, steamed, pan fried or sautéed, processing for potato chips
- **Purple potatoes:** Baked or roasted, grilled, salads
- **Fingerling potatoes:** Pan fried or sautéed, baked or roasted, salads

Russet potatoes are popular for baking, mashed potatoes, and fries. They are often purchased by households as well as processors. Due to their size, Russets are well suited for fry production because they have the potential to be processed into long, thick fries (Potatoes USA 2021a). Yellow potatoes are very versatile and are growing in popularity. They are often purchased by households, as are red potatoes. Also, as is the case with heirloom tomatoes, there appears to be a market for heirloom potato varieties, especially purple varieties. Varieties used for potato chips are round white varieties many of which are proprietary to the potato chip processor or brand. The other potato varieties are somewhat less popular but are representative of the vast varieties available to consumers. Despite having a wide variety of options in the U.S., there are more than 5,000 additional varieties of potatoes grown in South America (Madigan 2021), creating a potential to further expand the varieties produced in the United States.

An expansive and specialized supply chain exists of inputs to produce potatoes. Machinery, fertilizers, land, and management are common inputs to all types of crop farming. Planting, harvesting and processing activities require specialized equipment with limited applications for other crops. Processing and storage facilities are specialized for processing potatoes and often designed to meet a variety of specifications for efficient processing. Potatoes grown for seed are particularly important for the potato industry and require special consideration. In this, the U.S. has a limited generation system that prevents a seed lot from being used for more than five years. This limits the potential for disease build up (Potato USA 2022b).

After being harvested, potatoes either move into storage or are delivered directly to a packing shed or processor. Those sent to

a packing shed are washed, graded, and packaged (Madigan 2021). Potatoes that move into storage are maintained in controlled atmosphere facilities to preserve their quality so they can be sold at a later date.

Potato growers often grow potatoes under contract, especially potatoes grown for fries and chips (Source Trace Systems 2020). The utilization of potatoes is shown in Table 2. While these figures are somewhat dated, they may be more reflective of the market of potatoes post-COVID-19 than potato utilizations during the pandemic.

More than two-thirds of the potatoes sold in the U.S. were used for processing in 2018. One-quarter of those were used for sales to households; the rest were allocated to other uses. Table 3 further breaks down the processing utilization of potatoes in 2016 and 2017.

TABLE 2 *Potato Utilization in the U.S. 2017-2018*

| Utilization (Cwt.)             | 2017               | 2018               |
|--------------------------------|--------------------|--------------------|
| <b>Consumptive Sales</b>       |                    |                    |
| Table Stock                    | 109,824,000        | 106,462,000        |
| Processing                     | 284,411,000        | 289,209,000        |
| <b>Other Sales</b>             |                    |                    |
| Livestock Feed                 | 1,913,000          | 697,000            |
| Seed                           | 25,224,000         | 24,079,000         |
| Other Sales Total              | 27,137,000         | 24,776,000         |
| <b>Total Sales</b>             | <b>421,372,000</b> | <b>420,447,000</b> |
| <b>Non-Sales</b>               |                    |                    |
| On Farm Seed                   | 3,526,000          | 3,491,000          |
| Household Use and on Farm Seed | 884,000            | 556,000            |
| Shrinkage and Loss             | 25,139,000         | 25,526,000         |
| <b>Total Non-Sales</b>         | <b>29,549,000</b>  | <b>29,573,000</b>  |
| <b>Total Production</b>        | <b>450,921,000</b> | <b>450,020,000</b> |

Source: USDA, Agricultural Statistics

TABLE 3 *Processing Utilization of Potatoes 2016 and 2017*

| Utilization (Cwt.)                                    | 2016               | 2017               |
|-------------------------------------------------------|--------------------|--------------------|
| <b>Chips and Shoestrings</b>                          | 58,751,000         | 62,700,000         |
| <b>All Dehydrated (including starch and flour)</b>    | 45,761,000         | 49,066,000         |
| <b>Frozen fries</b>                                   | 155,798,000        | 162,640,000        |
| <b>Other Frozen Products</b>                          | 13,803,000         | 15,956,000         |
| <b>Canned Potatoes</b>                                | 1,152,000          | 1,113,000          |
| <b>Other Canned Products that use Potatoes</b>        | 703,000            | 758,000            |
| <b>Other (fresh pack, potato salads, vodka, etc.)</b> | 6,160,000          | 5,550,000          |
| <b>Total</b>                                          | <b>282,128,000</b> | <b>297,783,000</b> |

Source: USDA, *Agricultural Statistics*

In 2017, more than one-third of all the potatoes sold in the U.S. were used to produce fries. About 55 percent of potatoes (by weight) for processing were used for fries. The second largest use of processed potatoes was for chips and shoestring potatoes which accounted for about 16.5 percent of all potatoes used for processing. The third largest use of potatoes by volume was for dehydration. This includes packaged starch, flour and packaged potato products like instant mashed potatoes, scalloped potatoes, and potatoes au gratin. Potatoes are increasingly being used as an input in other processed food products, such as frozen meals, pot pies, and soups.

Some of the largest firms in the agri-food industry are involved in the processed potato industry. Collectively, the food service sector makes up the largest buyer segment for processed potatoes. Fast food restaurants are the largest buyers of frozen potatoes for use in fries, and PepsiCo and Campbell Soup Company, through their Frito-Lay and Snyder-Lance divisions, are the largest producers of chips. Current potato sales growth is largest in craft or specialty chip production. There is also product innovation in the chip sector focusing

on lower sodium varieties, baked chips, and chips with a lower oil content (Diment 2021).

Processed potato production entails vast inputs from producers in other agricultural production sectors, as well as from other manufacturing sectors – particularly for packaging and processing. Processors use inputs to produce finished products. Examples of these are packaging, utilities, salt, breeding, spices, other agri-food inputs, cooking oil, and energy. The types of inputs brought into the processed potato production process depend on the type of product processed. To be sure, potatoes are also inputs to other processed and packaged food products, where potatoes are secondary components. For example, consider shepherd's pie, where mashed potatoes constitute only one component of the necessary ingredients to complete this traditional dish that is often marketed as a frozen meal.

Potatoes and processed potato products are then handled by wholesalers (see Figure 1). In some cases, large firms manage their own warehouses, which means that they do not need to use wholesale services but carry out some of the activities that wholesalers do internally. The potatoes and potato products are then handled

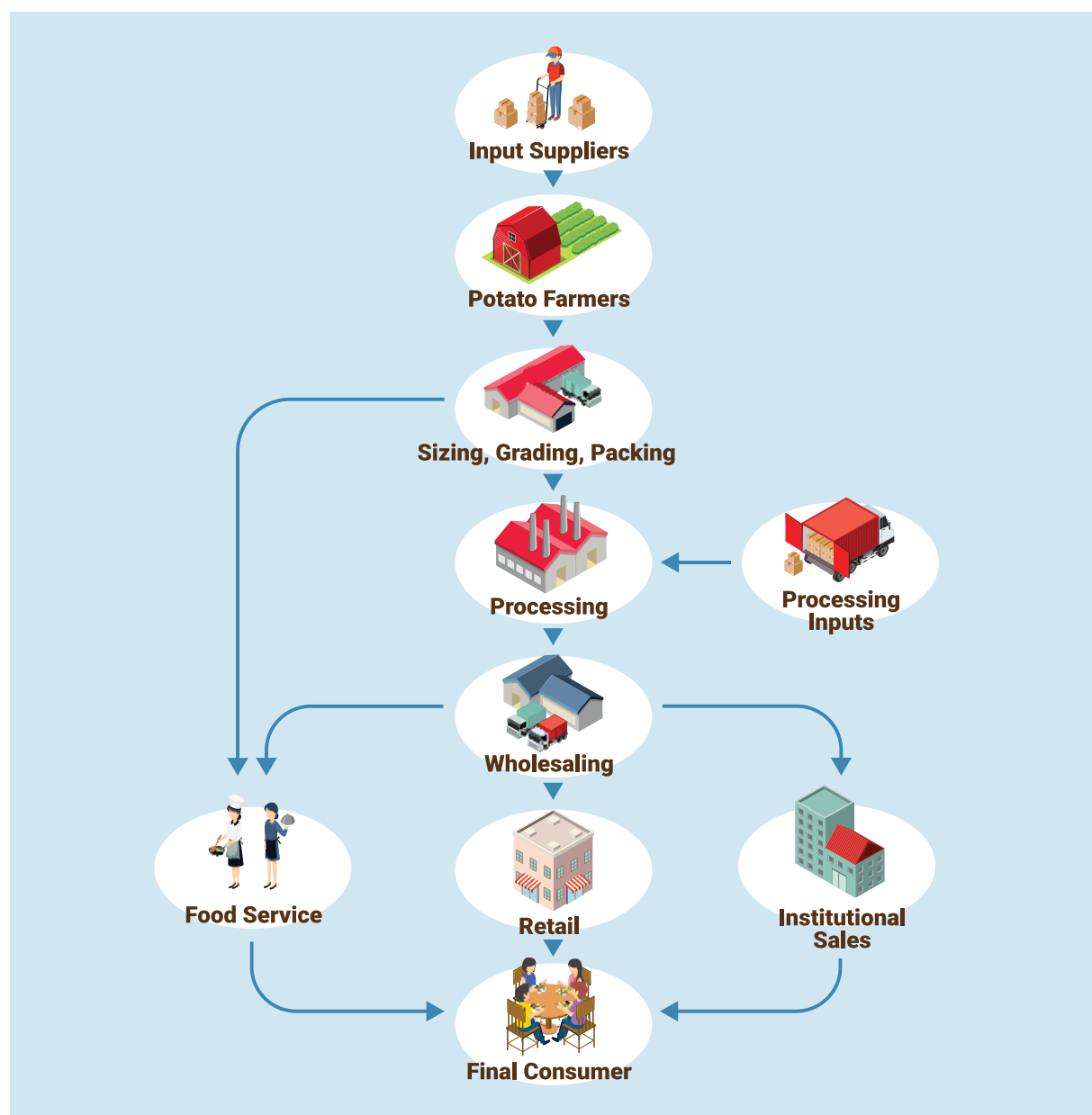


by retailers, food service firms, and institutions such as schools and hospitals. The products are then bought or consumed by the final consumer. A stylized depiction of the complete supply chain from farm input suppliers to consumers is shown in Figure 1.

Potato quality is important for both the fresh and processed potato markets. Since many potatoes

are marketed through contracts, grading and sizing are important activities. Some potatoes destined for the fresh market go straight to potato wholesalers, and then go to either the retail market or food service or institutional sales. Given the popularity of potatoes and their versatility, the supply chain for potatoes is complex compared to many other agricultural commodities.

FIGURE 1 *The Supply Chain for Potatoes*



# International Trade

TABLE 4 *U.S. Exports of Potatoes (Calendar Year)*

|                      | US Dollars      |                 | Fresh Weight Equivalent (Metric tons) |           |
|----------------------|-----------------|-----------------|---------------------------------------|-----------|
|                      | 2020            | 2021            | 2020                                  | 2021      |
| <b>Total Exports</b> | \$1,667,011,199 | \$1,875,477,595 | 3,063,054                             | 3,377,961 |
| <b>Frozen</b>        | \$1,021,182,588 | \$1,188,727,694 | 1,509,984                             | 1,763,058 |
| <b>Fresh</b>         | \$233,079,703   | \$262,967,809   | 483,470                               | 570,472   |
| <b>Dehydrated</b>    | \$216,105,741   | \$213,548,916   | 865,170                               | 819,234   |
| <b>Chips</b>         | \$186,409,856   | \$198,411,782   | 185,432                               | 199,056   |
| <b>Seed</b>          | \$10,233,311    | \$12,821,394    | 18,998                                | 26,141    |

Source: USDA, *Agricultural Statistics*

Approximately 20 percent of the potatoes grown in the U.S. are exported in either fresh or processed form, representing a combined \$1.88 billion in sales (Potatoes USA 2022c). Despite potatoes being grown and consumed throughout the world, and despite the volume of U.S. potato production and consumption, the U.S. is neither a primary exporter nor an importer of potatoes in the aggregate.

Total U.S. exports of potatoes generated \$1.875 billion in sales in 2021 up from \$1.667 billion in 2020. The total volume of fresh potatoes making up 2021 exports was just under 3.4 million metric tons (Table 4). Processed potato shipments in the form of frozen was the most common form, followed by fresh, dehydrated, chips and seed, respectively. While fresh was the most second most common form of exports by sale value, dehydrated was the second most common form exported by volume.

Table 5 shows that Mexico and Canada were the largest export markets for all potato products

in volume. However, Japan was the second largest market in terms of sales. We should note that trade with Mexico and Canada is often two-way. All three countries participate in intermediate trade exports to one market may be for processing for export to others, including the country of origin.

Similarly, Table 6 shows the top 10 exports for frozen potatoes in 2021, indicating Japan as the top importer of U.S. frozen potatoes. Mexico follows closely, while Canada is the fifth largest importer of frozen potatoes. Table 7 shows export sales and volume for fresh, or table-stock potatoes. Consistent with the intermediate trade of potatoes discussed above, Canada and Mexico are the top export markets for fresh U.S. potatoes. By weight, Canada imported more than twice that of Mexico, but in dollar terms Mexico exports command a relatively higher sale price.

Table 8 shows the top ten export markets for U.S. dehydrated potatoes. Often an intermediate

TABLE 5 **Top 10 U.S. Export Markets for Potatoes (2021 Calendar Year) • TOTAL**

| <b>TOTAL</b> | <b>US Dollars</b> | <b>Fresh Weight Eq.<br/>(Metric Tons)</b> |
|--------------|-------------------|-------------------------------------------|
| Mexico       | \$393,693,595     | 759,955                                   |
| Canada       | \$324,144,942     | 739,042                                   |
| Japan        | \$357,882,548     | 651,251                                   |
| South Korea  | \$123,703,766     | 194,472                                   |
| Taiwan       | \$79,807,784      | 124,937                                   |
| Philippines  | \$95,904,337      | 137,729                                   |
| Malaysia     | \$62,017,657      | 99,394                                    |
| China        | \$39,405,783      | 68,219                                    |
| Guatemala    | \$39,212,893      | 56,228                                    |
| Singapore    | \$38,588,294      | 52,390                                    |

Source: Potatoes USA 2022c

TABLE 6 **Top 10 U.S. Export Markets for Potatoes (2021 Calendar Year) • FROZEN**

| <b>FROZEN</b> | <b>US Dollars</b> | <b>Fresh Weight Eq.<br/>(Metric Tons)</b> |
|---------------|-------------------|-------------------------------------------|
| Japan         | \$290,985,766     | 445,412                                   |
| Mexico        | \$266,438,431     | 429,287                                   |
| South Korea   | \$104,227,475     | 140,814                                   |
| Philippines   | \$66,348,854      | 101,459                                   |
| Canada        | \$67,450,726      | 95,316                                    |
| Taiwan        | \$59,183,185      | 80,726                                    |
| Malaysia      | \$51,888,205      | 75,460                                    |
| China         | \$37,058,476      | 59,514                                    |
| Guatemala     | \$34,643,181      | 47,751                                    |
| Hong Kong     | \$30,643,992      | 43,819                                    |

Source: Potatoes USA 2022c

TABLE 7 **Top 10 U.S. Export Markets for Potatoes (2021 Calendar Year) • FRESH**

| <b>FRESH</b>       | <b>US Dollars</b> | <b>Fresh Weight Eq.<br/>(Metric Tons)</b> |
|--------------------|-------------------|-------------------------------------------|
| Canada             | \$100,901,646     | 263,516                                   |
| Mexico             | \$60,313,983      | 124,449                                   |
| Japan              | \$25,104,798      | 54,001                                    |
| Taiwan             | \$17,551,595      | 34,709                                    |
| South Korea        | \$8,752,828       | 15,311                                    |
| Dominican Republic | \$9,063,409       | 14,066                                    |
| Honduras           | \$7,572,872       | 12,013                                    |
| Philippines        | \$6,751,720       | 11,692                                    |
| Malaysia           | \$5,345,801       | 9,781                                     |
| Singapore          | \$3,123,217       | 4,536                                     |

Source: Potatoes USA 2022c



TABLE 8 *Top 10 U.S. Export Markets for Potatoes (2021 Calendar Year) • DEHYDRATED*

| <b>DEHYDRATED</b> | <b>US Dollars</b> | <b>Fresh Weight Eq.<br/>(Metric Tons)</b> |
|-------------------|-------------------|-------------------------------------------|
| Canada            | \$93,988,140      | 312,423                                   |
| Mexico            | \$34,721,153      | 144,983                                   |
| Japan             | \$33,068,320      | 142,487                                   |
| United Kingdom    | \$10,786,017      | 52,020                                    |
| South Korea       | \$7,161,889       | 34,028                                    |
| Australia         | \$6,295,971       | 28,067                                    |
| Israel            | \$3,985,592       | 15,067                                    |
| Malaysia          | \$3,305,343       | 13,221                                    |
| Indonesia         | \$2,368,549       | 8,860                                     |
| Taiwan            | \$1,895,573       | 8,125                                     |

Source: Potatoes USA 2022c

TABLE 9 *Top 10 U.S. Export Markets for Potatoes (2021 Calendar Year) • CHIPS*

| <b>CHIPS</b>         | <b>US Dollars</b> | <b>Fresh Weight Eq.<br/>(Metric Tons)</b> |
|----------------------|-------------------|-------------------------------------------|
| Mexico               | \$32,220,028      | 61,236                                    |
| Canada               | \$52,267,076      | 46,476                                    |
| Philippines          | \$20,965,683      | 17,408                                    |
| United Arab Emirates | \$15,730,941      | 9,844                                     |
| Japan                | \$8,723,664       | 9,352                                     |
| Saudi Arabia         | \$6,622,760       | 5,500                                     |
| Singapore            | \$3,896,799       | 4,880                                     |
| Netherlands          | \$4,354,309       | 3,220                                     |
| South Korea          | \$2,705,116       | 3,100                                     |
| Qatar                | \$5,036,595       | 2,844                                     |

Source: Potatoes USA 2022c

processing product, dehydrated potatoes are increasingly found on grocery shelves around the world. Once, again, Canada and Mexico are top markets, where Canada makes up more than twice the value of the Mexican market in both volume and sales. Unlike fresh, however, the Canadian market pays a relative premium for dehydrated potatoes relative to the Mexican market (determined by taking the ratio of dollars to weight).

Finally, Table 9 shows the top ten markets for potato chip form of potatoes. Mexico and Canada remain the dominant destinations. The Canadian market is the top destination in sales, but Mexico is the top destination in terms of volume, the difference indicating that Canadian markets pay a premium for chip-processed potatoes over Mexico.

# *Data and Methods for Estimating Economic Contributions*

Like all industries in the U.S., the domestic supply chain supporting the production of raw potatoes, processing them, and delivering them to consumers in fresh or processed form generates economic activities that exceed the direct value of the final products sold for consumption. This section traces the transactions involved in the production of potatoes from the agricultural inputs all the way to the distribution of final goods for consumption. The corresponding economic contribution estimates recognize that directly associated transactions give rise to secondary transactions as dollars are spent and re-spent in the economy in a reciprocal fashion not unlike the ripples on water created by a tossed rock in an otherwise calm pound. That is, the estimates entail what is commonly referred to as an economic multiplier effect.

One should be careful to note that the estimation framework employed in this section reflects an economic contribution, not an economic impact. Economic impact estimates follow the same approach as economic contribution assessments. However, economic impact estimates must take into account all lost economic activities supplanted by the industry in question, while economic contributions only account for the economic value of activities directly and indirectly attributed to the industry in question. For example, an economic contribution assessment of the agricultural production of potatoes will measure the selling value of potatoes produced and the value of all the inputs required to make that output. An

economic impact assessment of the agricultural production of potatoes will also measure the economic value of the sold potatoes and the associated input values. However, it will go further to recognize the lost revenues of the likely alternative crops that would be grown in the absence of potatoes. For instance, the acres allocated to potatoes may supplant the sale and production values of corn on those same acres. Unfortunately, determining what production potatoes supplant can be challenging as this counterfactual state of production does not exist and cannot be observed directly. An economic contribution assessment does not require conjecturing the nature of agricultural production in the absence of potato production. In total, economic impact assessments impose significant barriers to estimation over that of economic contribution assessments.

One of the shortcomings of any economic contribution estimate, like that provided here, is that other supply chains can also be claimed for some associated economic activities. For example, the mashed potatoes that go into a frozen meal, like shepherd's pie, are co-mingled with other ingredients. Accordingly, the supply chain for minced beef or lamb can also assert ownership to the same value attributed to potatoes. While the estimates provided in this analysis shares out that portion of the finished good that can be attributed to potatoes, the very nature of the economic simulation model assures that if we were to measure the economic contributions of all inputs into final



products entailing potatoes, the total economic contribution would entail excessive double-counting of effects across the multiple inputs.

The USDA National Agricultural Statistics Service (NASS) is the primary source of information for potato production, sales, and trade. This agency also provides breakouts of commodity sales by form (frozen, fresh, dehydrated, etc.). The USDA Agricultural Marketing Services (AMS) provides in-depth coverage of trade flows of raw and processed potatoes. The U.S. Department of Commerce provides detailed transaction data called a social accounting matrix (SAM) that allows measures of inputs into the agricultural production process of growing potatoes, as well as that of processing, wholesaling, and retailing. The SAM traces all purchases and subsequent transactions along all supply chains and forks in channels from raw material inputs to final goods. As a social accounting construct, the SAM is a system of double-entry accounting, where a receipt for one party is an expenditure of another. One's expenditure for potato inputs

reduces their ability to spend on other things, and when one sells potatoes, they make subsequent expenditures from those earnings. Businesses take revenues from sales and pay for inputs and services. Those firms supplying inputs and services take these earnings and pay for inputs, inventory, and services. Firms also pay wages to workers and profits to shareholders, and these beneficiaries take these earnings and spend them on household expenditures, setting off subsequent rounds of transactions that cease only to the extent that purchases are made for goods and services rendered outside the local economy. These cycles continue indefinitely, mitigated only to the extent that individuals and institutions save, rather than re-spend from earnings and the extent to which subsequent purchases go to international suppliers.

The IMPLAN economic simulation model is used to model transactions and subsequent rounds of expenditures using the U.S. domestic SAM. IMPLAN is a well-established economic simulation model developed on over 50 years



of economic research. It provides 544 distinct industry detail, allowing for granular tracking of transactions. Consistent with the economic theory underlying the model, the IMPLAN simulation model is strictly backward-looking. That is, modeling the economic transactions of agricultural output starts with the value of agricultural production and traces all the inputs required to make that output. It is mostly silent about what happens to that output after it leaves the farm. Similarly, if the analysis starts with the value of wholesale activities, the analysis will start with the value of wholesale sales of potatoes and work backward, capturing the value of agricultural production necessary to supply the wholesale sales of potatoes. However, measuring potatoes' share of value becomes increasingly murky moving down the supply chain (Miller & Mann 2020), as potatoes are intermingled with other inputs, value-added

activities, and internationally traded goods and services. Because it becomes increasingly difficult to assign component contributions to final value as we move down the supply chain from raw inputs to retail and food service, the most precise measure of the value of potato production will be found at the farm gate. All value-added attributes beyond this point should be inferred based on the farm-gate values. We use the USDA Food Dollar Series (described below) to project value added along each step of the supply chain.

For estimating economic contribution along the supply chain, we turn to the USDA, Economic Research Service's Food Dollar Series (USDA: Economic Research Service 2022). The Food Dollar Series breaks consumer expenditures on food into component parts based on the industry groups. Each industry group represents the share of value of consumer dollar captured.

TABLE 10 *Food Dollar Series – Industry group value added by factors*

| Industry group        | Total (cents) | Imports (cents) | Output taxes (cents) | Property income (cents) | Salary & benefits (cents) |
|-----------------------|---------------|-----------------|----------------------|-------------------------|---------------------------|
| <b>All industries</b> | <b>100.0</b>  | <b>5.1</b>      | <b>5.1</b>           | <b>39.4</b>             | <b>50.3</b>               |
| Agribusiness          | 2.2           | 0.6             | 0.1                  | 1.0                     | 0.6                       |
| Farm production       | 7.4           | 1.0             | -0.4                 | 5.2                     | 1.7                       |
| Food processing       | 15.2          | 1.2             | 0.6                  | 5.8                     | 7.7                       |
| Packaging             | 2.9           | 1.0             | 0                    | 0.8                     | 1.2                       |
| Transportation        | 3.6           | 0               | 0                    | 1.4                     | 2.2                       |
| Wholesale trade       | 10.7          | -0.3            | 1.7                  | 4.2                     | 5.1                       |
| Retail trade          | 12.7          | 0.3             | 1.9                  | 3.9                     | 6.7                       |
| Food services         | 33.6          | 0.6             | 0.7                  | 12.2                    | 20.1                      |
| Energy                | 3.2           | 0.4             | 0.3                  | 1.6                     | 1.0                       |
| Finance and insurance | 3.6           | 0.1             | 0.1                  | 1.4                     | 1.9                       |
| Advertising           | 3.0           | 0.2             | 0                    | 1.5                     | 1.3                       |
| Legal and accounting  | 1.8           | 0.1             | 0.1                  | 0.7                     | 1.1                       |

Note: Values may not add to totals due to rounding

Source: USDA, Economic Research Service, Food Dollar Series, 2022

The Food Dollar Series provides two key measures used in this contribution assessment. First, it provides an objective means of measuring the value of final goods created by the agricultural production of potatoes. Accordingly, the Food Dollar Series suggests that 7.4¢ out of every food dollar is captured by the farm. The expected value of consumer goods purchased through retail or food service channels can be estimated simply by taking the ratio of farm gate sales to this farm gate value. For instance, the USDA reports that farm gate sales of potatoes were \$4.17 billion in 2021 (USDA: NASS 2022). Based on the Food Dollar Series, this suggests that the value of final goods for consumption would be \$55.95 billion. This would be an objective measure if all domestic production was processed and consumed domestically. However, as

discussed above, trade constitutes a significant component of U.S. domestic potato production and demand. While imports and exports can take place anywhere along the supply chain, for simplicity we assume it takes place from the farm gate and farm gate sales down by 0.34 percent in the final estimates. Accordingly, we assert the final value of sales from domestic potato production and processing is \$55.76 billion in 2021.

In addition to providing an estimate for the value of final goods produced with potatoes, the Food Dollar Series also provides a means of breaking out value at each stage of the supply chain. Table 11 reproduces the USDA Economic Research Service Food Dollar Series industry component estimates. These objective measures should be consistent with the values



used in the IMPLAN model in simulating economic contributions. The columns in Table 11 show the capture of primary factors of production – or the factor share of value created. With the total value of final domestic goods of \$55.76 billion and the industry group breakouts in Table 11, the economic contribution of the domestic potato production supply chain can be simulated and estimated.

Each industry group can be modeled in isolation, netting out the simulation of other industry groups. Recall that the simulation model is backward-looking, such that all inputs are accounted for in the simulation up to the industry group being modeled. Hence, when modeling wholesale activities, for example, food processing, farm production, and agribusiness activities are automatically built into the simulation. Not netting out these upstream activities will result in double counting those activities. Hence, direct expenditures of upstream activities are netted out in estimates for each leg along the supply chain.

Finally, IMPLAN provides multiple measures of economic effect. First, as established in the economic modeling literature, simulations are undertaken to track the value of transactions – also called output. However, other measures of economic activity can be reported. More common measures of economic activity include employment, labor income and value-added. Each is estimated for each of the 544 industries and simulated based on a fixed relation to the level of output. Hence, there are four measures of economic activity: output, employment, labor income and value-added. Each measure moves in proportion to the level of output by segment.

Three metrics make up economic contribution estimates, regardless of which measure is



used to gauge the value of economic activity. The first is the direct effects, which from an output perspective, is the value of transactions directly observed by the industry group tracked. Secondary effects are the combined economic activities generated from secondary business-to-business transactions or those transactions made by recipients of direct expenditures. As businesses spend from initial sale receipts and households spend from earnings garnered by expenditures along the supply chain, they set into motion secondary transactions not made by the supply chain participants but rather in response to supply chain expenditures. That is, economic effects can be categorized as those arising from activities along the supply chain and those effects arising because of activity along the supply chain. The total economic effect is simply the sum of the direct and secondary effects and is relevant for all measures of economic activity.



# Economic Contribution Estimates



Estimating the economic contribution of the U.S. domestic potato supply chain starts with sequentially simulating industry group transactions, netting out the direct transactions of the previous industry group. The first industry group modeled was farm production and agribusiness, of which, the prior value is established by USDA statistics. The second can be estimated as 2.2 percent (See Table 11) of the value of final potato goods. Subsequently, wholesale and production activities are simulated and added to the economic contribution estimates of agricultural production. However, to control for double counting, direct expenditures of agricultural production and agribusiness are subtracted from the wholesale economic effects. Retail and food service contributions were added – once again netting out prior leg direct effects, where prior leg direct effects had to be split between retail and food service channels. Prior leg direct effects were split based on the share

of the Food Dollar Series allocation to each of the two channels. The resulting estimates are shown in Table 11, where the Total is the sum of the estimated contributions by leg.

Accordingly, the estimates suggest that about 404,733 U.S. jobs can be directly linked to the U.S. domestic supply chain for potatoes and potato products (Table 11). Once accounting for secondary effects, the estimates show that about 714,500 jobs are supported directly or indirectly by the domestic potato products supply chain. Relative to the size of the labor force, this suggests that about 0.4 percent of all U.S. jobs can be attributed directly or indirectly to domestic potato production and marketing. Breaking it down, about 66,000 of those jobs can be tied directly or indirectly to agricultural production and agribusiness services (Top level of Table 11), food processing and wholesaling supports over 174,000 jobs, while just under 500,000 retail and food services jobs can be linked to the domestic potato supply chain.

These approximate 714,500 aggregate jobs are estimated to generate around \$34.1 billion in annual labor income and boost annual national income by \$53.5 billion. These earnings are driven by around \$100.9 billion in direct and secondary transactions, while \$37 billion in spending can be directly linked back to the potato supply chain. Collectively, when accounting for all sources of earnings, the estimates anticipate that the domestic potato supply chain boosts annual gross domestic product by \$53.5 billion a year.

# Summary and Conclusion

This report outlines the U.S. domestic supply chain of potatoes, recognizing the U.S. as one of the largest potato-producing countries in the world. Potatoes and potato products are an important component of the U.S. and global food systems. Accordingly, they also make up a significant contribution to the U.S. economy, from raw materials, through farm

production, processing, and trade. Processed potatoes make up a significant component of international trade, as well, including frozen and dehydrated products, but also fresh potatoes. Potato production is expansive throughout the world, reflecting the relative hardness of potatoes relative to other agricultural commodities. Profitably promoting international

TABLE 11 *Estimated Economic Contributions Along the Domestic Potato Supply Chain*

## Agriculture Production and Agribusiness Services

| Impact Type      | Employment | Labor Income | Value Added  | Output        |
|------------------|------------|--------------|--------------|---------------|
| Direct Effect    | 29,023     | \$1,228 Mil. | \$2,175 Mil. | \$4,170 Mil.  |
| Secondary Effect | 37,581     | \$2,120 Mil. | \$3,535 Mil. | \$6,621 Mil.  |
| Total Effect     | 66,604     | \$3,348 Mil. | \$5,711 Mil. | \$10,791 Mil. |

## Processing and Wholesale

| Impact Type      | Employment | Labor Income  | Value Added   | Output        |
|------------------|------------|---------------|---------------|---------------|
| Direct Effect    | 55,392     | \$3,779 Mil.  | \$4,770 Mil.  | \$12,998 Mil. |
| Secondary Effect | 118,951    | \$7,687 Mil.  | \$12,950 Mil. | \$27,176 Mil. |
| Total Effect     | 174,343    | \$11,466 Mil. | \$17,720 Mil. | \$40,174 Mil. |

## Retail

| Impact Type      | Employment | Labor Income | Value Added  | Output       |
|------------------|------------|--------------|--------------|--------------|
| Direct Effect    | 73,082     | \$1,938 Mil. | \$2,615 Mil. | \$3,527 Mil. |
| Secondary Effect | 28,097     | \$1,533 Mil. | \$2,828 Mil. | \$5,432 Mil. |
| Total Effect     | 101,179    | \$3,471 Mil. | \$5,443 Mil. | \$8,959 Mil. |

## Food Service

| Impact Type      | Employment | Labor Income  | Value Added   | Output        |
|------------------|------------|---------------|---------------|---------------|
| Direct Effect    | 247,235    | \$7,772 Mil.  | \$11,222 Mil. | \$16,466 Mil. |
| Secondary Effect | 125,143    | \$8,051 Mil.  | \$13,439 Mil. | \$24,519 Mil. |
| Total Effect     | 372,378    | \$15,823 Mil. | \$24,662 Mil. | \$40,985 Mil. |

## Total

| Impact Type      | Employment | Labor Income  | Value Added   | Output         |
|------------------|------------|---------------|---------------|----------------|
| Direct Effect    | 404,733    | \$14,717 Mil. | \$20,782 Mil. | \$37,161 Mil.  |
| Secondary Effect | 309,771    | \$19,390 Mil. | \$32,754 Mil. | \$63,747 Mil.  |
| Total Effect     | 714,504    | \$34,107 Mil. | \$53,536 Mil. | \$100,909 Mil. |



trade initiatives may be challenging; however, for the space of potato-based products with value-added properties, like dehydration, frozen for processing and finished consumer.

We use baseline industry statistics to estimate the overall economic contribution, or significance, of the U.S. potato supply chain. The supply chain represents all the legs of production from raw materials, like seed, fertilizer, and soil, to finished goods for consumption. Finished goods can be fresh and processed potatoes for home preparation, as well as prepared meals containing potatoes for consumption at home. It also includes salty snacks made from potatoes, like potato chips and shoestring potatoes. It also entails processed and fresh potatoes used in food services and the food service jobs supported by on-premise sales and preparation of meals entailing potatoes. The estimates also entail all handling of potatoes and potato-related products from raw material to final purchase for consumption.

The estimates suggest that about 714,500 domestic jobs can be directly or indirectly

attributed to the U.S. domestic supply chain of potatoes. These jobs command about \$34.1 billion in labor income per year and contribute \$53.5 billion to annual gross domestic product. To place these findings into context, about 0.4 percent of the U.S. domestic workforce is supported by the domestic potato industry supply chain.

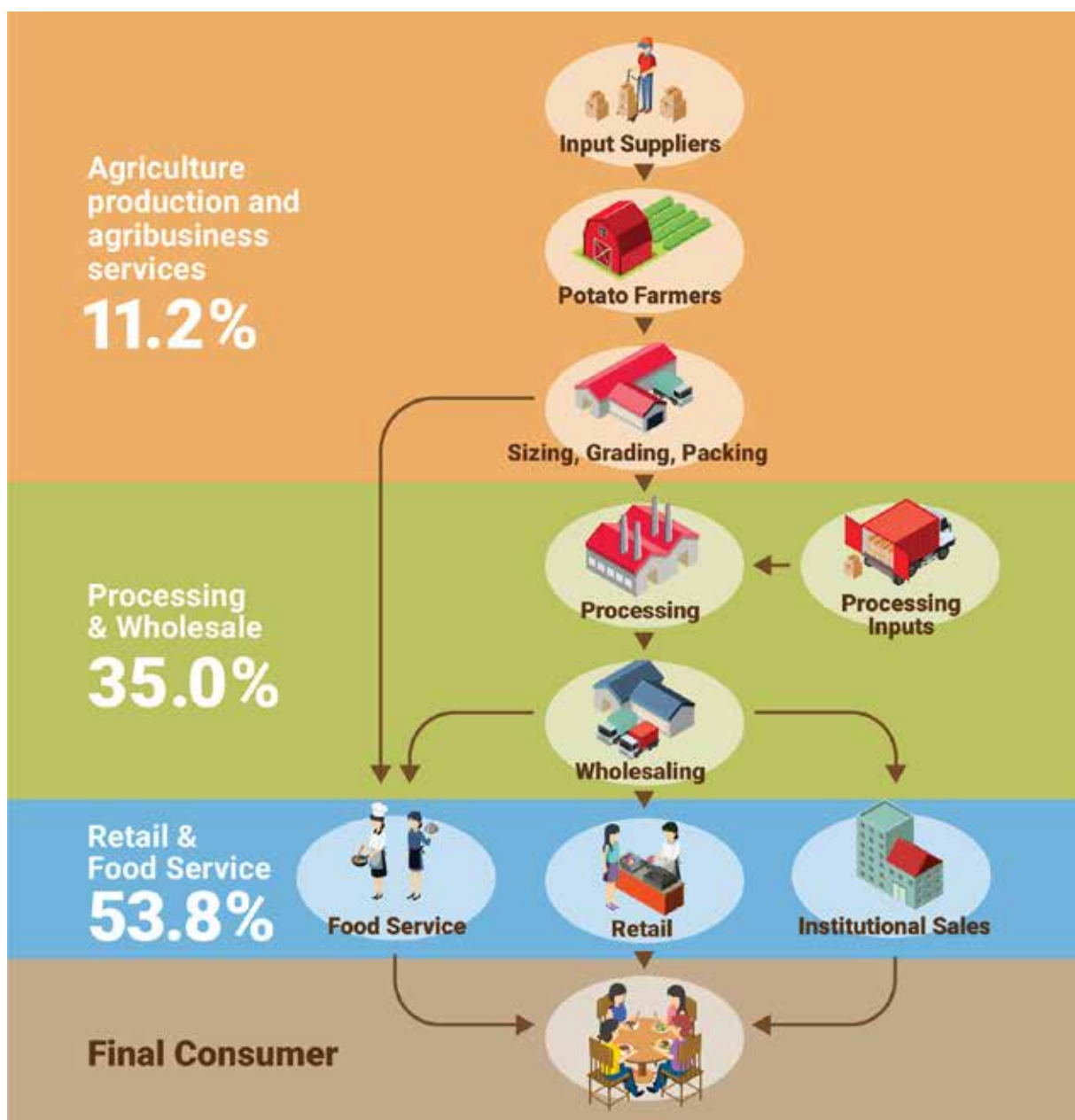
Table 11 largely follows the hierarchy of Figure 1. The output and employment numbers for production and agribusiness services are reflected in the input suppliers, potato farmers, and sizing grating and packing, as shown in the top-shaded area of Figure 2. In these steps, the form of the potato does not change. Table 11 estimates for processing and wholesaling reflect the economic contribution of processing potatoes and wholesaling both fresh and processed potatoes. This also includes the inputs used in processing and wholesaling, as reflected in the second level from the top in Figure 2. The economic contribution estimates for retail capture the economic contribution of retailing potatoes to consumers. This includes fresh and processed potatoes. The numbers for food service capture the economic



contribution of restaurant and institutional sales and utilization of potatoes. Collectively, these are shown as the third level in Figure 2. Using the estimated values of direct expenditures (output) in Table 11, the estimated share of supply chain value is presented in percent form in Figure 2. Accordingly, agriculture production and agribusiness services comprise roughly

11.2 percent of final value, in the aggregate. The combined wholesaling and processing activities account for around 35 percent, while the distribution channels account for 53.8 percent, where food service (food serving establishments and institutions) make up the largest component.

FIGURE 2 *The Supply Chain for Potatoes*



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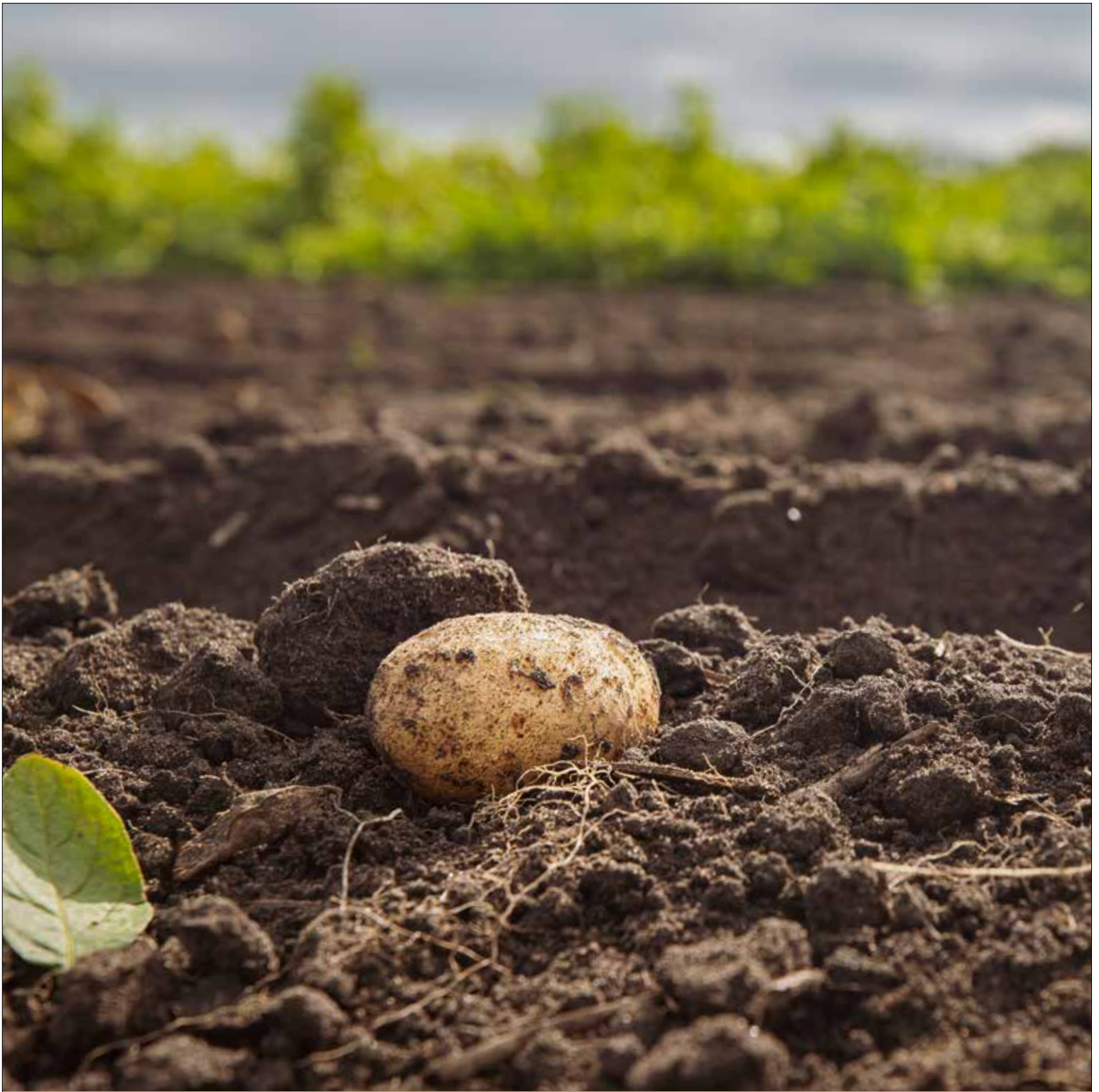
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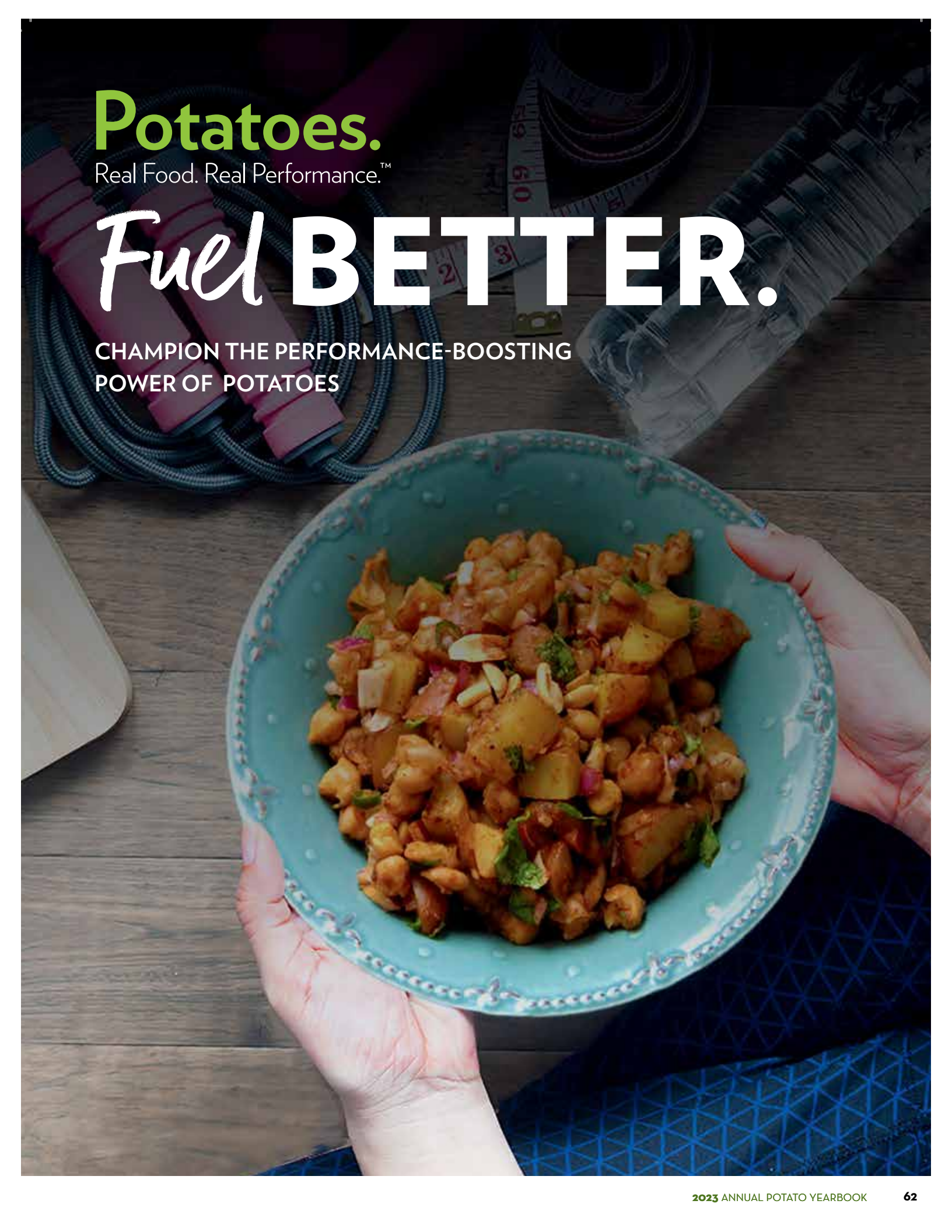
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[NationalPotatoCouncil.org](https://NationalPotatoCouncil.org)



A person's hands are holding a light blue ceramic bowl filled with a potato salad. The salad contains cubed potatoes, chickpeas, green herbs, and small pieces of red onion. In the background, on a wooden surface, there is a coiled jump rope with pink handles and a white measuring tape. The overall scene suggests a focus on health and fitness.

# Potatoes.

Real Food. Real Performance.™

# Fuel BETTER.

CHAMPION THE PERFORMANCE-BOOSTING  
POWER OF POTATOES

# REAL FOOD. REAL PERFORMANCE.

FROM POWERING THE BRAIN TO ENERGIZING  
THE BODY, POTATOES ARE FUELING A NEW  
GENERATION OF ACTIVE INDIVIDUALS



1



# POTATOES. FUEL BETTER.

## FUELING PERFORMANCE FOR ALL

Potato growers and operators understand the performance-boosting power of potatoes. Even many elite athletes do. But the general population? Not yet. That's why Potatoes USA is launching a new marketing campaign that champions both the physical and the mental performance benefits that potatoes provide, one that showcases how active individuals from all walks of life use potatoes to fuel their everyday activities, from A.M. study sessions to P.M. Pilates sessions—and everything in between. It's designed to provoke a moment of education and re-evaluation among consumers with a clear message: Potatoes are Real Food for Real Performance.

## THE PROOF IS IN THE POTATO

This performance message is anchored by a strong foundation in science that shows the potato's role as a nutritional powerhouse. For individuals to perform better, they need to fuel with better nutrition—and potatoes contain the complex carbohydrates, potassium, and vitamins people need to fuel their body and brain. A single, medium-size, 5.3-ounce potato with the skin on is more energy-packed than any other popular vegetable and contains:

  
CARBOHYDRATES  
**26g**

  
VITAMIN C  
**27mg**

  
PROTEIN  
**3g**

  
POTASSIUM  
**620mg**

  
FIBER  
**2g**

By stressing these incredible nutritional benefits, the campaign highlights that in order to perform better, you need to fuel better with potatoes.

**See The Work:**



1U.S. Department of Agriculture, Agricultural Research Service, Nutrient Data Laboratory. USDA National Nutrient Database for Standard Reference, Release 28



# PERFORMANCE ON ALL FRONTS

## FROM BIG-TIME INFLUENCERS TO SMALL-TOWN 5K'S, POTATO EDUCATION IS REACHING PEOPLE ACROSS THE COUNTRY

### AN INTEGRATED EFFORT

This marketing campaign is reaching active individuals across the country and is amplified across a variety of integrated media types and channels—from trusted influencers and social media platforms to virtual events and even some placements in local gyms. At the core of the campaign is a consumer website dedicated to showcasing potatoes as a fuel for performance. The website provides surprising potato facts; tasty recipes and preparation inspiration; a by-the-numbers look at how potatoes compare to other vegetables; and numerous inspirational stories of Team Potato athletes who compete in athletic events across the nation.

### A THRIVING COMMUNITY

Team Potato is an open community of athletes who trust in the performative power of the potato and are uniquely positioned to amplify the performance message. Today, there are thousands of Team Potato members and engagement is at an all-time high. Members regularly share family recipes, fitness updates, and proud stories of their potato-fueled achievements. In early 2023, Team Potato partnered with Strava, a popular fitness tracking company, to host a nationwide “Potato Power-Up” exercise challenge which garnered over 100,000 participants and newfound potato lovers! If you’d like to join Team Potato yourself or know someone who fuels their daily wins with potatoes, sign up today.

Learn More:







## SOCIAL CONNECTIONS

With social media continuing to play a large and influential role in our consumers' lives, it is key in spreading our performance message. The @PotatoGoodness social media pages for Facebook, Instagram, and TikTok continue to engage and inspire current and prospective followers through advertising, recipes, nutrition news, Team Potato member spotlights, links to athletic events, and updates on everything an individual needs to know to fuel with potatoes. Follow along to help spread the potato love.

## TRUSTED INFLUENCERS

Influencer marketing is also an essential component of sharing the performance message, so Potatoes USA continues to partner with popular and trusted online nutrition and fitness personalities who share frequent advice, inspiration, and educational messages to large audiences. These influencers author engaging blog posts and create authentic potato content for their legions of followers, igniting potato love and inspiring individuals to include potatoes in their daily routines to perform at their best, both mentally and physically.

## ACTIVE INDIVIDUALS

It doesn't matter if you run marathons or simply run errands—if you're active, potatoes can fuel you better. Which is why this campaign focuses on showing the power of the potato through relatable, active individuals who can help consumers think about potatoes differently. To that end, the activities and people featured in the campaign broaden its reach to a wider audience.





# JOIN THE MOVEMENT

## LET'S CHAMPION THE PERFORMANCE-BOOSTING POWER OF POTATOES TOGETHER

For this campaign to succeed, every member of the industry needs to participate. Luckily, it's easier than you might think to get involved—simply start by telling your friends and family! Bring a new potato dish to your next potluck. Drop a fun potato fact at this week's trivia night. Share a @PotatoesGoodness post the next time you hop on social media. Or, if you're looking to give your business a performance boost, visit [PotatoesUSA.com/marketing](https://PotatoesUSA.com/marketing). This online hub has everything you need to champion the performative power of potatoes.

### HERE'S WHAT YOU'LL FIND:

#### Videos & Graphics:

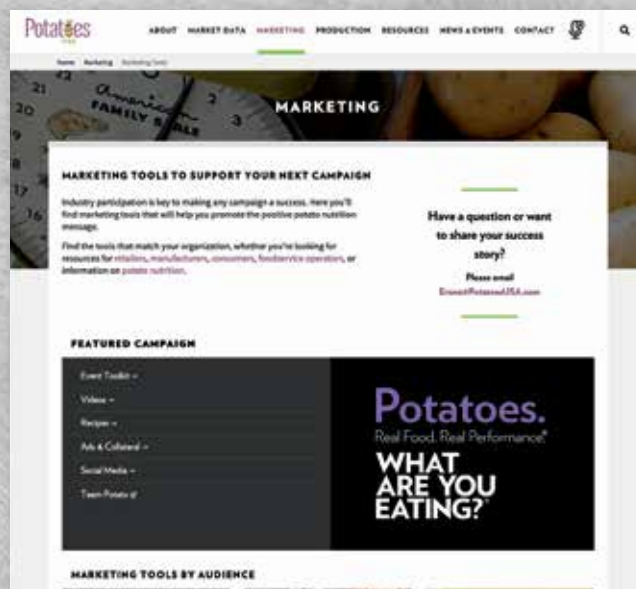
See firsthand how potatoes fuel performance by previewing the campaign videos and graphics. Then, use the ready-to-post videos and graphics to spread the word through your own website and social media pages.

#### Ads & Collateral:

Download ads and logos to customize for your business, so you can include potato performance messaging in your advertising, community activities, and even on your packaging.

#### Recipes:

Use our collection of delicious potato recipes in your marketing to highlight the performance-boosting benefits of the vegetable the world knows and loves.



### A COLLECTIVE EFFORT

You have a unique opportunity to spread the performance message far and wide by leveraging these ready-to-use assets in your local community. Online and offline, we need your help spreading the word about how potatoes fuel an active and healthy lifestyle; that they're Real Food for Real Performance.



# GROW TOGETHER

## BRINGING THE INDUSTRY TOGETHER UNDER A SHARED GOAL: GROWTH

The performance campaign is working towards the goal of growing the potato industry as a whole—but it is by no means the only one. In an effort to appeal to consumers while paying homage to potato growers, Potatoes USA began collecting and sharing inspiring stories of potato farmers from around the country. These stories bring our industry closer together, as well as provide opportunities to continue positioning potatoes as the natural powerhouse vegetable that it is. Below is an ad that called the industry to action, asking fellow growers to share their stories so that they may be used as part of a larger consumer campaign. If you know a grower or fellow industry professional who deserves recognition, text SPUD to 855-971-1586 or scan the QR code in the ad and help grow our industry.

### Growing Together

Every year, across the nation, potato growers put America's Favorite Vegetable on family dinner plates. It's time to shine a light on the people behind the nutritious spud.

Let's celebrate the hard work that goes into growing potatoes and bring the industry together. Share your spud story to inspire future generations and give consumers even more reasons to love potatoes.

Whether you are a 1st-generation or 5th-generation potato farmer, with 50 acres or over 150,000 acres, your story deserves to be heard, honored, and shared.

Submit yourself or another industry member to be interviewed and featured in various digital marketing campaigns.

Text SPUD to 855-971-1586 or scan the QR code.

It's time to tell your spud story and Grow Together.

Share a Story  
Grow Our Industry

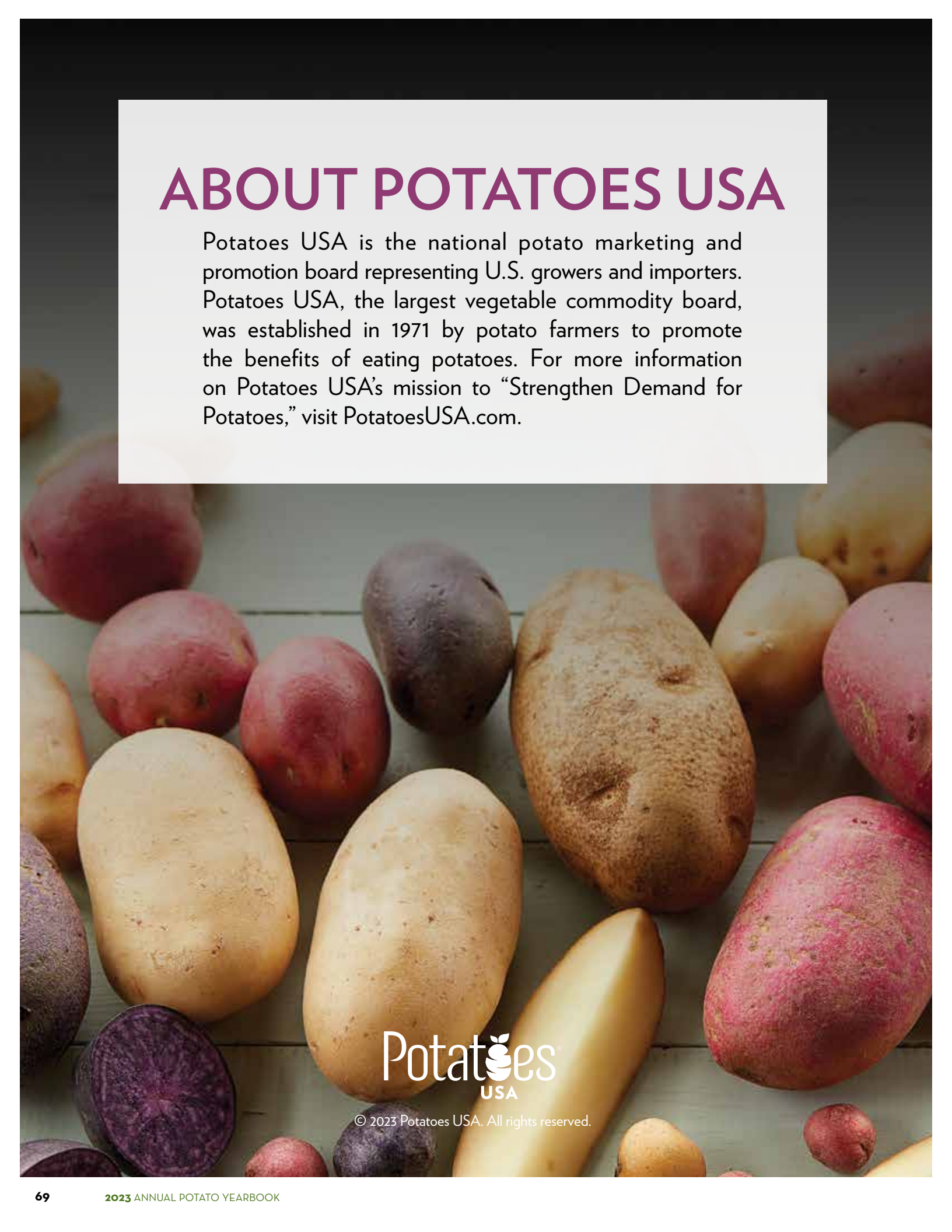


Potatoes  
USA



# ABOUT POTATOES USA

Potatoes USA is the national potato marketing and promotion board representing U.S. growers and importers. Potatoes USA, the largest vegetable commodity board, was established in 1971 by potato farmers to promote the benefits of eating potatoes. For more information on Potatoes USA's mission to "Strengthen Demand for Potatoes," visit [PotatoesUSA.com](https://PotatoesUSA.com).



Potatoes  
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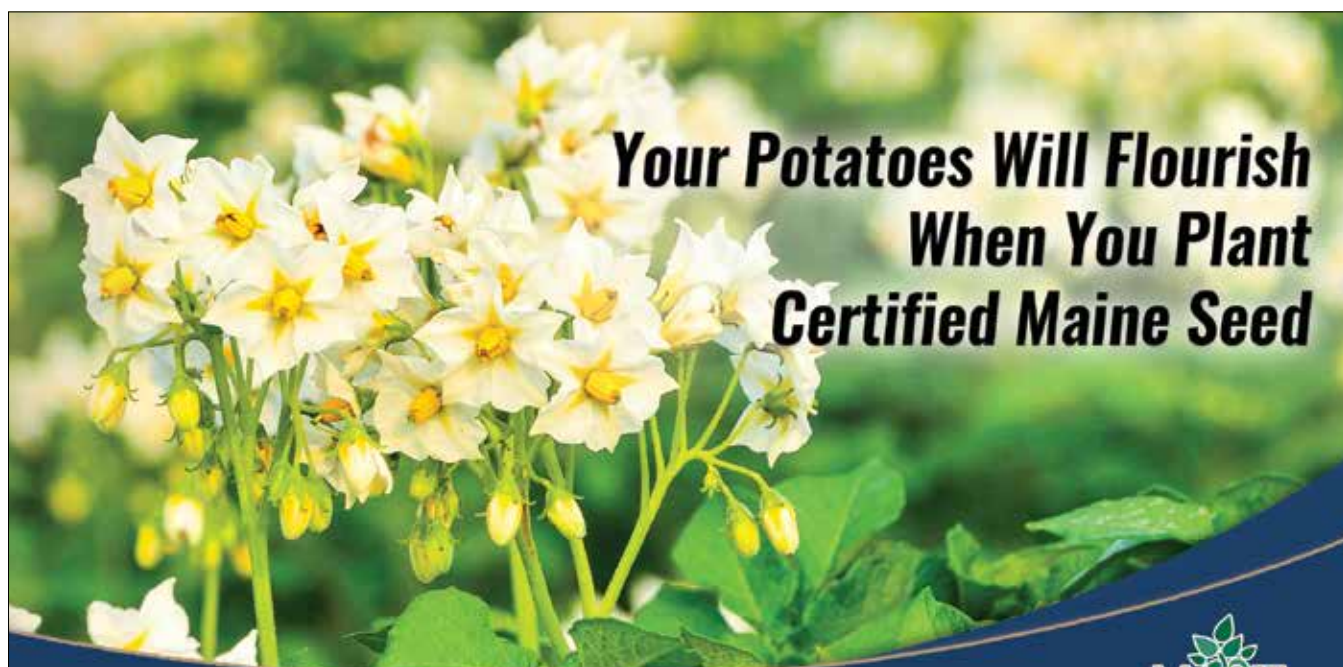
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