



2026

Annual Potato Yearbook



NationalPotatoCouncil.org



NPC's 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 industry, from policy issues debated in Congress to regulations 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
- Potato Expo revenue



Industry Organizations



The National Potato Council advocates for the economic well-being of U.S. potato growers on federal legislative, regulatory, environmental, and trade issues.



United Potato Growers of America is a federated farmer cooperative focusing on improving grower sustainability through better understanding potato supply and demand.



Potatoes USA is the national marketing and research organization focused solely on strengthening the demand for America's Favorite Vegetable.



The Potato Leadership, Education, and Advancement Foundation is the long-term funding source to support leadership development, educational programs, and other efforts to advance the potato industry in the U.S.



State & Regional Commissions & Boards

State and regional commissions and boards promote potatoes grown in their respective areas of the U.S. They promote their locally grown products and address policy and regulatory issues at the state and federal levels.



Allied Potato Industry Organizations

Numerous organizations focus on trade, sustainability, research, and education to help drive the potato industry forward.



Message from our President



It is a profound honor and a personal privilege to serve as the President of the National Potato Council for 2026. This role carries deep significance for me, as I follow in the footsteps of my father, who previously served in this position. As one of the younger members to lead the Executive Committee, I am grateful for the trust the industry has placed in me to build upon the foundation laid by the generations of growers before us.

The past year demonstrated the power of our collective voice. Our industry achieved a monumental victory in January with the release of the new Dietary Guidelines for Americans. This milestone validates 15 years of technical and advocacy work by the NPC, confirming that potatoes are a vital part of a healthy diet. While policy work remains, we will use this momentum to drive consumer growth and build value for our growers in the coming year.

As we look toward the future, the NPC remains focused on three key areas to solidify our gains:

Capitalizing on Nutrition Success: We are working with Potatoes USA and our state partners to ensure the nutritional benefits of potatoes remain at the forefront of federal policy and consumer awareness.

Ensuring Quality and Expanding Trade: Our success in opening and retaining vital export markets like Mexico depends on our reputation for excellence. We must champion a robust quality system—from seed to commercial production—to ensure the United States remains the world's preferred potato exporter.

Maintaining Financial Strength: The Potato Expo continues to be the engine that powers our advocacy work in Washington. With record-breaking sponsorships and exceptional attendance this past January in Dallas, the industry has proven that this event is the premier annual gathering for the potato value chain.

Our strength does not come from a few leaders, but from the participation of every single grower. We all bring unique perspectives to the table, and by harnessing those strengths, we win as a team.

The National Potato Council will continue to Stand Up for Potatoes on Capitol Hill. We thank our partners and sustaining members for their dedication to ensuring a prosperous future for the U.S. potato industry.

Ben Sklarczyk, National Potato Council President, 2026
Sklarczyk Seed Farm, Johannesburg, Michigan





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Potato Facts

The total economic contribution of the potato sector is estimated to be
\$100,900,000,000+

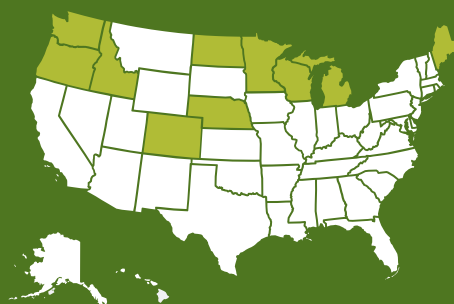


The U.S. potato sector is responsible for generating an estimated

714,000+ Domestic Jobs

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

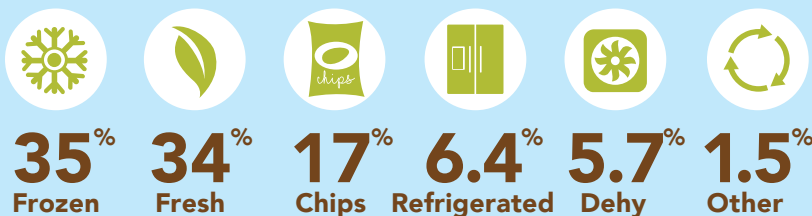
Top 10 Producing States



- Idaho:** 13.84 Billion Lbs.
- Washington:** 8.72 Billion Lbs.
- Wisconsin:** 2.88 Billion Lbs.
- Oregon:** 2.60 Billion Lbs.
- North Dakota:** 2.48 Billion Lbs.
- Colorado:** 2.30 Billion Lbs.
- Michigan:** 2.07 Billion Lbs.
- Maine:** 1.74 Billion Lbs.
- Minnesota:** 1.67 Billion Lbs.
- Nebraska:** 1.00 Billion Lbs.

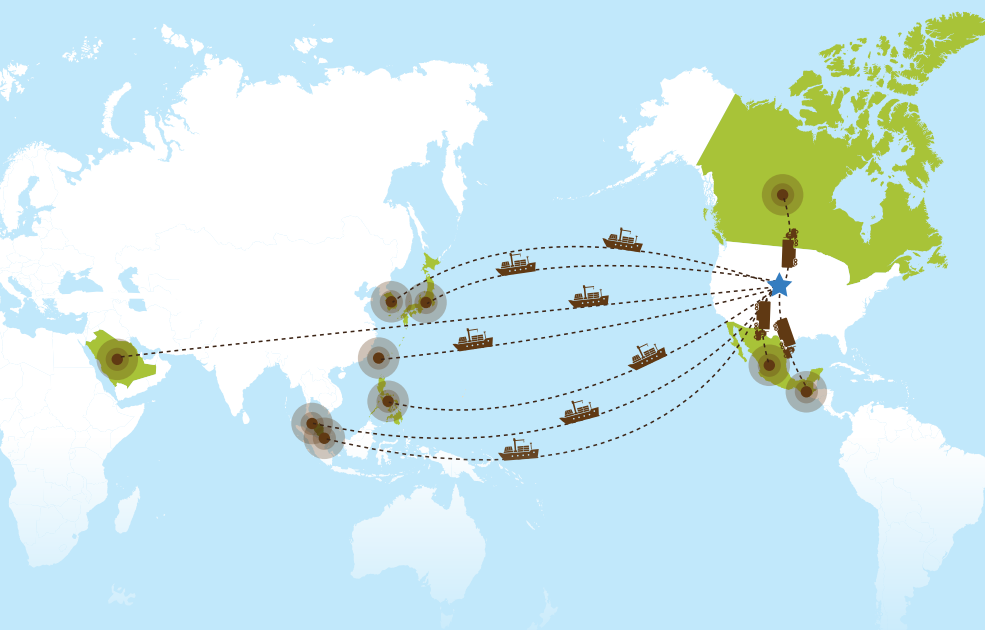
Utilization of Potatoes in the U.S.

Millions of Pounds (Fresh Weight Equivalent)



Source: Potatoes USA 2025 U.S. Potato Sales and Utilization Report (presentation slide 1)

Source: Crop Production 2025 Summary (January 2026) USDA, National Agricultural Statistics Service pg. 69



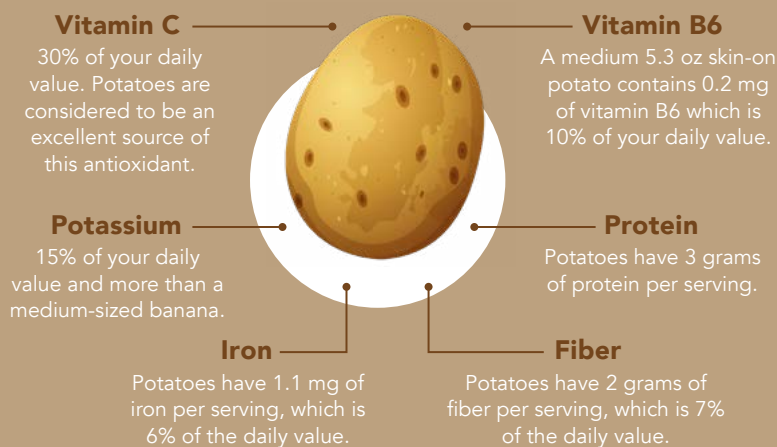
Source: The United States Department of Commerce, Foreign Trade Division, using the Harmonized Coding System, Schedule B. 2024/25

Top 10 Exports

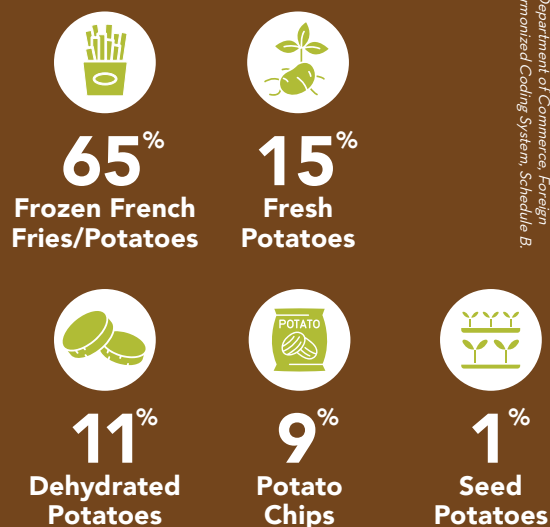
- 1 Japan | \$507 Million
- 2 Mexico | \$477 Million
- 3 Canada | \$337 Million
- 4 South Korea | \$157 Million
- 5 Taiwan | \$114 Million
- 6 Philippines | \$104 Million
- 7 Guatemala | \$89 Million
- 8 Malaysia | \$53 Million
- 9 Saudi Arabia | \$51 Million
- 10 Hong Kong | \$43 Million

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.



Exports by Product



Source: The United States Department of Commerce, Foreign Trade Division using the Harmonized Coding System, Schedule B. 2024/25 MY

Production

Source: Crop Production 2025 Summary (January 2026) USDA, National Agricultural Statistics Service pg. 69 and Crop Values 2025 Summary (February 2026) USDA, National Agricultural Statistics Service pg. 39

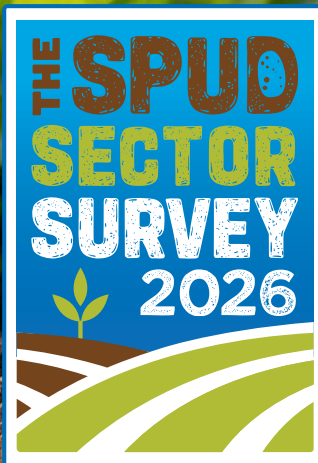
2025
Planted: 902,000 acres
Harvested: 896,800 acres
Production: 41.3 billion pounds
Value of Production: \$4.6 billion
Yield: 46,000 pounds per acre

2024
Planted: 932,000 acres
Harvested: 927,000 acres
Production: 42.1 billion pounds
Value of Production: \$4.9 billion
Yield: 45,400 pounds per acre





Spud Sector Survey



Recent events have created a state of uncertainty for potato growers, particularly regarding input costs and export reliability; tariff policies have caused increases in input costs and critical infrastructure. In response to these economic challenges, the Specialty Crop Farm Bill Alliance (SCFBA) and NPC have actively called for immediate economic assistance to support growers during this period of high production costs and trade complications. However, there were areas of success, including the release of the 2025–2030 Dietary Guidelines, which not only maintained the classification of potatoes as a vegetable, but put a potato at the center of its new infographic.

This policy victory followed years of industry advocacy against proposals that would have removed potatoes from school meal programs or reclassified them as grains. The primary purpose of this research is to equip NPC with an accurate, real-time understanding of growers' sentiment. This research is designed to advocate for federal policy priorities by measuring the specific views of growers on the impact of current trade and tariff policies and highlighting financial obstacles facing American potato growers. This paper aims to synthesize the perspectives and concerns of industry stakeholders, providing a data-driven foundation for advocacy and strategic decision-making in 2026.

SURVEY AND REPORT CONDUCTED BY
National Potato Council and Spudman Magazine

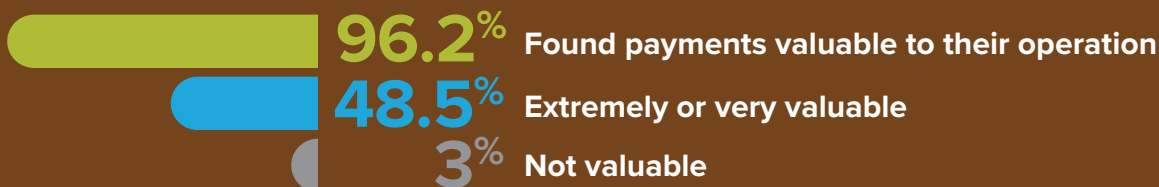


Spudman

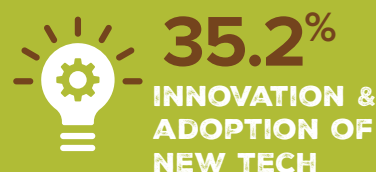
FOR MORE INFORMATION VISIT: spudman.com/spudsector

VALUE OF ECONOMIC RELIEF

SECURING THE FUTURE OF THEIR OPERATIONS



FOR SUCCESS IN THE U.S. POTATO INDUSTRY



Spudman

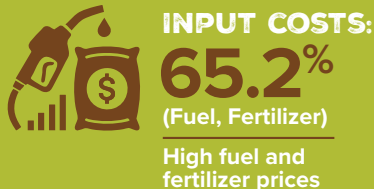
Of those who received payments for economic assistance, a strong majority (96.2%) reported the payments were valuable in protecting the future of their farm, with nearly a majority (48.5%) saying they were extremely valuable or very valuable. Nearly two-thirds of the growers said the payments helped meet their needs to get to the next growing season and, without the payments, they would have delayed investments in equipment or technology purchases. Nearly three-fourths of all survey respondents stated they are planning to apply for payments for economic assistance in 2026, if made available, an increase from the prior year.

THE OPTIMISM GAP

50.6% Optimistic
about Farm
Performance

65.6% Pessimistic
about U.S.
Agriculture

2026 BUSINESS DISRUPTORS



Spudman

The majority (65.2%) of respondents stated the biggest challenge they face as a grower today was inflation/changes in input costs, such as fertilizer, fuel, crop protection tools, etc. One-third also selected labor availability and costs (38.1%) and market volatility (38.1%) as their biggest challenges.

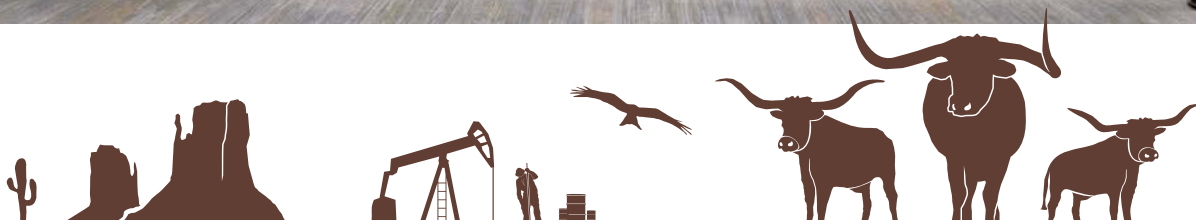


Potato Expo 2026



From Jan. 6–8, potato growers and allied industry members from more than 22 countries packed the 100,000-square-foot Expo Hall as Potato Expo 2026 made its first-ever stop in Dallas, Texas. The event, which was one of the three largest Potato Expos in the event's 18-year history, featured 198 exhibitors and educational sessions across three stages, sending attendees home inspired, energized, and ready to build on new ideas and opportunities.

As the largest annual gathering of the potato industry, Potato Expo brings together growers, suppliers, processors, marketers, researchers, and policymakers from across the potato value chain. Attendees gain access to the latest innovations in production, storage, technology, trade, and policy while building relationships that strengthen the industry. Through its combination of networking, education, business development, and industry collaboration, Potato Expo serves as the place where the potato industry comes together each year to share ideas, address challenges, and shape the future of potatoes.





By The Numbers



43
STATES



22
COUNTRIES



198
EXHIBITING
COMPANIES

2,090 ATTENDEES



SEE YOU NEXT YEAR!

POTATO EXPO

JANUARY 5-7, 2027

GAYLORD ROCKIES, DENVER, COLORADO





Washington Summit



To kick off the Washington Summit, members of the 2025 Executive Committee visited the White House to meet with Trump Administration officials on the industry's priorities. Trade opportunities with Japan and other countries, the importance of economic relief, and other priorities were presented to officials representing the White House, USDA, and the Office of the U.S. Trade Representative.

During the Annual Meeting of the Voting Delegates and Awards Dinner, 2025 President Ted Tschirky officially passed the gavel to newly elected 2026 President Ben Sklarczyk.

During the Summit, the group was updated on the latest nutrition policy developments by Jennifer Tiller, Chief of Staff to USDA's Deputy Secretary and Senior Advisor to the Secretary for Food, Nutrition, and Consumer Services, who received NPC's Golden Potato Award for her years of support for potatoes and the entire specialty crop industry.

During the annual Standing Up for Potatoes on Capitol Hill Reception, long-time champion of the

potato industry Representative Dan Newhouse (R-Wash.), who is retiring from Congress this year, was presented by Washington state grower Ted Tschirky with a Golden Potato Award for his decades of public service.

Throughout the week, attendees took to Capitol Hill to meet with dozens of members of Congress and staff to advocate for the industry's policy priorities.

Key Requests Delivered to Capitol Hill

- ✓ Enact an Industry-Supported Agricultural Labor Solution for Both the Current Workforce and Future Guest Workers
- ✓ Invest in the U.S. Potato Industry Through a New Farm Bill
- ✓ Enhance the U.S. Potato Industry Through Proactive Trade Policies
- ✓ Urgently Deliver a Specialty Crop Economic Relief Package
- ✓ Invest in U.S. Potato Industry Research Via the Appropriations Process
- ✓ Reinforce the Nutritional Value of Potatoes in Federal Policies



SAVE THE DATE

2027 NPC WASHINGTON SUMMIT

FEBRUARY 22-25, 2027

HILTON WASHINGTON, D.C. AT NATIONAL MALL AND
THE WHARF, WASHINGTON, D.C.

STAND UP FOR POTATOES ON CAPITOL HILL

NPC's annual Washington Summit provides a forum for potato industry members to discuss, define, and advocate for the policy priorities impacting their businesses and protecting their ability to farm.

- Meet with your members of Congress and share real-world examples of how key issues impact your farm
- Hear from the nation's top political and policy experts
- Welcome NPC's 2027 officers and grower leaders
- *...and unite as an industry in Standing Up for Potatoes on Capitol Hill!*



NATIONALPOTATOCOUNCIL.ORG



Ag Labor



Enact an Industry-Supported Agricultural Labor Solution for Both the Current Workforce and Future Guest Workers

ACTION REQUESTED

- ✓ **Enact an industry-supported solution that includes a responsive guest worker program and stabilizes the current improperly documented workforce with legal work status**
- ✓ **Any Congressional solution must be in place before any additional enforcement measures can be implemented**

The agriculture industry is experiencing a critical shortage of labor to plant and harvest crops. Estimates are that upwards of 70% 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% of the necessary agricultural workforce, in part because it operates in a cumbersome and unresponsive manner. In particular, the Adverse Effect Wage Rate (AEWR), which is required for the H-2A program has skyrocketed recently by over 20% annually in certain states. This unworkable structure drives employers away from the program and harms investment in rural America that would otherwise occur.

In 2025, the Administration made considerable improvements to the H-2A program, including pausing the implementation of several provisions of the 2024 H-2A Worker Protection Rule, issuing the Interim Final Rule on the AEWR Methodology, and several additional rule changes.



Enact an industry-supported solution that includes a responsive guest worker program and stabilizes the current improperly documented workforce with legal work status

This legislative solution must create a responsive guest worker program with the flexibility to meet the current and future demands of American agriculture that includes:

- Predictable market-based wage rate by addressing the volatile AEWR
- Administration by the Dept. of Agriculture instead of the Dept. of Labor
- Responsive visa terms and no “hard cap” on participation
- Preventing predatory lawsuits against employers
- Reducing costs of program participation

It must also stabilize the current improperly documented workforce through a program with the following goals:

- Incentivize workers to remain in American agriculture
- 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

Any Congressional solution must be in place before any additional enforcement measures can be implemented

Both a responsive guest worker program and stabilization of the current workforce 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.



LEARN MORE AT
nationalpotatocouncil.org/spudnation

Potatoes are the most widely-produced vegetable in the U.S.

According to a February 2023 analysis by Michigan State University economists, the U.S. potato supply chain drove \$100.9 billion in U.S. economic activity

Including \$37.2 billion in direct activity and a further \$63.7 billion in indirect activity – in 2021 alone.

This included 714,000 jobs nationally, \$34 billion in wages and \$53 billion added to the U.S. GDP.



Farm Bill



Invest in the U.S. Potato Industry Through a New Farm Bill

ACTION REQUESTED

- ✓ **Reauthorize the Farm Bill this year**
- ✓ **Include the Specialty Crop Farm Bill Alliance's priorities in a reauthorized Farm Bill**
- ✓ **Enhance the Specialty Crop Research Initiative**
- ✓ **Modernize Crop Insurance Programs to provide increased assistance for specialty crops**

Reauthorize the Farm Bill this year

The 2018 Farm Bill expired more than three years ago and has since operated through short-term extensions. The U.S. potato industry, along with all of American agriculture, needs a modernized Farm Bill that addresses the current and future competitive challenges we face. Though the increased resources provided by last year's Reconciliation Bill are valuable, Congress still needs to write a new Farm Bill to fully realize the goal of providing a competitive U.S. farm policy.

Include the Specialty Crop Farm Bill Alliance's priorities in a reauthorized Farm Bill

The Specialty Crop Farm Bill Alliance (SCFBA) represents the U.S. specialty crop industry on Farm Bill priorities. Kam Quarles, CEO, National Potato Council (NPC), is one of four co-chairs of the SCFBA, along with Dave Puglia, President and CEO, Western Growers, Mike Joyner, President, Florida Fruit and Vegetable Association, and Cathy Burns, President of the International Fresh Produce Association.

The organization has completed a two-year-long process to develop comprehensive priorities across all relevant titles of the Farm Bill. The NPC strongly supports those SCFBA priorities and urges their inclusion in a reauthorized Farm Bill.



Enhance the Specialty Crop Research Initiative

The Specialty Crop Research Initiative (SCRI) is currently funded at \$175 million annually after investments made in last year's Reconciliation Bill. This program has been heavily utilized by the U.S. potato industry to fund beneficial research in the areas of soil health, potato breeding, nematode control, and data generation for science-based pesticide evaluation.

Beyond those funding increases, we encourage the Committees to maintain the industry outreach structure of the SCRI review process that prioritizes research that is relevant to growers, as well as restore matching fund waiver authority at the Secretary's discretion.

Further, we encourage the Committees to provide opportunities for mechanization and automation research specifically for specialty crops.

Modernize Crop Insurance Programs to provide increased assistance for specialty crops

Though some specialty crop growers have utilized crop insurance effectively for many years, unfortunately, the vast majority of specialty crop growers in the U.S. cannot utilize crop insurance in a meaningful way. As a result, a large cross-section of specialty crop growers operates without any federally supported safety net. Reforming crop insurance to work more effectively and affordably for all specialty crops has been the focus of the SCFBA's effort to provide our growers with an affordable and effective safety net.

The SCFBA recommendations include the following improvements for specialty crops:

- Providing systemic enhancements to allow for the creation of better policies
- Enhancing existing products to reduce costs and improve coverage
- Empower Whole Farm Revenue Protection insurance (WFRP) in the following manner
 - Clarify that WFRP is agnostic as to cause of loss
 - Seek to increase or eliminate revenue caps
 - Restrict the ability of Approved Insurance Providers to alter the revenue guarantee
 - Increase the current 35% limit on year-over-year growth of covered acres
- Prevented Planting coverage should include more specialty crops



Trade Policies



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

ACTION REQUESTED

- ✓ **Secure full market access for U.S. fresh potatoes in Japan**
- ✓ **Avoid negative tariff impacts on export markets and essential imported inputs**
- ✓ **Thank members of Congress for supporting Mexico fresh access and remaining vigilant**
- ✓ **Contact USTR to support a fact-finding investigation into Canadian trade practices**

Potatoes are one of the most successful U.S.-produced commodities in terms of exports and rate of export growth. These gains are the product of careful bilateral and regional negotiations and enforcement actions conducted over many decades.

Secure full market access for U.S. fresh potatoes in Japan

The U.S. is seeking market access to Japan for all fresh potatoes including fresh table stock. Once opened, Japan is estimated to become a massive market for U.S. fresh potato exports of \$150 million annually (a 10-15% increase in global U.S. fresh potato exports).

First requested by the U.S. over 30 years ago, Japan claims to be “working on the issue” but shows no progress. 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.

Members of Congress should encourage the Administration to make full market access for U.S. fresh potatoes a priority in all bilateral trade discussions with Japan. Opening Japan’s market would create significant new opportunities for U.S. growers and exporters and should remain a top U.S. trade objective until an agreement is finalized.

Avoid negative tariff impacts on export markets and essential imported inputs

The National Potato Council encourages the Trump Administration to avoid the long-term potential for tariff retaliation that may cost U.S. growers market share to foreign competition in key export markets. We also encourage the Administration to avoid disruption to trade in essential imported inputs (such as fertilizer or pesticides) that allow U.S. growers to raise a competitive crop by using mechanisms including but not limited to exemptions or duty drawback.

Thank members of Congress for supporting Mexico fresh access and remaining vigilant

After years of regulatory and legal battles, in May of 2022 Mexico finally opened its entire country to U.S. fresh potato exports. Since then, U.S. fresh potato shipments have grown to \$135 million annually.

Looking forward, the U.S. government must remain vigilant in ensuring that Mexican authorities adhere to their international commitments to maintain this market access. Should Mexico return to past practices of limiting or outright closing its market to U.S. fresh potatoes, the U.S. government should immediately suspend reciprocal fruit and vegetable access requests. Additionally, the U.S. government should work to enhance flexibility in accessing this market, by removing illegitimate pests from consideration and enhancing shipment sizes for exporters.

Contact USTR to support a fact-finding investigation into Canadian trade practices

Canada is an important market for the U.S. potato industry, with exports of fresh and processed potatoes valued at \$335 million annually. In recent years, in addition to our long-standing concerns over potato wart in PEI, the cross-border relationship with Canada has become strained in certain regions of the U.S. by two separate issues: 1) British Columbia anti-dumping duties on U.S. fresh potatoes, and 2) competitive challenges alleged to involve subsidies.

NPC has heard from growers about the significant negative impact that recent changes in the 40-year-old antidumping order in British Columbia is causing, primarily on exports from Washington state. We are advised that millions of dollars in U.S. exports are being lost due to this unnecessary action.

Additionally, certain producers in North Dakota, Minnesota, Michigan, and other states have expressed concerns about the potential impact of these Canadian programs, either national or provincial, that may be impacting the competitive balance. These producers strongly believe these programs are distorting the market and allowing Canadian potatoes to sell at an uncompetitive price in the U.S.

To ensure that the facts are fully understood in advance of any remedial action, NPC has asked USTR to request a Section 332 fact-finding investigation by the USITC into these issues. Members of Congress should contact USTR to support this request.

FROM JULY 2022 THROUGH JUNE 2023, THE U.S. EXPORTED \$2.2 BILLION IN POTATOES & POTATO PRODUCTS

20% POTATOES GROWN IN THE U.S. ARE EXPORTED

The total economic contribution of exports of potatoes and potato products is estimated to be \$4.78 billion with an estimated impact on employment of approximately 33,846 jobs.

**CONTRIBUTING
\$4.78
BILLION**

+ 33,846 DOMESTIC JOBS



Economic Relief



Urgently Deliver a Specialty Crop Economic Relief Package

ACTION REQUESTED

- ✓ Urgently provide at least \$5 billion in funding for specialty crop economic relief
- ✓ Deliver this relief in the same manner as the Trump Administration's 2025 Marketing Assistance for Specialty Crops (MASC) program

Urgently provide at least \$5 billion in funding for specialty crop economic relief

The U.S. specialty crop industry and all of American agriculture are facing an unprecedented economic crisis. The reasons for this crisis are multifaceted, involving increased costs of production coupled with unusually favorable growing conditions that generated large crops for numerous U.S. agricultural commodities.

As an example, for just the Russet variety of potatoes, it is estimated that growers are likely to lose over \$500 million this year. Overall, the American Farm Bureau Federation (AFBF) has estimated potato losses to be more than \$780 million.

Given the scope of the crisis, the Specialty Crop Farm Bill Alliance urges at least \$5 billion to be provided for specialty crop economic relief. This is consistent with statements from House and Senate agriculture leaders. Without urgent action, it becomes likely that employees will be laid off, future investments postponed, or family farms may close entirely.

Deliver this relief in the same manner as the Trump Administration's 2025 Marketing Assistance for Specialty Crops (MASC) program

This economic relief should be delivered in the same manner as the 2025 Marketing Assistance for Specialty Crops (MASC) program and its predecessor Coronavirus Food Assistance Program 2 (CFAP2). Both MASC and CFAP2 were delivered by the Trump Administration and were widely hailed as groundbreaking programs to support America's specialty crop family farms.



Industry Research

ACTION REQUESTED

- ✓ Request at least \$4.5 million in NIFA Potato Research for FY27
- ✓ Urgently fill vacant positions to ensure potato research is not disrupted
- ✓ Maintain report language that recognizes the value of the ARS Potato Collaborative Research Program and Pest Management Programs

Invest in U.S. Potato Industry Research Via the Appropriations Process

Request at least \$4.5 million in NIFA Potato Research for FY27

The National Potato Council requests that the House and Senate Appropriations Committees continue to support the vital work funded through the National Institutes of Food and Agriculture (NIFA) Potato Research program, which supports the future of the U.S. potato industry through the funding of competitive, merit-based potato breeding projects across the country. 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.

Each of these peer-reviewed research projects address 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. This work is critical to ensure that American farmers have the tools they need to be successful. For FY26, \$4 million was provided for NIFA's potato research.

For FY27, 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, we request at least \$4.5 million.

Urgently fill vacant positions to ensure potato research is not disrupted

Research functions have seen prolonged vacancies. Urgent steps should be taken to prioritize re-staffing these critical positions. USDA's agricultural research activities, performed across the country at Agricultural Research Service facilities along with National Institutes of Food and Agriculture public-private partnerships, are essential functions of the federal government. As such, these activities should not be subject to government-wide hiring freezes, spending cuts, or impacted by government shutdowns. The substantial loss of research functions due to such disruptions will overwhelm any minor perceived savings.

Congress and the Administration should act urgently to fill vacant positions, ensure that essential research activities are not disrupted, and are allowed to operate at full capacity.

Maintain report language that recognizes the value of the ARS Potato Collaborative Research Program and Pest Management Programs

For FY27, NPC is requesting members of Congress to ask the Appropriations Committees to maintain report language recognizing the value of the ARS Potato Collaborative Research Program.



Nutritional Value



Reinforce the Nutritional Value of Potatoes in Federal Policies

ACTION REQUESTED

- ✓ **The Trump Administration must promote potato consumption, regardless of form, as part of all federal feeding programs, including school meals**
- ✓ **Congress must continue to prevent any limitation on serving potatoes, regardless of form, as part of the federal school meals regulations through the appropriations process**

The Trump Administration must promote potato consumption, regardless of form, as part of all federal feeding programs, including school meals

As a result of extensive input from the potato industry, the 2025–2030 Dietary Guidelines for Americans (DGAs) recognize the fresh, whole white potato as a nutrient-rich vegetable that Americans should include in a healthy diet. In addition, the updated guidelines eliminate rigid vegetable subcategories such as red and orange, dark green, and “starchy,” a structure that pitted vegetables against one another and contributed to confusion around the nutritional value of potatoes. Instead, the emphasis is now on encouraging Americans to eat a variety of all vegetables. And maybe most importantly, the accompanying graphic, an inverted pyramid, places the potato front and center.

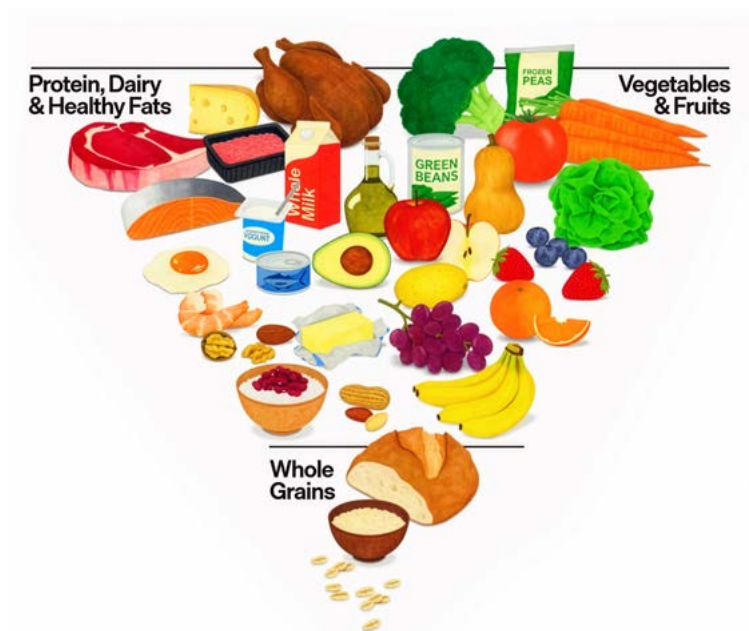
At the same time, the 2025–2030 DGAs recommend reducing consumption of “highly processed foods” but don’t clearly define what they are. This introduces new questions about how foods will be categorized as “highly” or “ultra”

processed as federal agencies move to implementation. As required by law, USDA is updating the school meal regulations and other federal feeding program regulations to adhere to the updated DGAs. While it is clear potatoes should be a prominent part of the programs, it is unclear how minimally processed potato products will be categorized.



For example, it is essential that policymakers understand that a potato chip or fry made from three simple ingredients – potatoes, oil, and salt – is fundamentally different from complex, additive-laden products often labeled as “ultra-processed.” Foods prepared with simple ingredients should not be swept into overly broad definitions that lack scientific clarity. Something every American can make in their own kitchen should not meet any commonsense definition of “highly or ultra-processed.”

As USDA and HHS move forward, it is critical that potatoes, in all forms, remain fully recognized for their nutritional benefits across all programs, and that the Administration not impose unscientific limitations based on form.



Congress must continue to prevent any limitation on serving potatoes, regardless of form, as part of the 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 the USDA from enforcing limitations on potatoes in the school breakfast program.

While the regulations were updated in April 2024, they still include confusing limits on how and when potatoes can be offered and served. Currently, if schools want to substitute potatoes for fruit more than once per week, they must offer other vegetables first. Simply mandating this does not mean that children will consume more vegetables; it is confusing to school meal operators and does not reflect current science. With the release of

the 2025–2030 DGAs, USDA will once again update the requirements for what can be served in schools. To align with the DGAs and the removal of vegetable subcategories, USDA must permit any vegetable to be served, without limitation. Potatoes are especially important, given that they are a “springboard vegetable” which encourages children to eat more vegetables overall.

Until USDA changes the regulations and removes any restrictions on the serving of potatoes, this appropriations provision preventing limitations must remain in place and/or be updated as school meals regulations evolve.



Eye on Potatoes Podcast



 **125**
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Potato Expo
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 Topics like dietary
guidelines, labor,
and more.

The *Eye on Potatoes* Podcast is the go-to source for insight, advocacy, and updates on all things potatoes. From Capitol Hill to the farm gate, NPC brings growers, policymakers, and thought leaders together to share timely conversations that shape the future of the industry.



FEATURED EPISODES

- ✓ Bridging the Optimism Gap: Insights from the Spud Sector Survey
- ✓ Spud Team Six: Capstone Solutions for Industry Engagement
- ✓ Navigating U.S. Potato Trade Opportunities in 2026
- ✓ Advocating for a Stable and Secure Farm Workforce
- ✓ Instant Update: NPC Reacts to New Dietary Guidelines for Americans
- ✓ D.C. Update: Specialty Crop Growers Disappointed with Farm Aid Package



Potato Political Action Committee



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



Grassroots.
Bipartisan.
Industry-specific.



Potato LEAF Annual Report



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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 current leaders 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 program areas:

- **Leadership development.** Growers and industry members will learn what it takes to become effective communicators, influencers, and decision makers in 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.

**LEADERSHIP
INSTITUTE** 
BROUGHT TO YOU BY POTATO LEAF





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.

Hanah Johnson, a Ph.D. candidate at Washington State University, was the recipient of the organization's 2025-26 Academic Scholarship. Her research focuses on the relationship between in-season production practices and tuber dormancy, with the goal of improving potato emergence and stand uniformity. She also works to extend the sprout-free period for stored potatoes, which is critical for minimizing market rejection, especially for exports. Her work includes evaluating plant hormones to improve emergence and testing different application timings of plant growth regulators to control sprouting in various potato varieties.

Applications are accepted annually from April–June.



Leadership in the Field

Continuing to find new opportunities for leadership development, Potato LEAF first offered the Leadership in the Field program in 2024 in partnership with the Gettysburg Foundation, with the third class gathering in July 2026. This two-day experience on the Gettysburg Battlefield offers unique opportunities that utilize the resources of America's most revered battlefield to teach effective leadership.

Applications are accepted annually from January–February.



Leadership Institute

In 2026, Potato LEAF hosted the 25th class of the Leadership Institute, continuing to invest in creating a strong leadership foundation of industry 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 2026 class traveled through Florida and then to Washington, D.C.



In 2027, the Leadership Institute will be held February 17–26 and is scheduled to be held in Washington state and 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.

Applications are accepted annually from August–October.

Ways to Contribute to Potato LEAF

1

Tax-deductible Donations

Support the programs of Potato LEAF

- Online at pleaf.org/contribute
- Mail to Potato LEAF
50 F St NW #900
Washington, DC 20001

2

Auction at Potato Expo

The auction at Potato Expo 2026 raised over \$200,000 to benefit the programs of the foundation. You can support the foundation by donating or bidding on items during Potato Expo 2027.

Visit pleaf.org/expo-events or email 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 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, St. George, UT
- Black Gold Farms, Grand Forks, ND
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In memory of Dave Blatchford
- Todd & Jill Michael, Urbana, OH
- Montana Potato Advisory Committee
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- Richard Pavelski, Hancock, WI
- Kam & Karen Quarles, Washington, DC
- Blair & Marti Richardson, Denver, CO
- Mike Wenkel, Washington, DC

Potato LEAF Annual Donors

We appreciate the contributions to Potato LEAF by the following individuals and businesses in 2025.

Individual Donors

Visionary - \$5,000+

- Jared Balcom, Pasco, WA
- Josh Bunker, Pasco, WA
- Jason Davenport, Bakersfield, CA
- Dean Gibson, Paul, ID
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- Grant Morris, Pasco, WA
- Dan Moss, Rupert, ID
- Blair & Marti Richardson, Denver, CO
- Don Sklarczyk, Johannesburg, MI
- John Stahl, Ritzville, WA
- Adam Weber, Moses Lake, WA

Leader - \$2,500+

- Ragen Darrington, Nampa, ID
- Mike Wenkel, Washington, DC
- Paul Wollman, Warden, WA

Changemaker - \$1,000+

- TJ Hall, Edinburg, ND
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Business Donors

Leader Level - \$25,000+

- McGovern Family

Changemaker - \$10,000+

- Lindsay Corporation
- National Potato Council
- Potatoes USA

Influencer - \$2,500+

- Hunter Ag Irrigation
- Techmark, Inc.
- Valley Irrigation

Contributors - Up to \$2,500

- 1,4 Group
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- Black Gold Farms

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- HZPC Americas Corp.
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- Michigan Potato Industry Commission
- Nachurs
- Nelson Irrigation
- Northland Potatoes
- Price Farms, Colorado
- Sklarczyk Seed Farm
- Washington State Potato Commission
- Wisconsin Potato & Vegetable Growers Association

2026 Sustaining Members



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





**First Vice President,
Legislative Affairs**

Dean Gibson

Magic Valley Produce, Inc.
Paul, ID



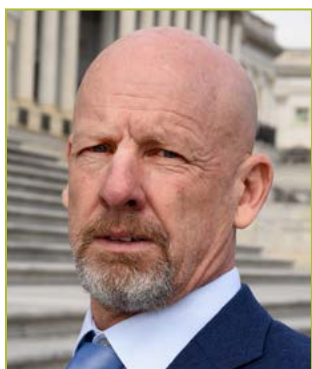
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Idaho Falls, Idaho



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TJ Hall

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

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Antigo, WI



2026 Committees

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

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	Brian Vculek (ND)	Keith Wolter (WI)

Grower Outreach and Industry Research Committee

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

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Leo Boeglin (IL)	Marvin Wollman (WA)
Colin Szawlowski (MA)	Tom Bulgrin (WI)
Robbie Irving (ME)	Eric Schroeder (WI)

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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.

Greg Harris (OR)

Chair

Miguel Diaz (CO)	Mark Ward (OR)
Craig Searle (ID)	Ellis Charvet (WA)
Dillon VanOrden (ID)	Larry Alsum (WI)
	Wendy Dykstra (WI)

Environmental Affairs Committee

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

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Chair

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Leo Boeglin (IL)	Mark Ward (OR)	Nick Somers (WI)
	Blaine Meek (WA)	Keith Wolter (WI)

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.

Brett Jensen (ID)

Chair

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Mark Peterson (CO)	Lynn Wilcox (ID)	Damon Christensen (WA)
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Dillon VanOrden (ID)	Mark Ward (OR)	Eric Schroeder (WI)
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W.B. Whiteley
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Jim Tiede
Dwayne Weyers
Cully Easterday
Larry Alsum
Britt Raybould
Dominic LaJoie
Jared Balcom
RJ Andrus
Bob Mattive
Ted Tschirky



State Organizations

Colorado

Colorado Potato Administrative Committee Area II

P.O. Box 348
1305 Park Avenue
Monte Vista, CO 81144
w: coloradopotato.org

Colorado Potato Administrative Committee Area III

P.O. Box 1774
528 7th Street
Greeley, CO 80632

Idaho

Idaho Grower Shippers Association

P.O. Box 51100
3670 S. 25th East, Suite 3
Idaho Falls, ID 83404
w: idahoshippers.org

Idaho Potato Commission

661 S. Rivershore Lane, Suite 230
Eagle, ID 83616
w: idahopotato.com

Maine

Maine Potato Board

744 Main Street, Room 1
Presque Isle, ME 04769
w: mainepotatoes.com

Michigan

Michigan Potato Industry Commission

3515 West Road, Suite A
East Lansing, MI 48823
w: mipotato.com

Minnesota & North Dakota

Minnesota Area II Potato Growers Research & Promotion Council

9029 80th Avenue
Clear Lake, MN 55319
w: minnesotapotato.org

Northland Potato Growers Association

420 Business Hwy 2
East Grand Forks, MN 56721
w: northlandpotatoes.com

Montana

Montana Potato Advisory Committee

Rural Development Bureau
Montana Department of Agriculture
P.O. Box 200201
Helena, MT 59620-0201

Nebraska

Nebraska Potato Council

6541 Jefferson Road
Alliance, NE 69301

New York

Empire State Potato Growers, Inc.

P.O. Box 5
Malone, NY 12953

North Carolina

North Carolina Potato Association

P.O. Box 2066
Elizabeth City, NC 27909
w: ncpotatoes.org

Oregon

Oregon Potato Commission

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

Pennsylvania

Pennsylvania Cooperative Potato Growers, Inc.

3107 N. Front Street
Suite 100
Harrisburg, PA 17110-1328
w: pacooppotatoes.com

Washington

Washington State Potato Commission

108 Interlake Road
Moses Lake, WA 98837
w: potatoes.com

Wisconsin

Wisconsin Potato & Vegetable Growers Association

P.O. Box 327
Antigo, WI 54409
w: wisconsinpotatoes.com



2026 Grower Supporters



The National Potato Council extends its sincere appreciation to the growers and industry partners who participated in the 2026 Grower Supporter Campaign. Contributions made through the campaign help NPC advance legislative, regulatory, trade, environmental, and grassroots initiatives on behalf of the U.S. potato industry.

The individuals and organizations recognized below have demonstrated an outstanding commitment to ensuring potatoes have a strong voice in Washington, D.C. Their support strengthens NPC's advocacy efforts on the issues that matter most to potato growers.

Become a Grower Supporter. Participation is open to all commercial potato growers and industry supporters.

To contribute, text POTATO to 41444.

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Darrell McCrum, County Super Spuds

EarthFresh

Jason Davenport, Allied Potato

Sklarczyk Seed Farm

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Dave Masser, Masser Family of Companies

Dave Warsh, Warsh Farms

Ed Schneider, Schneider Farms-Pasco LLC

Greg Harris, Threemile Canyon Farms

Jack and Susan Lake, Lake Farms

Jared Balcom, Balcom & Moe Inc.

Larry Alsum, Heidi Alsum-Randall, Wendy Alsum-Dykstra,
Alsum Farms, Inc.

Lucas Wysocki, Wysocki Family Farms

Masser Family of Companies

Potato Services of Michigan

Randy Hardy, Hardy Farms, Inc., Oakley, Idaho

Richard Pavelski, Heartland Farms, Inc.

Sackett Potatoes

Skagit Valley Farm, LLC

Tri Cities Produce

William (Bill) Sheldon, Sheldon Farms



Grower Champion (\$500)

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Bittersweet Farms
Bullet Onion
Bunger Farms LLC
Carl Long, Long Farms
Clay and Laura Pritchard, C & L Ranch LLC
Dan Moss, Moss Farms
David Moquist, O.C. Schulz & Sons
Eric Halverson, Black Gold Farms
Garth VanOrden Farms
Grant Morris, Schneider Farms-Pasco LLC
Johnny and Preston Thiele, Gilleshammer-Thiele Farms
Lake Seed, Inc.
Mark Darrington, Mark Darrington Farms
Northland Potato Growers Association
Patandon Produce Green Giant Fresh
Plover River Farms Alliance, Inc.
Ralph Child, Childstock Farms, Inc.
Raybould Brothers Farms
Ryan Moss, Moss Farms
Sid Schutter, Schutter Seed Farm, Inc.
Steve Diercks, Coloma Farms, Inc.
Ted Tschirky
Tim Venhuizen, Spring Creek Farms, Inc.
TJ Hall, Hall's G4
Worley Family Farms

Legislative Advocate (\$250)

Alex Tiede, Alex Tiede Farms
Aroostook Produce Dist., Inc.
Benjamin Corey, Seed Pro, Inc.
Brett Jensen, Brett Jensen Farms
Bryan Mickelsen, Rigby Produce, Inc.
Bryan Wada
Crane Brothers, Inc. - Exeter, Maine
Daniel Corey, Seed Pro, Inc.
Daniel Dyk, Dyk Seed Potatoes, LLC
Dean Gibson
E.K. Bare & Sons, Inc.
Ed Staunton, Staunton Farms
Ellie Charvet
Gold Dust Potato Processors
Hanks Farms, Inc.
Jeff VanOrden, VanOrden Enterprises
John Halverson, Black Gold Farms
Kathy Sponheim, Michael Family Farms
Katie Neumiller-Floming, Neumiller Farms
Kent Palmgren Farms
Laurie Widdowson, CSS Farms
Lenz Family Farm
Les and William Alderete, Skyline Potato
Mark Ward, Ward Ranches
Martinez Farms
Marvin Wollman, Warden Hutterian Brethren
Michael Murphy, Childstock Farms, Inc.
Nilson Farms, Inc.
Peterson Farms LLC
Pine Lake Wild Rice
R.D. Peterson LLP
RJ Andrus
Robert Jackson, Jackson Farms
Roger Mix



Saddle View Farms LLC

Sage View Ag

Scott Fenters, Easy Growing Potatoes

Stoddard Farms, Inc.

Strohauer Farms

Szawlowski Potato Farms, Inc.

Tara May, RD Offutt Company

Todd Michael

Troy Betz, Basin Gold

Tyler Mitchell, Mike Mitchell Farms LLC

Policy Partner (\$100)

Abrams Homestead Farms LLC

Ball Brothers Produce

Benton Buckley, Richard Barrett Produce Co., Inc.

Bernie Mullen, H&S FreshPak, Inc.

Beutler Farms, LLC

Bryan Alford

Bula Potato Farms

Bushwick Potato Co., Inc.

Colin Szawlowski, Valley Spud LLC

Dominic LaJoie

Fitzpatrick & Peabody Farms

Jacob Palmgren, Palmgren Farms

James Bros, Inc.

Justin Dagen, Dagen Heritage Farms

Kamps Seed Farm, LLC

Kamren Kooppin, Kooppin Farms

Katie Vculek

Keith Barrett, Richard Barrett Produce Co., Inc.

Kimm Brothers Farming, LLC

Klevberg Farms

LaBrie Farms LLC

Nick Blanksma, Legacy Farms

Pickett Ranch & Sheep Co.

Richard Barrett, Richard Barrett Produce Co., Inc.

Robbie Irving, Irving Farms

Teddy C. Smiarowski Farm

Valley Tissue Culture, Inc.

Grassroots Supporter (\$50)

Jennifer Gogan, Miller Farms LLC

Miller Farms LLC

Nick Desautel

Travis Stuber, Gallatin Grown LLC

Triple S Farms

Val Schwendiman Farms, LLC

POTATO EXPO

JANUARY 5-7, 2027



**GAYLORD ROCKIES
DENVER, COLORADO**

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Potatoes[®]
USA



2026

MARKETING
PROGRAMS

CONSUMER PROGRAM

PROGRAM DESCRIPTION

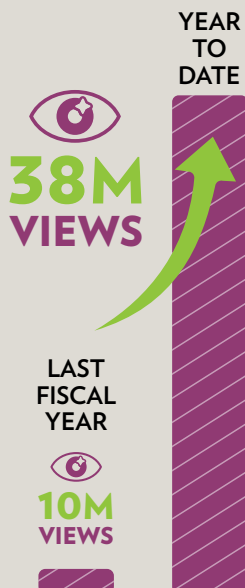
The Consumer Program strengthens demand for potatoes by encouraging more people to eat more potatoes, advancing the perception of potatoes, and increasing their relevance among consumers in both domestic and international markets. The program implements marketing strategies that position potatoes as nutritious, versatile, and a performance fuel, while inspiring usage through recipes, motivating additional purchase occasions, and strengthening the Team Potato community.

MASSIVE SOCIAL MEDIA GROWTH



200%

INCREASE IN SAVES AND SHARES



TOP-PERFORMING CONTENT

MASHED POTATO VOLCANO

Interactive Friendsgiving content blended entertainment and recipe inspiration.



“SPEEDY SPUD” AT THE PITTSBURGH MARATHON



Twenty-six “Speedy Spuds” ran the Pittsburgh Marathon wearing potato costumes. Participants visually represented the **26 grams of carbohydrates in a potato** — a simple, memorable way to communicate energy benefits. **The event received 30 media placements in 10 cities across the U.S.**

CAMPUS ACTIVATIONS

3 CAMPUSES
3 UNIQUE EXPERIENCES



OREGON STATE

Potatoes as fuel for performance + “Tater Tailgate” engagement.



WISCONSIN

Dining hall takeover featuring global potato dishes.



HARVARD

Cultural storytelling + potato history + collectible items.

INFLUENCER PARTNERSHIPS



4.5M VIEWS

Content creator highlighted adding potato chips to sandwiches.

TRICK OR TATER PR SUCCESS

A Halloween potato giveaway trend earned national coverage, including *The Wall Street Journal* and *NBC Nightly News*.



THE WALL STREET JOURNAL.

WSJ



NUTRITION AND HEALTH PROGRAM

PROGRAM DESCRIPTION

The Nutrition and Health Program supports evidence-based education that reinforces potatoes as a nutrient-dense part of healthy diets. The program advances nutrition science communication, translates research into practical resources for health professionals, supports Culinary Medicine initiatives, and strengthens credibility, addresses misinformation, and promotes confidence in potatoes among nutrition and health experts.

TUBER U CULINARY IMMERSION



8 CULINARY MEDICINE PROFESSIONALS TRAINED



Hands-on cooking + nutrition education



KROGER DIETITIAN EDUCATION

69%

OF COUNSELING SESSIONS IMMEDIATELY FOLLOWING THE TRAINING INCLUDED POTATO RECOMMENDATIONS



Educated Kroger “Food as Medicine” dietitians.



Focused on evidence-based potato nutrition.



CULINARY NUTRITION WEBINAR



Focused on metabolic health and satiety.



Demonstrated practical potato recipes.



Expanded evidence-based nutrition education.



MEDIA CORRECTIONS



Monitor inaccurate potato nutrition coverage.



Share science-backed research and facts.



Strengthen public trust and category credibility.



SCIENCE-BASED NUTRITION MESSAGING



Promoted evidence-based nutrition education.



Supported new potato research.



Reinforced potatoes’ role in healthy dietary patterns.

CULINARY PROGRAM

PROGRAM DESCRIPTION

The Culinary Program strengthens demand for potatoes through culinary education, recipe development, and food innovation. The program supports strategies that inspire potato usage, advance nutrition and culinary initiatives, identify food trends, and create opportunities that keep potatoes relevant in modern diets and evolving food environments.

COMMODITY CLASSIC CULINARY EXPERIENCE

ONE INNOVATION LAB, MULTIPLE FOOD PARTNERS

Potatoes USA + Lentils.org + National Watermelon Promotion Board collaboration

Hosted at the Spud Lab, this multi-day culinary innovation experience brought together foodservice operators, culinary experts, and commodity partners to explore menu development, kitchen ideation, and future-focused foodservice solutions. The event emphasized collaborative problem-solving, operator insights, and AI-driven culinary innovation.

11
OPERATORS PARTICIPATED



Hands-on culinary innovation sessions.



AI-driven food trend discussions.



Focused on future menu opportunities.



REAL-TIME OPERATOR FEEDBACK



FOCUSED ON SOLVING FOODSERVICE CHALLENGES

GOAL



Built long-term operator partnerships.

BJ'S RESTAURANT & BREWHOUSE INNOVATION SESSION

Potatoes USA partnered with BJ's culinary leadership for a multi-day innovation session focused on potato-forward menu opportunities, flavor trends, and cross-menu integration. The session combined strategic presentations with kitchen ideation to identify concepts aligned with BJ's operational goals and future menu direction.



POTATO-FORWARD MENU CONCEPTS EXPLORED



CROSS-MENU INTEGRATION OPPORTUNITIES IDENTIFIED



CONCEPTS MOVED TOWARD MARKET READINESS



"Your insights and execution were right on point."

— Jamie Carawan, SVP Culinary Research & Product Development



FOODSERVICE PROGRAM

PROGRAM DESCRIPTION

The Foodservice Program works to increase demand for potatoes in domestic and international foodservice markets by expanding menu usage, supporting culinary innovation, and promoting the operational and nutrition benefits of potatoes. The program implements strategies that educate chefs and foodservice professionals, strengthen industry relationships, support product adoption, and create market opportunities that drive long-term foodservice demand for potatoes.

OPERATOR MENU LAUNCHES & LIMITED-TIME OFFER SUPPORT

- Supported potato-forward LTO and menu strategies
- Delivered data-driven insights to foodservice operators
- Focused on versatility, value, and consumer appeal
- Helped brands increase menu traffic and potato usage



13

FOODSERVICE
BRANDS
ENGAGED



25,000+

POTENTIAL
LOCATIONS
IMPACTED



19M

POUNDS OF
POTENTIAL
POTATO VOLUME

AI-FOCUSED CONCEPT TRAINING



- Led AI-powered concept testing for potato menu ideas
- Focused on innovation, trends, and operational efficiency
- Helped operators visualize concepts before kitchen testing
- Increased confidence in potato-forward LTO development

55%

OF CONSUMERS
SEEK OUT
NEW LTOS

100%

USED AI
FOR POTATO
CONCEPT
TESTING

HARVARD UNIVERSITY CHEF TRAINING



- Chef and student potato education program at Harvard
- Showcased globally inspired potato applications
- Featured consumer-facing waffle fry and Spice Bag activation
- Positioned potatoes as a blank canvas for flavor

TRAINED

8

CAMPUS
CHEFS



5,000+

STUDENTS REACHED

Harvard requested future collaboration and menu development support.

FOODSERVICE INNOVATION IMPACT



- Inspired potato-forward menu innovation
- Supported operationally efficient menu solutions
- Expanded potatoes' role across dayparts and cuisines
- Strengthened industry collaboration and operator engagement



"All of this research provides important insights for us as we continue to develop our products." — Food Manufacturer

RETAIL PROGRAM

PROGRAM DESCRIPTION

The Retail Program strengthens potato demand by supporting retail category growth through education on consumer behavior, merchandising strategies, and marketing programs that help retailers optimize the potato category and encourage more frequent purchases across domestic and international markets.

INDEPENDENT GROCERS ALLIANCE IN-STORE CASE STUDY

- Retail merchandising test across IGA partner stores
- Implemented signage, recipe tools, and best practices
- Demonstrated stronger fresh potato sales growth
- Showed impact of data-driven retail strategies



200+

STORES
INVOLVED



127

TEST
LOCATIONS
ACTIVATED



11%

INCREASE
IN FRESH POTATO
UNIT SALES

RETAIL RESEARCH & MARKET INSIGHTS

- Deliver merchandising and shopper insights
- Support assortment and promotion decisions
- Help retailers optimize potato category performance

KEY FOCUS AREAS



SHOPPER
BEHAVIOR



BASKET
ANALYSIS



REGIONAL
SALES
TRENDS



MERCHANDISING
BEST PRACTICES

INDUSTRY PARTNERSHIP & RETAIL LEADERSHIP

- Participate in FMI Fresh Foods Leadership Council
- Engage retailers and growers through major trade events
- Sponsor IFPA Retail Conference and West Coast Produce Expo
- Position Potatoes USA as a category growth partner



THE POWER OF ONE EXTRA PURCHASE

- Encourage retailers to drive one additional potato purchase
- Use in retail marketing and merchandising strategies
- Demonstrate the scale of category growth opportunity



ONE

EXTRA
PURCHASE

=



245M

ADDITIONAL POUNDS
IN ANNUAL SALES

TRUSTED RETAIL RESOURCE



- Deliver reliable market intelligence and retail insights
- Support customer presentations and business strategy
- Help strengthen long-term potato demand
- Provide actionable, easy-to-use category data



PRODUCTION RESEARCH PROGRAM

PROGRAM DESCRIPTION

The Production Research Program oversees initiatives that advance potato production research and supports collaboration among scientists, growers, and state associations to identify industry priorities. The program reviews grant proposals, participates in national variety trials, supports seed export and international testing initiatives, and helps evaluate new potato varieties for performance, disease resistance, processing quality, and market potential.

NATIONAL CHIP PROGRAM

- Connects breeders, processors, and growers nationwide
- Focuses on improved chip potato varieties
- Evaluates storage, processing, disease resistance, and agronomic performance
- Supports long-term industry innovation and productivity


2,800+
SEED ACRES PLANTED

SEED EXPORT PROGRAM

- Conducted international variety trials
- Strengthened export relationships in global markets
- Promoted U.S. seed potato quality and performance
- Connected buyers and sellers through trade missions

11 
NEW
VARIETIES
PLANTED

50MT 
SALES GENERATED
FROM PREVIOUS
VARIETY TRIALS

IMPORTERS
FROM
7 
COUNTRIES

DOMINICAN REPUBLIC VARIETY TRIALS

- Soraya variety outperformed control variety Lucinda
- Delivered stronger yields and better skin set
- Reduced post-harvest losses

SORAYA
OUTYIELDED
CONTROL BY
7% 


GENERATED NEW
COMMERCIAL INTEREST
AND FUTURE ORDERS

GLOBAL VARIETY TRIALS

 **URUGUAY**  **PANAMA**  **NICARAGUA**

- ★ Introduced new varieties to increase market share
- ★ Supported future export growth opportunities
- ★ Helped growers access higher-performing potato varieties

REVERSE TRADE MISSION

A Reverse Trade Mission (RTM) hosted in July 2025 highlighted the quality and variety of U.S. potatoes while connecting international buyers directly with the U.S. potato industry. Due to the program's success, Potatoes USA will host another RTM August 3–7, 2026, bringing together seed potato importers from 7 countries representing more than 20,000 MT in annual imports, along with U.S. and European breeding institutions showcasing new varieties.

20,000+MT 
ANNUAL IMPORT
VOLUME REPRESENTED

 **BUYERS FROM
COUNTRIES** **7**



“The U.S. offers more consistent access to genetics that match [Uruguay’s] profile than traditional European sources.” — Federico Cherro, Uruguayan seed importer

INTERNATIONAL MARKET DEVELOPMENT PROGRAM



PROGRAM DESCRIPTION

The International Market Development Program drives global demand for U.S. potatoes through foodservice innovation, retail partnerships, consumer promotions, and industry education across 22 international markets. By connecting international chefs, retailers, importers, and operators directly with the U.S. potato industry, the program strengthens long-term relationships, expands export opportunities, and increases awareness of the quality, versatility, and innovation behind U.S. potatoes. These efforts continue to support new menu launches, retail growth, and increased international adoption of U.S. potato products.

Countries: Guatemala, El Salvador, Honduras, Costa Rica, Dominican Republic, Panama, Nicaragua, Saudi Arabia, United Arab Emirates, Kuwait, Qatar, Oman, Bahrain, China, Japan, Malaysia, Mexico, Philippines, South Korea, Taiwan, Thailand, and Vietnam.

CHEF REVERSE TRADE MISSION

Potatoes USA hosted 31 chefs from 9 international markets in Idaho and Chicago for a firsthand look at the U.S. potato industry. Attendees toured farms, storage facilities, processors, and research centers while learning how U.S. potatoes can support menu innovation and foodservice growth in their markets.

31



INTERNATIONAL
CHEFS ATTENDED

9



GLOBAL MARKETS
REPRESENTED

MEXICO FRESH POTATO RETAIL REVERSE TRADE MISSION

Potatoes USA hosted Mexican importers and retailers in Colorado's San Luis Valley for a four-day Reverse Trade Mission focused on the U.S. fresh potato supply chain. The program highlighted research, seed development, grower operations, and retail merchandising while building interest in expanded fresh potato offerings.

6

IMPORTERS
AND
RETAILERS
ATTENDED



INCREASED INTEREST
IN YELLOW, PURPLE,
AND VALUE-ADDED
POTATO PRODUCTS

SOUTH KOREA FRESH POTATO MENU LAUNCH

Potatoes USA partnered with Hyundai Green Food to develop new fresh potato menu applications featuring U.S. russet potatoes. The collaboration introduced multiple menu items across cafeterias and restaurants, creating new opportunities for fresh U.S. potatoes in South Korean foodservice.

4



MENU ITEMS
LAUNCHED

10

CAFETERIAS

+

12

RESTAURANTS

6.3MT

OF U.S. POTATOES
USED DURING THE
INITIAL PHASE

TAIWAN RETAIL HALLOWEEN PROMOTION

Potatoes USA partnered with Carrefour to launch a Halloween-themed retail promotion featuring custom packaging, in-store merchandising, and influencer-driven social media support. The campaign introduced new retail potato products while encouraging consumers to purchase U.S. potatoes for a new seasonal occasion.

4



NEW PACKAGED
POTATO SKUs
LAUNCHED

711,000

SOCIAL
MEDIA
VIEWS



100MT

OF U.S.
POTATOES
MOVED



2026 Advertising

**Chip, seed
and everything
in between.**

**Michigan has
you covered.**



**MICHIGAN
POTATOES**

www.mipotatoindustry.com



The Idaho Potato Commission delivers another **reminder on the importance of authenticity.**

If you're not going to be 100% genuine, you better be careful! The Idaho Potato Commission playfully highlights the pitfalls of inauthenticity in its latest commercial, in which a man confesses to his girlfriend that he hasn't been 100% authentic. Fortunately, she takes it in stride – until he reveals the potatoes he's served aren't genuine Idaho® potatoes either, reminding viewers why it's so important to look for the "Grown In Idaho®" seal. The ad is airing nationally on popular networks including TBS, TNT, Food Network, Discovery, HGTV, ID, Hallmark, and TLC. Additionally, it can be seen on streaming platforms like HBO Max, Discovery+, Hulu/Disney+, and Tubi.

View the spot anytime at IdahoPotato.com



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We Make

Oregon Potatoes

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POTATOES**

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1207 NW Naito Pkwy.
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Portland, OR 97209
oregonspuds.com

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Oregon Potato
Industry in research,
legislative affairs,
trade, and
consumer education

**Colorado is in
good company
at #2...**



#2 Most famous painting



#2 Largest planet



#2 US President



#2 Most visited website



#2 Tallest bird

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nation for fresh
table stock
production!**





#alreadythere

Every drop counts! Using irrigation technology for precise water placement.

Protecting our natural resources and feeding the world.

As stewards of the land, Washington potato farmers are "already there." Each day they make technological advances to ensure they are growing their crops as sustainably as possible. Without the land, they can't grow our food.

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Created with state-of-the-art research & production means optimal yields for you!

By planting Certified Maine Seed, you know you are getting innovative seed that has been created to be disease-free, hardy, vigorous, and high yielding. Go with Maine quality, stable, proven seed and your yields and bottom line will grow!

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**You'd be healthier, too, if you spent
your winters in Hawaii.**



**100% of Wisconsin Seed
Potatoes must be winter
tested to be eligible for
certified seed tags.**

- While all state seed potato associations winter test their foundation lots, some do not winter test 100% of their certified seed lots.
- Wisconsin does, and this assures you get only the top-quality seed.
- With the Wisconsin Badger State Brand Tag, you get one grade, one standard—certification that counts.



**Don't bet your farm on untested seed potatoes.
Check the winter test results and Begin with the Best — Wisconsin!**

Wisconsin Seed Potato Improvement Association, Inc.
P.O. Box 173 • Antigo, WI 54409 • 715-623-4039 • www.potatoseed.org



For a directory of Wisconsin
Certified Seed Potato Growers, scan
this code with your smartphone.



**NORTHLAND
POTATOES**

**Northland Potato Growers Association promotes
profitability and unity of the potato growers of the
adjoining states of Minnesota and North Dakota
through the development and promotion of quality
potatoes and potato products.**

P.O. Box 301 - East Grand Forks, MN 56721 | (218) 773-3633 | northlandpotatoes.com



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FRESH MARKET



CHIP STOCK



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today and for generations to come.*

We Thank You.



Learn more at www.mccain.com

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NATIONAL POTATO COUNCIL

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Washington, DC 20001



NationalPotatoCouncil.org