

20
25

**ANNUAL
POTATO
YEARBOOK**

NATIONALPOTATOCOUNCIL.ORG



**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
- Potato Expo revenue

MESSAGE FROM THE PRESIDENT



It is my honor to serve as the President of the National Potato Council for 2025. In the past year, we made great strides to better position our growers and industry for the future. We executed a technical, lobbying, and communications strategy that pushed back nutrition activists seeking to reclassify potatoes out of the vegetable category. We also responded effectively to requests from Washington state and Idaho to assist with their oversupply situation and provided further assistance to all growers in getting Marketing Assistance for Specialty Crops (MASC) Program payments out at the end of the year, and much more.

The success of our industry relies on a shared commitment in advocating for what matters most to potato growers. Every day, the National Potato Council focuses on protecting and promoting the interests of our potato industry.

This year, our political landscape changed drastically. While some issues will get easier – like dealing with overregulation and tax reform for our businesses, others will not. Trade will continue to be a challenge with the added pressure of tariffs. Our efforts to improve the guest worker program is tied to the thorny issues surrounding border security, and as government spending remains in the crosshairs, research and other federal programs sit firmly on the hot seat.

Advocacy isn't just about being in the room—it's about amplifying our collective voice and ensuring that decision-makers understand the challenges and opportunities we face. A unified front, now more than ever, is vital to our efforts to further the U.S. potato sector. Every inch we gain this year is a win for us all and requires the support of every corner of the industry.

While Washington, D.C., has experienced sweeping changes, our goals, efforts, and needs have not. In 2025, we will continue to drive for expanded trade access, ag labor reform, and continued research and funding programs remain at the forefront of our advocacy.

The National Potato Council will continue to Stand Up for Potatoes on Capitol Hill, and we thank all of our partners for lending their voice to our collective effort for this great industry.

A handwritten signature in black ink, appearing to read 'T. Tschirky'.

Ted Tschirky, National Potato Council President, 2025
Tschirky Farms, Pasco, Wash.

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POTATO

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

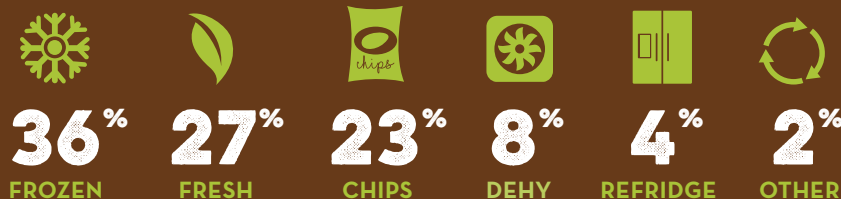
PRODUCING STATES

- 1 IDAHO:** 13.52 BILLION LBS.
- 2 WASHINGTON:** 10.13 BILLION LBS.
- 3 OREGON:** 2.69 BILLION LBS.
- 4 WISCONSIN:** 2.61 BILLION LBS.
- 5 NORTH DAKOTA:** 2.43 BILLION LBS.
- 6 COLORADO:** 2.17 BILLION LBS.
- 7 MICHIGAN:** 2.00 BILLION LBS.
- 8 MAINE:** 1.86 BILLION LBS.
- 9 MINNESOTA:** 1.68 BILLION LBS.
- 10 NEBRASKA:** 0.98 BILLION LBS.

Source: Crop Production 2024 Summary (January 2025) USDA, National Agricultural Statistics Service pg. 69

UTILIZATION OF POTATOES IN THE U.S.

Millions of Pounds (Fresh Weight Equivalent)



Source: Potatoes USA 2024 U.S. Potato Sales and Utilization Report (presentation slide 13)

PRODUCTION

2024

PLANTED: 930,000 acres
HARVESTED: 925,400 acres
PRODUCTION: 42.02 billion pounds
VALUE OF PRODUCTION: \$5.1 billion
YIELD: 45,400 pounds per acre

2023

PLANTED: 966,000 acres
HARVESTED: 961,100 acres
PRODUCTION: 44.01 billion pounds
VALUE OF PRODUCTION: \$5.4 billion
YIELD: 45,800 pounds per acre

Source: Crop Production 2024 Summary (January 2025) USDA, National Agricultural Statistics Service pg. 69 and Crop Values 2024 Summary (February 2025) USDA, National Agricultural Statistics Service pg. 39

FACTS



EXPORTS

TOP 10

- 1 MEXICO: **\$549** MILLION
- 2 JAPAN: **\$460** MILLION
- 3 CANADA: **\$346** MILLION
- 4 SOUTH KOREA: **\$153** MILLION
- 5 PHILIPPINES: **\$140** MILLION
- 6 TAIWAN: **\$99** MILLION
- 7 GUATEMALA: **\$72** MILLION
- 8 MALAYSIA: **\$56** MILLION
- 9 SAUDI ARABIA: **\$46** MILLION
- 10 HONG KONG: **\$42** MILLION

Source: The United States Department of Commerce, Foreign Trade Division, using the Harmonised Coding System, Schedule B.

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 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.

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

64%
Frozen French Fries/Potatoes

14%
Fresh Potatoes

11%
Dehydrated Potatoes

10%
Potato Chips

1%
Seed Potatoes

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



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 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 of the potato industry.

AGRICULTURAL WORKFORCE REFORM

NEW GUEST WORKER PROGRAM

INCENTIVIZE WORKERS TO REMAIN IN AMERICAN AGRICULTURE

AGRICULTURAL WORKFORCE REFORM

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% 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) that 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.

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 current 119th Congress.

Additionally, the annual Adverse Effect Wage Rate (AEWR) increases are unreasonable and harm producers using the H-2A program. The unpredictability of a wage that can fluctuate by over 20% drives employers away from the program and harms investment in rural America that would otherwise occur. These drastic increases should be repealed for 2025 and a new market-based wage rate installed immediately.

NEW GUEST WORKER PROGRAM

Congress must create a new guest worker 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 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 FY25, the Full-Year Continuing Appropriations and Extensions Act 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 FY26, 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 again requests funding of at least \$4 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 and ensured potato production remains based in the United States.

ARS POTATO COLLABORATIVE RESEARCH PROGRAM

For FY26, 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 FY25 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 Specialty Crop Research Initiative (SCRI) is a key part of the federal research partnership with the potato industry. NPC has advocated for increased funding for this valuable program through any effort to rewrite the Farm Bill. As part of the effort to use the “reconciliation” process to update pieces of the Farm Bill, NPC and the Specialty Crop Farm Bill Alliance have successfully encouraged the House and Senate Agriculture Committees to increase funding for SCRI to \$175 million annually.

POTATO SUSTAINABILITY ALLIANCE

Members of 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 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

SCIENCE-BASED DECISION MAKING IN THE REGULATION OF PESTICIDES

WATERS OF THE UNITED STATES

In May 2023, the U.S. Supreme Court issued a unanimous ruling, stating *“The court holds that the Clean Water Act applies only to wetlands that are ‘as a practical matter indistinguishable from waters of the United States.’ Therefore, the party that wants the CWA to apply to adjacent wetlands must show that the adjacent body of water is a ‘water of the United States’ -- that is, ‘a relatively permeable body of water connected to traditional interstate navigable waters’ -- and that the wetland ‘has a continuous surface connection with that water, making it difficult to determine where the ‘water’ ends and the ‘wetland’ begins.’ Based on that definition, the court reverses the lower court ruling in the EPA’s favor.*

In August 2023 the Biden Administration issued a new rule that scrapped the “significant nexus” test and in its place adopted a standard requiring that waters be “relatively permanent” to fall under federal authority.

NPC continues to advocate for the Trump 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.

NPC is actively engaged with EPA, the National Marine Fisheries Service and the U.S. Fish and Wildlife Service (the Services) to ensure their obligations in implementing ESA do not impede the use of critical pesticides in potato production.

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

- Regulatory reform primarily within “the Services”
- Legislative reforms undertaken by Congress to restore reasonable economic considerations in the regulatory process; and
- Congress to enact necessary reforms and press the Services to reform processes to minimize these unnecessary economic impacts.

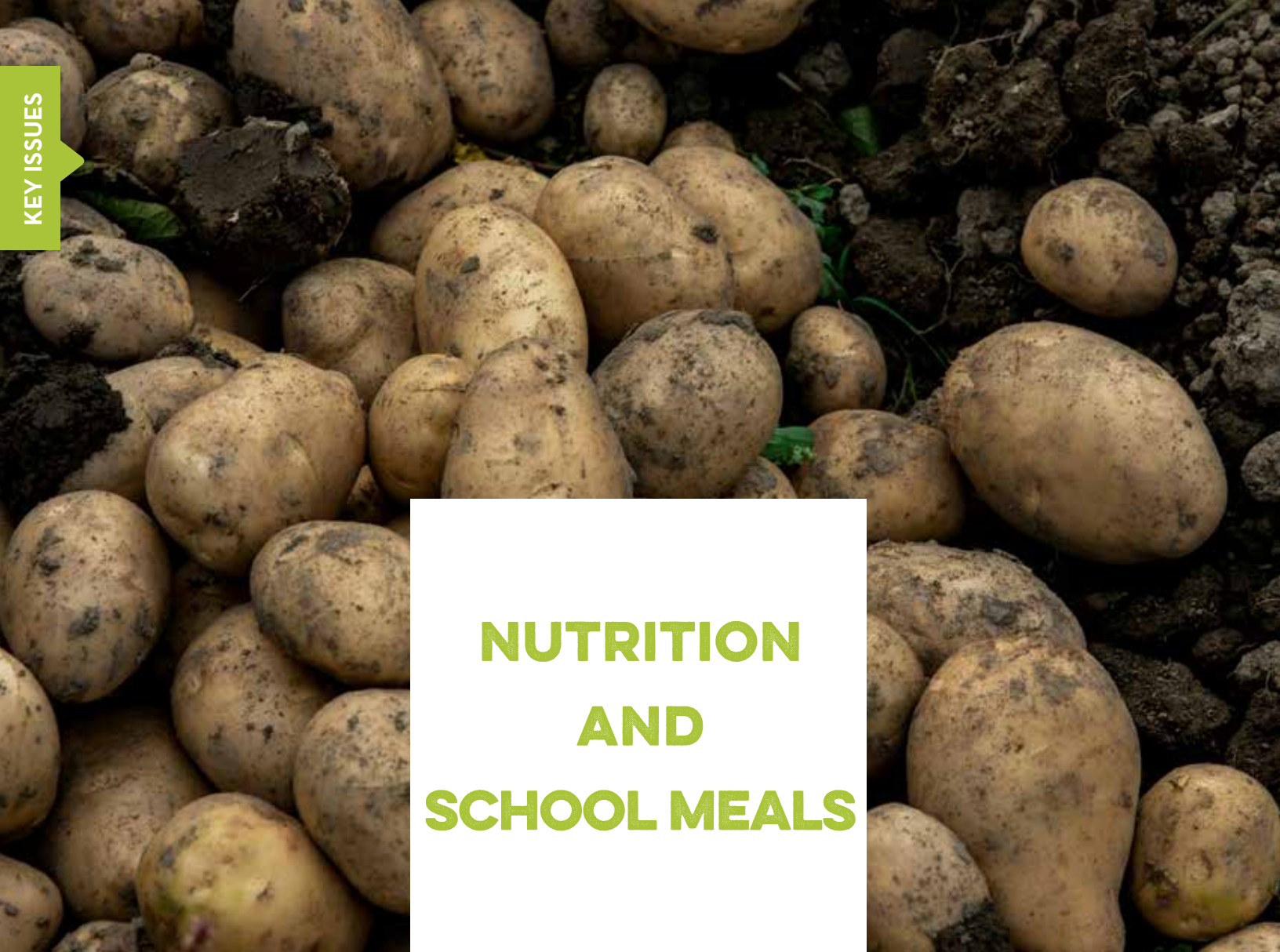
OUR POLICY ON ENVIRONMENT

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.

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 members to reject science-based decisions on pesticide registration. Most recently, as part of an Administration effort to address health-related issues, activist voices have suggested that the U.S. should depart from its rigorous, peer reviewed scientific system to a more emotion-based system that justifies popular beliefs. Such a change would negatively impact the facts that Americans rely on to make decisions and undermine the competitiveness of U.S. family farms.



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
SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM**

DIETARY GUIDELINES FOR AMERICANS

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

When the 2025 Dietary Guidelines for Americans (DGAs) process began, the Biden Administration posed a question to the Advisory Committee whether potatoes should be categorized as a vegetable or a grain. The final report 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

NPC continues to work with Congress on a bipartisan basis during each appropriations cycle to insert a provision preventing limitations on potatoes being served in the school breakfast program. The reason for this goes back over 10 years, when the Obama Administration sought to severely limit potato participation in both the school lunch and breakfast programs.

In response, Congress acts each year to prevent the Administration from taking action to enact these regulations, which were not in keeping with nutrition science and are extremely costly to implement. They also contribute to "plate waste" due to children being uninterested in eating meals without potatoes as a vegetable component.

SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM

The Farm Bill, deals with agriculture policy issues as well as the Supplemental Nutrition Assistance Program (SNAP). 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 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.

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

NPC is seeking market access for all U.S. fresh potatoes, including table stock potatoes. Once opened, Japan will become a massive market for U.S. fresh potato exports estimated at \$100 million to \$150 million annually.

Due to the political sensitivity of this issue, Japan has delayed negotiations with USDA-APHIS for over twenty 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 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 2021.

Given the threat to U.S. growers, NPC has urged USDA to take reasonable mitigation measures under its authority 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

NPC continues to advocate for the elimination of tariffs and non-tariff barriers in key exports markets. These efforts were embodied in one package called the Trans-Pacific Partnership that unfortunately was not signed by the U.S. Instead, the efforts to eliminate these trade impediments are being done on a country-by-country basis. The pace of these actions must accelerate as the U.S. is losing market share in Vietnam, and other markets such as Taiwan, Thailand and the Philippines, due to higher tariffs. NPC supports restoring these benefits by any viable mechanism.



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. 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.



2025 NPC WASHINGTON SUMMIT

U.S. potato growers and allied partners from across the country united as an industry to fulfill NPC's mission of "Standing Up for Potatoes on Capitol Hill" during the 2025 Washington Summit, Feb. 24-28. The annual event provides a forum for potato industry members to discuss, define, and advocate for the policy priorities impacting their operations and protecting their ability to farm.

The Summit kicked off with members of the 2024-25 Executive Committee visiting the White House to meet with Trump Administration officials on the industry's priorities trade opportunities with Japan and other countries, the importance of research funding, and preventing the spread of PEI potato wart to U.S. growing areas were presented to officials representing USDA and the Office of the U.S. Trade Representative.

During the Annual Meeting of the Voting Delegates and Awards Dinner, 2024 President Bob Mattive officially passed the gavel to newly elected President Ted Tschirky. Additionally, Christina Herrick, produce editor for The Packer, presented Gregg Halverson of Grand Forks, N.D.-based Black Gold Farms, with its 2025 Potato Person of the Year award.

On Wednesday, attendees were provided insight into Executive Branch developments by Brian Klippenstein, who is leading the USDA Transition Team on behalf of the Trump Administration. The group was also updated on the latest nutrition policy development by Jennifer Tiller, Chief of Staff to USDA's Deputy Secretary and Senior Advisor to the Secretary for Food, Nutrition and Consumer Services, and Katherine Thomas, Senior Professional Staff of the U.S. Senate Committee on Agriculture, Nutrition, & Forestry.

KEY ISSUES DELIVERED TO CAPITOL HILL:

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

Securing A Competitive Agricultural Tax Policy

Farm Bill U.S. Potato Industry Priorities

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

Wednesday afternoon saw attendees travel to Capitol Hill to hear from Senate Ag Committee Ranking Member Amy Klobuchar (D-Minn.), Senator Jim Risch (R-Idaho), Ranking Member of the Senate Finance Committee Ron Wyden (D-Ore.), and Representative Dan Newhouse (R-Wash.). NPC also hosted the Standing Up for Potatoes on Capitol Hill Reception, attended by Senator Susan Collins (R-Maine) and Representative Frank Lucas (R-Okla.), where they were addressed by House Ag Committee Chairman Glenn "GT" Thompson Jr. (R-Penn.).

Throughout the day on Thursday, attendees took to Capitol Hill to meet with dozens of Members and staff to advocate for the industry's policy priorities.



To kick off the week, members of the 2024-25 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 research funding, and preventing the spread of PEI potato wart to U.S. growing areas were presented to officials representing USDA and the Office of the U.S. Trade Representative.

EYE ON POTATOES PODCAST



Launched in January 2020, NPC's Eye on Potatoes podcast is the place to tune in to listen in on conversations with growers and thought leaders on advocacy, production and all things potatoes. Celebrating five years at Potato Expo 2025, the podcast now has published over 110 episodes and generated more than 20,000 downloads.



Colin Szawlowski (right), owner of Valley Spud LLC, and Mike Wenkel (left), NPC Chief Operating Officer, joined host Lane Nordlund during Potato Expo 2025 to talk about the successful programs of Potato LEAF and the organization's ongoing impact.

FEATURED EPISODES INCLUDE:

The ROI of Ag Research

2024 Election Recap with Randy Russell

U.S. Potatoes in Mexico: Maintaining and Enhancing Export Market Access

Dietary Guidelines, Federal Nutrition Regulations, and How Growers Could be Impacted

The Moving Tariff Target

What's Next for Ag Labor Policy



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 2025



Jan. 9-10 saw U.S. potato growers and allied industry members from 21 countries join NPC in Orlando, Fla., for Potato Expo 2025. The 100,000 square-foot Expo Hall hosted the second-largest attendance in Potato Expo's 17-year history with 2,170 attendees and 201 exhibitors. Industry experts held more than 40 educational sessions to help growers and industry partners prepare their operations for the future at North America's largest annual potato industry conference.

Highlights from Potato Expo 2025 included 'Flock to Flavor: The Happy Potato Showdown' featuring three teams competing for the annual title of 'Top Spud,' FOX31's Good Day Orlando crew joining NPC, growers, and exhibitors in the Expo Hall, the annual Potato LEAF auction, and the inaugural Potato LEAF 5k Fun Run.

Co-founder and CTO of KUNGFU.AI, Ron Green, met the Expo Stage for 'AI's Impact on the Potato Industry' to explore the groundbreaking intersection of artificial intelligence and potato agriculture. Granting growers valuable insights into AI's ability to increase efficiency, drive sustainability, and revolutionize potato-growing operations.

NPC CEO Kam Quarles and Beth Johnson, CEO and Founder of Food Directions, hosted the "Dietary Guidelines, Federal Nutrition Regulations and How Growers Will be Impacted" session to discuss the volatile Dietary Guidelines for Americans (DGA) process and how the new Administration and Congress will impact nutrition and potatoes following DGA's attempts to reclassify the potato as a grain.

Potato Expo serves as the nation's foremost forum to foster collaboration between national and state potato associations, as well as the rest of the industry. Maintaining its reputation as the place to better position the industry for the future, Potato Expo 2025 addressed many current topics from the new Administration's impact, the growing use of AI in the industry, and public policies affecting potato growers.



POTATO LEADERSHIP, EDUCATION & ADVANCEMENT FOUNDATION

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 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.

BOARD OF DIRECTORS

**Chairman of the Board,
Brett Jensen, Idaho Falls, Idaho**

Vice Chairman, RJ Andrus, Idaho Falls, Idaho

Wendy Dykstra, Friesland, Wisconsin

Gregg Halverson, Grand Forks, North Dakota

Keith McGovern, Fargo, North Dakota

Shelley Olsen, Othello, Washington

Ex-officio:

Kam Quarles, National Potato Council

Blair Richardson, Potatoes USA

Kelly Turner, Michigan Potato Industry Commission

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


**LEADERSHIP
IN THE FIELD**

 | Leadership,
Education &
Advancement
Foundation
SCHOLARSHIP

STATEMENT OF FINANCIAL POSITION JUNE 30, 2024

Assets

Cash and cash equivalents	\$114,497
Investments	\$2,072,963
Accounts and contributions, net	\$105,585
Total Assets	\$2,293,045

Liabilities and net assets

Total Liabilities, net	\$10,428
------------------------	----------

Net Assets

Without donor restrictions	
Undesignated	\$696,888
Board-designated	\$1,500,000
Total without donor restrictions	\$2,196,888
With donor restrictions	\$85,729

Total net assets	\$2,282,617
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Total liabilities and net assets	\$2,293,045
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STATEMENT OF ACTIVITIES FOR YEAR ENDING JUNE 30, 2024

Revenue and Support

Meetings	\$87,550
Contributions	\$235,822
Investment return, net	\$(10,819)
Total revenue and support	\$312,553

Expenses

Education programs	\$140,851
General and administrative	\$62,177
Total Expenses	\$203,028

Change in net assets	\$109,525
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Net assets, beginning of year	\$2,173,092
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Net assets, end of year	\$2,282,617
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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.



2024-25 academic scholarship recipient, Xiuyan Zhang of the University of Maine.

Xiuyan Zhang, a Ph.D. student at the University of Maine, was the recipient of the organization's 2024-25 Academic Scholarship. Her research focuses on the dynamic behavior of bacterial species that cause potato blackleg and soft rot disease, as well as the influence of potato storage conditions on pathogen infection. Since 2020, she has gathered over 300 bacterial pathogens within 11 species in *Pectobacterium* taxa and performed whole genome sequencing on them.

Applications are accepted annually from April through 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 second class gathering in June 2025. 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.





2025 Leadership Institute class.

LEADERSHIP INSTITUTE

In 2025, Potato LEAF hosted the 24th 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 2025 class traveled through Wisconsin and then to Washington, D.C.

In 2026, the Leadership Institute will be held February 18-25 and is scheduled to be held in Florida 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.

LEADERSHIP INSTITUTE

BROUGHT TO YOU BY POTATO LEAF

"Being from a non-traditional potato state with no state association, the Leadership Institute gave me the resources and connections that I needed to be connected to the potato industry. The institute provided exceptional leadership and professional development opportunities, and industry networking."

- Adam Koch, Kittleson Brothers, Iowa

"No matter if you have been in the potato industry for 20 years or just starting out, the PLEAF Leadership Institute will benefit your farm, your family, and your community as you learn leadership skills with your fellow industry participants. I was reluctant to attend because of the length of time required to be away from my family and farm, but at the end of the institute, it truly became one of the greatest highlights of my professional career."

- Ryan Christensen, BKR Farms, Idaho

WAYS TO CONTRIBUTE TO POTATO LEAF

ANNUAL CONTRIBUTION

1

Tax-deductible Donations

Support the programs of the foundation

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



Potato LEAF Board Member, Gregg Halverson, a potato grower from North Dakota during the live auction at Potato Expo 2025.

2

Auction at Potato Expo

The auction at Potato Expo 2025 raised over \$90,000 to benefit the programs of the foundation. You can support the foundation by donating or bidding on items during Potato Expo 2026.

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 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 2024.

INDIVIDUAL DONORS

Visionary - \$5,000+

- Mike Carter, Schofield, WI
- Jason & Nichole Davenport, Bakersfield, CA
- Brett Jensen, Idaho Falls, ID
- Rodney Peterson, Parkers Prairie, MN
- Blair & Marti Richardson, Denver, CO
- Don Sklarczyk, Johannesburg, MI
- John Stahl, Ritzville, WA
- Marvin Wollman, Warden, WA

Leader - \$2,500+

- Mike Wenkel, Washington, DC

Changemaker - \$1,000+

- Josh Bunker, Pasco, WA
- TJ Hall, Edinburg, ND
- Chris Olsen, Othello, WA
- Jordan Reed, Pasco, WA
- Steve Streich, Kalispell, MT
- Ted Tschirky, Pasco, WA
- Adam Weber, Moses Lake, WA

Influencer - \$250+

- Jon Hathaway, Monte Vista, CO
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- John Mesko, Kissimmee, FL
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- Mark Peterson, Monte Vista, CO
- Kam & Karen Quarles, Washington, DC
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- Sid Staunton, Malin, OR
- Tim Venhuizen, Manhattan, MT

Contributor - less than \$250

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Changemaker - \$10,000+

- Farm Credit
- Lindsay Corporation
- McCain Foods USA
- National Potato Council
- Sklarczyk Seed Farms LLC
- Valley Irrigation

Influencer - \$2,500+

- Magic Valley Produce, Inc.
- Schneider Farms Pasco

Contributor - less than \$2,500

- Ace Hardware
- Balcom & Moe, Inc.
- Black Gold Farms
- Double L
- Evocati Public Relations
- Idaho Grower Shippers Association
- Maine Potato Board
- The Mirage
- Michigan Potato Industry Commission
- Nelson Irrigation
- Nordlund Communications
- Potatoes USA
- Washington State Potato Commission
- Weber Grills
- Wisconsin Potato & Vegetable Growers Association



2025 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.



2025 EXECUTIVE COMMITTEE

PRESIDENT

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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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2025 COMMITTEES

GROWER OUTREACH AND INDUSTRY RESEARCH COMMITTEE

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

Ben Sklarczyk (MI) - Chair

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Tyler Mitchell (CO)
Harry Strohauer (CO)
Danny Johns (FL)
Nick Blanksma (ID)
Eric Jemmett (ID)
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Jordan Reed (WA)
Marvin Wollman (WA)
Tom Bulgrin (WI)
Eric Schroeder (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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Miguel Diaz (CO)
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Danny Johns (FL)
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Kamren Koopman (ID)
Jaren Raybould (ID)
Leo Boeglin (IL)
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Darrell McCrum (ME)
Olivia Cotton (MI)
Don Kitchen (MI)
Kevin Storm (MI)
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Grant Morris (WA)
Allen Olberding (WA)
Lynn Olsen (WA)
Adam Weber (WA)
Marvin Wollman (WA)
Larry Alsum (WI)
Andy Diercks (WI)
Mark Finnessy (WI)
Nick Somers (WI)
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

Tyler Mitchell (CO)
Mark Peterson (CO)
Dave Warsh (CO)
Danny Johns (FL)
Aaron Troyer (FL)
Nick Blanksma (ID)
Mark Darrington (ID)
Kamren Koopman (ID)
Jaren Raybould (ID)
Alex Tiede (ID)
Dillon VanOrden (ID)
Bryan Wada (ID)
Lynn Wilcox (ID)
Dominic LaJoie (ME)

Darrell McCrum (ME)
Olivia Cotton (MI)
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Greg Campbell (ND)
Chris Hansen (NY)
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Mark Ward (OR)
Ellis Charvet (WA)
Damon Christensen (WA)
Cully Easterday (WA)
Randy Mullen (WA)
Jordan Reed (WA)
Larry Alsum (WI)
Wendy Dykstra (WI)
Eric Schroeder (WI)
Keith Wolter (WI)

LEGISLATIVE AFFAIRS COMMITTEE

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

Dean Gibson (ID) - Chair

Mark Peterson (CO)
Danny Johns (FL)
Aaron Troyer (FL)
Randy Hardy (ID)
Eric Jemmett (ID)
Jaren Raybould (ID)
Craig Searle (ID)

Jason Stoddard (ID)
Ritchey Toevs (ID)
Bryan Wada (ID)
Leo Boeglin (IL)
Robbie Irving (ME)
Dominic LaJoie (ME)
Darrell McCrum (ME)
Don Kitchen (MI)

Kevin Storm (MI)
Peter Imle (MN)
Tim Venhuizen (MT)
Brian Vculek (ND)
Chris Hansen (NY)
Kathy Sponheim (OH)
Greg Harris (OR)
Mike Macy (OR)

Jared Balcom (WA)
Josh Bunker (WA)
Grant Morris (WA)
Ed Schneider (WA)
Adam Weber (WA)
Mark Finnessy (WI)
Keith Wolter (WI)

2025 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.

TJ Hall (ND) - Chair

Miguel Diaz (CO)
Danny Johns (FL)
Kamren Kooppin (ID)
Dan Moss (ID)
Craig Searle (ID)
Dillon VanOrden (ID)

Mark Ward (OR)
Josh Bunger (WA)
Ellis Charvet (WA)
Larry Alsum (WI)
Wendy Dykstra (WI)

NPC PAST PRESIDENTS

1948-1950	S.A. Wathen	1979	Louis Wysocki	2003	Dave Warsh
1951-1953	E.J. Peters	1980-1981	Bernard Shaw	2004	Keith Masser
1954	Sol Lavit	1982	Herschel Heilig	2005	Dan Moss
1955-1956	W.B. Whiteley	1983	Gene Shaver	2006	Jim Wysocki
1957-1959	E. Perrin Edmunds	1984	Jerry Larson	2007	Don Sklarczyk
1960	John Bushee	1985	Doug Michael	2008	Richard Polatis
1961-1962	John Broome	1986	Thomas Ford	2009	Ed Schneider
1963	W.B. Camp, Jr.	1987	Robert Sanders	2010	Roger Mix
1964-1965	Claude Auger	1988	Larry Young	2011	Justin Dagen
1966	Vernon James	1989	Michael Cranney	2012	Steve Crane
1967	Roy Hirai	1990	David Long	2013	Randy Mullen
1968	Allan Larsen	1991	Douglas Monter	2014	Randy Hardy
1969	Headlee Wright	1992-1993	Richard Watt	2015	Dan Lake
1970	Basil Fox	1994	Ron Mack	2016	Jim Tiede
1971	Don Johnston	1995	Lynn Olsen	2017	Dwayne Weyers
1972	Norman Falconer	1996	Wayne Maggio	2018	Cully Easterday
1973	Merle Anderson	1997	Jeff Raybould	2019	Larry Alsum
1974	Clarence Parr	1998	Nick Somers	2020	Britt Raybould
1975	David Clark, Jr.	1999	Gary Ball	2021	Dominic LaJoie
1976	Ed Stastny	2000	Chuck Gunnerson	2022	Jared Balcom
1977	Obed Tweten	2001	Allen Olberding	2023	RJ Andrus
1978	Dell Raybould	2002	Todd Michael	2024	Bob Mattive

2025 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: Tara Artho
e: tartho@coloradopotato.org
w: coloradopotato.org

Colorado Potato Administrative Committee Area III

P.O. Box 1774
528 7th Street
Greeley, CO 80632
p: 970.381.5832
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e: northerncoloradopotato@gmail.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
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w: idahoshippers.org

Idaho Potato Commission

661 S. Rivershore Lane,
Suite 230
Eagle, ID 83616
p: (208) 334-2350
contact: Sam Eaton
e: sam.eaton@potato.idaho.go
w: idahopotato.com

MAINE

Maine Potato Board

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

MICHIGAN

Michigan Potato Industry Commission

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

MINNESOTA/ NORTH DAKOTA

Minnesota Area II Potato Growers Research & Promotion Council

9029 80th Avenue
Clear Lake, MN 55319
p: (320) 333-4291
contact: Jocelyn Schlichting
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w: minnesotapotato.org

Northern Potato Growers Association

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

MONTANA

Montana Potato Advisory Committee

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

NEBRASKA

Nebraska Potato Council

6541 Jefferson Road
Alliance, NE 69301
p: (208) 221-9475
contact: Jennifer Dillinger
e: jdillinger@nebraskapotatoes.com

NEW YORK

Empire State Potato Growers, Inc.

P.O. Box 5
Malone, NY 12953
p: (518) 569-8448
contact: Mike Murphy
e: mjm679@cornell.edu
w: empirepotatogrowers.com

NORTH CAROLINA

North Carolina Potato Association

P.O. Box 2066
Elizabeth City, NC 27909
p: (252) 331-4773
contact: Tommy Fleetwood
e: twfleet@gmail.com
w: ncpotatoes.org

OREGON

Oregon Potato Commission

1207 NW Naito Pkwy
Suite 154
Portland, OR 97209
p: (503) 239-4763
contact: Gary Roth
e: gary@oregonspuds.com
w: oregonspuds.com

PENNSYLVANIA

Pennsylvania Cooperative Potato Growers, Inc.

3107 N. Front Street
Suite 100
Harrisburg, PA 17110-1328
p: (717) 232-5300
contact: Nathan Tallman
e: ntallman@pacooppotatoes.com
w: pacooppotatoes.com

VIRGINIA

Association of Virginia Potato and Vegetable Growers, Inc.

P.O. Box 26
Onley, VA 23418
p: (757) 787-5867
contact: Heather Wheeler
e: heather.wheeler@vdacs.virginia.gov
w: vdacs.virginia.gov

WASHINGTON

Washington State Potato Commission

108 Interlake Road
Moses Lake, WA 98837
p: (509) 765-8845
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e: wspc@potatoes.com
w: potatoes.com

WISCONSIN

Wisconsin Potato & Vegetable Growers Association

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

2025 GROWER SUPPORTERS

DIAMOND - \$1,000

Adam Weber, Weber Farms
Alsum Farms, Inc., Larry Alsum, Wendy Dykstra and Heidi Randall
Brian Sackett, Sackett Potatoes
Christopher, James and R.W. Okray and Mark Finnessy,
 Okray Family Farms, Inc.
Dave Masser, Masser Family of Companies
Dave Warsh, Warsh Farms
Edward Schneider, Schneider Farms Pasco LLC
Jared Balcom, Balcom & Moe, Inc.
Jason Tillman, Monte Vista Potato Growers
Jeremie Pavelski, Heartland Farms, Inc.
Joseph Thompson, Thompson Seed Potatoes
Lisa Hickman, Countrywide Potato
Lynn J. Olsen, L.J. Olsen, Inc.
Miguel Diaz, Martinez Farms
Randy Hardy, Hardy Farms, Inc.
Schneider Farms Pasco LLC
Sklarczyk Seed Farm LLC
Tony Wisdom, Skagit Valley Farm LLC
Wysocki Family Farms

PLATINUM - \$500

Aaron Troyer, Troyer Brothers
Agrinorthwest
Alan Jones, Jones Potato Farm
Bill Kimm, Kimm Seed Potatoes
Brian Vculek, Brian Vculek Farms
Dan Moss, Moss Farms
Dave Moquist, O C Schulz & Sons
Dean Bair, Thompson Seed Potatoes
Dean Gibson, Magic Valley Produce, Inc.
Dennis Bula, Bula Potato Farms, Inc.
Ed Stastny, Stastny Farms
Eric Halverson, Black Gold Farms
G-2 Farming, LLC

Grant Morris, Schneider Farms-Pasco LLC
Greg Juul, G-2 Farming, LLC
Jordan Driscoll, Driscoll Brothers
Keith Holland, Holland Farms
Kent Palmgren, Palmgren Farms, Inc.
LaJoie Growers, LLC
Lake Seed, Inc.
Lynn Olsen II, Olsen Ag, Inc.
Mark Darrington, Mark Darrington Farms
Matt Wilkes, Potato Services of Michigan
Nick Somers, Plover River Farms Alliance, Inc.
Peter Ewing, Ewing Farms, Inc.
Premier Ag, LLC
Raybould Brothers Farms
Ryan Moss, Moss Farms
Scott James, Triple J, Inc.
Skyline Potato Company
Steve Diercks, Coloma Farms, Inc.
Ted Tschirky, Tschirky Farms
Threemile Canyon Farms
Tim May, Frenchman Valley Produce, Inc.
TJ Hall, Hall's G4
Travis Meacham, Friehe Farms
Worley Family Farms, LLC

GOLD - \$200

Andy McGlinn, Crown Farms
Bart Connors, Connors & Connors Produce
Bernard Smiarowski, Teddy C. Smiarowski Farm
Bill Buyan, Buyan Ranch, Inc.
Bitter Sweet Farms
Blake Bennett, Tri-Cities Produce, Inc.
Brent Heisler, Johnson Foundation Seed
Brett Jensen, Jensen Farms
Bryan Mickelsen, Rigby Produce, Inc.
Craig Vieck, JMR Farms
Cynthia Collette, Alan Collette Farming Association
Dagen Heritage Farms
Daniel Dyk, Seed Potatoes LLC
Danny Johns, Blue Sky Farms
David Bartlett, Bartlett Farms
Dennis Iott, Iott Seed Farms
Dick Thomas, Potandon Produce LLC
Doug Hanks, Hanks Farms, Inc.
Doug Ruff, Ruff Times Farms
Ed Staunton, Staunton Farms
Ellie Charvet, RDT, LLC
Evan, Tom, & Andrew Torkelson, Torkelson Bros. Inc.
Garth Van Orden, Garth Van Orden Farms
Gerald Miller, Aroostook Produce Dist., Inc.
Harry Strohauer, Strohauer Farms, Inc.
Herr Foods, Inc.
J.W. Mattek & Sons, Inc.
Jake Wardenaar, Sunray Farms, LLC
Jared Gehring, Gehring Agri-Business
Jason Selvidge, Buttonwillow Land & Cattle Company
Jeff Edling, Edling Farms, Inc.
Jeff Jennings, John E. Ferebee Farming, Inc.
Jeff VanOrden, VanOrden Enterprises

Jentzsch Kearn Farms**Jess Blatchford**, Blatchford Farms, Inc.**Joe Bushman**, J & J Potato, Inc.**Joe Seis**, Sterling Farms, LLC**John Halverson**, Black Gold Farms**John Marker**, Marker Farms**John Miller**, John Miller Farms, Inc.**John Wallace**, John R Wallace Farms**Jones Produce, Inc.****Josh Qualey**, Three Oak Farms**Kathy Michael Sponheim**, Michael Family Farms**Katie Neumiller-Floming**, Neumiller Farms**Keith Doyen**, Willard C. Doyen & Sons**Kenneth Koopin**, Koopin Farms**Kent Palmgren Farms****Kirk Jacobs Farms****Lloyd Kuster**, Bremer Insurance Agencies, Inc.**Mack Farms, Inc.****Margaret Goehl Trujillo**, Goehl Ranches, Inc.**Mark Ward**, Ward Ranches**Marvin Wollman**, Warden Hutterian Brethren**Mathew Trotman**, Baley-Trotman Farms**Michael Family Farms OH****Michael Sitzmann**, Dawson Farms, LLP**Mike & James Macy**, Macy Farms**Nick Phelps**, M K Phelps Farm, Inc.**Nilson Farms, Inc.****Nolan Masser**, Red Hill Farms, Inc.**Peter Imle**, Pine Lake Wild Rice Farm, Inc.**Piper Farms****Ragen Horst**, E.K. Bare**Ralph Child**, Childstock Farms**RJ Andrus****Roderick Gumz**, Gumz Muck Farms LLC**Rodney Smith**, Blanca Potato LLC**Roger Mix**, Mix Farms**Roger Starkel**, Starkel Farms, Inc.**Scott Fenters**, Fenters Growing LLC**Segundo Diaz**, Martinez Farms**Stephen Abend**, Nonpareil/Idaho Potato Packers**Steve and Paul Streich**, Streich & Associates**Steve Crane**, Crane Brothers, Inc.**Steven Caron**, G & S Farms, Inc.**Tiede Farms****Todd Forbush**, Techmark, Inc.**Todd Michael**, Michael Family Farms**Troy Betz**, Bud-Rich Potato**Tyler Mitchell**, Mike Mitchell Farms, LLC**Val Wahlen**, Val Wahlen Farms**Weston Walker**, Gold Dust Potato Processors, Inc.**SILVER - \$100****Austin Ochoa**, Terra Gold Farms**Barry Hill**, Hill Family Farms**Belnap Brothers Produce****Benton Buckley**, Barrett Produce**Brant Darrington**, Marsh Creek Farms**Brent Flewelling**, Flewelling Family Farms**Brian Baglien**, Tobiason Potato Co., Inc.**Bryan Alford**, Alford Farms, Inc.**Bryan Olson**, GLD Farms**Bushwick Commission Co., Inc.****Chris and Valery Robbins**, Barnett Farms**Circle G Farms****David Pickett**, Pickett Ranch & Sheep Co.**Dominic & Rachel LaJoie**, Growers LLC**Doug Michael**, Michael Farms, Inc. Ohio**Fitzpatrick & Peabody Farms LLC****Greg Ebe**, Ebe Farms LLC**Hofmann Potatoes****Jared Yaros**, Yaros Farms, Inc.**Jimmy, Richard and Riley Holland**, F.A. Holland & Sons, Inc.**John Evans**, Evans Farms**John Yaros**, Yaros Farms, Inc.**Jon Van Erkel**, Van Erkel Farms, Inc.**Jonathan Blass**, Coolridge Farms**Keith Barrett**, Barrett Produce**Keith Labrie**, Labrie Farms, LLC**Koopin Farms****Leroy Salazar**, Salazar Farms**Mark Thompson**, Thompson Brothers**Martin Kimm**, Kimm Brothers Farming LLC**Mathew Skogman**, S&L Seed Potato Farm**Mike Brooks**, Dusty Lane Farms LLC**Mountain View Seed Farms LLC****Murphy Farms, LLC****Murray Crawford**, Nature's Way Farms, Inc.**Nick Blanksma**, Legacy Farms**Patricia Kaiser**, Kaiser Farms, Inc.**R. Abrams****R.D. Peterson LLP****Richard Barrett**, Barrett Produce**Robert and Tyler Jackson**, Jackson Farms**Rodney and Dale Johnson**, Johnson Brothers**Ross Opsahl****Russ Kehl**, Kehl Farms, LLC**Ryan Bybee**, GPOD of Idaho**Sarah Diamond**, Skagit Valley's Best Produce**Scott Klevberg**, Klevberg Farms APGI**Steve Reynolds**, Bennett Creek Farms**Story Farms LLC****Taylor May**, Frenchman Valley Produce, Inc.**Todd Geyer**, Altitude Seed**Trever Belnap**, Ball Brothers**Valley Tissue Culture, Inc.****Vern Frederickson**, Frederickson Farming LLC**W.S. Floyd**, W.S. Floyd Farms**Walter Parkins**, Royal Farms, Inc.**Wesley Beutler**, Beutler Farms**BRONZE - \$50****Adam Jensen**, Jensen Farms, Inc. / AJ Farms, Inc.**AJ Ochoa**, Terra Gold Farms, Inc.**Al Lopez**, Jones Produce, Inc.**Albert Stahl**, Stahl Hutterian**Allen Horning**, Horning Brothers LLC**Allen Olberding**, Olberding Seed**Andrew Hyer**, Desert Ridge Produce**Ann Van Dyke**, Blakal Packing, Inc.**Arthus Seidl**

- Benny Johnson**
Berend Friehe, Friehe Farms
Blaine Meek, AgriNorthwest
Blake Higley, Sun Valley Ranch, Inc.
Blake Van Dyke, Van Dyke and Cedergreen Farms
Bob Diefenbach, Better Tater Farms
Bob Dodge, Dodge & Dodge Farms
Bob Hughes, Hughes Farms
Boe Stallings
Brad Smith, S & B Farms, Inc.
Brandon Boorman, Boorman Farms LLC
Brandon Schaapman, Integrity Ag, Inc.
Brett Bergeson, Bergeson Farms LLC
Brett Reynolds, Reynolds Agribusiness LLC
Brian Drouhard, Bluewater Farms
Brian Waltner, Treehouse Produce, Inc.
Brock Ingman, Maple Wood Farms, Inc.
Chad Egbert, Bradlea Farms, Inc.
Charlie Cedergreen, Van Dyke and Cedergreen Farms
Chris Hyer, Genesis Organic Farms
Chris Olsen, Two O's
Chris Piper, Piper Farms
Clay Allen, Allied Potato NW
Clay Easterday, Triple E Farms
Cody Dean, CSS Farms LLC
Cole Easterday, Triple E Farms
Connor Olsen, OSR Ag
Cully Easterday
Cutter Easterday, Triple E Farms
Dallon Christensen, Del Christensen and Sons
Damon Christensen, Del Christensen and Sons
Dan Freeman, Airway Farms
Dan Gundersen, Knutzen Farms LP
Danny Egbert, Bradlea Farms, Inc.
Darrin Morrison, Skagit Valley Best
Dave Hughes, Hughes Farms
Dave Wyckoff, Wyckoff Farms
David Alexander, Potato Country Magazine
David Yorgesen, Yorgesen Farms, Inc.
Davina Ward Pink, Ramkissoon Ag
Del Christensen, Del Christensen and Sons
Dennis Wright, AgriNorthwest
Derek Allred, Mt. View Acres
Derek Davenport, Allied Potato NW
Derek Friehe, Friehe Farms
Derek Olsen, Olsen Ag, Inc.
Eric James, James Bros., Inc.
Eric Piper, Piper Farms
Eric Walker, Walker Brothers
Erik Rogers, Island Potatoes
Ernie Myers, Mountain Valley Produce, LLC
Frank Gross, Marlin Hutterian Brethren
Frank Martinez, Saddle View Farms
Frank Nightingale, Nightingale Farms, LLC
Fred Gross, Spokane Hutterian Brethren
Fred Olberding, Cloud Farms
Gary Diefenbach, Better Tater Farms
Gavin Johnson, Johnson Agripriprises, Inc.
Gerald King, King's Potatoes
Gerald Weyns, Weyns Farms
Gilbert Hintz, Bench Mark Farms
Glen Goodman, Jones Produce, Inc.
Glen Roundy Jr., Roundy Farms/Columbia Waters Farms
Greg Horning, Horning Brothers LLC
Greg Thaemert, Thaemert Farms LLC
Halverson Farms
Harry McCall, Tri Winner Irving
Havila Roberts, American Lady Growers
Heath Gimmestad, Friehe Farms
Henry Reiner
Jack Holzer, Holzer Farms
Jack Wallace, Wallace Farms/G&D Wallace, Inc.
Jake Gross, Marlin Hutterian Brethren
Jake Wollman Jr., Warden Hutterian Brethren
James Alford, Alford Farms
James Baker, James L Baker Farms LLC
James Gross, Spokane Hutterian Brethren
Jane Mehlenbacher, Mehlenbacher Farms, Inc.
Jeff Hughes, Hughes Farms
Jeff Jones, Jones Produce, Inc.
Jenn Smith, S & B Farms, Inc.
Jerry Allred, Mt. View Acres
Jerry Nelson, Double N Potatoes
Jody Easterday, Easterday Farms Produce Company
Joe Sobolik, Clemenson Sobolik Farm
John Crawford, Crawford Farms, Inc.
John Stahl, Stahl Hutterian
John Thulen, Pioneer Potatoes
John Walchli, Walchli Potato
Jonty Hofer, Schoonover Farms
Jordan Reed, JM Farms
Josh Bunker, Bunker Farms
Josh Roberts, American Lady Growers
Juan Martinez, Saddle View Farms
Kathy Blasdel, Kiska Farms
Kees Weyns, Weyns Farms
Keith Morrison, Skagit Valley Best
Keith Teigs, KT Farms LLC
Kelly McKnight, Pioneer Potatoes
Ken Jones, Jones Produce, Inc.
Ken Schutte, Schutte Farms, Inc.
Kerry Heilig, Heilig Farms
Kevin Loveland

Kevin Thaemert, Thaemert Farms LLC
Kevin Troyer, Troyer Land Resources
Kevin Weber, Weber Farms
Kevin Yorgesen, Yorgesen Farms, Inc.
Kittleson Bros., Inc.
Kraig Knutzen, Knutzen Farms LP
Kris Butcher, Providence Farms
Kristi Gundersen, Knutzen Farms LP
Larry Schaapman, Integrity AG, Inc.
Lonnie Blasdel, Kiska Farms
M & M Grain and Produce
Mark Hammer, Mullen Farms
Matt Funk, AgriNorthwest
Matt Taylor, AgriNorthwest
Maury Balcom, B & B Potato LLC
Max Burns, Virgil Max Burns Farms
Melissa Bedlington-Kleindel, Dick Bedlington Farms LLC
Michael Connors, Basin Gold
Michael Hughes, Hughes Farms
Mike Jones, Jones Farms
Mike Pink, Pink Farms
Mike Todd and John Hartman, Hartman Farms, Inc.
Mike Wollman, Warden Hutterian Brethren
Molly Connors, Basin Gold
Nic Boorman, Boorman Farms LLC
Nick Desautel, Desautel Farm
Nick Johnson, Johnson Agriprises, Inc.
Owen Olsen, OSR Ag
Pascal Bolduc, Friehe Farms
Pat Connors, Skone & Connors Produce, Inc.
Paul Wollman, Warden Hutterian Brethren
Philip Gross, Spokane Hutterian Brethren
Randee Bergeson, RW Bergeson Farms
Randi Hammer, Mullen Farms
Randy Mullen, Mullen Farms
Ray Wardenaar, Sunray Farms LLC
Regan Grabner, CSS Farms LLC
Reid Baker, Baker Farms
Reuben James, James Bros., Inc.
Richard Underwood, Underwood Farms
Riley Jungquist, Maple Wood Farms, Inc.
Rob Davis, RHD, Inc.
Robert Hayton, Hayton Farms
Robert Schutte, Airway Farms
Robert Woyak, Woyak Farms, Inc.
Rod Schutte, Airway Farms
Roger Hawley, Hawley Farms LLC
Roger Jungquist, Maple Wood Farms, Inc.
Roger Knutzen, Knutzen Farms LP
Ron Walker, Walker Brothers
Roy Morrow, CSS Farms LLC
Samantha Bedlington, Pure Potato LLC

Sammy Stahl, Stahl Hutterian
Scott Bedlington, Dick Bedlington Farms LLC
Scott Galbreath, Columbia Bank
Shelley Olsen, Two O's
Stacey Calvert, Calvert Farms
Stephen Piper, Piper Farms
Steve Connors, Skone & Connors Produce, Inc.
Steve Jorgensen, Steve Jorgensen Farms
Tara Artho, CPAC
Tim Wallace, Wallace Farms/G&D Wallace, Inc.
TJ Dykema, TRB Dykema LLC
Todd Thaemert, Thaemert Farms LLC
Tom Dodge, Dodge & Dodge Farms
Tom Kummer, Tom Kummer Farms, Inc.
Tom Shane, Treehouse Produce, Inc.
Travis Meacham, Friehe Farms
Travis Stuber, Gallatin Grown
Traye Radach, Radach Farms
Triple S Farms
Troy Fletcher, Fletcher Farms
Tyler Knutzen, Knutzen Farms LP
Tyler Tschirky, Sand Ridge Farms
Tyrel Gillies, KT Farms LLC
Ubaldo Martinez, Saddle View Farms
Val Schwendiman, Val Schwendiman Farms, LLC
Wade Stults, Cornerstone Production Company
Warren Horning, Horning Brothers LLC
Wes Boorman, Boorman Farms LLC
Wes Pahl, Pahl Farms
Wiley Allred, Sand Slopes Acres
Willy Walter, Schoonover Farms

SAVE THE DATE

2026 NPC WASHINGTON SUMMIT

FEBRUARY 23-27, 2026

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

STANDING 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.

- Hear from the nation's top political and policy experts
- Welcome NPC's 2026 officers and grower leaders
- Meet with members of Congress representing potato-growing states and districts
- *...and unite as an industry in Standing Up for Potatoes on Capitol Hill!*



NATIONALPOTATOCOUNCIL.ORG

2025 POTATOES USA

M A R K E T I N S I G H T S



Potatoes[®]
USA

2025 Consumer ATTITUDES & USAGE OF POTATOES

POTATOES ARE A BELOVED STAPLE

TOP 5 REASONS CONSUMERS LOVE POTATOES:

- #1: Versatile
- #2: Fill You Up
- #3: A Real, Natural Food
- #4: Satisfying
- #5: Everyone Loves Them



BELIEF IN POTATOES' NUTRITIONAL BENEFITS IS AT AN ALL-TIME HIGH:

- Help fuel everyday activities
- Are fuel for the body and brain
- Provide sustained energy
- Are used and approved by athletes



POTATOES ARE AMERICA'S FAVORITE VEGETABLE



For
9 STRAIGHT YEARS,
potatoes have earned this prestigious title.

REASONS CONSUMERS SAY THEY DON'T EAT MORE POTATOES:

- Other vegetables have more nutritional benefits
- Potatoes are high in carbs
- They already eat enough potatoes
- They prefer other vegetables
- Potatoes are fattening



FRIES ARE AMERICA'S FAVORITE SIDE DISH

When dining out, the majority of consumers rank fries as their #1 side dish.





MASHED & BAKED ARE THE TOP POTATO PREPARATIONS



While fries are the favorite when eating out, mashed and baked potatoes tied as the styles most likely eaten in respondents' most recent meal, with fries coming in a close third.



PEOPLE ARE EATING LOTS OF POTATOES!

81% EAT AT LEAST 1 SERVING PER WEEK

1/3

eat more than 3
servings per week



KEY TAKEAWAYS

1. Potatoes' performance benefits are driving stronger overall health perceptions—more consumers believe potatoes fuel performance.
2. Barriers to eating potatoes are lower than in recent years.
3. Overall the love for potatoes remains strong, with potatoes grabbing the top spot as favorite vegetable and side dish when eating out.

METHODOLOGY

The Consumer Attitudes and Usage online study is conducted annually to gather insights on U.S. consumers, evaluating their attitudes towards foods—potatoes in particular—and their dietary choices. This year's study was fielded in February 2025 and included results from 2,000 respondents that were balanced to current census data on gender, income, and age.

2025 FOODSERVICE PATRON STUDY



BACKGROUND

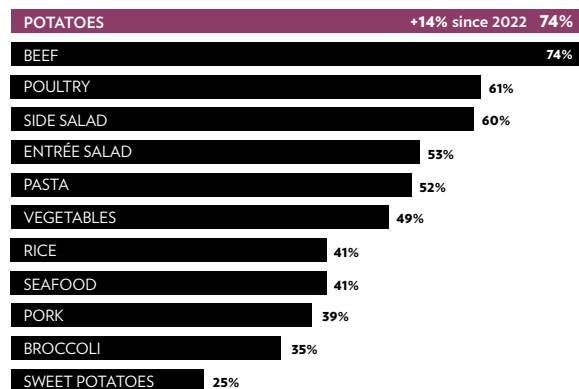
Potatoes remain America's Favorite Vegetable—both in restaurants and at home. For restaurants looking to stand out, understanding patrons' preferences is key to building a strong menu and brand. A nationwide study of over 1,500 patrons provides insights into popular potato dishes, what patrons are willing to pay, and how preferences vary by restaurant type. Key findings are outlined below.



TOP 4 TAKEAWAYS

1 POTATOES ARE THE #1 FOOD EXPECTED ON MENUS

In 2024, potatoes matched beef as the top food expected on menus across all restaurant types, reinforcing their role as a versatile staple.



2 PATRONS WILL PAY MORE FOR DISHES WITH POTATOES

Patrons aren't just craving potatoes—nearly half would pay \$3–\$8 more for dishes featuring them. This creates opportunities for operators to elevate menus, boost value perception, and drive profitability.

3 FRIES ARE A FAVORITE, BUT FORMAT VARIETY MATTERS

While 91% choose fries when available, mashed potatoes and hash browns are both popular choices. This means having a variety of potato formats on the menu is key to customer satisfaction.

4 PATRONS ORDER POTATOES FOR MANY REASONS

Patrons pick potatoes for a variety of reasons, with “taste,” “satisfaction,” and “value” being among the top. This makes quality execution essential for operators looking to not just meet expectations but exceed them.

To gain more valuable patron insights, contact us for the full study at foodservice@PotatoesUSA.com

POTATOES ARE A POWERHOUSE IN PRODUCE

Potatoes continue to be a staple in consumer shopping baskets across the country.

85.2%
of households
buy potatoes

Potatoes have one of the highest household penetration of all vegetables. **Fresh potatoes are purchased nearly 11x per year.**

Potatoes Move *the Pounds*

Potatoes are a key player in the produce section, moving more pounds than any other vegetable.

#1

Potatoes are the No. 1 seller in pounds among fresh vegetables

14%
of total vegetable
pounds sales

9.4%
of total produce
pounds sales

Potatoes Maintain *Dollars and Growth*

Despite deflation, fresh potatoes rank sixth out of 130 fresh produce categories for dollar sales. In the past three years, volume has remained consistently higher than 2019, indicating potatoes' staying power on consumer plates.

\$4.44 BILLION
generated in fresh potato
volume sales at retail

4.6%
of total produce sales

\$1.54 BILLION
in additional sales in latest
52 weeks vs. 2019 sales

6.4%
of total vegetable sales

Unlock Growth Potential With *One Extra Purchase*



If **just half of potato-buying households** made **ONE** extra purchase, it would result in an additional **\$214 million in sales** and an extra **232.6 million pounds** of potatoes sold annually.



READY TO HARNESS THE POWER OF POTATOES AT YOUR STORE?

Scan the QR code to get our Merchandising Best Practices Guide.



2024 ANNUAL FOODSERVICE VOLUMETRIC REPORT

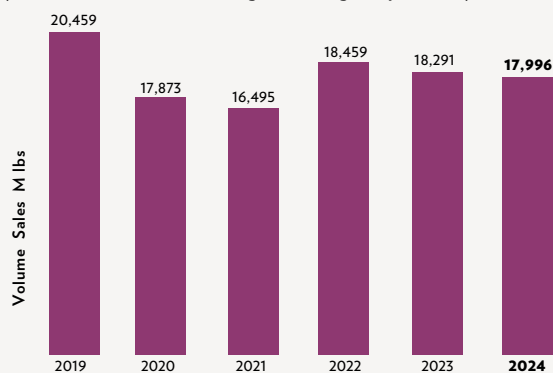
This report measures the total volume and dollar sales of potatoes in the foodservice industry from July 2023 to June 2024.

HIGHLIGHTS

AMERICA'S FAVORITE VEGETABLE

Although we saw a -1.6% change in volume sold since July '22-June '23, potatoes continue to be America's Favorite Vegetable.

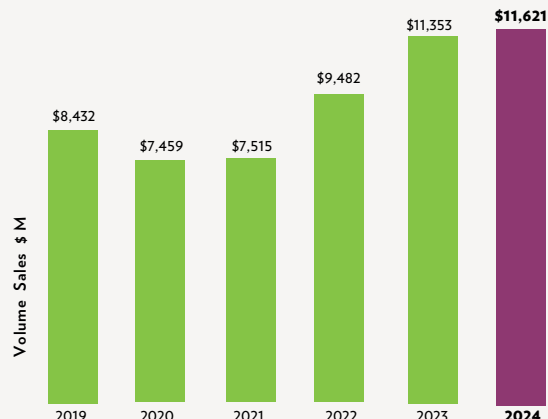
Total potato volume stands at **17,996 MILLION POUNDS**. (All volume is calculated using fresh weight equivalent.)



Note: All years are Potatoes USA fiscal (July 1-June 30)

RISE IN MARKET VALUE

Market value is up 2.4% versus the previous year despite declines in pounds.



+ 1 MILLION POUNDS* in July '23-June '24

POTATO VOLUME IS UP IN NONCOMMERCIAL

The noncommercial sector (Travel & Leisure, Colleges & Universities, Healthcare, etc.) represents 22% of the total potato volume. Within this sector, we saw a 1 million pound increase in 2024.

POTATO VOLUME IS DOWN IN RESTAURANTS

There were modest declines due to decreased traffic counts in restaurants (e.g., fewer customers), and operators are looking at portion sizes.





KEY FINDINGS

CHIPS

1,296 **MILLION POUNDS SOLD***
+17M lbs from July '22–June '23

The category grew by \$150 million, driven primarily by the vending services segment.

REFRIGERATED

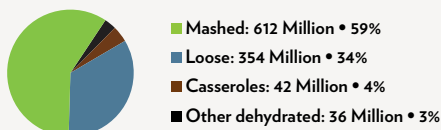
658 **MILLION POUNDS SOLD***
-5M lbs from July '22–June '23

Refrigerated potatoes declined slightly in volume but increased by 5.4% in dollar value.

DEHYDRATED

1,044 **MILLION POUNDS SOLD***
-44M lbs from July '22–June '23

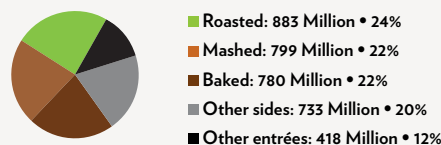
Dehydrated potatoes are most prominently found in Full-Service Restaurants and Beyond Restaurant segments, each representing about 40% of total market sales.



WHOLE FRESH

3,615** **MILLION POUNDS SOLD***
-48M lbs from July '22–June '23

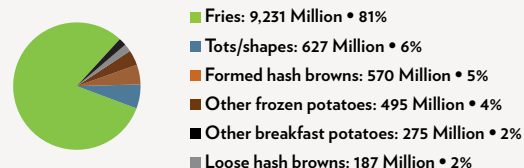
Whole fresh potatoes lost 1% in volume sold. This is the only potato category that experienced price deflation over the past year (*dollars lost at a higher rate than volume*).



FROZEN

11,383** **MILLION POUNDS SOLD***
-215M lbs from July '22–June '23

Frozen potatoes lost 1.8% in volume sold, but gained \$273 million of value due to price inflation.



METHODOLOGY

Conducted by Technomic, Inc., this annual study measured potato volume data for both fresh and processed potatoes during marketing year July 2023–June 2024 in the United States foodservice marketplace. A structured survey of foodservice operators representing all segments was conducted to gather potato volumes and format usage, including channel interviews with distributors to gather information on volume, trends, and analysis of foodservice distributor potato sales data to 150,000 operators. **For the full study, please contact the foodservice marketing team at Potatoes USA, Foodservice@PotatoesUSA.com.**

* All volume is calculated using fresh weight equivalent.

** Totals may not add due to rounding.

2024 FRESH POTATO CONSUMER PROFILE

Insights to Drive Potato Sales at Retail



Grocery retailers sell more potatoes by volume than any other vegetable.¹ 82% of consumers report eating potatoes at least once a week, one third eat potatoes at least three times per week, and over 85% of households buy fresh potatoes annually in grocery stores.² Retailers can unlock long-term sales growth by understanding potatoes' impact on total basket size and the drivers behind purchase frequency.

Basket Size

Grocery baskets that include fresh potatoes are nearly twice as valuable as those without.

In fact, fresh potatoes bring in the largest basket size across the produce aisle, just outpacing carrots.¹



Baskets with Potatoes

\$97.27

Baskets without Potatoes

\$49.12

Potato Households



Shoppers 65+ remain the most prominent potato buyers. However, younger households, those raising young children or just starting out, make fewer potato purchases.¹ These shoppers are in life stages when lasting meal habits are forming. By emphasizing in-store merchandising, family-friendly recipes, and nutrition-focused messaging, retailers can convert these growing households to strengthen long-term demand for potatoes.

Getting Started
(No children)

Purchasing least amount of potatoes.

Young Families
(Children <12)

Purchasing fewer amounts of potatoes.

Raising Teens
(Children 12-17)

Purchasing larger amounts of potatoes.

Established Workers
(No children)

Purchasing larger amounts of potatoes.

Retired
(65+)

Most prominent potato purchasers.

Sources: 1. Integrated Fresh, MULO+, Total US, 52 w.e. 12/29/2024

2. 2025 Annual Consumer Attitudes and Usage Study

2025 ADVERTISERS

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The Idaho Potato Commission cautions people **not to be duped by knock-off potatoes.**

In its latest TV commercial, the Idaho Potato Commission humorously highlights the growing problem of knock-off potatoes by showcasing imposters peddling imposter spuds – urging viewers to look for the “Grown In Idaho®” seal. The ad is running nationally on popular networks including TBS, TNT, Food Network, Discovery, HGTV, ID, Animal Planet, and TLC. Additionally, it can be seen on streaming platforms like Discovery+, Hulu Live, and Sling.

View the spot anytime at IdahoPotato.com





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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.

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