OUR MISSION

The Potato Research Advisory Committee—better known as "PRAC"—was born with one overarching goal: to bolster science and technology in all aspects of potato production. By enhancing stakeholder participation in experimental studies and creating consensus around research priorities, PRAC is helping to further cement the potato industry's reputation as a forward-thinking and innovative force in modern farming.

AT A GLANCE

Founded in 2016 by Potatoes USA, the National Potato Council, and state potato organizations.

Helmed by 14 members: growers, scientists, and policy experts, hailing from all over the U.S.

Committed to delivering sustained social, economic, and environmental value to the industry.

Potato Research Advisory Committee

Planting the seeds for a stronger industry.

Learn more PotatoesUSA.com
Since its inception, PRAC has marshaled nearly $15 million in support of tuber-related research, marking a dramatic improvement over prior years when the potato industry was passed over by the Specialty Crop Research Initiative (SCRI).

PRAC continues to catalyze research, spurring the industry to write more than 100 letters of support in 2019 alone for research proposals—each seeking to address key concerns such as advanced breeding methods and disease mitigation.

**GET INVOLVED**

If you have an idea for a project that you would like to pursue, we would appreciate hearing from you. Take a minute to fill out the inquiry form on the Potato Association of America (PAA) website with information about your proposal, and we'll be in touch.

[link to potatoassociation.org]