

Prince Edward Island

May/June 2017
Volume 18, Issue 3

POTATO NEWS



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- Navigating the Board Website
- 4R Survey Results
- 2016 Census of Agriculture Results



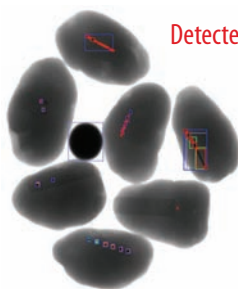
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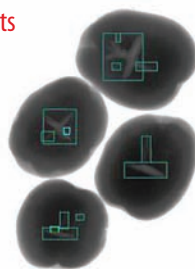
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POTATO NEWS

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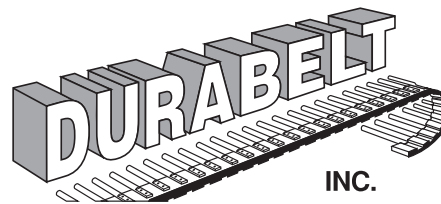
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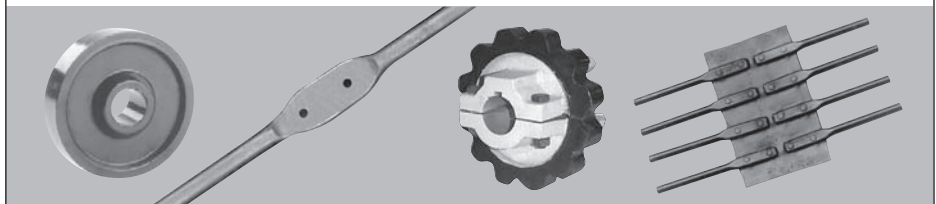
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Cover: *Headed for the field as another planting season gets underway in PEI. Photo: M.K. Sonier.*



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Chairman's Comments

by Rodney Dingwell, PEI Potato Board Chairman



Everyone has been anxious to get on the land with the delayed spring, but some progress has been made in the last week. Delays have been experienced in British Columbia and from Ontario eastward and all are now hoping for a favourable growing season that will allow the crops to catch up.

We are coming off of a positive shipping year. Movement in all sectors, seed, fresh and processing, was up in the 2016/2017 shipping season. One of the drivers for demand was the reduced crop in Ontario and other eastern areas in 2016 due to drought conditions - that is unlikely to be repeated in 2017 and it is hoped that PEI growers plan their planting for established demand.

Seed movement was down in the export market primarily due to political instability in Venezuela, a long-time customer for PEI. Movement to both the US and Canadian markets was strong. Some of this movement was established chipping and fresh varieties, but some appears to be the result of hard work by dealers who have been doing trial work and building demand for new varieties in off-Island markets. Excellent post-harvest tests and seed quality in PEI in 2016 has also contributed to good seed demand both off and on-Island.

Processing contracts were settled through the

negotiation and mediation process.

While we producers are busy in the fields, our staff continue to work on our behalf on many fronts. We have been providing input through the consultations on the new Safe Food for Canadians Act regulations and Phase I of the CFIA Cost Recovery Initiative. As well, with growers help, we have responded to proposed decisions from PMRA regarding the future use of some key agricultural pesticides. All of these initiatives will have huge impacts on our farms in terms of regulation and cost and will impact our competitiveness. It is critical that as an industry we stay engaged on these issues as they develop through 2017 and into 2018.

On a local level, we are supporting many summer activities that will help to promote our product and our contribution to the local economy to both Island residents as well as the influx of tourists (and potential customers) we welcome every year to PEI. We will be sponsoring the PEI Small Halls Festival in June, the Island Summer Review that runs at Harmony House in Hunter River in July and August, Open Farm Day and the PEI Shellfish Festival in September and Farm Day in the City in October. As well, you will see our mascot Tate at many Island Festivals and Events over the summer months and some smaller scale sponsorships.

We hope that you will welcome the opportunities for positive conversations that we as potato growers can have during the growing season with neighbours and visitors about the great value of PEI potatoes. This includes changes in production that are improving the environmental sustainability of agriculture, our contribution towards a healthy economy in PEI and contributing to the beautiful pastoral landscape that is promoted in all of our tourism literature. We provide a quality, nutritious and economical food to Canadians and customers around the world!



POTATO BOARD NEWS

Provincial Minister and Deputy Minister of Agriculture and Fisheries Meet with the Potato Board

The Potato Board meets regularly with government staff and elected officials to stay on top of government initiatives and have input into government policies and regulations that impact the PEI potato industry.

During the April 20th Board meeting, the PEIDAF Deputy Minister John Jamieson provided a short presentation on some of the initiatives that the Department is working on including:

- the final reorganization of the Department since agriculture and fisheries were combined;
- involvement in negotiations with the federal government on the development of new policy framework programs which also include Business Risk Management programs such as Crop Insurance, AgriStability and AgriInvest;
- staff recruitment: filling the Potato Specialist position and the Cereal Specialist position as well as filling a vacancy in the Ag Resources Section;
- providing government support for industry led initiatives to build public trust in agriculture and for PEI to take part in the Canadian Centre for Food Integrity; and
- continuing efforts in areas such as increasing the diversity of crops and markets and contributing to the Agronomy Initiative project with the Board, Cavendish

Farms and the processing growers.

General Manager Greg Donald then did a short presentation outlining the Board's priorities and concerns to the Minister and Deputy Minister. This was followed by general discussion. Some of the topics touched on by directors included:

- the slow pace of change in environmental regulations and how we can move ahead on this issue as well as the impact of erroneous charges on individual growers and the industry;
- the need for the Minister to support reference to the Farm Practices Act in the draft Water Act;
- the need to look at the impacts of climate change on the environment and agriculture as well as the impact of carbon taxes on our competitiveness; and
- the need for verbal support for the industry from our elected officials.

It was agreed that the Minister and Deputy would return to another meeting to look at progress on the issues discussed.

Board Participates at Ag Adventure Days

The usual Ag Literacy Week that runs in March, as organized locally by the PEI Agriculture Sector Council, was expanded to Canadian Agriculture Literacy Month (CALM) in 2017. As part of this program there were a number of events available to Grade 3 students all across PEI. The theme of CALM 2017 was "Our Food. Our Story".

Several PEI Potato Board staff took part in activities during this month. Four staff members travelled to local elementary schools to visit with Grade 3 classes, read an agriculture themed story and do some potato related activities.

The Potato Board also had a booth at the two-day Ag Adventure Days event held at the Charlottetown Civic Centre. Grade three classes came to the Civic Centre and travelled to various agriculture themed booths. About ten to fifteen



Federal Minister of Agriculture, the Honourable Lawrence MacAulay, greets students at the opening of Ag Adventure Days during Canadian Agriculture Literacy Month in March 2017.

minutes were spent at each booth where they were invited, through interactive presentations, to learn about topics from growing potatoes to the importance of bees as pollinators. The Ag Adventure Days event on PEI was opened by the federal Minister of Agriculture, the Honourable Lawrence MacAulay.

GenAg

GenAg is a program sponsored by FCC and administered in PEI by the Ag Sector Council to encourage high school students to consider agriculture careers. The intention of the GEN AG Program is to inspire high school students to consider careers in agriculture by engaging them in exploring the diversity of agriculture-related career opportunities available in their home provinces, in Canada and around the world.

During GenAg 2017, students worked together in small groups as marketing companies in order to develop and implement creative and innovative marketing ideas that promote ag-sector careers to students in their schools.

The Potato Board became involved through the participation of our Marketing Director Kendra Mills. Kendra gave presentations to Agriculture Science classes at Three Oaks, Westisle, Kinkora and Bluefield high schools on her background, the basics of marketing, how it works, how she got into her career and how the Potato Board approaches marketing. She provided some examples to encourage the students and help them to get started with their projects.

After the students came up with their marketing plans, they submitted 500 to 750 word explanations of what they had done. That was judged by three agriculture industry professionals who selected three finalists. Those three teams presented in person for the finals.

The finalists included two groups from Bluefield, the Aginators and U-Agriculture, and the ultimate winners from Kinkora High — the Barn Babes.

This group created a Facebook page and website to showcase possible careers in agriculture. They listed different websites to get students started in a search about ag careers, listed institutions that offer further education in agriculture and conducted interviews ranging from P.E.I. Agriculture Minister Alan MacIsaac, to goat farmers, organic farmers and a farm safety coordinator, to showcase a variety of careers. The Barn Babes said both they and their classmates were amazed at the range of careers. As a result of their project they won a \$500 cash prize that they have donated to their Ag Science class to provide resources for future field trips and to further increase the awareness of careers in agriculture. The Barn Babes consists of Bronwyn Roberts, Hannah Larsen, Angela Arsenault and Kirstie Drummond. Their teacher is Jessica Reeves.

The pilot program ran in Saskatchewan last year and in 2017 it was expanded to four provinces - Saskatchewan, Manitoba, Ontario and Prince Edward Island.

The PEI Potato Board attended the 92nd Annual CPMA Trade Show and Convention May 9-11 in Toronto

This year's CPMA show was the biggest one yet, and the most well-attended, with an estimated 4,500+ attendees. We changed our booth this year to show the faces of farming, proudly featuring large-scale photos of our farmers. We also included four prints taken by Bryan Maynard, of Farmboys Inc., and gave them away as prizes



PEI representatives at the 2017 CPMA include (left to right): Ben Millar of Rollo Bay Holdings; Greg Donald, GM, PEI Potato Board; Mark MacEwen, Linkletter Farms; and Wayne Thompson, Garden Isle Produce.

Dealer & Exporter License Renewal Deadline

2017/2018 PEI Potato Dealer & Exporter License Applications and Renewals are due on Monday, July 31st, 2017.

For forms and other necessary information, please contact Debbie at (902) 892-6551 or debbie@peipotato.org.



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at the end of the show. It was a great feature and garnered a lot of attention. We even got highlighted in a blog at the following link. <https://thecore.dma-solutions.com/cpma-convention-2017-what-blew-us-away-wbua>. Potatoes were highlighted really well overall in this show. Several potato products made it to the New Products Display, including the Earthfresh Carisma variety and Little Potato Company's Something Blue. There were some great looking potato booths, including Earthfresh, who built a wall mural out of potatoes over the course of the show. So creative!

Overall, it was a great show. Toronto always brings lots of buyers, given the region, and this year was no different.

Agricultural Youth Green Jobs Initiative

On April 25, 2017, Agriculture and Agri-Food Minister, the Honourable Lawrence MacAulay, announced a two-year investment of up to \$5.2 million for the Agricultural Youth Green Jobs Initiative to attract young Canadians to green jobs within the agriculture and agri-food sector.

The initiative follows through on a Government of Canada commitment made in Budget 2017 to help create good, well-paying jobs and to support young Canadians as they transition into the workforce.

Under the initiative, support is available to fund youth internships, both on the farm and with organizations engaged in the agriculture and agri-food sector for environmentally beneficial activities. The Agricultural Youth Green Jobs Initiative has been approved for a 2 year period. Applications will be accepted starting April 26, 2017 at 10:00 am (EST).

For an application form and more details on the program, please visit: www.agr.gc.ca

The program is designed to hire youth aged 15 to 30 for



Federal Minister of Agriculture, Lawrence MacAulay announces the government investment in the Agricultural Youth Green Jobs Initiative in April, 2017.

internships of up to 12 months. It will be of interest to producers and organizations working in the agriculture industry and interested in implementing agriculture projects that are environmentally beneficial.

Producers operating a farm or ranch can hire a young person to implement an environmentally beneficial project in their operation. Agricultural organizations, such as watershed groups and companies providing environmentally beneficial services, can access the program to support an environmentally beneficial project their organization is implementing. Research organizations can receive funding to support their agricultural research that benefits the environment.



The artist at work (left) and the completed EarthFresh potato mural at their CPMA booth. Submitted photos.

Notice of Elections for PEI Potato Board

Elections are being held under Section 11 of the Potato Marketing Plan Regulations to fill four vacancies on the Potato Board created by the expiration of terms in office of Jason Hayden, Tablestock Director for the Charlottetown District; Glen Rayner, Seed Director for the West Prince District; John Hogg, Processing Director for the Summerside District, and Owen Ching, Tablestock Director for the Montague/Souris District.

Glen Rayner, John Hogg and Jason Hayden are eligible for re-election. Owen Ching has completed two terms and is not eligible for re-election.

To be eligible for election, a producer willing to serve on the Board must:

1. be registered with the Potato Board on June 30, 2017;
2. meet the classification requirements;
3. be nominated by ten producers located in the district the person seeks to represent who are registered with the Board on June 30, 2017;

4. have delivered to the Returning Officer, or have mailed not later than the last day of July 2017, a properly completed nomination form; and
5. indicate a willingness to serve by signing the Nomination Form.

Nomination forms are available from:

Prince Edward Island Potato Board
90 Hillstrom Ave., West Royalty Business Park
Charlottetown C1E 2C6 Tel: (902) 892-6551 or,

Marketing Council Office
29 Indigo Crescent, Charlottetown C1A 7N8
Tel: (902) 569-7575

Nomination forms containing original signatures must be delivered or mailed no later than July 31, 2017 to:

Ian McIsaac, Returning Officer
Potato Board Elections, PO Box 2000,
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Licensing and Royalty Obligations for Growers Under Plant Breeders Rights

by Mary Kay Sonier, Seed Coordinator

Plant breeding is an intensive process that requires significant time and investment, often taking 10 to 12 years to bring a new variety to market. Plant Breeders' Rights (PBR) are a form of intellectual property protection for plant breeders who develop new plant varieties and want to sell and collect royalties from the sale of reproductive material of those varieties (i.e., seeds, cuttings, budwood, runners). It is a voluntary process that allows plant breeders to have exclusive control over the sale of propagating material for a specified length of time (currently 20 years in Canada for potatoes under UPOV 91).

The International Union for the Protection of New Varieties of Plants (commonly known by its French acronym "UPOV") sets the international standard for plant breeders' rights. Over 70 countries are members of UPOV. Membership in UPOV allows a country to fulfill its obligations for protecting plant varieties under the World Trade Organization (WTO).

Over the years, there have been several updates to the UPOV requirements for plant breeder rights protection. Canadian legislation is now in line with UPOV 91, similar to many of our key trading partners such as Australia, the European Union, Japan, South Korea and the United States.

Plant breeders must apply for protection rights in each country and are subject to the level of protection legislated in that country. Many plant breeders only sell their new plant varieties in countries that meet the level of protection provided by UPOV 91.

Example 2

Grower B purchases seed of a variety protected under Plant Breeders' Rights to use for fresh or processing production and does not enter it for recertification.

He/She must:

- Pay the royalty to the seed producer when the seed is purchased.

He/She may not:

- enter the planted acreage for seed certification.
- save any of the production for replanting another year.

This grower has no further obligation to submit any production records or royalties beyond those paid with the original seed purchase.

Example 1

Seed Grower A purchases seed of a variety protected under Plant Breeders' Rights with the intent to recertify and sell the entire resulting seed crop as seed or in fresh or processing channels with no seed retained for replanting.

He/She must:

- Obtain a license from the variety agent to produce and market seed.
- Pay a royalty on the seed purchased.
- Maintain records of production and sales which will be submitted to the variety agent.
- Collect a royalty on any seed sold and submit to the variety agent.

Potatoes from the seed crop may be sold to fresh or processing markets with no royalty due.

Example 3

Seed Grower C purchases seed of a variety protected under Plant Breeders' Rights and enters it for recertification and keeps the resulting crop for replanting another year.

He/She must:

- Obtain a license from the variety agent to produce and market seed.
- Pay a royalty on the seed purchased.
- For the seed which is replanted on the grower's own farm, and used for fresh or processing use, then, depending upon the licensing agreement with the agent, the producer may have to pay to the agent either - a royalty fee on the volume of seed planted or an agreed upon percent value of the fresh or processing sales of the resulting crop.



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The benefit to growers in UPOV member countries is that they have access to new varieties and new genetics which can provide value to them through increased yield and quality attributes, increased disease resistance and access to new or changing markets. The ability to collect royalties on varieties that they have developed encourages plant breeders to invest in variety development projects.

Europe

In Europe, the potato breeding scene is dominated by private potato breeding companies. As well, there are numerous small hobby breeders but their lines are often sold to the larger companies who have the infrastructure to bring these lines to commercialization.

Government and university institutions may be involved in collaborative research on potato breeding.

Unites States

In the United States, there is considerable investment by industry and states universities in potato breeding and genetics. This includes, but is not limited to the University of Maine, Cornell, the University of Michigan, the University of Wisconsin, the University of Minnesota, North Dakota State University, Colorado State University, Texas A&M University and universities in the Pacific Northwest (Oregon, Washington and Idaho). There is also investment in this area by the USDA and by private industry. Collaboration between various partners assists in

the operation of regional and national variety evaluation trials. With variety protection now commonplace, many of the aforementioned organizations have commercialization offices or mechanisms for licensing growers and collecting license fees and royalties on varieties which they release.

Canada

The system in Canada is somewhat different. Government efforts are conducted through genetic research and a potato breeding and variety development program operated by Agriculture & Agri-Food Canada (AAFC). There is also a small group of private potato breeders as well as local private variety agents across Canada who represent the interest and commercialization of protected varieties that originate from European and North American breeders. Provincial governments and industry collaborators, as well as AAFC, contribute to national and regional variety evaluation trials.

Variety improvement through traditional breeding techniques or more modern methods (such as gene manipulation, gene insertion, gene editing, somoclonal variation, haploid breeding, etc.) holds great promise for increased yields and quality, greater resistance to diseases and pests, as well as an increased ability to withstand the negative effects of climate extremes.

Potato breeding and variety development and evaluation remains a high priority for the Canadian potato industry.

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4R Survey - Encouraging Results

by Kayla Nieuwhof, PEI Potato Board Green Intern

The Prince Edward Island Potato Board has been a signatory to an MOU between the Canadian Fertilizer Institute, the PEI Department of Agriculture and Forestry, the PEI Federation of Agriculture and the Kensington North Watershed Group. The Goal of the MOU has been to increase awareness of the 4R Nutrient Stewardship Program, complete demonstration trials on potato farms on PEI to evaluate the economic feasibility of program adoption, and conduct research to improve the 4R program within PEI. After the first three years of the MOU, a second three year MOU was signed in 2015. Last winter, the potato industry was challenged to quantify the acres being grown under 4R nutrient management on PEI. At that point there was no formal way to determine the difference between a 4R grower and a non-4R grower and there was no definitive answer to the question: how many acres of potatoes are currently being grown according to 4R principles on the Island? In response, the MOU committee worked to draft a continuum that defines what a 4R grower is and helps to quantify the number of “4R acres” on PEI.

The PEI 4R Steering Committee met in the summer of 2016 to develop the initial version of the PEI 4R Continuum. This continuum is a series of nutrient management practices that become more advanced from beginning to end. It is a scale that allows all acres to be measured under some level of 4R nutrient stewardship and enables the MOU Committee to determine how a grower’s current nutrient management practices align with 4R principles. Members of the MOU committee also met with representatives of PEI’s fertilizer industry to get their input and discuss the criteria included in the final version of the continuum. The continuum is the tool that enables us to quantify and recognize those nutrient management decisions.

Within the continuum, nutrient management criteria are grouped into three tiers—Basic, Intermediate, and Advanced—which provides a foundation for measuring nutrient stewardship efforts, encourages appropriate management decisions, and promotes continuous improvement. The criteria are outlined in Figure 1.

A benchmarking survey was designed using the continuum in order to get a picture of current nutrient management practices on the Island and how they align with the 4R principles. In order to get the most accurate and representative results, a random list of growers was generated from across the Island which included 10 growers from each of the 4 districts, roughly 20% of PEI’s potato growers.

Because the survey group was a random sample, the results can be extrapolated to, and seen as representative of the industry’s overall nutrient management practices.

Thirty-six surveys were completed in January and February 2017. The thirty-six growers surveyed represent a total of 18,920 acres in potato production on PEI each year which is just over 20% of potato acres on the Island. Of those thirty-six growers, twenty-six are completing 100% of the basic criteria in the continuum accounting for 14,930 acres. When these results are extrapolated to the entire industry this would mean that in an average year approximately 74,650 potato acres are being grown according to basic 4R principles on PEI. No growers are currently completing 100% of the criteria in either the intermediate or advanced tier.

The percentages of growers in the surveyed group that have completed each of the criteria are shown in Figure 2. As can be observed, a majority of growers are completing the basic criteria and many growers are currently implementing one or multiple nutrient management practices in the intermediate and advanced tiers. However, there remains significant room for movement up the continuum into the intermediate and advanced tiers.

The completion of the PEI 4R benchmarking survey revealed what practices growers are already using on their farms and also where the gaps in nutrient stewardship practices are when compared to the 4R Nutrient Stewardship program. These “gaps”, or criteria that had lower percentages of completion, mark the principles that can be focussed on moving forward by reinforcing their importance and increasing education and awareness that is tailored to the criteria that have lower implementation rates.

Of the basic requirements, the practice with the lowest percent completion was completing soil sampling for every field prior to planting potatoes or, at minimum, once in the potato rotation. However, although just 78% completed

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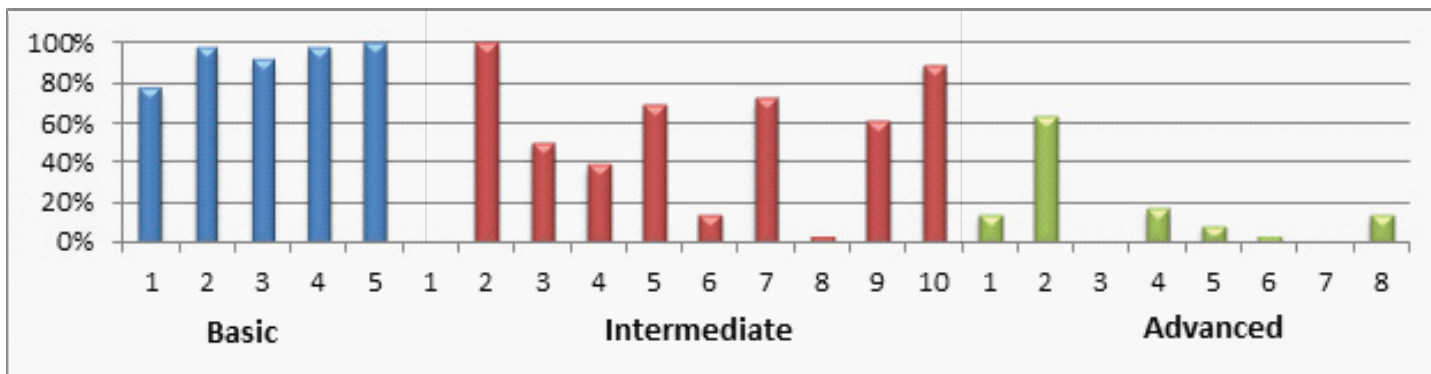
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Figure 1. Basic, Intermediate and Advance Practices Criteria as set out in the 4R Continuum.

Basic Criteria	
1	Soil sample each field before planting of potato crop.
2	Calibrate application equipment.
3	Review nutrient program with a qualified body (CCA, P.Ag., cNMP).
4	Maintain fertilizer application records.
5	Adjust soil pH to target levels.
Intermediate Criteria	
1	Complete 4R Essentials online course on Fertilizer Canada’s website.
2	Build fertilizer program based on reasonable yield expectations, variety, and end use.
3	Apply credits for plow down materials based on the previous crop.
4	Delay glyphosate application to a “near killing frost event” to help retain N in crop material.
5	Delay primary tillage until late fall or spring to help reduce NO3 leaching, and soil erosion.
6	If tilling early, utilize a cover crop to retain nutrients and protect against soil erosion over the winter.
7	Use a post potato harvest cover crop to help retain potential residual nutrition and protect against soil erosion.
8	Analyze nutrient value of organic amendments.
9	Attend local 4R demonstration or research event.
10	Split application of N requirements.
Advanced Criteria	
1	Using locally proven slow or controlled release products to help achieve more timely availability of nutrients to the crop.
2	Conduct on-farm trials with trained professionals.
3	Do work with local institutions/agencies to monitor application effects (i.e. UPEI Climate Lab, Dr. Dave Burton).
4	Collect soil samples using grid sampling technology.
5	Utilize variable rate application technology.
6	Utilize yield mapping technology to build yield management zones for various areas within the field.
7	Utilize variable rate seeding technology based on crop yield potential zones.
8	Having a comprehensive nutrient management plan in place.

Figure 2. PEI Survey results showing adoption of 4R Practices.



this criterion, the remaining 22% of the growers surveyed do take soil samples, however often just a selection of fields, not necessarily every field.

A much greater amount of variation can be seen across the criteria within the intermediate tier, ranging from 100% completion for building a fertilizer program based on reasonable yield expectations, variety, and end use to 0% completion for taking the online 4R education course. One of the foundational goals of the continuum is to show progress over time; the results of the survey in the intermediate tier illuminate many opportunities for improvement in regards to nutrient stewardship practices.

It should be noted that several of the practices listed in the advanced criteria are relatively new within the Canadian potato industry. There are many growers who are considering moving toward practices that are categorized as advanced, especially in regard to precision agriculture techniques.

In order to increase the value of the survey to Island growers there should be a way for them to view where they fit on the continuum, what they need to do to move up the continuum along with measurable goals to do so, and an assessment of how their nutrient management practices compare to other PEI farmers. Making the results accessible in this format will help to encourage the integral goal of the PEI 4R Continuum—continual improvement on-farm in regard to nutrient stewardship practices.

Thank you to Fertilizer Canada – Nadine Frost, Cassandra Cotton, Catherine King, Genesis Crop Systems (Steve Watts), PEI Potato Board Staff, and PEI Potato Growers who participated in the survey.

Kayla Nieuwhof is an intern who worked for the PEI Potato Board from September 2016 to April 2017 with funding assistance from the Agriculture and Agri-Food Canada’s Agricultural Youth Green Jobs Initiative.

Statistics Canada Releases 2016 Census Of Agriculture Data



PEI summary census data provided by

Colin Mosley, PEI Statistics Bureau, cdmosley@gov.pe.ca

On May 10, 2017 Statistics Canada released data from the 2016 Census of Agriculture. The data shows that in May 2016 there were 1,353 farms on Prince Edward Island compared to 1,495 farms in 2011, a reduction of 9.5 per cent. Table 1 below shows the number of farms by industry groups for PEI and Canada.

PEI continues to have the largest area of potatoes in the country with 83,326* acres, a decrease in area of 3.7 percent since 2011. Total wheat area increased from 23,592 acres in 2011 to 33,952 acres in 2016, an increase of 43.9 percent. Barley was the second largest field crop in area for Prince Edward Island and was the largest barley area in Atlantic Canada. Total area for fruits, berries and nuts

Table 1. Farms Classified by Industry Group, PEI and Canada. (Statistics Canada, 2016 Census of Agriculture.)

	Number of Farms Reporting					
	Prince Edward Island			Canada		
	2006	2011	2016	2006	2011	2016
Cattle ranching and farming	602	431	415	75,598	49,613	46,538
Hog and pig farming	71	21	13	6,040	3,470	3,305
Poultry and egg production	29	19	22	4,578	4,484	4,903
Sheep and goat farming	17	24	17	3,815	3,924	3,056
Other animal production	171	156	115	26,779	24,124	19,792
Oilseed and grain farming	75	139	148	61,667	61,692	63,628
Vegetable and melon farming	384	299	250	5,239	4,822	5,514
Fruit and tree nut farming	153	173	175	8,329	8,253	7,845
Greenhouse, nursery and floriculture production	34	40	35	8,754	7,946	6,449
Other Crop farming	164	193	163	28,574	37,402	32,462
TOTAL FARMS	1,700	1,495	1,353	229,373	205,730	193,492
<i>Percent change from previous census</i>	-7.9	-12.1	-9.5	-7.1	-10.3	-5.9

Table 2. Land Use in Crops, Prince Edward Island. (Statistics Canada, 2016 Census of Agriculture.)

	Area in Acres				
	1996	2001	2006	2011	2016
Potatoes	108,158	106,889	97,637	86,560	83,326*
Total Wheat	23,637	28,433	27,872	23,592	33,952
Barley	90,576	95,406	79,248	62,593	61,467
Total Rye	3,416	3,747	5,449	4,916	2,392
Soybeans	5,572	6,951	11,318	51,116	44,932
Other	189,612	192,215	201,757	181,935	174,253
TOTAL CROPS	420,971	433,641	423,281	410,712	400,322

* This number is less than the 89,000 acres reported in Statistics Canada Crop Estimate Numbers for 2016. Reasons for this may be that the census was completed in May of 2016 prior to planting.

increased by 12.0 percent led by a 12.8 percent increase in blueberry acreage. Prince Edward Island ranked seventh in total crop area among provinces. Table 2 shows land use in selected crops for census years since 1996.

The number of farms on Prince Edward Island reporting dairy cows declined 16.4 percent since 2011, while the number of dairy cows in the province declined by 2.5 percent. These declines were offset by increased production per animal, as annual milk production increased 10.1 percent from 2011.

The number of beef cattle declined 11.1 percent to total 24,341 in 2016, while the number of farms reporting beef cattle also declined, falling by 18.1 percent.

Gross Farm Receipts for Prince Edward Island was \$525.3 million in 2015, an increase of 17.4 percent from 2010. Table 3 shows number of farms by total gross farm receipts for census years since 1996.

Since 1996, PEI has seen a decline in the number of smaller farms, while the number of larger farms has increased. This trend continued in 2016, as the number of farms 760 acres and under decreased by 10.9 percent from 2011, while the number of farms 760 acres and over increased by 6.7 percent. Table 4 shows the number of farms by farm area for census years since 1996.

Farm operators are defined as those persons responsible for the day-to-day management decisions made in the operation of a census farm or agricultural operation. Up to three farm operators can be reported per farm. There were 1,810 farm operators reported on Prince Edward Island in 2016, 11.4 percent lower than in 2011. The percentage of female farm operators on PEI was 18.2 per cent, compared to 28.7 percent nationally. The average age of a farm operator in Prince Edward Island in 2016 was 55.0 years compared with 54.2 years in 2011. The number of farm operators under 55 fell to 815 in 2016 from 1,080 in 2011, while the number of operators over 55 increased from 970 to 1,000, or 3.1 per cent, over the same period. Table 5 shows the number of farm operators

by age and gender for PEI for census years from 1996 to 2016.

Other highlights for Prince Edward Island include:

- Percentage of farms reporting renewable energy producing systems was 5.8 per cent, as compared to 5.3 per cent nationally.
- 14.4 percent of farms reported selling directly to consumers.
- 8.0 percent of farms reported using GIS mapping technology.

For more information visit Statistics Canada's 2016 Census of Agriculture website at:

<http://www.statcan.gc.ca/pub/95-640-x/95-640-x2016001-eng.htm>

Canada 150: Farming in Prince Edward Island

Prince Edward Island joined Confederation on July 1, 1873. In 1881, the first census year in which the province of Prince Edward Island was included, farm land accounted for more than 80% of the land area, with 13,629 farms and 39,083 reported acres of potatoes. While total land area of the province is 1.4 million acres, over 40% of the

land is dedicated to agriculture, with 575,490 acres of farm land and 1,353 farms reported in 2016. Potatoes are the largest crop by area in Prince Edward Island, accounting for nearly one-quarter of Canadian potato acreage. There were 83,326 acres of potatoes reported in the province in 2016, more than twice as many acres as in 1881.

Statistics Canada would like to thank the farming community of Prince Edward Island for their participation and assistance in the 2016 Census of Agriculture.

Table 3. Number of Farms by Total Gross Farm Receipts, Prince Edward Island. (Statistics Canada, 2016 Census of Agriculture.)

	Number of Farms Reporting				
	1996	2001	2006	2011	2016
Under \$10,000	594	352	402	342	186
\$10,000 to \$24,999	345	312	299	267	230
\$25,000 to \$49,999	257	195	145	144	194
\$50,000 to \$99,999	257	238	217	140	149
\$100,000 to \$249,000	378	311	212	196	165
\$250,000 to \$499,999	212	203	185	145	140
\$500,000 to \$999,999	120	138	142	118	126
\$1,000,000 to \$1,999,999	43	78	76	107	100
\$2,000,000 and over	11	18	22	36	63
TOTAL	2,217	1,845	1,700	1,495	1,353

Table 4. Number of Farm by Total Farm Area, Prince Edward Island. (Statistics Canada, 2016 Census of Agriculture.)

	Number of Farms Reporting				
	1996	2001	2006	2011	2016
Under 70 acres	528	365	382	345	317
70 to 179 acres	581	480	419	366	311
180 to 399 acres	603	522	449	366	322
400 to 759 acres	335	280	245	199	193
760 to 1,119 acres	93	94	97	99	82
1,120 to 1,599 acres	39	49	45	47	53
1,600 to 2,239 acres	16	25	25	36	29
2,240 to 2,879 acres	10	18	26	21	27
2,880 to 3,519 acres	10	9	10	11	13
3,520 acres and over	2	3	2	5	6
TOTAL	2,217	1,845	1,700	1,495	1,353

Table 5. Number of Farm Operators by Age And Gender, Prince Edward Island. (Statistics Canada, 2016 Census of Agriculture.)

	1996	2001	2006	2011	2016
Total Number of Operators	2,930	2,455	2,330	2,045	1,810
Total Male	2,515	2,095	1,930	1,700	1,480
Total Female	415	360	400	350	330
Under 35 Years	490	265	210	145	170
35 to 54 Years	1,520	1,390	1,205	935	645
55 Years and Over	925	800	910	970	1,000

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In Memoriam

John Albert MacLean

May 4, 1943 – March 15, 2017

John, or known to most as Johnny, was born to the late Milton and Bertha MacLean of West Devon. He had one sister, Elaine Worth and was predeceased by a brother George who died in infancy. He loved the land, the animals, especially the horses, and was always outside on the go. At age 14, he quit school to help out his family on the farm. When he was 16, he moved to Halifax to work with his uncle doing labour work, but the draw of home on PEI was great. In 1960, he moved back to PEI where he met the love of his life, Lillian Rose Gray. They married at a very young age and together raised 7 children – 5 boys and 2 girls, Dwayne, Milton, John, Glen, Connie, Steven and Mary. They celebrated 55 years of marriage in May of 2016. He was very proud of his big family and was blessed to have it grow to include 18 grandchildren and 4 great granddaughters.

For a number of years after moving home, he travelled around PEI and worked operating heavy equipment. In 1965, his dream of moving back to the farm became a reality when he and Lillian made West Devon their permanent home and took over the home mixed farming operation. He continued



to work plowing snow and fishing oysters until the early 80's when he was finally able to stay on the farm full time.

The first crop of potatoes was a humble start, being dug by hand, and grew to the modern technology we have on the farm today. He had 40 successful crops and led the farm to become a top seed potato growing operation. John was well respected in his industry. In 2015, MacLean Farms introduced a signature potato called Smilin' Eyes. He obtained the North American rights to this variety and was proud of how well it performed in PEI.

Johnny was highly motivated all of his life and didn't know how to stop. His life was full of great ambitions. He was a reserved man, with a very kind heart and was a quietly religious man with a strong sense of right and wrong.

In his down time, he loved music, especially songs that told stories of the good old days. He recorded 4 CDs of songs that he wrote of things close to his heart. He loved travelling to Ireland and enjoying its music. He also loved his vintage snowmobiles and the passion of drag racing.

Johnny started to struggle with his health about 10 years ago but never stopped fighting. He touched many lives over the years and has given many people a helping hand both in business and in their personal lives, always sticking up for the underdog. Although he will be forever missed, we can take comfort knowing he accomplished so many of his dreams and we will hold him in our hearts forever.

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POTATO GROWERS OF CANADA
LES PRODUCTEURS UNIS DE POMMES DE TERRE DU CANADA

As The Pipeline Empties

by Kevin MacIsaac, General Manager, UPGC

At planting time for the 2017 potato crop, some producers are done shipping their 2016 crop, others have two months to go, and still others will deliver late contracts by summer's end. History shows that it is always easier to move price and profitability in a new year when the pipeline is able to empty itself of old crop in a timely manner. In fact, some would go as far as saying that one load short at the back of the warehouse would be better than two at the front of the bin in the new crop. In years with a glut of potatoes, it becomes exceedingly difficult to manage marketing and price structure as quality deteriorates and new spuds advance towards the marketplace, however not so this season.

This year has great potential to end on a very positive note due to the equality of supply of Canadian potatoes from the 2016 crop as compared to the market demand. Some factors were internal; others were outside of industry's control. From within, growers made very good, sound decisions with regard to planted acreage last spring. Overall potato acreage in Canada was down 0.4% (-1,500 acres).

Externally, Mother Nature continued her colossal role with a major drought in Ontario, and extreme rainfall in the Red River Valley. However, exceptional growing conditions in Manitoba, Alberta and British Columbia actually boosted overall production in Canada by half of one percent (half million hundredweight). These factors and the currency exchange value drove strong movement for our Canadian crop and demand for both fresh and processing potatoes. Demand was strong for fresh potatoes from harvest onward, with monthly export data consistently surpassing that of a year ago for several months. No doubt the value of the Canadian dollar is intertwined in that equation, as exports to the U.S. surged earlier in the year. They have now dropped back to slightly ahead of seasonal as Canadian fresh stocks dwindle. Similarly, demand and currency exchange have driven the processing sector as well. Plants continue to run hard exporting French fries being sold with a Canadian dollar value of \$0.74 (\$1.35U.S.). Processors have seized the opportunity and have announced several expansions,

something we have not seen much of, in several years. North American frozen exports have been growing for some time, but interesting this time around is an increase in domestic demand, driven by innovative marketing and an overall general improvement in the economy for consumer spending. At any rate, the processing industry will need all the remaining spuds in the pipeline to make "sold out" finished product.

The final consideration in how fast the pipeline empties, is the speed of approaching new crop. This year's velocity is not swift. The Columbia Basin generally leads the new market entrance and this spring their crop is about two weeks behind due to cool, wet soil conditions. Idaho is a week to ten days behind with cooler temperatures. In Canada, only Alberta and Manitoba crops were planted on schedule. BC is about two weeks behind due to rainfall excess. Ontario had difficulty getting their early crop planted in the sand lands. Quebec experienced flooding in some areas and on Victoria Day weekend, PEI and New Brunswick were just getting nicely started. In summary, new crop coming into the pipeline is neither early nor excessive.

In conclusion, while recognizing that no two years are ever the same, it is always important to be aware of the supply of potatoes in other areas besides your own. Taking time to do this should affect your marketing decisions and certainly will affect your bottom line. Don't hesitate to ask our organization for more information.

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Processing Contract Settlements in North America

by Scott Howatt, Processing Coordinator

The 2017 contract negotiations for raw potatoes to make French fries and other frozen potato products took place much later than usually in all growing areas. Lamb Weston led the way in the Pacific Northwest; however it was not until the middle of March that the Potato Growers of Washington and Lamb Weston came to an agreement. Over the course of the month of April most all other contracts were settled; however at time of publication, both Manitoba and New Brunswick growers still remain without processing contracts.

2017 settlements in the western United States are all negative in value; reported as ranging from 1.5% down in Washington to 3.0% down in Idaho. Meanwhile in the American Midwest, contract settlements are reported to be down in value from 1.0 to 2.0%. The growers north of the border and in Maine worked and are still working for better results; processing executives have held firmly to their positions that the oversupply of raw potatoes in most processing jurisdictions indicates that the prices in the contracts are greater than necessary for them to secure their supply of raw. Other factors working against growers improving their contract values are lower fertilizer costs and the continued downward pressure on commodities prices (corn, wheat, crude oil).

Processing growers in Maine ended up with a \$0.15/hundredweight (cwt) price reduction, however they did manage to regain a quarter of the volume cuts they sustained in 2014/2015. Once again, Maine's proximity to lower priced Canadian raw (due to foreign exchange) had a major effect on their contract talks.

In Canada, the Potato Growers of Alberta (PGA) settled first, taking \$0.15/cwt down offers from two of their three processors. Meanwhile they had already entered into a positive-priced three year agreement with Cavendish Farms to complement the company's announced massive investment of \$350,000,000 CDN

into a new, state-of-the-art processing plant in Lethbridge. The goal of this multi-year, positive settlement with the PGA would be to secure the significant increase in raw potato volumes needed for the new plant, slated to be open for the 2019 crop.

The Alberta settlements with Lamb Weston and McCain Foods sent a message that processors are not recognizing Canadian growers' reduced buying power resulting from the weak Canadian dollar. The oversupply of raw processing potatoes in Manitoba and New Brunswick worked in favour of the Fryers' positions. This oversupply of raw sends a message that growers are prepared to grow open potatoes; i.e. potatoes not priced. With negative settlements crossing the border into Alberta, the push for more monies for the

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growers of Manitoba, New Brunswick and PEI became more difficult. On April 19th, the growers of PEI voted to accept an offer from Cavendish Farms which reduced the overall contract values by \$0.75/cwt. In parallel to this decrease in contract value is a reduction in the cost of fertilizer at Cavendish Agri for contract growers; a one-time permanent decrease, the equivalent of \$0.11/cwt worth of value to their Island growers.

New Brunswick growers voted on May 18th and rejected an offer valued at \$0.10/cwt down. This offer also had a significant increase in contract volume associated with it to help supply the new specialty product processing line at McCain Foods hometown Florenceville plant.

When I review the May / June articles I have provided to the Potato News over the years, two trends stand out. Collectively, processing growers in North America continue to give up profit margin via contract price reductions while they work towards expanding their contracted volumes. Processing growers need to change their approach. They need to counter-balance their shrinking profit-margins by planting fewer acres and better-aligning their productivity of raw potatoes with their contracted volumes.

Notwithstanding the many risk factors borne by potato growers; continually growing more potatoes than your customer has contracted with you and hoping the market

place will recognize and address your cost of production challenges are two sure-fired ways of eating profit margin in your potato operation. Hope is not a Plan.



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Pesticide Records: What is required?

by Mary Kay Sonier

“Every person who holds a Pesticide Applicator Certificate shall, in such a manner as required by the Minister, keep records of each pesticide use or application... as per Regulation, Section 9.(1) of the Pesticides Control Act. It is also required that every person who keeps records under Regulation, 9.(2) shall enter the use or application of a pesticide in the records not later than 72 hours after a pesticide use or application. These records must be kept for a period of at least three years from the date of the use or application of the pesticide.”

“No pesticide can be used unless it is registered in Canada for the intended use and has a Pest Control Products Act (PCP) registration number. At all times, pesticides must be applied according to the label directions on the pesticide container.”

PEI Pesticides Control Act

From scratches on a pocket notepad to entries on a smartphone that go directly to the cloud - everyone has their own way of keeping pesticide records in the field.

These days however, the important point is that within 72 hours of application, all of those records must be in a format containing all the information required by the PEI environmental regulations. This includes: applicator and permit number, date, time, location, acres sprayed, air

temperature, wind speed, product, rate and PCP number.

Many processing contract growers or growers on the CanadaGAP program who are required to submit records at the end of the year

use a computerized record keeping system. At the end of the year they can just hit a button to send or print a report. The other advantage of these systems is that once you have put in the information for a product initially (rate, PCP number, etc.), it will autofill the boxes when you put the product name in again and you do not have to repeat all the entries every time.

The devil is in the details however, and it is up to you to ensure that program you are using contains fields for all the information required by the provincial government.

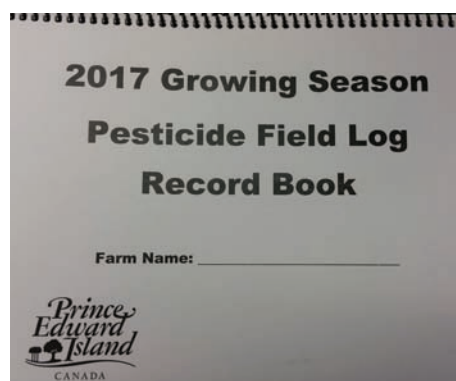
The other option is notebooks and paper. The past few years, the PEI Department of Agriculture and Fisheries has published a “Pesticide Field Log Record Book.” This book is reprinted every year with an up-to-date list of commonly used products in the back along with the PCP number for each product. It contains boxes for all the information required by provincial regulations. For 2017, they have also included boxes for information required for CanadaGAP that may be over and above what the Province requires.

For the really organized type who will religiously enter the spray records on the computer every three days, then entering the bare bones information in the field is adequate. However, if you want to know your records are up to date as soon as the spray job is completed, then filling out all the boxes in the log book at time of application is the way to go.

A grower may fill out thousands of boxes in log books over the course of a season. It seems only realistic to expect that every once in while one will get missed. The PEI Potato Board has approached the PEI Department of Communities, Land and Environment about instituting a tolerance level for complete records. For example, the CanadaGAP program certifies growers who have received an 85% pass rate on their audit. Of course there are elements that are essential, but an overall tolerance level seems to make good common sense when this is coupled with the fact that pesticide records that are slightly less than 100% complete pose minimal risk to human health or the environment. To date we have received no response to this request.

Log books for the 2017 season are available from your local Access PEI office.

The Potato Board continues to work with the PEI Department of Communities, Land and Environment to review environmental regulations and suggest changes that will make them clear and reasonable for potato producers to follow.



FIELD LOG SHEET							
Name of Applicator:		Pest. Certification #:		Address of Applicator:		Phone # of Applicator:	
Name of Client:		Address of Client:		Phone # of Client:			
Parcel #:		Farmer's Field Name:		Field Location:		Number of Acres Sprayed:	
Date & Start Time	Air Temp.	Wind Speed & Direction	Target Pest or Purpose of Application	Trade Name of Pesticide and PCP #	Rate of Application	PHI / EARD	Applicator Initials
1							
2							
3							
4							
5							
6							
7							
8							

Board Sponsors Tree Planting Projects

One of the projects undertaken by the Potato Board through sponsorship from the Agricultural Youth Green Jobs Initiative this past year was the organization of several tree planting projects. Kayla Nieuwhof, our Green Intern, worked with the PEI Greening Spaces program, the Wheatley River and Pisquid watershed groups and several schools to organize the planting of trees around school properties.

David Carmichael from the PEI Forestry Department in charge of the Greening Spaces program conducted site visits with Kayla and school administration to identify areas for planting and recommend tree species that would be most suitable for the selected sites.

The first tree planting event was held at École St. Augustin in South Rustico on May 19, 2017. This school is located near the shore on an open, windswept site.

Kayla introduced the project to the students and thanked the Potato Board for their sponsorship of the program. David Carmichael then explained why we plant trees and shrubs and explained the “how to” of planting. The group then moved to the playground and with the help of David, staff from the Wheatley River Watershed Group and teachers proceeded to plant native trees and shrubs to protect the playground area.

The Board would like to thank all the participants that made this project possible and looks forward to the planting at the other sites this spring.



Above: David Carmichael of the PEI Greening Spaces Program explains the planting process to teachers and students from École Saint-Augustin in South Rustico. Right: Kayla Nieuwhof (right) helps the students plant one of the shrubs around the playground area.

P.E.I. Water – Fast Facts Did you know?

- Each year Islanders use only 1.4% of the water that recharges groundwater (total recharge 2.4 trillion litres).
- On average, Islanders use 189 litres of water per day, of which only 8 litres is for drinking and cooking.
- Residential water use on P.E.I. is 17 billion litres per year (49% of all water used).
- All P.E.I. groundwater flows and discharges either to streams or the ocean.
- Agricultural irrigation on P.E.I. uses 0.4 billion litres per year (1.2% of all water used).
- Streams are affected much more than wells during periods of drought.
- Long-term P.E.I. records show that groundwater levels have not changed in several decades.

Source: https://www.princeedwardisland.ca/en/information/communities-land-and-environment/water-act#utm_source=redirect&utm_medium=url&utm_campaign=wateract.

Canadian Potato Museum in the News!

Continuing Support for the Potato Museum

The Canadian Potato Museum received a cheque for \$30,000 at the Sobey's tradeshow in Halifax on Monday, April 3rd from Sobey's and W.P. Griffin Inc.

Over the past five years, the two companies have made a 25 cent donation to the Potato Museum for every bag of Canadian Heritage brand russet potatoes W.P. Griffin sells through Sobey's stores in Atlantic Canada during February - Potato Month. This latest contribution brings the total to



Pictured from Left to Right: John Griffin (W.P. Griffin), Peter Griffin (W.P. Griffin), Stanley MacDonal (Museum), John Boudreau (Sobey's), Peter Bulger (Museum).

\$172,500 raised for the Canadian Potato Museum located in O'Leary, PEI.

A contest run with this promotion was sponsored by: Sobey's, W.P. Griffin Inc, The Holman Grand Hotel, The Canadian Potato Museum and the PEI Potato Board.

The 2017 grand prize winner is Peter Whitley from Corner Brook, NL. His grand prize includes a two night stay at the Holman Grand Hotel, restaurant & spa vouchers, a Bridge pass, admission tickets to the museum and spending money. The approximate retail value is \$1,400 for the grand prize.

An additional 9 secondary prizes and 50 tertiary prizes were awarded to other contestants. Congratulations to all of them!

Canadian Potato Museum is Featured in Toronto Star Article

The Potato Museum in O'Leary was featured in an article in the travel section of the Toronto Star in early May. Travel Editor Jennifer Bain visited the museum last September and had only positive things to say about the staff, the display, the giant potato and the food.

Food has become a popular element of tourism attractions and the Potato Museum capitalized on this by adding the potato themed cafe in 2012. They serve everything potato from standard baked potatoes to hand cut fries and potato soup to potato fudge and potato cake. They also offer The Fudge, Spuds and Farm Tales tour, which involves fudge making, a farm visit, lunch and self-guided museum tour, to take advantage of interest in experiential tourism.

With expectations high for a good tourism season in 2017 with the Canada 150 celebrations, it is a great opportunity to promote the Island's number one industry to visitors. Attractions such as the Potato Museum help to do just that.



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Market Reports

Canadian Market Updates

by Brad Brownsey, Canadian Trade Representative

Through early May, over 300,000 cwt MORE PEI potatoes have moved across Canada compared to this time a year ago, with Ontario again serving as PEI's most important interprovincial market. While more movement into Ontario was anticipated given Ontario's drought-stricken crop, the magnitude of this movement since March has been remarkable, with some of the highest year-over-year movement being realized in April and (so far) in May.

Season-to-date, 110 dedicated PEI potato ad placements coast-to-coast have been realized, with more yet to come before a ribbon is placed on the 2016/17 shipping season. In Atlantic Canada, PEI potatoes have been featured 40 times. Despite its large harvest, 16 PEI ads have so far been placed in La Belle Province Quebec (a +60% year over year increase) with all ads appearing from January onwards! To-date, Ontario retailers have featured PEI potatoes 46 times with most of these ads appearing since January, as like their Quebec retail counterparts, they equally and strongly featured locally grown potatoes throughout the fall marketing window. With late season table potato supplies tightening, sales opportunities

abound for remaining PEI table stocks, most particularly in Ontario. Higher PEI FOBs, increased cross-continent shipping costs coupled with BC's record harvest contributed to fewer PEI potatoes moving west of Thunder Bay this past season. Despite the aforementioned challenges, western retailers still managed to seasonally list and strategically feature PEI potatoes 11 times this season, only two fewer ad placements compared to last year's total.

As we plan and look ahead to the 2017/18 shipping season, it's important to equally reflect on some of the changes and challenges we faced in 2016/17. In no particular order, consider the following:

- Per Nielsen Canada, consumption of vegetables in Ontario and the West is increasing as inflation (rampant in 2016) is no longer playing a significant role. Encouragingly, Canadians are eating more potatoes (+5% year over year growth over 52-week period ending April 1, 2017), with potatoes now accounting for 11.5% of all vegetable sales at retail.
- The potato category mix continues to rapidly evolve! Demand for and advertising of new potato varieties, specialty potatoes, organic and easy-to-use convenience




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potatoes (i.e., microwaveable / oven-ready / heat n' serve) continues to accelerate, with consumers remaining impervious to the high cost-per-serving "easy-to-use potatoes" command.

- Retail display space devoted to convenience, specialty and loose / bulk potatoes continues to grow whereas space devoted to our industry's traditional workhorse pack (i.e., 10-pound papers) continues to erode. This is particularly noticeable in urban (downtown) retail locations where vertical intensification (i.e., condos) in major cities is seeing five-pound poly largely replace 10-pound papers.
- In the face of growing "Buy Local" provincially-funded marketing initiatives as well as increasing local agri-food product purchasing programs, retailers have conceptualized / adopted to promote local food products and make them more accessible across multi-banners they operate. The Board's cooperative advertising program as well as its "Where to Buy" program continues to drive AND secure strategic PEI feature ad placements year-over-year ... with retailers from Quebec west to Vancouver Island as well as in Northern Canada (new for 2016/17) participating in this year's co-op program.
- Twenty years ago, PEI potatoes historically made their first (Ontario) appearance at Labour Day. Twenty years later (with some Thanksgiving listing exceptions), Remembrance Day now serves as our industry's Central and Western Canada market entry date, with PEI potato shipments thereafter building to a crescendo until they peak in April and May.
- A new generation of category managers, potato buyers and retail merchants are increasingly running the show. Their rules of engagement may be far different than their predecessors, however, like their predecessors, they're equally focused on delivering three primary things: sales, margins and managing shrink. The more a dealer can help buyers seamlessly deliver said results, the better positioned and insulated that dealer will be.
- Retailer-controlled, third-party private label packs, many of which are packed and marketed as "Product of Canada", "Atlantic Grown", continue to receive the lion's share of weekly ad support e.g., Loblaw's President's Choice (PC) and Farmer's Market; Sobey's Compliments and Sensations by Compliments; Metro's Irresistibles and Selection; Walmart's Your Fresh Market; etc. Specific to private label packaging, the Board continues to pursue PEI placement opportunities and options (e.g., PEI potato logo), to more clearly

identify to shoppers potatoes originating from PEI.

- It is likely that Ontario's 2017 potato harvest will rebound from its drought-stricken 2016 level. Conversely BC's 2017 potato harvest will not be expected to achieve record yields this season as BC continues to struggle with poor planting conditions. While the former may present additional marketing challenges in 2017/18, the latter potentially re-opens a much wider Western Canadian retail audience for dealers to explore.
- There remains no correlation between PEI FOBs and shelf retails. While extenuating circumstances elsewhere certainly impacted the 2016/17 shipping season and pushed average FOBs correspondingly higher, keeping those extra pennies, nickels and dimes in PEI growers' and dealers' pockets did nothing to slow the trade's (and consumer's) demand for PEI potatoes. May the price discipline dealers demonstrated this past season continue into next season!
- Ways to connect with end consumers is changing rapidly. While the stalwart weekly flyer remains the primary method retailers use to connect with shoppers week-to-week, increasingly they are utilizing and adopting other "connected" communications tools and platforms to successfully reach and influence their patrons.
- From coast-to-coast, remember that PEI potatoes are universally recognized and singularly remain Canada's ONLY nationally marketed fresh potato ... a claim to which no other potato-growing province can attest!

Complete with Mother Nature's help combined with the wisdom and experience of generational potato farming families like yours, may our industry once again be blessed with and ultimately harvest a spectacular crop of Prince Edward Island potatoes to profitably sell and market across Canada in 2017/18.

Have a safe and successful planting season!

U.S. Market Updates

by Peter Goulet, U.S. Trade Representative

Good Day and Happy Spring to all of you from the Northeastern U.S. I'm finding it hard to believe that as I write this, another potato shipping season is in the rearview mirror, and another potato crop is being planted. We still have a little ways to go to wrap up the 2016-2017 shipping season, but the weeks are flying by and the harvest will be upon us before we know it, as well as another Annual Growers Meeting at the Delta. Hopefully this crazy, dismal weather pattern will change soon to allow for a smooth planting season.

One simple word can be used to summarize this past selling

season: successful. In some respects it's been a roller coaster of starts, stops and hesitations, but overall we've had very strong demand from the U.S. market. Unlike last year when things were very slow coming out of the gate, this year had fairly good demand from the start. With only a few exceptions, locally grown product in the Northeast cleaned up earlier than usual, and shipments of potatoes from PEI were sought out even before the U.S. Thanksgiving holiday. It was then it was off to the races! There were some time periods where demand tailed off for a few weeks, including mid-season with the Easter holiday being in April versus March, and during erratic weather periods, but that variability happens every year. Demand for high quality product and the availability of potatoes seemed very much in balance this year, thus resulting in very healthy pricing and returns for the growers. Amen to that!

As I've mentioned in past reports from the States, there are numerous market conditions and trends that continue to affect demand and pricing. These are ever-evolving and changing with new fads or the popularity of "Celebrity Chefs" and cooking shows. Who thought that brussels sprout demand would exceed supply in 2016?

Here are a few challenges we as an industry will continue to face and need to keep top of mind:

- Base potato consumption is still down versus previous years;
- Convenience is king;
- Home delivery and shopping from home computers and mobile gadgets is continuing to increase and evolve. Fresh Direct, Blue Apron, Hello Fresh, and Amazon among others are making big strides in increasing their core business, all at the expense of traditional grocers;
- The economy seems to be improving – or at least the confidence that it will. With that, people are eating out more often;
- Locally grown produce trends and the rise in food cooperatives and Community Supported Agriculture or "CSA" clubs continue to gain in popularity in the States;
- The demand for organically certified potatoes is still strong; and
- Finding alternative options for transportation and distribution, including on rail, is a high focus.

On the positive side of the picture, many of these issues listed above also create opportunities:

- The reputation of our industry and specifically potato quality from on the Island is strong;

- Fad diets such as Atkins are no longer that popular, and potatoes are making their way back on restaurants menus, even if in a different form or variety;
- As restaurant traffic increases, so does the demand for high quality potatoes;
- Convenient, already prepared, ready to heat potato side dishes are growing in popularity. These processors provide another avenue and outlet for our potatoes;
- The home delivery companies also include many potatoes in their meal planning and are forming healthy, productive partnerships with potato growers and dealers;
- Export opportunities are still available for those who want to pursue and explore them; and
- The demand for specialty varieties as well as organics is not a trend – the demand is firmly there and a great way for growers to differentiate from their core business.

Even with consumption trending down, the potato category is still one of the largest in tonnage and sales dollars in retail grocery stores. Retail Produce Directors and buyers can't ignore the potato category as it's still a significant force in driving their sales and profits. This is proven out in the fact that our sales of fresh potatoes to the U.S. market are trending up 16% versus last year, even with the higher cost of product. That bodes well for our industry, even with all the "doom and gloom" reporting concerning consumption decreases. Proactively finding ways to create new demand and capitalizing on emerging trends – but not following – are great ways to ensure many more successful seasons are ahead of us. If the Brussels sprout growers can do it, why can't we? Our mix of product and varieties already enjoy a much more broad based appeal and versatility.

I wish you all a smooth and successful planting season. We'll have the opportunity to talk more about all of the above in the fall.

Notice – Potato Cull Piles

Regulations under the *Plant Health Act* provide that no person shall, except with a provincial permit, store, keep or by any means hold any bulk potato tubers or potato debris between June 15 and August 31 unless that material is contained inside a building, enclosed in a transport vehicle or under an impermeable cover.

To obtain a permit, contact Dwight Thompson, Agriculture Policy and Regulatory Division at (902) 620-3119.



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Accessing the PEI Potato Board Grower Website

Most companies and events have websites now - it is just part of doing business. The advantages are obvious:

- reach anyone, anywhere at anytime thanks to platforms for computers and mobile devices.
- reach a wide range of people - customers and clients - those who may be specifically looking for your site and others who may happen upon it through search engines and links.
- the availability of instant information.
- the ability to interact and engage with visitors to the website.

Of course once a website is built there are challenges as well:

- The need to keep the website fresh and up-to-date.
- Expertise needed for programming and developing a user friendly, graphically appealing site.
- protecting your databases and any information you may collect via the website.

The latest version of the PEI Potato website was launched in November 2012 and continues to be a valuable

marketing tool for the PEI Potato Industry.

The website has three key audiences:

Consumers and the Public

The main graphics on the home page are geared to this audience. Beautiful photos of potatoes ready for eating, rotating recipe cards and links to find more recipes or to sign up for the PEI Potato Pantry newsletter. The home page promotes our brand and makes you hungry! The links across the top help those who are interested in more detail about growing potatoes in PEI and about the types of potatoes we produce.

The “Why PEI Potatoes” tab provides a one page summary about the industry in PEI such as the history, information on the growing conditions on PEI that make it suitable for potato production and the importance of the crop to the PEI economy. There are also tabs for further information on potato nutrition, how to cook potatoes, on environmental stewardship practices used by PEI potato growers as well as profiles of local potato farm families.

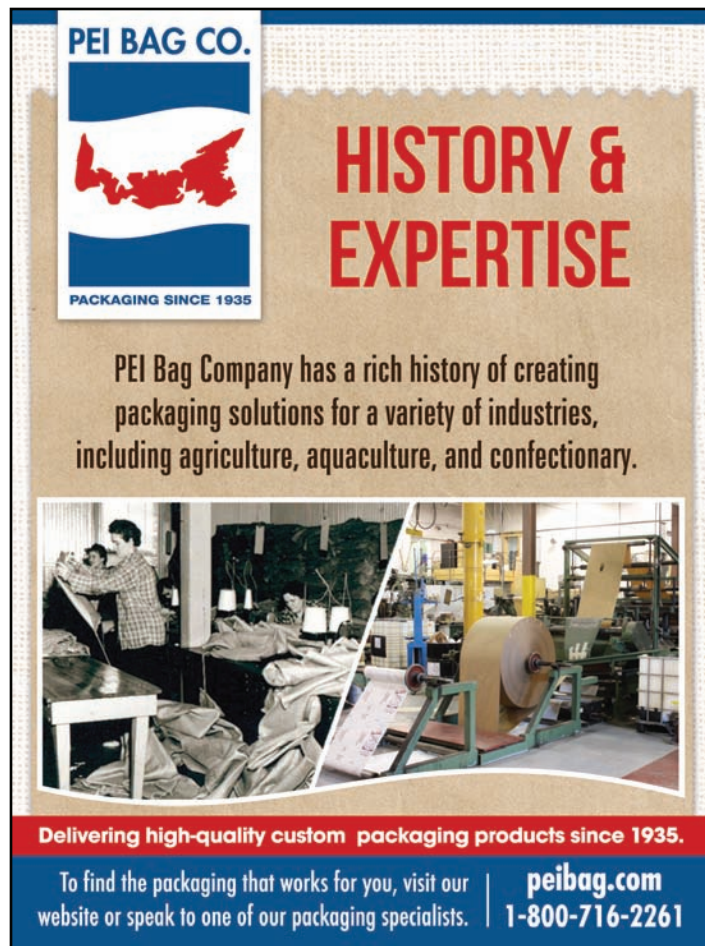
Current and Potential Seed, and Retail and Wholesale Fresh and Processing Buyers

While individual customers take our potatoes off the shelves, it is retailers and wholesalers who put them there. The website provides the information for these purchasers, as well as seed potato buyers, to contact local growers, dealers and processors. Clicking on the “PEI Potato Industry” tab will take the visitor to a page with links to information on seed, fresh and process potatoes grown on PEI as well as lists of dealers and exporters who sell PEI potatoes.

PEI Potato Growers and Industry Members

As well as being of benefit to buyers of PEI Potatoes, there are several sections on the website that are particularly valuable for local growers. By clicking on the “PEI Potato Industry” and then following the link to “Seed” growers can access the PEI Seed Potato directory and the PEI Seed Potato Availability Listing. Following the link to the “Growers’ Site” leads to a section where a variety of valuable information is stored from production factsheets to presentations from various potato education events to past issues of this magazine.

The Board aims for a user friendly, visually appealing site that contains useful information for our customers and our grower members. Please feel free to provide input and any suggestions for improvement.



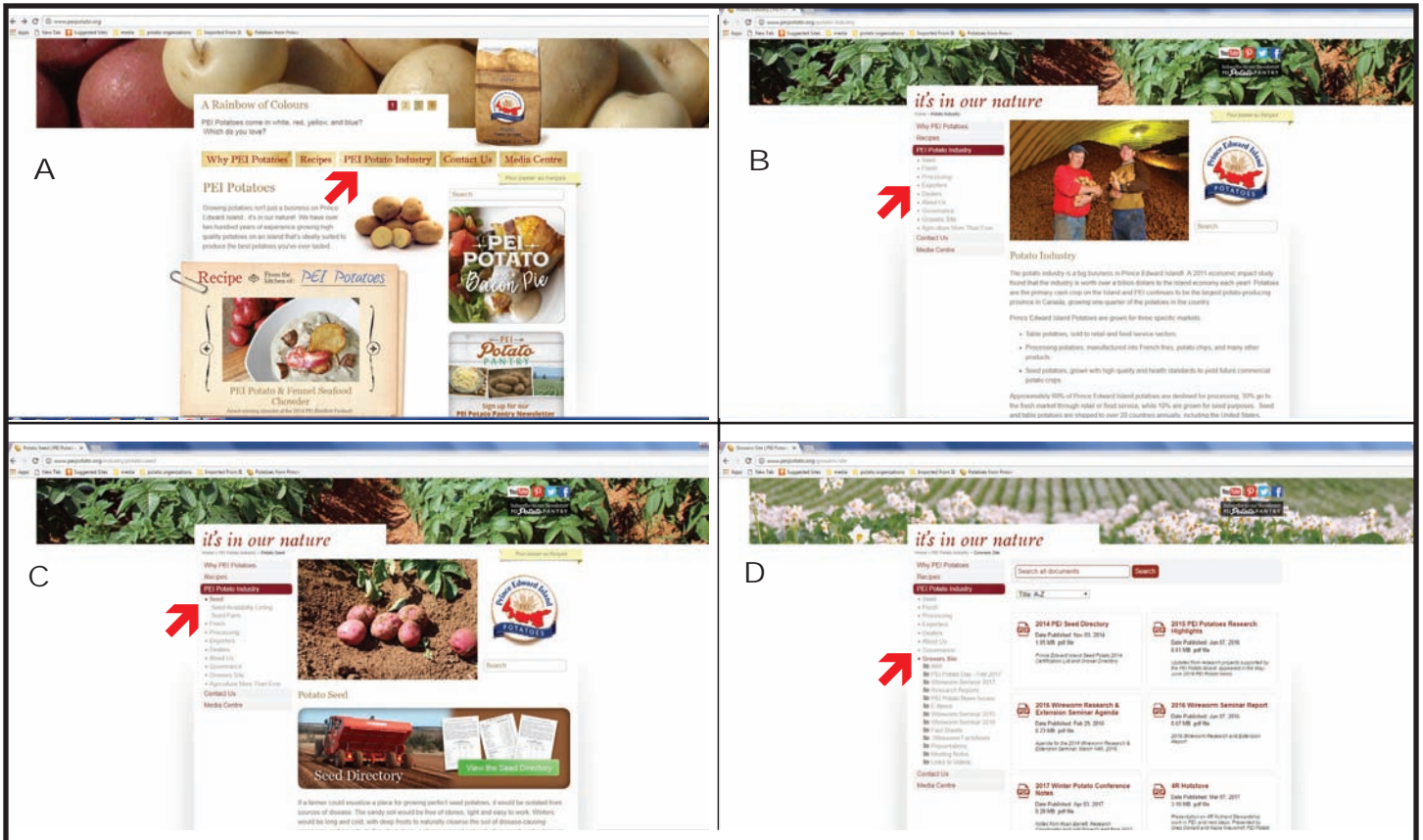
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Navigating the PEI Potato Board Website moving to A. the PEI Industry Section; B. the Seed Section; C. within the seed section there is choice between the Seed directory and the Seed Availability Listing; or D. going to the Grower Site with resources including past issues of PEI Potato News and presentations and factsheets on a range of topics.

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The Alliance for Potato Research and Education in 2017

The Alliance for Potato Research and Education (APRE) was initiated in 2011 when the five major processors in North America: McCain, Heinz, Lamb Weston, Simplot and Cavendish Farms came together with the National Potato Council, the US Potato Board (now Potatoes USA) and US and Canadian processing potato growers, with a goal of telling the story of potato nutrition to educate and inform academics, researchers and health professionals, policy makers and the media. Those in the French fry industry felt that in the face of fad diets and poor consumer perception of potatoes, it was essential to reposition potatoes in the minds of consumers and dietary policy makers as a healthy part of the diet.

Since its inception, APRE has put together a database of information on the nutritional qualities of potatoes and has distributed this data through press releases, presentations at meetings and providing input to policy makers as new national dietary guidelines were being developed in Canada and the United States. They put out a regular newsletter that is sent to nutrition professionals containing the latest information and results of clinical studies that deal with potato nutrition and the role of potatoes as part of a healthy

diet. Samples of some of the information pieces prepared and distributed by APRE are shown below and on the facing page. Recent coverage in the popular press is an indication that the good news about potato nutrition is spreading. There is the article “Beleaguered potato deserves place back at the table” posted on the Toronto Star website in January 2017. An episode of Dr. Oz that aired in March 2017 included an interview with executive food editor of America’s Test Kitchen (Julia Collin Davison) who discusses the use of “spud buddies” such as olive oil, malt vinegar, and avocado to prevent the spike of glucose into the bloodstream. Also covered were the various kinds of potato (russet, reds, yellow), the different cooking methods that can be used and tastes associated with each.

APRE has undergone a remake in the past year. Corporate members now include McCain, Simplot and Cavendish Farms. Canadian French fry processing growers remain involved with the exception of those in New Brunswick. The Chairman of the Board is Frank Finn, President McCain Foods USA, and administration for APRE has been undertaken by Potatoes USA and the office moved from Washington, D.C. to the Potatoes USA national office in Denver, Colorado.



Scientific Brief #1
June 2012

The White Potato

An Affordable, Nutrient-Dense Vegetable

Intakes of potassium and dietary fiber are low enough in the United States to be a public health concern, and most Canadians do not consume sufficient amounts of potassium or dietary fiber to meet their needs.

The white potato is one of the best sources of potassium and dietary fiber compared to other frequently consumed fruits and vegetables and is also among the lowest-cost sources of potassium.

Background
In an effort to assist Americans in adopting the healthy eating habits promoted in the 2010 Dietary Guidelines for Americans (DGA), the U.S. Department of Agriculture (USDA) released its new food icon, *MyPlate* (1). One of the tips in *MyPlate* to promote a healthier lifestyle is to “make half your plate fruits and vegetables” (2).


Canada’s Food Guide recommends a pattern of eating that will help meet nutrient needs and reduce the risk of nutrition-related chronic diseases (3). One of the tips in Canada’s Food Guide includes consuming vegetables and fruit at all meals and snacks. Canadians are also encouraged to explore the variety of colors, tastes, and textures that the vegetables and fruit group offers (4).

The Myths
Some researchers have criticized the white potato by concluding that consumption of this vegetable leads to weight gain (5). Some members of the public health community also claim that the complex carbohydrate content of this vegetable may be a contributing factor to the increase in type 2 diabetes and other health problems in the United States, while marginalizing the critical nutrient contributions the white potato in all forms makes to the American diet. A causal relationship between white potato consumption and weight gain, diabetes, and other health problems has not been demonstrated (6,7), yet these individuals ardently discourage consumption of the white potato in any form (8).

The Facts
The facts concerning the white potato tell a different story. A medium skin-on baked white potato (148 g) is an excellent source of potassium (23% DV), vitamin C (24% DV), and vitamin B₆ (23% DV) and a good source of dietary fiber (13% DV) and magnesium (10% DV) based on a 2000 kcal/day diet (9-12). According to the 2010 DGA, intakes of potassium and dietary fiber are low enough in the United States to be a public health concern (13). Most Canadians also do not consume sufficient amounts of potassium or dietary fiber to meet their needs (14,15).

“Make half your plate fruits and vegetables.”
– USDA’s *MyPlate*

“Consume vegetables and fruit at all meals and snacks.”
– Canada’s Food Guide





Alliance for Potato
Research & Education

Get the Facts on French Fries

French fried potatoes are made from fresh white potatoes. Like potatoes cooked by other methods, French fried potatoes provide important shortfall nutrients and are now prepared with healthier oils. Innovations in food science and technology are driving continuous improvement to ensure this nutritious and popular vegetable continues to align with dietary guidance. When eaten in moderation, French fries can be part of a healthy, well-balanced diet.

Innovation
Improvements in coatings, cooking methods and cooking oils are enhancing the nutritional profile of potato products.

- All leading manufacturers and most restaurant operators now cook French fries in trans fat-free vegetable oils which contain beneficial mono- and polyunsaturated fats.¹
- A 2013 CDC study showed that trans fatty acids were reduced by 88% in French fries and other potato products between 2007 and 2011.²

In addition to transforming the nutrient profile of cooking oils, emerging technologies using new frying techniques can reduce fat absorption as much as 50% compared to traditional frying methods.³

French fries are made from whole white potatoes.

1/3

In the United States, about 1/3 of potatoes are grown for use as French fried potatoes, either oven-baked or deep fried.

Typical nutrition profile of today’s cooking oils⁴

16%	saturated fat
37%	polyunsaturated fat
41%	monounsaturated fat

0 grams trans fat
0 mg cholesterol

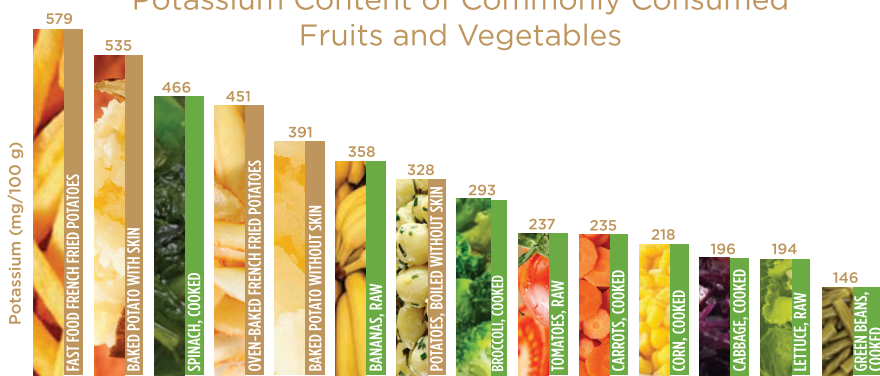
¹ Harnack L, Oakes M, French S, Cody D, Montgomery M, Pettit J, Kroll D. Poster Presentation: Trends in the Fatty Acid Composition of Frying Oils Used at Leading Fast Food Restaurants over the Past 12 Years Based on French Fries as Fryer Indicator. 20th Annual National Nutrition Database Conference, Grand Rapids, MI, July 15-16, 2010.

² Oline PD, Jacobson MJ, Dalmeida A, Mousafarian D. Trends in trans fatty acids reformulations of U.S. supermarket and brand name foods from 2007 through 2011. *Prev Chronic Dis* 2013; 10:10018.

³ Doolittle SA. *Trans-fat-free frying oils: a new era in food chemistry and processing to enhance the nutrition of the white potato in all forms*. AAR Forum, July 2015, 2015-2016. Accessed from <http://www.usda.gov/balbrwvnl>

⁴ Release 25, <http://www.ars.usda.gov/balbrwvnl>

Potassium Content of Commonly Consumed Fruits and Vegetables



Data are from USDA, Agricultural Research Service, National Nutrient Database for Standard Reference, Release 25, July 2013.

The APRE board of directors provides leadership to ensure that APRE remains focused on its mission to advance the scientific understanding of the role potatoes play in promoting the health of all people. The Board of Directors relies on scientific advisors and consultants to help inform and implement research and programming.

The Board of Directors currently includes: Frank Finn, Chair, McCain Foods USA; Keith McGovern, Vice Chair, R.D. Offutt Company; Peter Johnston, Secretary-Treasurer, Cavendish Farms; Steve Vernon, J.R. Simplot Company; Alison Bodor, American Frozen Food Institute; John Bareman, Canadian Potato Council; Mike Pink, Pink Farms;

Dan Moss, Moss Farms; Blair Richardson, Potatoes USA; and John Keeling, National Potato Council.

APRE continues to sponsor valuable dietary research. A recent example can be found in an excerpt from the April 2017 APRE Newsletter:

Potatoes May Help Boost Alertness Among Tweens and Young Teens

Researchers at Ryerson University recently investigated how different carbohydrate sources (50 grams each of mashed potatoes, French fries, hash browns, rice, or beans) consumed at breakfast may impact the cognitive performance and satiety of tweens and young teens (ages nine to 14). The results, which will be presented at Experimental Biology later this month, indicate that potatoes (in the form of hash browns, mashed potatoes and French fries) may contribute to increased alertness when compared to beans or meal skipping. Additionally, mashed potatoes increased satiety more than the other carbohydrate sources studied.

The industry looks forward to having continued valuable potato nutrition information, backed by good science, provided through APRE.

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An Update From the:

PEI Department of Agriculture & Fisheries

by Susan MacKinnon

Glyphosate Sensitivity in Potatoes

There were a number of presentations made this past meeting season about injury to potato crops from accidental glyphosate drift or application from contaminated sprayers. The take home message from the presentations was that all potato crops can be injured by an application of glyphosate but seed potatoes can be particularly impacted.

Glyphosate, marketed under brand names such as Roundup™, is a common post emergence, systemic herbicide used to control weeds. It is used extensively to kill weeds in genetically modified crops of corn and soybeans and for weed control under various reduced tillage and no-till operations.

One of the first symptoms of glyphosate injury in potatoes is yellowing or chlorosis of the newest leaves. Other foliar symptoms include the appearance of wilted or cupped leaves. Unfortunately, it is easy to miss the symptoms and confuse them with some diseases or nutritional deficiencies.

Potatoes grown for seed require very low levels of glyphosate to cause severe crop loss or damage in the following potato crop. Research indicates that, if a seed crop is exposed to glyphosate during tuber bulking and then used as seed, over 70% of the seed pieces may fail to produce a viable plant.

If glyphosate comes in contact with a seed potato crop late in the season, foliar damage might not be noticed because the vines may have already started to naturally senesce. However, this is when glyphosate can have the most effect on a seed crop because it can be translocated down into the daughter tubers. Once in the tubers, the glyphosate can persist for many months of cold storage. The affected tubers will have poor emergence and vigor, and yield can all be severely compromised.

Try not to spray in dead calm weather because there is a greater potential for a temperature inversion. A temperature inversion is caused by vertically stable air and is most common when wind speeds are less than 4 kms per hour and cloud cover is less than 25 percent. In these conditions, drift potential is highest from three to four hours after the high temperature of the day until two to three hours after sunrise. Spray particles can become suspended in the air during inversions, just like dust, fog or smoke can

be observed in these conditions.

To help prevent accidental spray drift, talk to your neighbours, find out what crops will be planted in the adjacent fields, and when you are spraying take into account spray droplet size, wind speed, and application equipment design before making any application of a pesticide.

Upcoming Events

Please call the Board at (902) 892-6551 for further information on any of these events.

June 2017

- | | |
|------------|--|
| June 15 | PEI Deadline for cull potato disposal. |
| June 20-21 | United Potato Growers of Canada Board Meeting and United Potato Growers of America Crop Transition Conference.
Minneapolis, MN |
| June 30 | CFIA Seed Potato Crop Inspection Application Deadline. |

July 2017

- | | |
|------------|--|
| TBD | Crop Scouting Workshop. |
| July 11 | Canadian Potato Council and Seed Potato Sub-Committee Meetings. Toronto, ON. |
| July 16-18 | Potato Marketing Association of North America Summer Meeting.
Wisconsin Dells, WI. |
| July 23-27 | Potato Association of America Annual Meeting. Holiday Inn, Fargo, North Dakota. |

August 2017

- | | |
|-------|--|
| Aug 4 | AAFC Charlottetown Research Centre Open House and Tour.
Harrington, PEI. |
|-------|--|

Holdings and Disposition as of May 1, 2017

CANADIAN HOLDINGS as of May 1 ('000 cwt)

	<u>2013-14</u>	<u>2014-15</u>	<u>2015-16</u>	<u>2016-17</u>	16-17 vs. <u>15-16</u>
PEI	8,746	9,693	9,271	9,361	1.0%
New Brunswick	4,616	5,147	5,479	4,217	-23.0%
Nova Scotia	N/A	N/A	N/A	N/A	N/A
Total Maritimes	13,362	14,840	14,750	13,578	-7.9%
Quebec	3,096	3,407	3,579	3,162	-11.7%
Ontario	1,633	1,393	1,576	1,036	-34.3%
Total Eastern Canada (inc. Maritimes)	18,091	19,640	19,905	17,776	-10.7%
Manitoba	7,041	4,959	6,971	7,774	11.5%
Saskatchewan	N/A	N/A	N/A	N/A	N/A
Alberta	5,323	5,135	5,447	5,278	-3.1%
British Columbia	47	60	62	159	156.5%
Total Western Canada	12,411	10,154	12,480	13,211	5.9%
CANADA TOTAL	30,502	29,794	32,385	30,987	-4.3%

PRINCE EDWARD ISLAND DISPOSITION as of April 30 (cwt)

	<u>2013-14</u>	<u>2014-15</u>	<u>2015-16</u>	<u>2016-17</u>	16-17 vs. <u>15-16</u>
Production	25,009,000	25,240,000	24,850,000	25,723,000	3.5%
Canadian Shipments	2,075,372	1,987,647	1,986,109	2,261,102	13.8%
U.S. Shipments	2,092,355	1,997,123	2,126,417	2,473,080	16.3%
Export Shipments	1,311,336	843,525	878,811	685,249	-22.0%
Total Fresh	5,479,063	4,828,295	4,991,337	5,419,431	8.6%
Processing / Local Use	8,860,975	8,879,953	8,681,859	8,974,975	3.4%
Seed for Next Crop	0	0	0	0	
Cullage	1,922,875	1,838,637	1,905,987	1,967,683	3.2%
Total Disposition as of April 30	16,262,913	15,546,885	15,579,183	16,362,089	5.0%
Holdings at May 1	8,746,087	9,693,115	9,270,817	9,360,911	1.0%

Projected Utilization as of May 1 (cwt)

Fresh	1,424,715	1,870,283	1,644,155	1,566,322	-4.7%
Processing	5,530,519	6,084,539	5,815,283	5,953,619	2.4%
Seed	1,790,853	1,738,293	1,811,380	1,840,970	1.6%

INDUSTRY UPDATES

Farm & Food Care Canada transitions to Canadian Centre for Food Integrity to help Canada's food system earn trust



April 20, 2017, Guelph ON - The Farm & Food Care Canada board of directors has evaluated its mission, vision and organizational structure and transitioned to the Canadian Centre for Food Integrity (CCFI) this week.

The importance of building public trust in Canada's food system is intensifying. The food system is seeking assistance to earn trust and to align resources. The Canadian Centre for Food Integrity with its research, training and consumer support services is well equipped to provide valuable expertise and support to the entire food system.



"We launched the Canadian CFI in June 2016 and after much consideration and consultation feel that this is the right strategic direction and organizational model that's needed to help Canada's food system earn trust in the future," stated Ian McKillop, Chair. "This refined focus will strengthen the CCFI's trust earning services and provide enhanced support for Farm & Food Care Ontario and Saskatchewan, and many other agri-food sector partners working in this area."

The new Canadian CFI is funded by partners and individuals from across the food system and across the country. It will be governed by a small Board of Directors, with a focus on operational excellence, and a larger Advisory Council representative of the entire agri-food chain. The Farm & Food Care Canada board will serve as the transition board for the new CCFI until the new Board and Advisory Council is in place in the next few months.

You can learn more and be part of the progress along with farm and food system leaders from coast to coast and across all sectors at the CCFI Public Trust Summit: "Tackling Transparency – the truth about trust." Program highlights include the release of the 2017 public trust in food and farming research and a live millennial consumer panel. Register now for the CCFI Public Trust Summit in Calgary, September 18-20 at www.foodintegrity.ca

Farm & Food Care Canada was created in 2010 as a charity with the mandate to build public trust in Canadian

food and farming. The new Canadian Centre for Food Integrity was launched in 2016 as a program of Farm & Food Care Canada, and an affiliate of The Center for Food Integrity, created in the United States in 2007.

The Canadian Centre for Food Integrity is a not-for-profit organization that helps today's food system earn trust. Our members and project partners, who represent the diversity of the food system, are committed to providing accurate information and working together to address important issues in food and agriculture. The CCFI does not lobby or advocate for individual companies or brands. For more information visit www.foodintegrity.ca

Glyphosate not Classified as a Carcinogen by ECHA

ECHA/PR/17/06: The European Chemical Agency's (ECHA's) Committee for Risk Assessment (RAC) agrees to maintain the current harmonised classification of glyphosate as a substance causing serious eye damage and being toxic to aquatic life with long-lasting effects. RAC concluded that the available scientific evidence did not meet the criteria to classify glyphosate as a carcinogen, as a mutagen or as toxic for reproduction.

The ECHA is the driving force among regulatory authorities in implementing the EU's groundbreaking chemicals legislation for the benefit of human health and the environment as well as for innovation and competitiveness. ECHA helps companies to comply with the legislation, advances the safe use of chemicals, provides information on chemicals and addresses chemicals of concern.

Helsinki, 15 March 2017 – RAC assessed glyphosate's hazardousness against the criteria in the Classification, Labelling and Packaging (CLP) Regulation. They considered extensive scientific data in coming to their opinion.

The committee concluded that the scientific evidence available at the moment warrants the following classifications for glyphosate according to the CLP Regulation: Eye Damage 1; H318 (Causes serious eye damage); Aquatic Chronic 2; H411 (Toxic to aquatic life with long lasting effects).

RAC concluded that the available scientific evidence did not meet the criteria in the CLP Regulation to classify glyphosate for specific target organ toxicity, or as a carcinogen, as a mutagen or for reproductive toxicity.

The hazard classes for which classification was proposed by the German competent authority were specific target organ toxicity (repeated exposure) (category 2), eye

damage/irritation (category 1), and toxicity to the aquatic environment (Aquatic Chronic 2). ECHA also assessed other hazard classes including carcinogenicity, germ cell mutagenicity and reproductive toxicity.

The adopted opinion will go through a normal editorial check before it is sent to the European Commission. The opinion will also be made available on ECHA's website at the same time.

The adopted opinion on the harmonised classification for glyphosate will be taken into account when the Commission and Member States consider whether to renew the approval to use glyphosate as an active substance in pesticides, later this year.

Background

Apart from the published studies on glyphosate, the committee also had full access to the original reports of studies conducted by industry. RAC has assessed all the scientific data, including any scientifically relevant information received during the public consultation in summer 2016.

RAC had a first discussion on glyphosate with stakeholders at its 39th meeting in December 2016.

RAC provides an independent scientific opinion on the hazard classification of the substance. The classification is based solely on the hazardous properties of the substance. It does not take into account the likelihood of exposure to the substance and therefore does not address the risks of exposure. The risks posed by exposure are considered for example when deciding whether to renew the approval of glyphosate as a pesticide in accordance with the EU's Plant Protection Product Regulation (Regulation (EC) N° 1107/2009).

CanadaGAP Publishes Resources Regarding FSMA Compliance

May 5, 2017: CanadaGAP has published a number of materials on its website to assist CanadaGAP-certified companies that supply produce to the U.S. market determine how they may be impacted by the Food Safety Modernization Act (FSMA) regulated by the United States Food and Drug Administration (U.S. FDA).

The following resources have been developed and provided on the CanadaGAP website:

1. Information for Canadian exporters to the United States about the Foreign Supplier Verification Program (FSVP)
2. Comparison of CanadaGAP requirements with the U.S. FDA Produce Safety Rule
3. Does the U.S. FDA Preventive Controls Rule apply to

my operation?

4. Links to the following external sources:
 - Implementation timeframes for the Produce Safety Rule
 - Does the Produce Safety Rule apply to my operation? (flow chart published by U.S. FDA: Coverage and Exemptions/Exclusions for 21 Part 112)

To access these resources, go to the section for "FSMA Resources" on the Food Safety Links webpage at <http://www.canadagap.ca/tools/food-safety-links/>

For more information, please contact the CanadaGAP office.

McCain Foods USA Plans USD 200 Million Expansion of Burley Idaho French Fry Plant

May 4, 2017: McCain Foods USA has announced it will invest more than USD 200 million into expanding its Burley, Idaho potato processing plant, creating 180 jobs and increasing potato production throughout the state.

The company will construct additional buildings behind its existing facilities, according to Burley City Administrator Mark Mitton. It's certainly the largest company expansion Burley has seen in years, and is a significant capital investment to come before the Idaho Department of Commerce for a tax reimbursement incentive.

Megan Hill, Idaho Commerce spokeswoman: "The McCain Foods project is the largest capital investment we have received in an application."

The company will receive a 30-percent reimbursement of taxes over 15 years, totaling \$5.86 million.

Construction will begin this month, Idaho Commerce said in a statement. The new capacity will be up and running in late summer 2018. Doug Manning, Burley's Economic Development Director: "This is the type of thing that can happen when everyone sits down together and can make it happen." "Statewide, we've made a commitment to McCain Foods, and McCain Foods will make a commitment to the state."

The city began working with McCain Foods' team late last year, and the state incentive was granted in December.

The new production capacity for frozen french fries will require another 15,000 acres of potatoes to be grown per year from eastern Idaho to the Oregon border, Mitton said. "We're very happy they decided to build a new plant in Burley. It'll be good for the farmers — more contracts there."

Over 20 years, the state's gross domestic product will

be enhanced an estimated \$560 million. And aside from the new jobs at the facility, the entire project will drive 380 new jobs, the state announced.

State and local performance-based incentives over 20 years total about \$20 million.

Brad Little, Lieutenant Governor of Idaho commented, "Between construction activities, employment at the plant, and the sourcing of local supplies throughout our Idaho potato farmers, there's no question that the economic impact of McCain's investment will help expand our solid economic base throughout Southern Idaho."

McCain Foods had put plans for an expansion on hold in 2014, but instead moved forward with \$40 million improvements to its existing production lines.

Jeff DeLapp, North America Regional President McCain Foods said, "In 2016, we reviewed all of our North America sites and narrowed the potential for expansion to a handful that could best help us meet the growing demand for McCain products. In the end, we chose Burley due to its proximity to quality potatoes, availability of skilled workforce, and strong community and state level support."

CHC Announces New Manager, Policy Research and Development



The CHC Board of Directors and Executive Director Rebecca Lee are pleased to announce that Jennifer Babcock has accepted the position of Manager, Policy Research and Development. Jennifer's first day with CHC will be Tuesday, May 23, 2017.

Jennifer has a wealth of experience in government relations, communications, and policy research. She has worked on Parliament Hill since 2008, where she gained extensive knowledge and skills in issues management, policy research for committees, and parliamentary affairs for various Ministers of the Crown. Jennifer has worked as the Director of Development and Communications for a Vancouver-based non-profit organization and as a freelance consultant, helping high-profile clients navigate the federal government, while managing in-depth research projects.

Jennifer comes from a family of farmers and entrepreneurs across Canada and the United States involved in dairy, canola, tropical plants, and blueberries. With horticulture in her genes, she is excited to join CHC as

Manager, Policy Research and Development!

You may contact Jennifer at the following coordinates as of May 23: jbabcock@hortcouncil.ca, 613-226-4880 ext. 209. Please join us in welcoming Jennifer to the CHC family.

Syngenta Launches Aprovia Top fungicide for Foliar Disease Control in Potatoes

- Provides control of early blight and suppression of brown spot in potatoes
- Contains Solatenol® fungicide for longer-lasting residual protection
- Also registered for disease control in apples, fruiting, and cucurbit vegetables

Guelph, Ontario, Canada, April 3, 2017: Syngenta Canada Inc. is pleased to announce the launch of Aprovia™ Top fungicide, offering Canadian potato growers a new tool for foliar early blight control and brown spot suppression.

Early blight, which is caused by the *Alternaria solani* fungus, is found in most potato growing regions. Foliar symptoms include small, brown, irregular or circular-shaped lesions that form on the potato plant's lower leaves later in the season. The disease prefers warm, dry conditions to develop, and can be more severe in plants that are stressed and weakened.

Brown spot, caused by the *Alternaria alternata* fungus, is closely related to early blight and is found wherever potatoes are grown. Unlike early blight, brown spot can occur at any point during the growing season, producing small, dark brown lesions on the leaf surface.

Aprovia Top fungicide combines two modes of action with preventative and early curative activity on these two key diseases. Difenoconazole (Group 3) is absorbed rapidly by the leaf and moves from one side of the leaf to the other to protect both surfaces against disease. Solatenol (Group 7 SDHI) binds tightly to the leaf's waxy layer and is gradually absorbed into the leaf tissue to provide long-lasting, residual protection.

"After a strong start, a foliar application of Aprovia Top can be used to manage these key diseases and keep potato crops greener longer," explains Eric Phillips, Fungicides and Insecticides Product Lead, with Syngenta Canada.

Aprovia Top is available now for use in 2017 production. In potatoes, one case will treat up to 40 acres.

At this time, maximum residue limits (MRLs) for Solatenol use on potatoes have been established for markets in Canada and the United States. Growers should consult with their processor prior to use.

In addition to potatoes, Aprovia Top can be used to

control scab and powdery mildew in apples. Aprovia Top also provides control of early blight, powdery mildew, and Septoria leaf spot in fruiting vegetables, as well as powdery mildew, Alternaria blight and leaf spot in cucurbit vegetables.

See the Aprovia Top label for a complete list of crops and diseases. For more information about Aprovia Top fungicide, please visit Syngenta.ca, contact your local Syngenta Representative or our Customer Interaction Centre at 1 87 SYNGENTA (1 877 964 3682).

What's Abuzz in Your Field Boundaries?

AAFC Agri-info Newsletter, May 2017: Agriculture and Agri-Food Canada (AAFC) is working on two projects to help understand how field boundaries affect their surrounding environments and farmers' bottom lines.

Field boundaries are the non-cropped areas surrounding or adjacent to cropped land, like ditches, fence lines, shelterbelts and road allowances. When farmland is consolidated into bigger fields, field boundaries are often removed. But not enough is known about the consequences.

Quantifying the value of field boundaries

To find out more, AAFC staff in the eastern Prairies is researching the economic and ecological value of these field boundaries. Farmers know field boundaries filter nutrient runoff and are home to beneficial insects and microbes. But the benefits have never been quantified, so they can't be measured against the financial gain that comes from removing field boundaries to increase field size. Is the trade-off worth it?

This project's goal is to answer that question by studying the diversity, structure and role of non-cropped field boundaries and how they interact with adjacent crops. Results are expected in late 2018.

Studying what bees need

Meanwhile, a related study is going on in Manitoba, where AAFC staff is studying native bees and their habitat requirements. The 970 or so species of bees native to Canada provide major pollination benefits to Canadian export crops, like canola and blueberries. Most live in underground burrows or other natural cavities in non-cultivated land, and fly less than a kilometre from their homes. The need for pollinators, like bees, to live alongside the crops that depend on them is clear. Bees need 3 things: food from spring to fall, a place to nest year-round, and protection from tillage and pesticides.

Staff will sample bee populations near canola fields and conduct habitat assessments, identifying types of vegetation,

farm management practices, and the size and distribution of food and nesting locations within a one-kilometre radius of each trapping site. They will then identify ways to improve and recreate habitat for native bees in Manitoba.

Both projects aim to help farmers and landowners assess, improve and recreate field boundary habitats that are good for bees and will sustain or improve crop production.

Borden-Carleton Area Businesses Awarded \$2 million in McCain Grants

May 16, 2017: Mayor Dean Sexton sees a promising future for Borden-Carleton and its surrounding area that will be made brighter by grants from the McCain Foods Adjustment Fund.

Nine businesses and the municipal government today were awarded a total of \$2 million in grants from the transition fund, which McCain's set up when its plant closed in October 2014. Innovation PEI established a steering committee to administer the fund and review funding applications; the committee included representatives from Innovation PEI, Borden-Carleton, the Central Development Corporation, ACOA, and McCain's.

"The nine new and existing businesses being supported under the fund will bring new jobs, products, and an improved economy to our region," Mayor Sexton said. "In addition, the grant awarded to the town itself will allow council to further explore new economic development opportunities in the region. This fund helps to further solidify our community's economic future and I thank McCain's for this legacy."

It is anticipated up to 328 jobs will be created through these projects based on company projections.

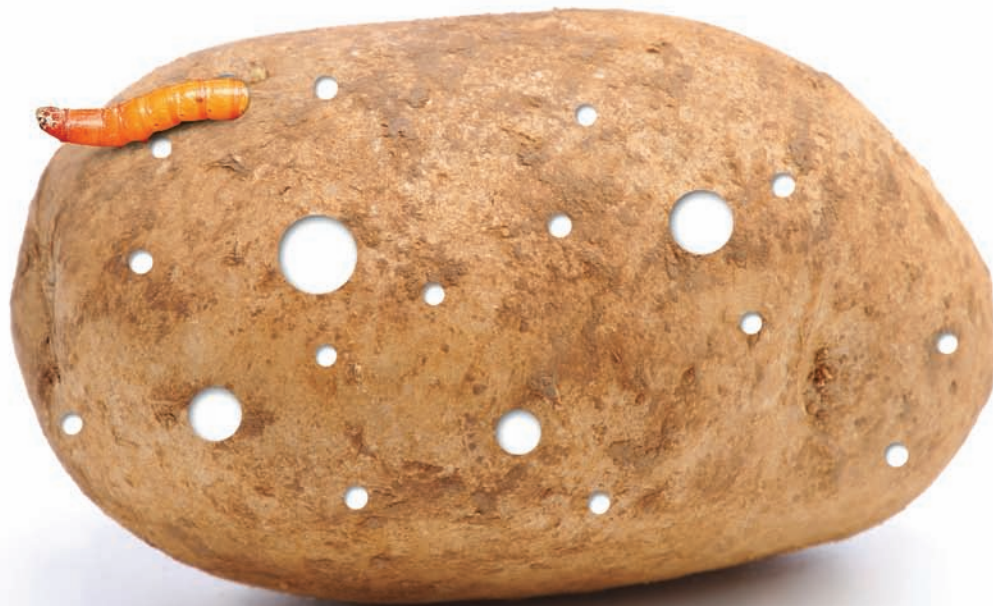
"The size of our province gives us an integrated, connected economy where all businesses have a role to play in enhancing our prosperity," Premier Wade MacLauchlan said. "Support from the McCain Adjustment Fund will help these Borden-Carleton businesses create jobs, increase their exports, and spur economic growth that will be felt by the entire province."

"The projects supported through the McCain Adjustment Fund are worth just over \$31 million, which speaks to the amount of economic activity happening in this region and the bright future for many businesses in the area," Economic Development and Tourism Minister Heath MacDonald said.

"Rural communities like Borden Carleton form the engine that drives the provincial economy," Rural and Regional Development Minister Pat Murphy said. "Some of these projects will directly benefit primary producers across the province while others further strengthen the economy and employment in this rural community."

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