

*Prince Edward Island*

July/August 2017  
Volume 18, Issue 4

# POTATO NEWS

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## ***In This Issue:***

- LEAF Comparison Study
- Investing for the Future
- Agri-Tourism





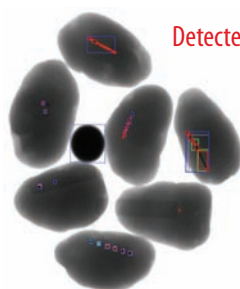
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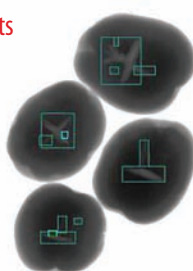
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Debbie Hirst.....IT Administrator  
Ryan Barrett.....Agronomy Project Lead  
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Tel: 902-892-6551 Fax: 902-566-4914  
Email: [potato@peipotato.org](mailto:potato@peipotato.org)  
Website: [www.peipotato.org](http://www.peipotato.org)

## Fox Island Elite Seed Farm

Matthew Ramsay.....Farm Manager  
Eleanor Matthews.....Lab Manager

Tel: 902-853-2619 Fax: 902-853-3962

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Cover: *An Island summer scene - potatoes growing along the north shore in Park Corner PEI. Photo: M.K. Sonier.*



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# Chairman's Comments

by Rodney Dingwell, PEI Potato Board Chairman



The 2017 season is off to a good start. After a long and drawn out planting season, we finally started to get some heat in mid June and the Island now looks just like all the tourist brochures - beautiful fields of various shades of green with red soil and blue sea and sky. Our summer promotions are underway and our mascot Tate has a full schedule for July and August. We have a great opportunity with the high volume of summer visitors to promote our product and to educate people on both the reasons for various regular farm practices and our environmental stewardship practices.

It has been very positive to see all the recent investments in our industry and a number of the packing line improvements are profiled on page 10 of this issue. There are also several new warehouse projects underway.

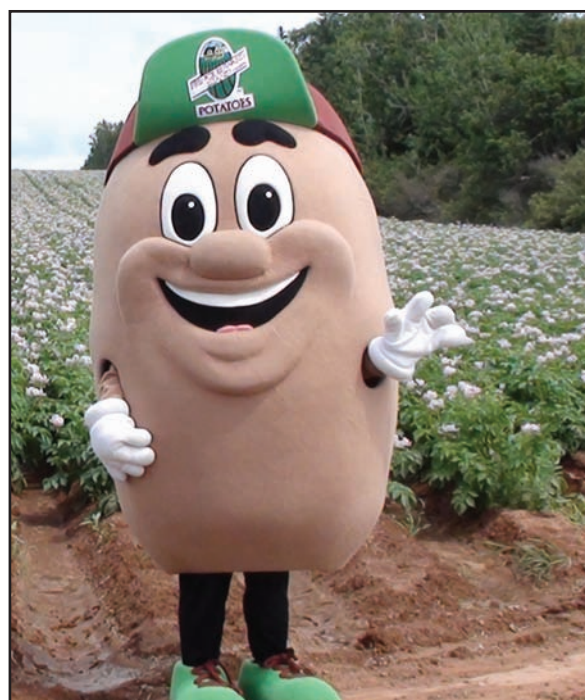
Hopefully, as we began the 2017 growing season, many of us have been able to incorporate some of the improvements we learned of during the winter extension sessions, be it a new precision agriculture tool used during planting, adjustments to the fertilizer mix or quantity we use, plans for a cover crop after harvest, etc. Continual small adjustments can help us all move towards the goal of increasing our quality and marketable yield and our sustainability.

It has also been encouraging to see many entry level positions available for our young people to help them get a start on employment in the Island agriculture industry. The Board received funding for a six month intern under the Agriculture and Agri-Food Canada Agricultural Youth Green Jobs Initiative, the Certified Organic Producers Cooperative hired a summer assistant, the Federation of Agriculture has advertised for a Farm and Food Care Coordinator, there are several new research scientists now on staff at the Agriculture and Agri-Food Canada Charlottetown Research Station. There are also several new young people working in the agriculture support service industry and on larger farms and packing operations. This is all very positive for our industry as we get fresh enthusiasm, new views and ideas as we move forward.

Environmental regulations and how these are handled continues to be an issue. Regulations that are not clear, subject to interpretation, not practical to implement or

with inappropriate penalties need to be adjusted. The process is slow and this is very frustrating. Dialogue continues with the provincial government and progress is inching along. An item on page 9 details recent changes that have made their way through the system on Pesticide Storage and Transportation regulations. This brings PEI regulations more in line with those in other provinces and also makes the requirements more realistic for on-farm implementation. We have also been asking for changes to the pesticide record requirements and at the end of June submitted recommendations for changes that were approved by our Research and Environment Committee and the Board. We have also shared our recommendations with the Federation of Agriculture so that we are all working with the same goals in mind. The Board has met with the Minister of Agriculture and Fisheries on several occasions, with the Minister of Land, Communities and Environment and with the Premier/Minister of Justice to address this very important issue.

I hope that in between caring for the growing crop everyone is able to take time to enjoy all that the Island has to offer during the short summer months.





# POTATO BOARD NEWS

## The Long Road to a PACA-like Trust in Canada

*(The following item was distributed in a Members Note by the Canadian Horticultural Council and shared with our growers in late June 2017.)*

The Canadian Horticultural Council (CHC) and its partners, the Canadian Produce Marketing Association (CPMA) and the Dispute Resolution Corporation (DRC), have been working with the current government to find a solution to restoring preferential access to the Perishable Agricultural Commodities Act (PACA) in the United States through the development of a reciprocal tool in Canada that would address the challenge of bankruptcy for the produce industry in Canada.

CHC and its partners have been actively engaged over the past year briefing the Government to ensure the Minister of Agriculture and his staff are fully aware of the issue and the solution which we believe is in the form of a stand-alone piece of legislation that addresses the needs of the farmer and produce seller in the event of a bankruptcy. Over the past month, CHC, CPMA and DRC have held numerous meetings with a range of key government stakeholders including: the Prime Minister's Office, the Minister of Agriculture, political staff from the Office of Minister of Innovation, Science and Economic Development (ISED) and members of the House Standing Committee on Agriculture and Agri-Food. Through these meetings we have learned that the Minister of Agriculture is currently not in a position to move forward with the stand-alone legislation and the PACA issue is in the hands of Minister Bains (ISED). While frustrated, the CHC and its partners continue to push the issue forward.

In June 2016, the House Standing Committee on Agriculture and Agri-Food issued a letter, unanimously supported by all three political parties, to the Minister of Agriculture asking him to find a solution to our industry's issue. The letter from the Committee supported a 2015 press release issued by Liberal MP Mark Eyking (then Agriculture Critic) committing a future Liberal government to the following:

"A Liberal government would defend Canadian fruit and vegetable producers by resolving the entirely avoidable dispute with the United States over its Perishable Agricultural Commodities Act (PACA).

Canadian fruit and vegetable growers used to enjoy special access to PACA, a low-cost dispute resolution system for perishable goods, which ensured prompt payment for exports to American customers. However, their access was

revoked a year ago after the Conservatives failed to create a comparable system in the Canadian market.

The Conservatives neglected over 27,000 producers in our fresh fruit and vegetable industry. Their inaction put our Canadian producers of fresh fruits and vegetables at risk of non-payment for sales to the US, even though a single instance of non-payment could be enough to force one of our many small producers out of business. It is unacceptable that, despite months of warnings, the government dragged its heels and still has not resolved this dispute.

In consultation with industry leaders, including the Canadian Horticultural Council and the Canadian Produce Marketing Association (CPMA), a Liberal government would create a comparable mechanism in Canada and work with the United States to reinstate the access that our fruit and vegetable exporters had under PACA. This will ensure payment for Canadian horticulture producers from companies who become insolvent or are slow to pay their bills, at no cost to taxpayers. Resolving this dispute is crucial for the sector, whose trade in fresh produce with the US is worth over a billion dollars a year."

CHC, CPMA and the DRC are coordinating efforts which include meetings with elected officials and government staff to ensure this issue is addressed by the current Government and the federal Liberals fulfill their 2015 election promise. All three organizations believe this is an opportunity for the Government to show they support Canadian growers and businesses and ensure that the Canadian fresh produce industry remains advantaged when doing trade with the United States.

## NAPPO Symposium

The North American Plant Protection Organization (NAPPO) held an international symposium on Risk-Based Sampling (RBS) in Baltimore, Maryland in late June. Representatives from over 30 countries participated in the event, which brought government and industry members together to drive international conversations and progress towards maximizing the value of inspection and monitoring efforts. Brenda Simmons attended on behalf of the PEI Potato Board.

Inspection is the most widely used means of protecting countries and regions against pests and diseases, and to gather information on pest presence and distribution. However, as one keynote speaker from the USDA stated, "Without a statistical basis, inspections are at best an inefficient means of doing so." He went on to say that risk-



based sampling brings us closer to doing work based on the evidence of risk, and not just the perception of risk. Over the past 18 months, the USDA has used RBS to determine how it would conduct its inspections at 16 ports of entry. Via that pilot, the USDA is moving away from sampling a set percentage of each shipment and is instead using statistical assessments of risk in order to help align resources with the highest risk.

The data sets, math equations and models being discussed were sometimes heavy lifting, but the bottom line is that with massive increases in global trade and tight budgets for inspection resources, it makes a great deal of sense to implement inspection strategies that truly target risk (based on the product being shipped, the origin, the exporter, etc).

As an aside, with the need to focus limited inspection resources in the areas most needed to protect us from potentially devastating pests and diseases, it might be time for the potato industry in PEI and in Canada to consider whether we need to continue mandatory inspection for tablestock going forward. Growers and packers have their own quality assurance systems, and buyers also conduct inspections, regardless of whether CFIA has already inspected the load. There is also a significant cost for CFIA inspection, and with CFIA considering even higher fees via its current cost recovery consultation, it is worth consideration. While this issue was not specifically discussed at the Baltimore symposium, Brenda has since raised the concept with the

PEI Potato Board directors and at the Canadian Potato Council meeting in July. This is a longer term project, and your thoughts on the pros and cons of such a move are welcomed.

## PMRA Proposed Re-evaluation Decision for Lambda-Cyhalothrin

Lambda-cyhalothrin is a synthetic pyrethroid insecticide used to control a broad range of insect pests on a wide variety of sites. When conducting the re-evaluation of lambda-cyhalothrin, the PMRA reviewed scientific information provided by pesticide manufacturers, provinces and Environment and Climate Change Canada, as well as published scientific information. For the environmental assessment, potential risks to organisms on land and in water were examined. For the human health assessment, the following routes of exposure were examined: food, drinking water, exposure when applying the pesticide, and coming into contact with the pesticide after it has been applied.

The evaluation determined that under the current conditions of use, the human health risks for most products containing lambda-cyhalothrin do not meet current safety standards. Therefore, the PMRA is proposing to cancel the following uses:

Products used by commercial applicators and growers for:

- All uses on food and feed commodities
- Indoor residential uses

An evaluation of the scientific information has determined that certain uses of lambda-cyhalothrin products have value and do not pose risks to human health or the environment. These uses include:

Products used by commercial applicators for:

- Use on shelterbelt, poplar and willow plantings, outdoor gardens, trees and ornamentals
- Structural use in non-residential areas, golf course turf, sod farms and industrial turf
- Use on tobacco

Before making a final re-evaluation decision on lambda-cyhalothrin, the PMRA will accept and consider written comments on Proposed Re-evaluation Decision PRVD2017-03, Lambda-cyhalothrin received up to 90 days from the date of PRVD2017-03, Lambda-cyhalothrin. Please forward all comments to Publications. The PMRA will consider any additional data/information submitted during the consultation period in the final decision. Comments are being accepted until September 21.



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The full evaluation decision can be found at: <https://www.canada.ca/en/health-canada/services/consumer-product-safety/pesticides-pest-management/public-consultations/proposed-re-evaluation-decisions/2017/lambda-cyhalothrin/document.html>

## Canadian Potato Council Summer Meeting

Representatives of provincial potato organizations, CFIA and AAFC met in Toronto on July 9-10 to discuss issues of importance to the Canadian potato industry. The Potato Task Force, which is now working on understanding how cost recovery will impact the competitiveness of potato farmers and other components of the industry, met on the evening of July 9th. A key first step was obtaining information from CFIA as to how much the Agency currently receives in fees from potato operations in each province. Task Force members are also obtaining information relating to other aspects affecting competitiveness, with a goal of being prepared to engage fully with CFIA cost recovery staff and elected officials this fall when Round Two of the consultations (which will include proposed new fees) begins.

The Canadian Potato Council (CPC) meeting was held on July 10th. The full day agenda included provincial updates, updates on NAPPO, Potato Cyst Nematode (PCN), garden varieties/non-registered varieties, blackleg, priority export markets, NAFTA consultations, research, crop protection, carbon pricing, PMANA, potato sustainability initiative and the Alliance for Potato Research and Education (APRE).

The CPC is very fortunate to have David Jones working on our behalf, with more than a full workload. All of these issues require time and effort. Crop protection is a good example. The Pest Management Regulatory Agency (PMRA) is re-evaluating many crop protectants, several of which are important to potato/horticultural farmers. At this time, PMRA's proposed re-evaluation decisions involve linuron (Lorox), mancozeb (Dithane), metiram (Polyram), chlorothalonil (Bravo, Echo, etc), iprodione (Rovral), captan (Captan), cypermethrin (Ripcord), imidacloprid (Admire), lambda-cyhalothrin (Matador), phosmet (Imidan), and several other products.

In most cases, PMRA is proposing to cancel all uses for these products, and

to decrease or limit the number of applications in others. The CPC and the Canadian Horticultural Council, have responded to PMRA on all of these proposed decisions, as PMRA is seeking information on important elements such as current use data and methodologies, the use of personal protective equipment by applicators and/or farm workers, etc. Information from the surveys helps PMRA understand better exactly how the products are used on Canadian farms and in our sector, and will help them refine their decisions going forward.

Please contact the Board office with any questions on topics covered at these meetings. PEI was represented at the summer meeting by Greg Donald, Brenda Simmons, Donald Stavert and Rodney Dingwell. This was Donald's first meeting in his new role as the PEI grower representative on the CPC. We appreciate Donald's willingness to take this on. He is replacing long time representative Gary Linkletter who has recently retired from the industry. We wish Gary well!

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# Pesticide Storage and Transportation

*The following information was received recently from the PEI Department of Communities, Land and Environment:*

Have you heard? The PEI Department of Communities, Land and Environment have made some changes to the Pesticides Control Act Regulations. Many of these changes focus on the way you store and transport pesticides or pesticide-treated seed.

Make sure you review the Regulations and are familiar with all requirements. This includes always reading and following the pesticide product label.

To get you started, here is a summary of the requirements for storing and transporting pesticides.

## Storing Pesticides

Proper storage of pesticides is important. It protects you, people working on your farm, the wider community, and the environment.

Pesticides must be stored separately from food, feed, or other items that might be consumed by people or animals and at least 8 metres away from materials that might react with pesticides, like fuel and fertilizer. Always store pesticides in their original container.

Your storage facility must

- be free of waste materials other than pesticide containers;
- have a water-impervious floor (e.g., concrete) with no floor drain;
- be ventilated (naturally or mechanically);
- have signs within storage areas and on doors that read “no smoking” and “warning – pesticide storage area” (ask an Ag-Environment Officer if they have any signs on hand that they can give you);
- be locked or secured; and
- have safety equipment for emergency situations, including a spill kit.

Keep emergency phone numbers posted by phone that is nearest to your storage facility. You must also maintain two copies of a product inventory and Safety Data Sheets (SDS); one kept in the storage facility and a second kept in a separate location. Product inventories include lists of products and estimated quantities normally held in storage. Make sure you tell the local fire department where you keep this second product

inventory. This will allow them to better respond and protect themselves in the event of a fire.

## Transporting Pesticides

Pesticides must be transported in a way that does not cause harm or injury to you, other people, property, and the environment.

Never transport pesticides in the same part of the vehicle as the driver or passengers, food, feed, household furnishings, toiletries, clothes, bedding, or similar items.

Make sure the pesticide is in the original manufacturer’s sealed container and this container is kept upright at all times and secured to the vehicle.

Never leave pesticides unattended in a vehicle in a public place unless the pesticide is locked in the vehicle or in a locked compartment.

## Transporting Treated Seed

Treated seed must be transported in sacks, sealed containers, or in bulk. Sacks and sealed containers must be labeled with the words “seed treated with (name of pesticide). Do not use for food or feed”. Seed transported in bulk does not have to be labeled, but it does need to be covered with a tarp or similar cover to prevent spills.

Seed treatment businesses must include a copy of the pesticide product label to anyone who purchases treated seed.

These changes came into effect on July 1, 2017.

For more information on these changes, please consult the Regulations or contact Thane Clarke at the Pesticide Regulatory Program (ktclarke@gov.pe.ca or 902.368.5599)



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# Investing for the Future

The federal government, through the Business Development program of the Atlantic Canada Opportunities Agency (ACOA) is investing for the future with potato farms across Prince Edward Island.

## Mid Isle Farms Inc., Albany, PEI

A potato packing operation in western P.E.I. is getting \$400,000 from the federal government to help expand its business.



*Mapleque MP Wayne Easter (right) congratulates Mid Isle Farms on recent improvements to their packing line. Mid Isle Board member Elmer MacDonald (left) and Sales Manager Jennifer Harris (centre) look on.*

ACOA, through its Business Development Program, will provide Mid-Isle Farms of Albany with the repayable contribution.

Mid-Isle Farms says the money will enable it to carry out necessary upgrades to its current production facility. In order to grow its export sales, the company says it will invest in additional bagging and bailing equipment to meet demand during its highest peaks.

Mid-Isle Farms Inc. was formed in 1982 by the co-operation of seven local farm families. “We are proud to say that after 35 years, all seven families are still investing in the business, and our local community, to see it continue to prosper,” Rick Burt, CEO of Mid-Isle Farms, said in a news release.

## J & S Visser Produce, Orwell Cove, PEI

New packaging equipment at J & S Visser, purchased with a \$250,000 loan from ACOA, is expected to help the company reach new customers.

The company will add a baler and bagger system,

allowing the company to move quickly between types of potatoes and various packaging sizes. This will increase the variety of potato products offered and potentially attract new consumers.

“The new machinery helps us to meet the growing needs of our customers, in terms of volume and efficiency, and to develop new product for a changing market,” said company owner Stephen Visser.

The company’s products are sold across Canada and in the United States.

## Rollo Bay Holdings Ltd., Rollo Bay, PEI

The Honourable Lawrence MacAulay, Minister of Agriculture and Agri-Food and Member of Parliament for Cardigan, on behalf of the Honourable Navdeep Bains, Minister of Innovation, Science and Economic Development and Minister responsible for the Atlantic Canada Opportunities Agency (ACOA), announced federal support for enhancements to the packaging operation at Rollo Bay Holdings Ltd. ACOA’s Business Development Program is providing a repayable contribution of \$1,045,045 for upgrades to processing and packaging equipment.

Rollo Bay Holdings owners Ray and Alvin Keenan, and an operating staff that includes a third generation of family members, serve as a major agricultural employer in eastern PEI. With these equipment upgrades, the company will be able to focus on higher value product development to reach new markets. The investment in new technology will also create skilled positions for workers, and allow Rollo Bay Holdings Ltd. to improve environmental standards in



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(left to right) Alvin Keenan of Rollo Bay Holdings, PEI Minister of Agriculture Alan McIsaac, Federal Minister of Agriculture Lawrence MacAulay and Ray Keenan at the announcement of the improvements to the packing line at Rollo Bay.

## East Point Potato (2009) Inc., East Point, PEI

A repayable contribution of \$500,000 from ACOA will help with upgrades to the processing facility at East Point Potato 2009 Inc. in Souris, PEI. The purchase and installation of new equipment will increase productivity and help the company respond to an ever-changing market.

Shareholders of East Point Potato 2009 Inc. come from sixth generation potato farms that pack their own potatoes as well as product from farms in the surrounding region. The company exports to retail and food service clients across the country.

The new investment will allow East Point Potato to meet wider demand with improved efficiency and a greater capacity to process potato product on an as-needed basis. The updates build on the company's strict standards of safety and quality, and its continuing goal of sustainable environmental practices in its operations. "As a growing rural PEI business whose goal is to add value to our primary produce and to provide employment to rural islanders, we are pleased that our Federal Government is working with us in achieving our goal," says Boyd Rose, President, East Point Potato 2009 Inc.

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## Island Company Offers the Whole Package

### Family business has long history supporting growing agriculture and aquaculture sectors

July 20, 2017 – Central Bedeque, PE – Atlantic Canada Opportunities Agency: Since 1935, when three Island entrepreneurs established a jute bag operation to accommodate a growing potato market, PEI Bag Co. Ltd. has been providing food producers with attractive and practical packaging options. The Government of Canada is working with rural-based businesses in Atlantic Canada such as this one to build on the region's traditional strengths, support sustainable growth, and help create new business opportunities for all.

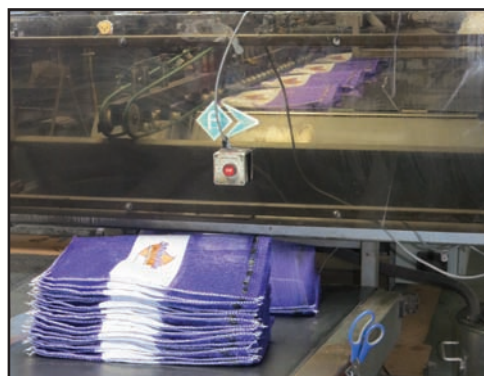
The Honourable Wayne Easter, Member of Parliament for Malpeque, on behalf of the Honourable Navdeep Bains, Minister of Innovation, Science and Economic Development, and Minister responsible for the Atlantic Canada Opportunities Agency (ACOA), today announced federal support for PEI Bag Co. Ltd. for the expansion and modernization of its packaging process.

Through its Business Development Program (BDP), ACOA is providing a repayable contribution of \$200,000 to PEI Bag Co. Ltd. to purchase a bag manufacturing machine. The new equipment will allow the company to increase

output and improve the quality of its mesh bag products.

"PEI Bag Co. has a great history in our Island agricultural and manufacturing industries. From creating the iconic jute potato bags we all know to developing modern packaging options for food and construction sectors, the company has always been forward thinking, yet deeply rooted in its community. I am glad to see Government of Canada support for this important Island employer," commented Mr. Easter.

PEI Bag Co. Ltd., which has expanded into markets for other agriculture and aquaculture goods, as well as the construction industry, reaches customers across Canada and internationally. The Central Bedeque-based business maintains nearly 40 full-time positions, and remains under the ownership of descendants of the founding partners.



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## Canadian Potato Genetic Resources

Housed in Canada's centre of excellence for potato research along the Saint John River Valley in Fredericton, New Brunswick, Agriculture and Agri-Food Canada's scientists maintain a living library of nearly 180 potentially high-value potato gene resources. Canada's potato gene bank, or Canadian Potato Genetic Resources, is part of an international commitment to global food security.

If disease or a natural disaster strikes and potato crops are devastated, researchers from anywhere in the world can turn to the gene bank to rebuild the stock. Researchers can also call on the gene bank for resources to help them develop stronger, more disease-resistant and environmentally-resilient varieties.

"We preserve some potato varieties that are of unique value to northern latitude climates, varieties that are adapted to shorter seasons with longer daylight hours. Only certain star varieties are grown by the potato industry so in the interest of preserving genetic diversity, an important part of our role as gene bank curators is to back up our genetic resources," says Dr. Benoit Bizimungu, Gene Resources Curator, Research Scientist with Agriculture and Agri-Food Canada.

Unlike other gene banks that preserve seed-propagated crops like grains, the potato gene bank is made up of live tissue cultures or tubers which are perishable and require constant maintenance. Plantlets are grown in aseptic conditions in test tubes that are stored in temperature-controlled growth chambers for six to eight weeks at a time. The collection is then refreshed, continuously monitored and periodically tested for contaminations. Microtubers, or tiny potatoes about the size of a raisin, are also produced in test-tubes and preserved for up to a year as a backup. A duplicate collection of microtubers is kept at AAFC's Saskatoon Research and Development Centre.

"It's well worth it," says Dr. Bizimungu of the work involved in conserving high-value potato genetic diversity. "There are many potato varieties that aren't grown today that have traits that are of current or future interest to researchers and educators. Preserving these varieties ensures valuable attributes, and even those with known susceptibility to certain diseases, are kept for the development of future, better varieties."

The collection is comprised of heritage varieties, modern Canadian-bred varieties, as well as strains known to show differential reactions to certain diseases and breeding lines with specific traits scientists are interested in studying. In addition to Canadian varieties, the collection also includes varieties from the US, Peru and many European countries

including Ireland, the Netherlands and Estonia.

Canadian Potato Genetic Resources is part of Plant Gene Resources Canada (PRGC). The mandate of PRGC is to acquire, preserve and evaluate the genetic diversity of crops and their wild relatives with focus on germplasm of economic importance or potential for Canada.

## Key Facts

Canadian Potato Genetic Resources, or potato gene bank, preserves nearly 180 breeding lines or potato varieties of importance to potato researchers and breeders.

The potato gene bank is a living library comprised of test tube plantlets, greenhouse/field grown tubers and microtubers.

The focus of the potato gene bank is to preserve genetic resources of unique value to the Canadian northern latitude climate.

The gene bank is part of an international commitment to preserve document and distribute genetic resources for research, conservation and education.

**Canada's Potato Gene Bank**

ESTABLISHED IN 1994

Located at the Fredericton Research and Development Centre, Fredericton, New Brunswick

Canadian Potato Genetic Resources - Part of Plant Gene Resources of Canada

**Preserving our past. Paving the way for our future.**

PREPRESERVES, DOCUMENTS, AND DISTRIBUTES POTATO GENETIC RESOURCES TO SUPPORT:

- RESEARCH
- CONSERVATION
- EDUCATION

The gene bank preserves germplasm not only from Canada but from all over the world, including:

USA, UK, AUSTRIA, GERMANY, FRANCE, IRELAND, SWEDEN, ESTONIA, PERU, SLOVENIA, NETHERLANDS

**DID YOU KNOW?**

Researchers can look to the gene bank to study particular potato diseases or to access parent breeding lines when developing new potato varieties.

The Lumper variety, currently preserved by the gene bank, was infamously attacked by late blight, the disease that caused the Irish Potato Famine of the 1840s and 1850s.

Live plant material is maintained in test tubes.

Micro tubers and full-size tubers are also grown by the gene bank.

**Collection breakdown**

- HERITAGE VARIETY (83%)
- DISEASE CHECK (12%)
- CANADIAN BRED (30%)
- BREEDING LINE (9%)

For more information, visit: [PRGC3.AGR.GC.CA](http://PRGC3.AGR.GC.CA)

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# Linking Environment and Farming (LEAF)

## Assessment of the feasibility of implementing the environmental assurance system LEAF Marque on Prince Edward Island

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by Kayla Nieuwhof, 2016/2017 Green Intern, PEI Potato Board

### Introduction

Primary producers the world over are becoming increasingly familiar with certification schemes that track everything from food safety practices and humane treatment of animals to environmental sustainability of production methods. In the developed world, where a small percentage of the population is involved in primary production and most of the rest are several generations removed from a farm, people are requiring assurances about the food they eat and how it is produced.

Farmers on PEI have been supporters of the Environmental Farm Plan (EFP) process. In the potato industry, growers and packing sheds, based on demands from their buyers, have also signed on to the CanadaGAP Food Safety system and the Potato Sustainability Initiative initiated by the processing industry, led by McDonalds.

In addition, growers are looking for ways to brand themselves and differentiate their product in the marketplace in an effort to secure new markets and obtain a premium price for the extra work that they do. Examples of this are certified organic, Bord Bia's Origin Green in Ireland, and EnviroVeg in Australia.

In 2015, the General Manager of the Prince Edward Island Potato Board travelled to Europe as part of a Nuffield Scholarship Educational Tour. While in the United Kingdom he was introduced to the LEAF Marque system. In the fall of 2015, Anthony Goggin, Standards Manager for LEAF was invited to give a presentation on the program at the Board's Annual meeting and visited with growers, government personnel, and representatives of packing sheds while on PEI.

In 2016, with the assistance of the Agriculture and Agri-Food Canada Agricultural Youth Green Jobs Initiative, the PEI Potato Board was able to hire a "Green Intern" to assist with the evaluation of the feasibility of adopting the LEAF Program in PEI.

### Linking Environment and Farming (LEAF)

Set up in 1991, LEAF (Linking Environment and Farming) is a charitable organization in the UK that promotes environmentally responsible farming by encouraging farmers to produce food with care for the environment

and to improve the public's understanding of food and farming. LEAF is a membership-based organization that works with farmers as well as the food industry, scientists, and consumers.

- LEAF's Vision: A world that is farming, eating and living sustainably
- LEAF's Mission: To inspire and enable sustainable farming that is prosperous, enriches the environment and engages local communities

LEAF works to promote its vision and mission by facilitating knowledge generation and exchange, developing market opportunities through the LEAF Marque Standard, and engaging the public in sustainable food and farming. Growers can become members of LEAF and utilize LEAF tools and resources to improve on-farm environmental sustainability and measure progress over time. LEAF has also developed the LEAF Marque Standard, an environmental assurance system with an associated food label that enables LEAF Marque certified growers to differentiate their product in the market place as product grown according to high environmental standards. (<http://www.leafuk.org>)

### Methods

Research was conducted on the organization Linking Environment and Farming, hereafter referred to as LEAF, and the LEAF Marque certification process for this environmental assurance system. The goal of this project was to assess the overall feasibility of implementing LEAF Marque on PEI, answering questions such as:

- What is the time requirement for growers?
- What are growers already doing that meets LEAF Marque standards?
- Are there other sustainability initiatives implemented on PEI that overlap LEAF Marque requirements?

In order to answer these questions, the PEI Potato Board took an in depth look at the LEAF Marque Certification process. The following is a summary of the methods used to answer the question: is the LEAF Marque environmental assurance system feasible on PEI?

### Fox Island Elite Seed Farm

In order to accurately assess the LEAF Marque program and the practicality of this system on PEI, the PEI Potato



Board obtained a LEAF membership for Fox Island Elite Seed Potato Farm. Membership provides access to LEAF resources and tools including but not limited to: LEAF Green Box, LEAF Water Management Tool, LEAF Integrated Farm Management resources, and the LEAF Sustainable Farming Review (LSFR). As a LEAF member, access to these resources was granted for Fox Island. It is important to note that many farms remain LEAF members only, utilizing LEAF resources without going through the certification process for the use of the LEAF Marque on products sold in stores.

Using Fox Island as a template farm provided the opportunity to simulate what it would be like for a PEI grower to use LEAF resources and become a LEAF Marque certified farm and also illuminated gaps in resources accessible to PEI growers regarding environmentally responsible farming.

### Organization

The process of becoming LEAF Marque certified requires a significant amount of documentation and a well-established organizational system. Documents can be uploaded through the LEAF Sustainable Farming Review and stored online or records and documentation can be kept in hard copies. For this project, information was organized into nine binders, one for each of LEAF's nine principles of Integrated Farm Management: Organization and Planning, Soil Management and Fertility, Crop Health and Protection, Pollution Control and By-Product Management, Animal Husbandry, Water Management, Landscape and Nature Conservation, and Community Engagement. The LEAF Marque Standard, also divided into these nine sections, sets out the requirements for LEAF Marque certification. Tabs were added to each of the binders for the control points requiring documentation within each section of the standard (Version 14.1, 2017) along with document checklists divided into "initial", "annual", and "ongoing" categories. LEAF-specific resources were printed and included at the back of each section's binder for easy reference.

Appropriate documentation was drafted and compiled for each control point for Fox Island. LEAF guidelines and resources were used to develop plans and policies and to evaluate farming practices at Fox Island from an environmentally responsible agricultural perspective. PEI and North American resources were researched to find equivalents to LEAF's UK resources where applicable; this information along with the policies and templates drafted for Fox Island would be used as guidance and templates for other farms seeking LEAF Marque certification in PEI.

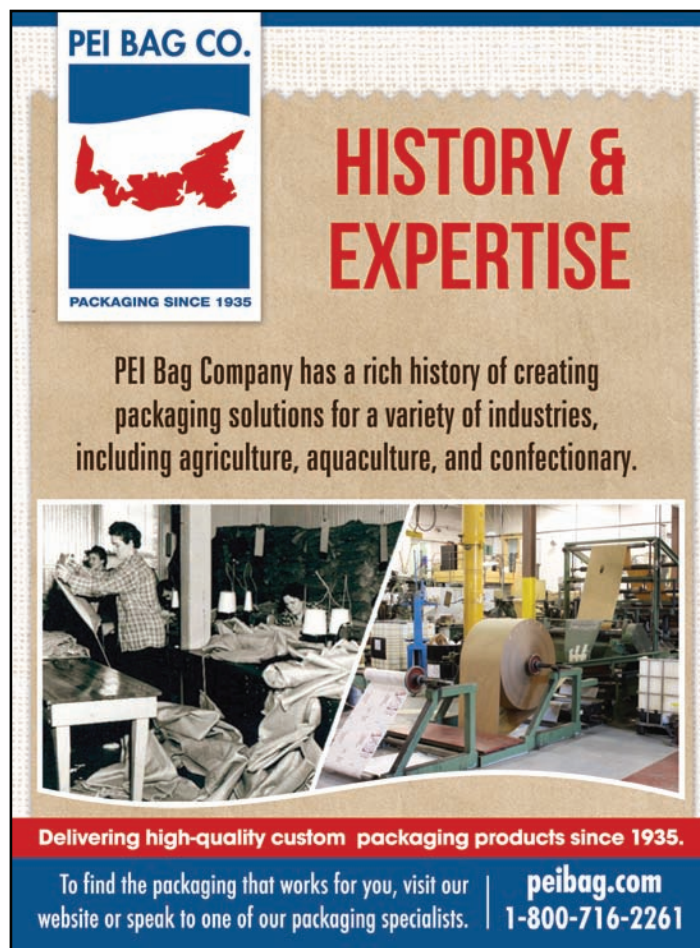
Part of the analysis of the LEAF program involved seeking the expertise of people involved in the agricultural sector in PEI. Professionals were consulted based on their specific areas of knowledge regarding current farming practices on

PEI, resources and opportunities available, and programs already in place that would aid and support growers seeking LEAF Marque certification. Discussions were also held with growers who had experience with meeting requirements for CanadaGAP and the Potato Sustainability Initiative (PSI). Meetings included:

- Kyra Stiles, Agri-Environmental Development Officer, PEI Department of Agriculture and Fisheries;
- Tyler Wright, Soil and Water Engineer, PEI Department of Agriculture and Fisheries;
- Anthony Goggin, LEAF Certification and Assurance Manager;
- JoAnn Pineau, EFP Planning Officer, PEI Federation of Agriculture;
- Joanne Driscoll, PEI Horticultural Association, resource for the CanadaGAP program;
- Vernon Campbell, Mull Na Bienne Farms, processing grower and member of the PSI Governance Team; and
- Nathan Ching, Black Pond Farms, processing, fresh and seed grower.

### The Master List

After looking at the EFP and its similarities to the LEAF



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Sustainable Farming Review, the decision was made to expand that preliminary assessment to a documented comparison of different assurance programs being implemented on PEI. This evaluation, or the Master List, compared the following programs to determine where overlap occurs:

- LEAF Marque Standards (and relevant LSFR points)
- Potato Sustainability Initiative (PSI) Survey
- EFP-ratings 1 (and occasionally 2) as standard
- CanadaGAP

The list matching the other programs to LEAF was very informative and useful as it shows the duplication between LEAF, the PSI, and CanadaGAP with the LEAF Marque Standard control points as the primary program. For the final list the EFP comparison was removed because it is not currently an audited program but rather is an assessment completed every 5 years.

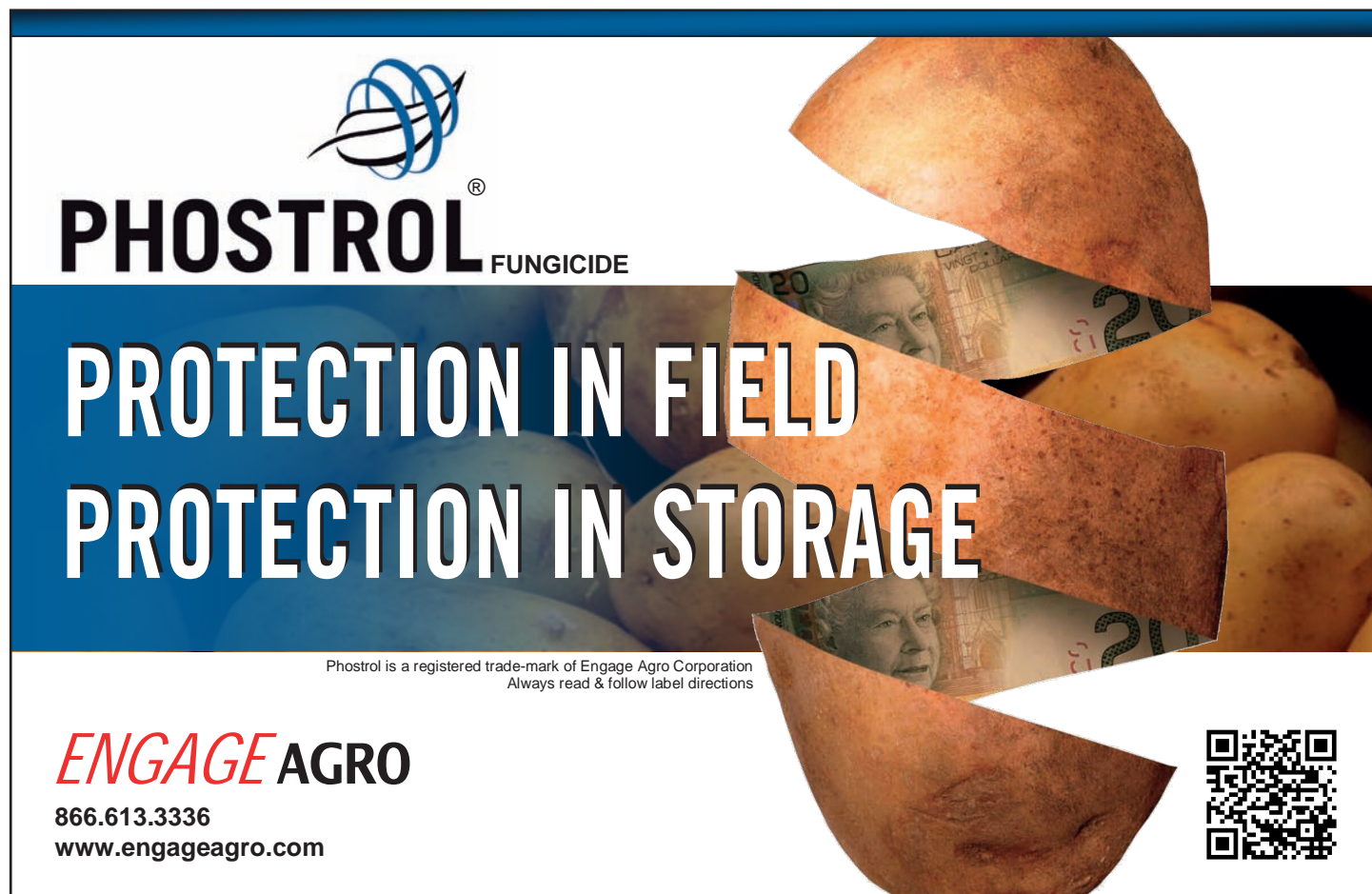
### Benchmarking and Other Programs


There are a myriad of environmental assurance programs and standards in existence and more are being developed. This can be a burden to growers as different markets require different audited programs; it requires a significant investment for growers to do the paperwork and make the effort to be compliant with multiple certification processes. In order to facilitate comparison between programs and to

establish how they relate in regards to topics addressed, the global Sustainable Agriculture Initiative (SAI) established a benchmarking process against the SAI Platform's Farm Sustainability Assessment (FSA). According to the FSA Benchmarking Methodology, "benchmarking of a standard can be done stand-alone or including country legislation". The LEAF Marque has been benchmarked as Gold against the FSA when implemented in cooperation with UK legislation, GlobalGAP, and Red Tractor schemes. Benchmarking of standalone Canadian Legislation against the SAI's FSA is currently planned along with the global accreditation for certified crop advisors. Benchmarking of the PSI is now in progress.

In addition to evaluating the LEAF Marque, other programs were assessed at a basic level for their strengths and structure of delivery. These programs included EnviroVeg in Australia, Ontario's Sustainable Food and Farm Initiative, the Michigan Agriculture Environmental Assurance Program, Origin Green in Ireland, the Sustainable Agriculture Initiative, and the Great Lakes Agricultural Stewardship Initiative (GLASI). Key elements of several of these programs are outlined below:

EnviroVeg is an industry owned and developed program free for all levy paying vegetable growers. There are two membership levels: the first is EnviroVeg GOLD which




  
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requires growers to achieve an 85% score on a submitted self-assessment based on the environmental responsibility of the business's practices. It also requires an Environmental Action Plan with goals for the following year. Completion earns an EnviroVeg GOLD membership certificate and a gate sign to recognize environmental stewardship efforts. The second level is the EnviroVeg Platinum Scheme. A grower can move beyond gold to platinum level which subjects them to random audits and also provides the benefit of displaying the EnviroVeg logo on produce packaging. Similar to LEAF's partnership with Waitrose, a grocery retailer in the UK, the EnviroVeg Platinum Scheme was launched in partnership with the major retailer: Coles. ([www.enviroveg.com](http://www.enviroveg.com))

Ontario's Sustainable Food and Farm Initiative is currently in the development phase with the hope that the Ontario pilot program will inspire collaboration across the provinces. The goal of the initiative is to develop a framework that looks at equivalencies between existing programs and unifies reporting and verification methods. It is based on the Ontario Environmental Farm Plan and Growing Your Farm Profits, encourages a whole farm approach, and looks to clarify and streamline sustainability initiatives for farmers. (<http://www.sustainablefarms.ca/>)

The Michigan Agriculture Environmental Assurance Program (MAEAP) is a voluntary program for all farm types

designed to reduce legal and environmental risks. MAEAP is delivered in three phases: education, farm specific risk assessment and practice implementation, and on farm verification ensuring that the farmer has implemented environmentally sound practices. The program is composed of four systems—Farmstead; Cropping; Livestock; Forest, Wetlands and Habitats—each has an A\*Syst tool (program's "standard") that includes risk questions used to assess management practices. Growers identify risks and develop a plan to reduce or eliminate those risks. The Michigan Department of Agriculture and Rural Development verifies the implementation of A\*Syst plans on farms. Farms can be verified in one or more of the four systems and verification is valid for three years, verified farms receive an MAEAP sign for display and are eligible for numerous cost-saving opportunities. (<http://www.maeap.org>) The MAEAP logo can be used on products only if:

- Product is sold directly on the farm or by the farmer at a farm market stand
- Is verified in two or more MAEAP systems
- Is considered to have an active verification or reverification (not expired)
- The logo must be paired with the words "Environmentally Assured Farm"

Origin Green is a sustainability program that operates



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on a national scale through Bord Bia, the Irish Food Board. The program is based on a charter rather than on a specific standard, allowing companies to decide what measures they would like to implement to improve environmental sustainability. Before making any changes, a baseline position must be measured in order to accurately report future progress. A company then develops a Sustainability Charter or plan that must include targets under the three action areas: raw material sourcing, manufacturing processes, and social sustainability. The selected targets should be incorporated into a comprehensive 5-year plan that challenges the business to improve sustainability; the plan is then independently assessed by a third party. The benefits of membership include greater efficiency which leads to reduced costs and differentiation in competitive markets; the main requirement is the ability to demonstrate continuous improvement over time. (<http://www.origingreen.ie>)

## Conclusion

The goal of this project was to assess the overall feasibility of implementing LEAF Marque on PEI. In order to do so, the PEI Potato Board took an in depth look at the LEAF Marque Certification process using Fox Island as an example farm.

The assessment helped to address several questions:

### **What is the time requirement for growers?**

A significant time commitment is required up-front to prepare and draft the policies and plans for each of the 9 sections. Initially the organization process would be time-consuming but in subsequent years it would be reduced as with any program. Monitoring, record keeping, and follow up on action plans would require continual time investment.

Ideally a farm would be able to hire someone to work on this and other programs but this is often not a plausible reality.

### **What are growers already doing that meets LEAF Marque standards?**

Many practices are currently being done but are not necessarily formally recorded. The most significant leap with LEAF is in the documentation as it requires written records, plans, or policies for nearly every control point.

### **Are there other sustainability initiatives implemented on PEI that overlap LEAF Marque requirements?**

There is definite overlap with other sustainability programs in use on PEI and the Master List details the comparisons and identifies these overlaps with CanadaGAP and the PSI program. The Master List comparing the different

programs should be expanded upon as appropriate. Also, 4R Nutrient Stewardship is very compatible with LEAF, particularly Section 2, as they both encourage farms that are economically viable along with the adoption of an environmentally sustainable mindset. The LEAF Marque requirements, however, take a much more in-depth approach to environmentally sustainable farming and require much more detailed documentation than any program currently implemented on PEI.

In addition to the positive consequences of adopting a program like the LEAF Marque there are a number of challenges to consider moving forward. Initial efforts to become a LEAF Marque certified farm do require a significant amount of work and dedication. A farm that seeks to show that it is environmentally sustainable must also be an economically viable business. In light of that, LEAF Marque certification would need to be financially beneficial in order for growers to pursue it. LEAF promotes ideas that should be adhered to on all farms in all parts of the world, yet farms are businesses and they are driven by financial stability first whether by necessity or choice. LEAF Marque must be financially feasible for farms for it to be adopted in PEI. Options for easing the financial burden of ever increasing standards include:

- A premium price for LEAF Marque product at the retail level that is returned to farmers to offset the additional work required to provide these assurances to consumers.
- Compensation for extra measures taken to increase environmental sustainability and provide assurance of this could be provided through government compensation programs such as the ALUS program.

Differentiation and going “above and beyond” should earn financial recognition for growers whenever possible. Even producers making concerted efforts to farm sustainably cannot interminably adopt regulations and programs to show what they are doing simply as the cost of doing business. If this is the expectation, the industry and consumers must be prepared for the reality that small family farms will be driven out of business as only larger corporate farms can afford complete compliance with the myriad of schemes required. This is not to say that the attitudes and actions sought by these programs and schemes should not be adopted or that these efforts should not be supported on PEI. They must be if PEI is to remain competitive in today’s markets as the consumer continually demands more assurances and concern for environmental health grows. However, growers need support from the public and all along the supply chain to help meet the costs and extra efforts needed to provide these assurances.



# Industry Lab Support Services

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## PEI Analytical Laboratories

PEI Analytical Laboratories (PEIAL) is a full service laboratory made up of labs from the Department of Agriculture and Fisheries and the Department of Communities, Land and Environment. The main focus at PEIAL is agricultural and environmental testing. The laboratory offers services for a large range of sample types including; soil, animal feed, plant tissue, manure, compost, plant diagnostics, raw milk, processed milk products and water. PEIAL is accredited by the Standards Council of Canada to the international standard for the competence of calibration and testing labs, ISO/IEC 17025. Accreditation is a mark of competence and reliability recognized throughout the world.

The facility, located at 23 Innovation Way in the BioCommons Park in Charlottetown, was built in 2012. The lab employs 24 permanent staff with additional seasonal and student help in the busier times of year.

The lab offers a number of soil tests for producers including: organic matter, water and buffer pH, Nitrogen, Potassium, Calcium, Manganese, Aluminum, Copper, Zinc, Iron, Sulfur, Boron, Sodium etc. Turn around times for test reports will vary depending on sample loads, but the standard time from receipt of sample to the report being issued is four to five business days. In addition to the paper copy of the test report, the lab will issue an electronic copy of test results to the client by email upon request. Depending on the year and weather conditions, the soil testing lab tends to be busiest in the fall after harvest and before freeze up, and again in the spring after the snow has melted, but before planting.

The lab also offers potato petiole testing. Tests offered include: Calcium, Phosphorus, Potassium, Manganese, Copper, Zinc, Boron, Nitrates, Sulfur, Iron, and Manganese. Peak times for petiole samples are late July and early August.

A plant diagnostics service is available from the lab from late June to early November. Common potato diseases identified on a routine basis include: late blight, Fusarium dry rot, leak, pink rot and bacterial blackleg. A diagnosis is determined using a variety of diagnostic techniques and clients will receive a personalized report with the results for their sample(s) as well as supplemental information such as relevant Fact Sheets on the disease in question. The report will include information on the plant disease identified, as well as referrals to PEI Department of Agriculture specialists.

The Plant Diagnostic Lab tends to be busiest in July (after plants have a chance to establish) and then again in late September/October at harvest time.

For those producers requiring water analysis in order to meet requirements for Registered Produce Warehouses, this testing is also available at PEIAL.

All sample types may be submitted directly at the lab on Innovation Way, or via any of the Access PEI Sites outside Charlottetown. Please contact your local Access Site for sample pickup times and days.

For further information on tests available, testing fees, sample submission forms etc. please visit the lab's webpage at [www.princeedwardisland.ca/labservices](http://www.princeedwardisland.ca/labservices) or call 902-620-3300.

## PEI Potato Quality Institute

The P.E.I. Potato Quality Institute is an industry laboratory owned by the potato producers of PEI. We are a not-for-profit potato testing facility guided by a Board of Directors representing each sector of the potato industry. The Potato Quality Institute is the only lab on PEI accredited by CFIA and is one of five accredited in Canada.

Our primary focus each year is to complete testing on BRR and Post Harvest Virus samples submitted from September to October. We aim to have results released to the grower prior to Christmas in order facilitate sales confirmation early in the new year. Providing results to the growers as early as possible is essential to serving the needs of the potato industry and we are proud that Island growers are some of the first in North America to receive their post harvest virus tests each year. We continue to use the ELISA test to be cost effective, but now have the capability to test dormant tubers using the PCR method for time sensitive samples.

We have added Nematode and Verticillium soil testing to a list of services we offer. We continue to look for new opportunities to meet the lab testing needs of the Island potato industry. Our goal with all of our testing services is to provide the grower with results in a timely manner.

For further information on any of our services please visit our webpage at [www.peipqi.ca](http://www.peipqi.ca) or call Pat or Marilyn at 902-368-8378.

# In Memoriam

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## Lloyd MacDonald

**November 1, 1932 – May 11, 2017**

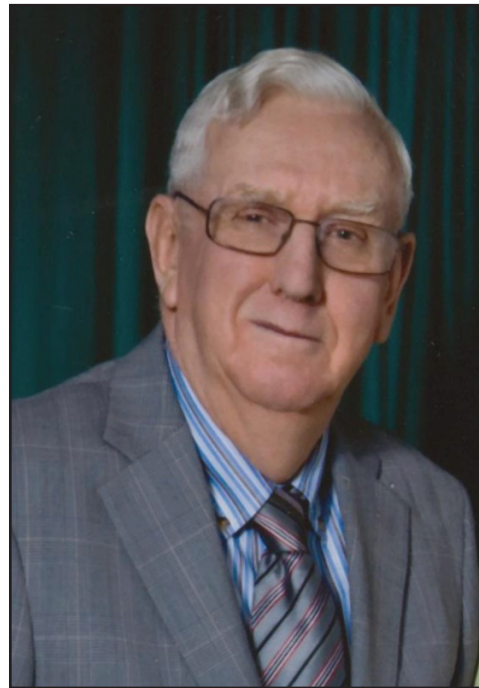
Lloyd MacDonald was born in Lyndale, Prince Edward Island and that is where he was raised and chose to live and marry and raise his son.

Lloyd was proud of his Scottish heritage and loved to share family stories. His ancestors settled in PEI and the MacDonald's have been farming in the same location here since 1829. Lloyd was the sixth generation on the Island to carry on the family tradition.

Typical of those his age, Lloyd grew up on a small mixed family farm that he worked with his father. They had cattle, pigs and a few potatoes that were stored in the basement. He married Jean MacPhee, the girl next door, and her family home can still be seen from the kitchen window of the MacDonald house. They had been married for 55 years when Jean passed away in 2010. Lloyd and Jean had one son David who grew up to farm with his father.

Lloyd was one of the early elite seed potato growers who received seed from Fox Island Elite Seed Potato Farm and propagated it for sale to Island commercial growers. He always took pride in providing the quality that his customers expected. He was a very hands-on grower and spent many years maintaining clonal selection seed potato plots of strains of Kennebec and Superior potato varieties and always maintained a good relationship with his local seed potato inspectors. As part of his attention to detail and quality, Lloyd continued to tuber unit plant his seed crop up until his last season in 2016.

Lloyd and David sold their milk cows in the 1990's, but Lloyd always retained his love of animals and they continued to maintain a beef herd. He also had a soft spot for the horses David kept on the farm. Lloyd and David built their first warehouse in 1976, added a piece in 1986 and added a grading room and warehouse expansion in the 1990's. This made dealing with multiple varieties and seed classes easier for them and allowed them to continue to provide the



service and quality that their customers knew they would receive from the MacDonald farm. They shipped seed potatoes all over central and eastern PEI and while the list of varieties and buyers changed over time, they also have customers who have returned for seed each season for close to 30 years. Lloyd remained active on the farm all his life as long as his health permitted and drove all the potatoes from the field to the warehouse in the fall of 2016.

Lloyd always came across as a very content man – happy with where he lived and his place with his family and in his community. He greeted those who came to visit with a smile and firm handshake, a true reflection of his quiet, patient yet solid character. He always had time to show people around the farm, to listen and chat and had words of wise counsel for the younger generation of farmers that have the privilege of farming the land in the next generation. One of the old tractors that Lloyd owned can often be seen in front of the warehouse in Lyndale during the growing season, a reminder of this gentle Island farmer and a life well lived.





## Laurids George MacLennan

March 19, 1938 – June 28, 2017

Laurids MacLennan grew up on a small mixed farm in West Cape, in West Prince where he farmed from an early age with his father. When he was fifteen, he planted his first crop of potatoes on the day of Queen Elizabeth's coronation – June 2, 1953. Laurids had more interest in the field than the barn and he eventually gave up the dairy cows in favour of potatoes, but maintained a small beef herd so that he had manure for the field crops. In 1970, he built his first warehouse with a loan from his uncle – the only way he could get financing. It proved to be a good investment and helped Laurids to continue on the path of a successful career in the potato industry.

By the early 70's, Laurids was growing 150 acres of potatoes. Like many Island farmers at the time, he was growing primarily for table and the export seed market. Kennbec and Sebago varieties were sold through well-known industry people like Thane Ellis and Don MacKenzie. Laurids started growing for the processing sector later in the 70's with a small contract with Mitch MacLean of Seabrook Farms. In 1980, JK Irving bought the processing plant and Laurids contracted with Cavendish Farms. During the expansion of the processing industry on PEI in the 1980's and 1990's Laurids made the decision to grow all of his crop for this market to take advantage of the stability it offered.

Laurids met Alma Howard from Cape Wolfe and they married on his 32nd birthday, March 19, 1971. They were equal partners in life and in the farm business and Laurids encouraged Alma to take an active role in the industry. Both she and Laurids served on several community and industry boards, but their hearts were at home on the farm.

Laurids was always proud of producing a quality crop and he was interested in new technology and innovation that could help him to do that. He had an early GPS enabled yield monitor on his grain combine in the 1990's, and had a keen interest in rotation crops and soil health. He was always willing to learn and this included trying new varieties and growing techniques that would improve the yield and quality for the processing market. He and Alma grew processing potatoes for both Cavendish Farms and McCains. They were proud to be included in the list of Top 10 Growers



for Cavendish Farms six times with a second place finish one year.

Laurids was full of life and fun with a positive outlook and enthusiasm for farming. He and Alma raised four children: Jason (currently living in Calgary with his family), Jonathan, and twins Lorraine and Lindsay. Laurids always valued the importance of women in the agriculture industry and encouraged all of his children to pursue careers of their choice without limits. Jason is an engineer, Lorraine has a career in agriculture and Lindsay works with Jonathan and his wife Katie and son Gabriel on the farm.

Laurids and Alma encouraged Jonathan to take responsibility for his own processing contract early on rather than grow under Laurids name, and as Jonathan expanded Laurids was able to retire from growing potatoes in 2004. He continued to grow soybeans, barley and wheat for the next 12 years and never missed a grain harvest. Even when they spent their later winters in Florida, Laurids enjoyed calling home to talk to Don McCarthy at the PEI Grain Elevators Corporation to discuss the grain markets.

Laurids was a well respected member of the potato community in West Prince and his legacy is carried on in MacLennan Properties.



# Agri-Tourism - Another Way to Promote our Industry

by Kendra Mills, Marketing Director

Farming, Fishing and Tourism are the top three industries on PEI, but in recent years, those industries are realizing the interconnectivity with each other. Once upon a time, the most popular tourist experience that connected two of our industries together was deep sea fishing. As a tourist, unless you knew someone with a tractor or a boat, getting access to the land and sea was difficult. Now, as tourism trends worldwide are shifting to unique experiences, tours that focus on food and how it is grown and finding the off-the-beaten path places, we are RIPE for growth and opportunities here on PEI! And with the advent of entrepreneurs like Flory Sanderson of Island Hill Farms, Chef Derrick at The Table Culinary Studio in New London and Perry Gotell of Tranquility Cove Adventures, we are really starting to flourish as an Island providing these awesome experiences for visitors to PEI.

We get emails, phone calls and requests all year long from people wanting to visit a PEI Potato farm. The requests are coming from many different sources - private visitors, groups holding meetings, tours coming through PEI, or farmers from other places wanting to learn about another sector. We do our best to accommodate these requests, but it's often by making calls to growers and farms (you know who you are!) and try to set something up. So, there is a need in the potato industry for an agri-tourism element.

We have all been on tours, and know what makes them successful, and the elements are pretty simple – a friendly,

knowledgeable host, a general idea of what will be shown or toured around, and a small enough group to make it intimate and interactive. The add-ons can be minimal or a bit more substantial: a small token or giveaway that people can take with them (in our industry a 5lb bag of PEI Potatoes) or nothing at all.

The potato sector in West Prince is already meeting this challenge through the work of the Canadian Potato Museum in O'Leary. Board members line up potato and dairy farms willing to participate at the beginning of the season and with 24 hours notice (on-line booking is available) the Potato Museum staff will arrange a farm visit and tour for groups. According to Donna Rowley, Manager of the Museum, they run approximately 25 tours per year and growers receive a gift or honourarium at the end of the season.

The majority of the tours that have come through other areas of PEI are often done as favours, but if something more formal is set up, visitors have no problem with a tour fee. In fact, there is an expectation that there should be one! Depending on depth, length, and any potential takeaways, the value of the tour will vary. This makes taking the time to set it up worthwhile for yourself and the farm.

This article is meant to plant the seed in your mind for the idea of a farm or two developing a summertime tour. Do you have the younger generation on the farm who is looking for an income stream? Would you yourself make a great tour guide? Do you have a passion for meeting new people, and can structure your duties that you could do a few 2-3 hour farm tours at your own place? Perhaps aligning yourself with a tour company would get you started. If you are considering it, please don't hesitate to get in touch with me at the PEI Potato Board. I can help you set something up, give you ideas and support materials like recipes and brochures, direct you on building a Facebook page or very small website, and provide you with good contacts at places like Meetings and Conventions PEI and Tourism PEI among others to help you market yourself. Start small and build. It doesn't have to be complicated; it just has to be authentic!

On-farm tours for the PEI Potato industry is a fantastic showcase for our industry. Not only could it help promote PEI Potatoes overall, but it connects our consumers that we rely on so dearly and gives them an experience that brings them closer to the people and place that grows their food. Of course, it also provides another way of making money and bringing agri-tourism on PEI to life!

## Tourism trends for 2017 according to Forbes.com:

- "Bleisure" – Mixing business and leisure travel
- Local travel – Millennials are travelling but may not have to means to book extravagant vacations at world class resorts, so are staying more within their regions
- Becoming your own travel agent – with the advent of technology and companies like Airbnb and Uber, this is easier than ever
- Solo travel – particularly among women, booking travel and experiences for self-fulfilment
- Eco-tourism – travellers looking for experiences that are home grown, sustainable, authentic, positive and experiential.



# P.E.I. Potato Blossom Festival

The Prince Edward Island Potato Blossom Festival is held in O'Leary, PEI every July and took place from July 17-23 this year. It is a traditional style festival with a variety of activities taking place through the week. These include the Miss Potato Blossom Competition, The Potato Ambassador competition, a singing competition, a washer toss competition, a potato peeling competition and of course the Saturday morning parade. The Industry Banquet and Awards night was held on Friday, July 21, 2017 and the organizing committee was pleased to have Robert K. Irving, President of Cavendish Farms as the guest speaker.



Industry awards are always a highlight of the evening and recognize the contribution of industry members to their community. Pictured below: A. Emma Jean Griffin (centre) received the Potato Ambassador Award presented by Sharon Bridges (left) of Evangeline Credit Union and John Griffin of W.P. Griffin. Each sponsor provides a \$500 scholarship to the Ambassador; B. Colton Griffin (right) received the Kent Phillips Memorial Young Farmer of the Year Award presented by Eric Phillips (father of the late Kent Phillips). ; C. Morgan, Jeff and Jason Smallman receive the Potato Producer of the Year Award presented by Greg Donald (second from left), General Manager of the PEI Potato Board; and D. Guest speaker Mr. Irving addresses the crowd at the banquet.



# PMANA Summer Meeting

by Scott Howatt, Processing Coordinator

## Summer Meeting Report – Wisconsin Dells, WI

The Wisconsin Potato and Vegetable Growers Association hosted this summer's PMANA meeting in Wisconsin Dells at the Chula Vista Resort on July 16-18th. The purpose of the summer meeting is to bring attendees up to date with crop conditions in the potato growing areas of North America, to summarize the 2017 contract settlements and to discuss relevant frozen potato industry issues.

The meeting had good attendance, with 32 grower representatives along with reps from our long time PMANA sponsors, AgWorld Support Systems. The Potato Processing Committee (PPC) sent John Ramsay, Chris MacAulay, John Visser and Scott Howatt to represent PEI processing growers.

This meeting summary comes from the Area reports which are supplied by each of the thirteen grower organizations that attend PMANA. The 2017 planted acres for processing is an interesting tale; most growing areas, including PEI, remained relatively flat compared to 2016. Some areas cut their planted acres back significantly (Idaho down 15,000, Manitoba down 3,000) while some areas: Minnesota, Maine and New Brunswick increased their acreage. The Atlantic Northeast and Eastern Canada, led by New Brunswick have a significant 6,000 acre increase in planted ground which represents a 2.5% increase over 2016. (The acreage projections shared in Wisconsin were done before Statistics Canada issued its release on July 20th, and there are some differences, including those for New Brunswick and Manitoba). Overall the North American acreage, led by Idaho, is down for a second year in a row.

Most area reports describe a very good to excellent crop coming along, up to mid-July. PEI's report described a prolonged spring planting and shared concerns over the current hot and dry conditions for their potato crop. All other areas described growing conditions being average to above average. Grower reps from central Canada and the US Midwest, particularly Wisconsin, talked about some excessive rainfalls and mounting concerns regarding possible disease pressures. In total, across North America, potato production in potato processing areas is projected to be down significantly at 2.2% or approximately 9.0 million hundredweight.

In the Columbia Basin the early digs are slightly behind their seven year schedule and turning off an average crop in yield and quality. Old crop potatoes have cleaned up nicely

in The Basin, while open, 2016 Russet Burbank spuds from Idaho are reportedly travelling to many areas to help bridge a number of processing plants from their old crop to the start of their 2017 crop. Reps from Oregon, Washington and Idaho all spoke of an excellent storage crop coming; as long as their current weather pattern of not-too-hot days and cool nights continue.

Alberta and Manitoba report their potato crops are ahead of normal, well advanced, and growers are pleased with the crop's development to date. In the American Midwest states of North Dakota, Minnesota and Wisconsin the crop is progressing well, however there are pockets of hail and excessive moisture damage, and growers are being vigilant with blight sprays. Meanwhile Ontario, Quebec, New Brunswick and Maine report their overall potato crops look good to very good, despite a delayed spring startup and some communities experiencing some major flooding events.

Projected increases to growers' costs of production for 2017 are scattered, from Oregon reporting a \$100 per acre increase driven by hourly wage hikes and crop protectant prices to Alberta, Manitoba and Quebec showing costs increases ranging from \$50 to \$70 per acre. All other growing areas except PEI showed overall costs being relatively flat while PEI reported a \$40 per acre decrease driven by reductions in their cost of fertilizer.

North American potato processors are currently enjoying strong market demand both domestically and off shore and because of this demand they have achieved finished product price increases in most all segments of their marketplace. All French fry processing plants across North America are operating close to or beyond full capacity; except those plants which also process sweet potatoes and that extra capacity is being utilized for sweet potato frozen products. The plant expansion announcements by Lamb Weston and McCain Foods in the Pacific Northwest and the brand new plant announcement by Cavendish Farms in Alberta are all strong indicators of the positive growth within the processing sector. On top of these very significant increases in production, there are plans for another major announcement regarding capital investment in the Columbia Basin in the very near future.

In the face of all this positive news for potato processors, the outlook and attitude from the growers across all the production areas of North America held a markedly negative tone during the area reports. Grower reps and staff reported a notable downturn in the relationship between the Fryer negotiators and their growers. Growers are reporting



their profit margins have dropped to unsustainable levels and in some States and Provinces and the margin can be best described as “basic survival” margins. The mood of the PMANA summer meeting was more negative and confrontational than any other past PMANA meeting that I have attended in the last nine years.

In summary, overall the North American processing crop looks very good to excellent in most all areas. However, the reduction in planted acres could reduce the overall production by up to nine million hundred weight, which would put the 2017 crop on course to balance the raw supply with the demand of the processors. Most processors are contracting at higher levels than past years and most processing plants are running at full capacity.

Across many growing jurisdictions, contract negotiation relationships reached new lows in 2017 and growers were extremely disappointed not to be able to share in any of the price increases that are being enjoyed by the processing companies and fueling facility expansion and upgrades. Many feel that the lack of recognition by processors of the risk and investment on the growers’ part has resulted in some growers exiting the industry, and others looking to alternate crops that have lower costs and risks going forward. It will be interesting to see whether processors and their executives change their approach with their most important suppliers going forward, as sustainability must include farm financial viability as well as all the environmental aspects of production.



**New storage facilities under construction at Cavendish Farms in New Annan, PEI.**

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*An Update From the:*

## **PEI Department of Agriculture & Fisheries**

by Susan MacKinnon, Acting Potato Coordinator

### **New Cereal and Oilseed Specialist**



I'd like to introduce Steven Hamill, the new Cereal and Oilseed Development Officer with the Department. He will be working with cereal and oilseed producers and industry organizations to develop innovative ideas that can lead to success for the PEI Agriculture sector.

Steven was raised on a mixed farming operation in Middleton, PEI and is still active in the management of the farm where they produce corn, soybeans, cereal and pulse crops. He is a graduate of Nova Scotia Agricultural College with a degree in Agriculture. Steven has worked with the PEI Agricultural Insurance Corporation for the past ten years. He looks forward to meeting and working with Island cereal and oilseed farmers. Steven can be reached at 902-314-0233 or by email at [slhamill@gov.pe.ca](mailto:slhamill@gov.pe.ca).

### **Potato Industry Coordinator Position**

The Department of Agriculture and Fisheries is advertising for a Potato Industry Coordinator. As many know, Brian Beaton recently left the Department to work in private industry. The Potato Industry Coordinator is a full time classified position with the PEI Department of Agriculture and Fisheries. The purpose of the position is to serve as coordinator for all potato related programs and activities within the Department including providing information programs and services to farmers that will improve the profitability of potato industry clients. Applicants must have a Bachelor of Science or a Masters in Agronomy or Plant Science with specialization in potato production or demonstrated work equivalencies. A valid drivers license and eligibility for membership in the PEI Institute of Agrologists is a requirement.

The closing date for applications is August 17, 2017.

More information can be found at <http://www.gov.pe.ca/jobs/posting/government/external> or by calling Lynda MacSwain at 902-368-4815.

## **Mary Robinson Wins 2017 Women in Agriculture Award**

Mary Robinson, a former president of the P.E.I. Federation of Agriculture, is this year's winner of the 2017 Women in Agriculture Award from the P.E.I. Women's Institute.

Robinson's family has been farming in Augustine Cove since 1810. She has served on the board of directors of the P.E.I. Federation of Agriculture for eight years, including as president in 2015 and 2016.

She is also involved in the Canadian Agriculture Human Resources Council, the National Program Advisory Council to the Federal Minister of Agriculture, and the Canadian Federation of Agriculture.

"Mary is a strong leader and has always encouraged the active participation of others. She is an extremely effective board member, very willing to pitch in, a good team-player and always shows up prepared to discuss the issues," said PEIFA president David Mol in a news release. "When Mary speaks, people listen."

The award ceremony was held at Credit Union Place in Summerside.



Mary Robinson and daughter Catherine Roberts. (Laura Meader/CBC)





## Knowledge is Key in Transition from Old Crop to New Crop

*by Kevin MacIsaac, General Manager, UPGC*

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The Crop Transition Conference first occurred in Minneapolis ten years ago. Organized by the United Potato Growers of America (UPGA), its initial purpose was to help Red Growers in Central Minnesota (Big Lake) make informed decisions as they entered the marketplace with new crop potatoes. Growers in the regions of Wisconsin, Red River Valley, Florida, and North Carolina quickly learned that their initial market price was inherited from the market in Central Minnesota. The leaders at UPGA were aware of how every year the red market crashed when the large summer crop hit the market out of Big Lake. Data compiled by UPGA and communicated to growers found that it wasn't so much with oversupply as it was with timing.

UPGA determined communication was essential to find the best window for each region to enter the market. Over ten years, this conference has evolved to include a much broader range of information including yellows, russets, and to our pleasure, information from Canada. As a sister organization, we have been able to provide good estimates for when we will enter the market, including the weekly volume from old crop in the week of July 15, transitioning through new crop over a 12 week period to September 30 when storage occurs in many areas. This year in particular, Canada provided some valuable information to the conference by illustrating how late our crop will enter the market, allowing other areas to capitalize on demand and maintain prices enabling Canadian potatoes to enter the market at reasonable prices.

The 2016 red crop was very deficient in volume compared to 3-year averages, mostly due to growing conditions in the Red River Valley and Florida. Projections for 2017 show a large increase in supply of reds to meet this deficit. This is driven by current prices such as \$30.00/cwt. in California at time of writing. U.S. data shows that when red shipments go above 250,000 cwt./week, the price declines. Based on acreage data and trend line yields, U.S. red shipments are expected to reach 375,000 cwt. per week in August. A few solutions were identified during the June 21st conference: the July 4th weekend in the United States is huge for sales of potato salad and this market needs to be promoted. Shippers getting into a market after the July 4 promotions will likely meet price pressure. As well a portion of this crop

needs to be pre-sold. The conference determined that about 300 loads would need to be cut off at the peak. Canadian data shows we will be able to help with this. This year's later crop will move us almost two weeks later into the market and our volume will be lower in the initial four weeks of the Transition Period. Other shipping areas appreciated finding this out, so they can maintain price structure.

However, it is also important to point out that Canada has tended to be a low price taker in the August to October market. Canada has a great opportunity to move red prices higher. Efforts should be made to join the United of America Red conference call, held every Wednesday at 12:30 Atlantic time. Contact us for dial-in information.

In 2016-17, Canada was the third largest regional shipper of red potatoes in North American (NA) and was #2 in 2015-16. Ten years ago, the US market produced 14 million hundredweight and is still at that level. Prices have remained at profitable levels in most years.

The yellow potato story is phenomenal. Ten years ago four million cwt of yellows were sold. Now there are 10,000,000 cwt. of yellows sold and today at the same price. The yellow demand curve is too hard to draw because the market is still developing. At least \$1.50/cwt. of the yellow price increase this year is related to the shortage of red supply, however the chart defies all ag economic principles; as the acreage of yellow potatoes went up but the price went up as well. There is no doubt that yellow potatoes have been detracting market share away from russet sales. Overall, the russet market has been dropping by about a million cwt per year. In the transition period, sales desks will need to address the high price of carton russets currently being experienced in Idaho. The strategy would be to step down to a profitable but reasonable level for each week.

Although the conference addresses table issues, one of the noteworthy items was that over the next several years, new and expanded frozen processing plants will require 17,000 acres to meet their needs. This may mean some fresh acres could be converted to processing spuds. The other interesting thing about processing potatoes other than volume increase is finished product price increase. Although raw product contract prices have been flat to down in most areas, processors will be receiving a finished product price increase of 15-20% this year. That could equate to a 5 to 10 cent increase and this does not include the exchange rate differential. How unfortunate that growers were not able to partake in any of this additional profit this year.

This conference is just one example of how the United Potato Growers of America and the United Potato Growers of Canada help make all potato growers more profitable.

# 2016-2017 Market Review

by Mark Phillips, Market Information Officer

The 2016-17 shipping year was overall a positive marketing season. Total volume shipped increased over the previous three years, thanks to strong movement to Canadian and US markets. Our movement to markets outside the US was down, but our domestic movement made up for it. Pricing in general was approximately 20% above the previous year. A graphical representation of our Fresh Weighted Average (FWA) is shown in Figure 1.

Production in Canada was up in 2016 versus 2015, but most of the increase was in processing acres. Although our production was up, most of our tablestock competitors in Eastern Canada had reduced production due to drought in Ontario and Quebec in 2016; as a result our Canadian movement was very strong. The US exchange helped improve our US shipments over last year's already strong numbers.

Approximately 5,670,000 cwt of tablestock potatoes were sold from July 1, 2016 to June 30, 2017. This represented an increase of 6.6% over last year. When combining both tablestock and seed sales, movement increased 7.5% compared to the previous year, and a 5.6% increase above the three year average.

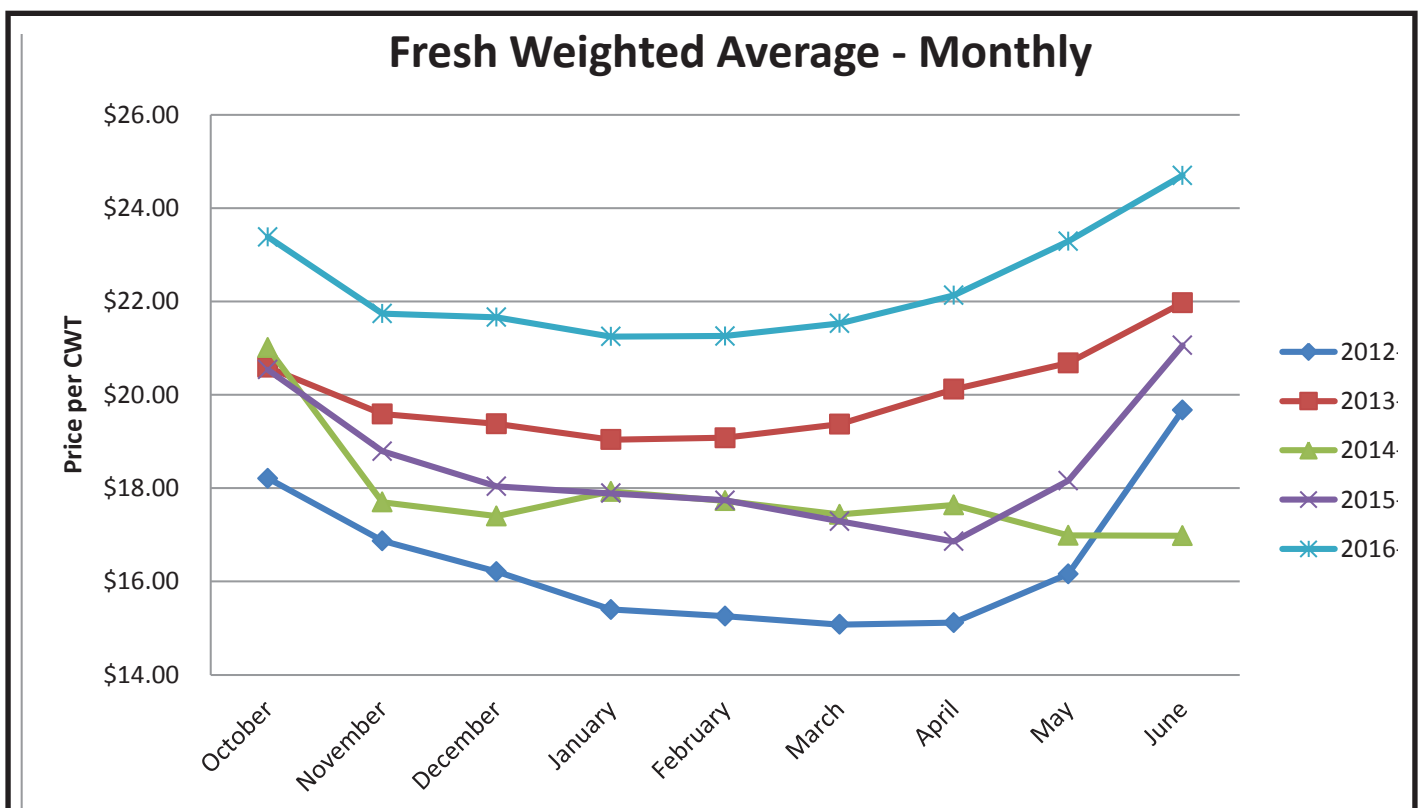
Movement to Canadian markets was up 13.1% for 2016-2017 compared to the previous year, and was 9.8% above

the three year average.

Potato sales to the United States improved over last year's already strong movement. Total US movement was up 15.1% over last year, and was up 18.1% over our three year average. The favourable exchange rate and manageable supplies made for a very strong year for US movement. Thirty-five states (plus Puerto Rico) purchased PEI potatoes in 2016-2017.

It seemed as though there was potential for good movement in the export market this year, but that potential was never realized. The continued political unrest in Venezuela had a negative impact on seed movement to that country. Although some competing areas reported lower production, their pricing did not reflect it, and growers were able to achieve better returns in the North American seed and table markets. We shipped 25.7% fewer potatoes to export markets than last year, 31.7% fewer than our three year average. A total of 15 export countries purchased PEI potatoes in 2016-2017. Caribbean markets accounted for the highest volume of tablestock export shipments.

In total, approximately 45% of tablestock and seed sales were sold to Canadian destinations, while 44% were sold to the USA (including Puerto Rico) and 11% were sold to export markets. These numbers do not include seed sales within PEI. Seed for local use remains the number one market for PEI seed potatoes.





# INDUSTRY UPDATES

## Idaho Spud Growers Encouraged by Acreage Reports

Idaho's potato growers say a 15,000-acre reduction in planted acreage estimates released recently by both USDA and United Potato Growers of Idaho bode well for prices for their coming crop.

John O'Connell, Capital Press, July 2, 2017 2:43PM: EAGLE, Idaho — Idaho potato growers are optimistic that their down market may turn around in 2017 following the recent release of estimates showing a significant decrease in the state's planted spud acreage.

Idaho growers planted 310,000 acres of spuds this season, down from 325,000 acres last season, according to a report released June 30 by USDA's National Agricultural Statistics Service. Another recent estimate released by United Potato Growers of Idaho, compiled by personnel who visited each potato field for better accuracy, placed the state's crop at 307,000 acres, down from 322,000 acres.

The NASS report also shows a decrease in total U.S. fall acres, estimated at about 908,000 acres, down from about 921,000 acres. NASS estimated the No. 2 potato state, Washington, kept its potato acreage flat, at 170,000 acres. Oregon's 38,000 planted acres were down 1,000 acres from last season, and California planted 1,400 fewer acres, with a total fall crop of 6,500 acres.

Though Idaho's fresh shipments have been well ahead of the previous year's pace, grower returns from a bumper 2016 crop have remained poor. "I was there with all of the potato guys when they got the news from Idaho. Everybody was pretty excited," said Idaho Potato Commissioner Randy Hardy, an Oakley fresh grower who attended the recent National Potato Council summer meeting in Denver. Hardy, who heads Sun Valley Potatoes Inc., said the 18 fresh growers who supply his company cut their potato acres by about 6 percent. In his area, he's seen a shift toward more dry beans and alfalfa. "Anything down

was probably good news, but I don't think anybody thought it would be down this far," Hardy said. In addition to the acreage reduction, Hardy said it's likely that slower progress of the potato crop — and the potential for quality challenges due to fluctuating temperatures — will further tighten supply and help prices. Rainy spring weather throughout the state delayed planting in many major potato production regions, and low soil temperatures slowed growth. Hardy believes the current crop has made up ground from the slow start, but is still likely 10 days behind last year's development. IPC President and CEO Frank Muir shares his opinion about the yield outlook and believes the acreage report has the state's growers "lined up" for a better year. "Given the strong demand Idaho has demonstrated this season versus a year ago, combined with what is expected to be a lower supply given reduced acres and average or less than trend-line yield, the new season should be a profitable one for Idaho growers," Muir said. Chuck Stadick, executive director of Southern Idaho Potato Cooperative, the bargaining unit for Idaho processed industry growers, considers the report to be a step in the right direction. "That's a good chunk (of reduction), but it should be down around 300,000 or less," Stadick said.

Idaho Potato Commissioner James Hoff, a fresh grower from near Idaho Falls, said growers in his area planted close to the usual schedule, but he anticipates production will be typical this season, following a banner year for yields in 2016. "I think it's a really favorable report for us," Hoff said. "The acreage numbers we're showing should be very manageable, and that should return a reasonable profit to farmers."

## Canadians Asked What Food Issues Matter to Them With Launch of a Food Policy for Canada Consultations

Government of Canada launches online survey to support the development of a food policy

May 29, 2017 – Toronto, Ontario – Agriculture and Agri-Food Canada: Food matters. Canadians make

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choices every day about food that directly impacts their health, environment, and communities. The Government of Canada is committed to helping put more affordable, safe, healthy, food on tables across the country, while protecting the environment.

Agriculture and Agri-Food Minister, Lawrence MacAulay, announced today that the Government of Canada is launching consultations to support the development of A Food Policy for Canada. An online survey is now open at [www.canada.ca/food-policy](http://www.canada.ca/food-policy) and Canadians are encouraged to share their input to help shape a food policy that will cover the entire food system, from farm to fork. Canadians can share their views on four major themes:

- increasing access to affordable food;
- improving health and food safety;
- conserving our soil, water, and air; and
- growing more high-quality food.

A Food Policy for Canada will be the first-of-its-kind for the Government of Canada, and is a new step in the government's mandate to taking a collaborative and broad-based approach to addressing food-related issues in Canada.

The online consultation is the first of a number of engagement activities planned with a wide range of participants to inform the development of a food policy. Feedback from the consultations will provide the federal government with a better understanding of Canadians' priorities when it comes to food-related issues. The results will help inform key elements of a food policy, including a long-term vision and identifying actions to take in the near term.

## **Volm Companies and Wyma Solutions Announce North American Strategic Partnership**

May 30, 2017: Volm Companies, the leading North American supplier of fresh produce packaging and equipment automation solutions, today announced a formal strategic partnership with Wyma Solutions, the global expert in post-harvest fresh and processed handling solutions.

The partnership will allow Volm Companies and Wyma Solutions to work in a closely integrated manner resulting in world-class turn-key solutions that leverage the global experience of both organizations. The combined comprehensive equipment and engineering portfolio, coupled with coast-to-coast distribution and technical service network offered via Volm Companies, will enable an unmatched customer experience. As part of the evolution of this relationship, both companies will be



*Andrew Barclay, Managing Director, Wyma Solutions (left), and Daniel Mueller, President and CEO, Volm Companies (right), shake hands at the newly opened Volm Companies Center of Excellence for Material Handling and Robotic Palletizing in Ancaster, Ontario, Canada.*

adding significant sales, engineering, technical service and manufacturing resources. This will include the manufacturing of select Wyma products in North America for North America.

For over a decade, Volm Companies has represented Wyma Solutions in the fresh potato market space successfully. "As the relationship has strengthened over time, we are pleased to be a strategic partner and we look forward to showcasing the combined capabilities of both organizations," said Matthew Alexander, Vice-President of Sales and Marketing, Volm Companies.

Wyma solutions has a global reputation for providing high quality post-harvest equipment, Andrew Barclay, Managing Director, Wyma Solutions, explained "Wyma is confident this partnership with Volm will maximize the effectiveness of cooperation and ultimately benefit our customers with high quality, complete solutions."

*About Wyma Solutions (New Zealand): Wyma Solutions designs, manufactures, distributes and services post-harvest vegetable equipment and solutions worldwide. Their product range includes equipment to tip, receive, remove waste, brush, polish, cool, dry, convey, grade, size and pack vegetables such as potatoes, carrots, onions and parsnips as well as complete dry, wash or pre-pack line solutions.*

*About Volm Companies (United States of America): Volm Companies is a recognized leader in the fresh produce market as manufacturer of innovative packaging, equipment and engineering solutions serving fresh produce customers with the largest distribution and technical service network in North America.*

## **Canada and Germany Announce Closer Ties in Agricultural Research**

May 22, 2017 – Charlottetown, Canada – Agriculture and Agri-Food Canada: World demand for food is growing and research and innovation will help Canadian farmers and food processors meet that demand. The Government of Canada is supporting science and innovation with key global



partners to build the capacity necessary to take advantage of growth opportunities and create good, well-paying jobs.

As part of this effort, the Honourable Lawrence MacAulay, Minister of Agriculture and Agri-Food, today joined the Honourable Christian Schmidt, German Federal Minister for Food and Agriculture, in Prince Edward Island to announce that Canada and Germany will work closer together in four areas of agricultural research:

- Sustainable agriculture and climate change, particularly in the areas of protecting soil and water and breeding crops that are more resistant to the effects of climate change;
- Agri-food, including crop breeding for nutrition and health and reducing food waste and loss;
- Sharing best management practices for knowledge and technology transfer to farmers and industry; and
- Personnel exchange, including exchanges of scientists and students between Canada and Germany to build on opportunities for collaboration.

Canada and Germany enjoy close and friendly relations, reflected in their active cooperation on the international stage as well as their healthy economic and investment partnership. Germany has been a strong science partner with AAFC for over a decade, especially in the areas of crop development and animal health.

The Canada-European Union Comprehensive Economic and Trade Agreement (CETA) will give Canadian farmers, processors and exporters duty-free access to more than half a billion consumers across the EU, the world's largest import market for agriculture and agri-food. This agreement will help generate jobs and grow the middle-class.

Germany continues to be a significant trading partner for Canada and is growing in importance both as an export destination and as a source of imports.

## **Simplot Starts Construction of New Plant in Mendoza, Argentina**

([www.potatobusiness.com](http://www.potatobusiness.com)): Simplot will start the construction of a French fries plant in Mendoza, Argentina, in about a month's time, following an investment of more than USD100m.

The plant will start operations in 2018 and will devote most of its production to the foreign market, according to the Argentinean press. The owner and shareholder of the company San Fili, Fabio Calcaterra, confirmed the information. San Fili had a commercial agreement with Simplot. The company will produce about 120,000 tons per

year of finished product, which will require about 4,000 hectares of potatoes per season. The raw material will be provided mainly by San Fili. "More than ten years ago we developed a 1,500 hectare project under pivot irrigation in the Pareditas area of San Carlos," said Calcaterra.

The processing plant, which will be built on a 100-hectare site on the international corridor in Lujan de Cuyo (National Route 7), will produce frozen pre-fried potatoes and mashed potatoes. The company estimates a turnover of USD1.8bn, of which 70% (approx. USD77m) will be achieved from exports to various countries in South America, mainly Brazil, Uruguay and Chile. Four hundred people will be employed directly and 2,000 indirectly.

## **Canadian Centre for Food Integrity Builds with New Leadership - Announces Inaugural Board Members and Elects New Chair**

July 20, 2017 Guelph – The new Canadian Centre for Food Integrity (CCFI) elected inaugural board members from across Canada recently to build its mandate to help Canada's food system earn trust. CCFI provides a support service to assist Canada's agri-food sector earn public trust by coordinating consumer research, resources, dialogue, and training.

The new CCFI board has named its first six directors, from west to east: Dave Eto (Naturally Splendid, BC), Kim McConnell (AdFarm, AB), Adele Buettner (AgriBiz Communications Corp, SK), Gwen Paddock (Royal Bank, ON), Sylvie Cloutier (Conseil De La Transformation Alimentaire Du Quebec CTAQ, PQ), and Mary Robinson (potato farmer, PEI). Three former Farm & Food Care Canada directors (Bruce Christie, Carolynne Griffith and Ian McKillop) are also members of the inaugural board but will be transitioning as additional directors are added to the board over the next few months.

The board is a key step in the development of a solid business model for CCFI, with a smaller, skills-based and governance-focused group of directors. The CCFI leadership model will also include a larger Advisory Council with representation from many sectors, partners, NGOs, academia and government to provide insights and strategic thinking to the board and staff team. Development of the Advisory Council is now underway.

Crystal Mackay will assume the role as President of the Canadian Centre for Food Integrity.

Kim McConnell was elected the Chair of the Canadian Centre for Food Integrity. "There is both a need and a strong desire for a coalition approach and shared investment model for more effectively earning trust in Canadian food and farming for the future," McConnell stated. "We are ready to get to work and deliver on CCFI's important mandate to help support our many partners and the Canadian food

system to earn trust.”

Find out more and help build the momentum for earning public trust in food and farming in Canada by attending the upcoming Canadian CFI Public Trust Summit ‘Tackling Transparency – The Truth about Trust’ in Calgary on September 18-20, 2017. Register today at [www.foodintegrity.ca](http://www.foodintegrity.ca)

The Canadian Centre for Food Integrity helps Canada’s food system earn trust by coordinating research, resources, dialogue and training. 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 sign up for the CCFI e-news and visit [www.foodintegrity.ca](http://www.foodintegrity.ca)

**Advertising Deadline for the  
Sept/Oct Issue is  
August 15, 2017  
Call (902) 892-6551  
to book your space today.**



Hal Perry and Sarah Sonier, PEI delegates attending the Global 4H Summit in Ottawa in early July, choose the right potato at a cooking demonstration fair held as part of the Summit activities. (Submitted photo.)

## Upcoming Events

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

### August 2017

- Aug 4 **AAFC Stakeholder Open House.**  
Harrington Research Farm.
- Aug 10-19 **Old Home Week**  
Charlottetown, PEI
- Aug 17 **Ontario Potato Field Day**  
Alliston, ON
- Aug 24 **Innate Field Day.**  
Atlantic Agritech, New Glasgow, PEI.
- Aug 29 **Soil Caravan Soil Health and Compaction Workshop**  
Location TBA
- Aug 30 **4R Nutrient Stewardship Tailgate Meeting**  
Rollo Bay Holdings, 11 am

### September 2017

- Sept 5 **Cavendish Farms Research Field Day.** New Annan, PEI.
- Sept 6 **AAFC/PEI Potato Board Variety Demonstration Day.** AAFC  
Harrington Research Farm.
- Sept 17 **PEI Open Farm Day.**

### October 2017

- Oct 1 **Farm Day in the City**  
Charlottetown, PEI
- Oct 19-21 **Potato Marketing Association Fresh Summit**  
Ernest N. Morial Convention Centre  
New Orleans, LA

### November 2017

- Nov 3-12 **Royal Agricultural Winter Fair**  
Toronto, ON
- Nov 17 **PEI Potato Board AGM**  
Charlottetown, PEI



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**Elite II Seed Potatoes**

Please call Mary Kay at (902) 892-6551 or Matt at (902) 853-7866 for details on seed availability for 2018.





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<sup>1</sup> In line with Integrated Pest Management and Good Agricultural Practices, insecticide applications should be made when pollinators are not foraging to avoid unnecessary exposure.

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